

**REQUEST FOR PROPOSAL – RFP  
Whatcom County Library System  
Non-cardholder survey  
2026**

Issuing Agency: Whatcom County Library System

Released: March 9, 2026

Closes: March 27, 2026

Proposals must be received no later than 5:00 p.m. PST.

RFP Contact:

Whatcom County Library System

Attn: RFP – 2026 Non-cardholder survey

c/o Mary Vermillion, Manager, Community Relations

5205 Northwest Drive

Bellingham, WA 98225

Email: [mary.vermillion@wcls.org](mailto:mary.vermillion@wcls.org)

## **INTRODUCTION**

Whatcom County Library System (WCLS/"Library") is seeking proposals from qualified firms to develop, conduct, analyze and report on a survey of Whatcom County residents, 18 and older, who currently do not use WCLS services. This project should be designed through a strong collaborative relationship with Library leadership. Results must reflect the diversity of residents within the Library's service area and gather information about non-cardholders' awareness of the Library, barriers to use and/or reasons why they are not Library patrons, needs and preferences regarding Library services, and a rating of the Library's perceived value in their community.

Response packages must be received by Friday, March 27, 2026, at 5:00 p.m. PST. The Library will review proposals and expects to select a firm based upon proposal documents, references and interviews with the top firms. Interviews will be held the week of April 8. The Library will then seek Board approval to sign a contract on April 21, 2026. Work with the chosen firm is expected to begin immediately upon contract execution.

## **BACKGROUND**

Whatcom County Library System is a junior taxing district established in 1944. It is a rural library district serving Whatcom County, Washington. Property tax is the primary source of revenue for the Library, accounting for approximately 96% of total annual revenue. In 2025, for the first time in 16 years, WCLS asked voters to approve a levy lid lift to restore the levy rate to 42 cents per \$1,000 of assessed value. The ballot measure passed with the support of nearly 57% of voters in the August 2025 election.

WCLS is governed by a five-person Board of Trustees; the position of Executive Director is selected by the Board. WCLS served an estimated population of 142,160 in 2025.

The WCLS service area includes all unincorporated areas of Whatcom County, Washington, and six annexed cities and towns, with the exception of the City of Bellingham. Whatcom County's economy is made up of government, healthcare and social assistance, retail trade, manufacturing, accommodation and food service sectors, with the private sector comprising approximately 80% of local jobs. Jobs in agriculture and petroleum refinement are notable in county areas, outside of city limits.

Whatcom County Library System provides services at 10 branch libraries, a bookmobile, homebound services, outreach, and via the internet through a collection of integrated websites. WCLS has 169 employees, including adjunct and system subs.

## **PURPOSE AND OBJECTIVES**

WCLS is seeking proposals from qualified firms to gather high-quality information from a statistically significant sample size of county residents who do not currently have a WCLS card or use library services, via representative surveying/polling strategies.

The Library continually engages with the public to gain input regarding local services, programs and spaces. However, no comprehensive systemwide polling or surveying has been conducted in more than a decade.

This year, Library staff are gathering data from cardholders by conducting online surveys, engaging with community members at events, and meeting with cardholders and stakeholders in small-group sessions. (See cardholder and stakeholder survey questions in addendum.)

Gathering non-cardholder insights is a critical step toward determining how we can best ensure responsible stewardship of public taxpayer dollars, maintain services that the public deems essential, and consider new directions for services based on the needs of the communities we serve.

With deference to the expertise of the selected firm, the Library is primarily interested in gathering quantitative data that can be used to inform systemwide decision-making.

## **SCOPE OF WORK**

This project shall include the following activities and deliverables:

- Prior to project start, meet with WCLS staff to review provided materials and to fully understand service area, WCLS services, concurrent 2026 patron surveys, and intended use of survey results.
- The selected firm will meet with a Library representative on a weekly basis throughout the project's duration to ensure strong collaboration and information sharing between entities. Meeting frequency may be adjusted by mutual agreement.
- Timeline for development, execution, analysis and report completion.
- Methodology.
- List of questions to be asked.
- Information about how surveying/polling candidates will be selected to ensure a statistically significant sample size.
- Develop survey to:

- Determine a baseline understanding of non-cardholders' awareness of the library.
- Discern barriers to awareness and use of library resources and services
- Learn how the public rates the Library's value in their community as a potential user.
- Learn their perceptions of their community's top issues or challenges.
- Learn how the public rates the Library's value as a community asset.
- Gather information about their needs and preferences regarding Library services.
- Conduct surveys.
- Analyze results.
- Obtain replicable research that the Library can build upon in future years.
- Produce a project report that includes the collected data and a full analysis of the research findings, including any actionable insights. This report must be provided in a written document, with a summary presented in-person or virtually, using charts, graphs, or other easy-to-understand visual guides. Initial draft will be presented to Library team the week of June 1, 2026. Final report submitted to Library staff on or before June 10 and presented to Board of Trustees at their June 16, 2026, meeting.

## **PROPOSAL FORMAT**

Each proposal should be organized to clearly address the following requirements, at a minimum:

### **A. Agents and Address**

List the full name, address, email and telephone numbers of your firm, and, if applicable, of the office from which the services are to be provided. Designate the person to serve as project manager and list the name or names of the persons in your firm authorized to negotiate the proposed contract associated with this RFP. Summarize the qualifications and experience of the individuals who will be participating in the study.

### **B. Statement of Methods and Procedures**

Provide a statement describing the Scope of Work as you understand it, and describe the approach, means, methods and procedures to be employed to gather the data, analyze findings, develop recommendations, and coordinate implementation as requested.

### **C. Structure and Content of Work Product**

Describe the way in which the work product will be structured and presented upon completion. Include computer and software compatibility information.

### **D. Project Timetable**

Provide the anticipated start and completion date for the project and estimated dates for the fulfillment of each work task. This proposed project timetable will be used as the basis for the

project timetable to be included in the project contract. WCLS anticipates that the successful consultant will be able to begin this project on or before April 23, 2026, and submit final recommendations and implementation guidelines on or before June 10, 2026. Consultant will present the final report to WCLS Board of Trustees on June 16, 2026.

E. References

Provide a list of three (3) similar projects and/or services your firm has performed within the last five (5) years. Include contact information of clients for whom the work was done, placing particular emphasis on any services provided to libraries or public agencies. WCLS staff may contact the references provided to gain additional information on the firm's performance. You may also include up to two samples of similar work you have produced. Inclusion of samples is optional.

F. Additional Information

The Consultant may include any additional information that is believed to be pertinent and helpful but not specifically requested elsewhere in this RFP.

G. Fee Proposal

Provide a description of the fee structure used by your firm, including an estimated total amount for the project. You may choose to provide information about any additional scope of work (along with additional estimated fees), if you believe those elements would significantly enhance the quality of the research findings.

It shall be the consultant's responsibility to determine the costs of any state and local taxes and business license fees associated with conducting this study and to include the cost of such items in the project budget and fee proposal.

**SUBMISSION INSTRUCTIONS**

Interested firms or individuals shall email their completed proposals to Mary Vermillion, Community Relations Manager, [mary.vermillion@wcls.org](mailto:mary.vermillion@wcls.org). The proposal shall include RFP Response — Non-cardholder survey in the email subject line.

Responses must be submitted by 5:00 p.m. PST Friday, March 27, 2026. Although proposals may be opened and reviewed prior to the closing date, they will not be disclosed to competing firms or the public until after contract award. Such award will not necessarily be based on the lowest maximum fee proposed.

Proposals must be signed by representatives of the consulting firm who have the authority to bind the consulting firm to its provisions. The proposal or a letter accompanying the proposal must state that the proposal remains valid for a period of at least sixty (60) days.

WCLS reserves the right to reject any or all proposals and waive any informality as may occur in the proposal process.

**RFP SCHEDULE**

WCLS will follow a schedule, which should result in the selection of a consulting firm to begin work on the non-cardholder surveys April 23, 2026 (estimated).

March 9, 2026	RFP released
March 16, 2026	RFP Inquiries Due
March 27, 2026	Submittals due 5:00 pm PST
March 30, 2026	Review of proposals
April 3, 2026	Notify selected finalists
April 8-10, 2026	Interviews & References if Needed
April 21, 2026	Board approval
April 22, 2026	Estimated contract execution
April 23, 2026	Estimated project start date
Week of June 1, 2026	Presentation of initial findings
June 10, 2026	Submit report for inclusion in Board packet
June 16, 2026	Present to Board of Trustees
June 30, 2026	Estimated project completion date

**AWARD CRITERIA**

All responsive proposals will be evaluated, ranked and rated according to the criteria stated below. WCLS may select a short list of highest ranked offerors with which to hold additional discussions and evaluation within the award criteria. The discussions may include, but are not limited to, presentations, qualifications, proposals, cost estimates or other pertinent information. The proposal review committee may permit revisions to the proposals so long as all offerors who are selected for additional discussion are given equal opportunity to revise their proposals.

- A. Experience and Capability: Respondents will be evaluated on past performance as reflected by evaluation of WCLS and other previous clients of the respondent with respect to such factors as quality of work and success in meeting deadlines.
- B. Additional factors to be strongly considered include experience working with libraries or other public sector organizations. (40%)
- C. Project Cost: Total project cost will be an important consideration in the selection, although it will not be the sole determining factor. (25%)

- D. Project Approach: Respondents will be evaluated as to their understanding of the scope of work, how well the proposal addresses the project requirements, and the completeness and innovation evident in the approach to the project and the proposed work. Availability for onsite consultation will be considered. (25%)
- E. Other Value-Added Tools and Services: Responses will be evaluated on the inclusion of other related information that will produce a better project outcome. (10%)

## **CORRESPONDENCE REGARDING THE RFP**

All questions or requests for information should be submitted in writing to Mary Vermillion at [mary.vermillion@wcls.org](mailto:mary.vermillion@wcls.org). WCLS reserves the right to share answers with other proposers if it is determined that the answers would give unfair advantage to one proposer.

All correspondence regarding this RFP must be in writing. It is an explicit provision of this Request for Proposal that any oral communication is not binding on WCLS's proposal process or award of the contract.

## **TERMS AND CONDITIONS**

- 1) WCLS reserves the right to reject any and all proposals, as well as to waive minor irregularities in any proposal.
- 2) WCLS reserves the right to request clarification of information submitted and request additional information from the service provider.
- 3) WCLS reserves the right to modify the frequency and/or scope of services for each item within the RFP up until March 20, 2026.
- 4) WCLS reserves the right to award any contract to the next most qualified contractor, if the selected contractor does not execute the contract within thirty (30) days after the contract was awarded.
- 5) The proposal shall include those prices necessary to cover the cost of all items required to perform the work as set forth in the RFP documents. No allowance of any kind whatsoever will be made to any proposal because of lack of such examination or knowledge. The submission of a proposal shall be conclusive evidence that the proposer has made such an examination.
- 6) Any proposal may be withdrawn up until the date and time set forth above for the RFP proposals due date and time. Any RFP not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to WCLS the services described in the attached specifications, or until one or more of the proposals have been approved by WCLS administration, whichever occurs first.
- 7) WCLS shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to this RFP.
- 8) WCLS reserves the right to make, at any time during the Contract, such changes in the Work as WCLS deems necessary for budgetary, operational, or other reasons. Such

changes shall be made by reducing or eliminating portions of the Scope of Services as submitted by the Contractor with its Proposal and by reducing the Contractor's compensation commensurately. WCLS shall give the Contractor thirty (30) days' notice of any such changes in Work.

## **ADDENDUMS**

The following addendums are provided for use by responders in preparing their proposals and estimating performance costs:

- Addendum A: About Whatcom County Library System
- Addendum B: Mission/Vision/Values
- Addendum C: Patron Survey Questions (survey issued February 2026)
- Addendum D: Stakeholder Survey Questions (survey issued February 2026)

### **Addendum A: About Whatcom County Library System**

#### Service Area:

Whatcom County Library System (WCLS) provides library services in the unincorporated areas of Whatcom County, Washington, and five annexed cities and towns. WCLS served an estimated population of 142,160 in 2025. WCLS offers close to 704,000 books, audiobooks, DVDs, digital resources and other items. In 2025, WCLS patrons checked out over 2.1 million items, made close to 560,000 visits to branch libraries, and there were over 53,500 participants in online and in-person programming and events. WCLS services are available to anyone who lives, works, attends school or owns property in the WCLS service area, as well as individuals who live in Bellingham and any Washington resident with a public library card. Library materials are available to teachers in public and independent schools, homeschools, preschools and childcare centers in the service area. WCLS holds formal reciprocal borrowing agreements with Bellingham Public Library, the Fraser Valley Library System, Upper Skagit Library District and La Conner Regional Library District.

#### Services:

WCLS provides services through 10 branch libraries, a bookmobile, three express libraries, homebound and jail services, outreach, its website and other web-based resources, and in partnership with public and independent school districts across the county. WCLS service hours provide access to one or more branches seven days a week. Hours are designed so that as much as possible, there is access to library services mornings, afternoons and evenings to meet the needs of the diverse population. Express libraries offer extended holds pick-up hours seven days a week from 6:00 a.m. to 11:00 p.m.. The library branches are, in many communities, the only local access point for essential resources, including a diverse collection of physical and non-traditional items, community meeting spaces, wireless internet

access, public computers, print/copy/fax services, and a wide range of programming and services for all ages.

WCLS provides online access to our catalog and other digital resources 24 hours a day through our website at [wcls.org](http://wcls.org). There is a plethora of digital research tools, electronic and audio books, streaming entertainment services, and video-based trainings that patrons can access from home or work.

In addition to branch locations, the WCLS Mobile Services team provides services to those unable to visit a library. Mobile Services staff provided library materials to 14 health care, retirement, residential treatment and assisted living facilities, the Whatcom County Jail and to those who are homebound through the Books-by-Mail program. Teen and Children's Services partner with Whatcom County school districts and independent schools to provide annual book talks and programming at elementary, middle and high schools throughout the county.

In Whatcom County Library System's branch libraries, people can access:

- Books, movies, music, games and more available for checkout
- Curbside pickup of items, including curated "to-go" bags.
- Free internet access on public library computers, personal or loaner laptops and other devices on the Library's WiFi network
- Drive-up WiFi internet service
- Early learning programs and support for children ages birth-to-5, along with programs for children, teens and adults
- Job and business development assistance
- Materials and programs in world languages including Punjabi, Russian and Spanish
- Public meeting rooms
- Private spaces and equipment for online meetings
- Printing services (copying, scanning and printing). Patrons receive a certain limit of free printing each week.
- Local history collections
- Staff to provide expert support for information access and reading recommendations
- Staff members who speak Punjabi, Russian, Spanish and Ukrainian and staff who are members of Lummi Nation and the Nooksack Tribe

Online, people can access:

- Digital audiobooks, eBooks and eMagazines
- Streaming of music, movies and documentaries
- Online programs including prerecorded storytime videos and online book clubs for adults and teens
- Credible, reliable information from online resources including newspaper and magazine articles, consumer information, vehicle repair manuals, encyclopedias and more
- Online reference and homework help

- A list of community resources
- Help with writing resumes, career planning and finding jobs
- A robust website, podcast and social media accounts to learn more about library services
- Online language learning for over 70 world languages, including Spanish, French, Italian, German and Japanese, as well as English courses for speakers of 21 world languages

WCLS branch locations are:

- Blaine: Building owned by the City of Blaine
- Deming: Building owned by Friends of the Deming Library
- Everson: Building owned by the City of Everson
- Ferndale: Building owned by the City of Ferndale
- Island (Lummi Island): Building owned by Friends of the Island Library
- Lynden: Building owned by the City of Lynden
- North Fork (Kendall): Building owned by WCLS
- Point Roberts: Building owned by Point Roberts Parks & Recreation Department
- South Whatcom (Sudden Valley): Building owned by Sudden Valley Community Association
- Sumas: Building owned by City of Sumas
- Bookmobile currently serves Acme, Birch Bay, Glenhaven and Lake Samish.
- Note: A branch location is under development in Birch Bay. This building will be owned by WCLS. It is projected to open in late 2026 after years of fundraising and advocacy by Birch Bay community members and WCLS staff.
- Note: Friends of the Library are independent non-profit organizations that advocate and raise funds for library services.

WCLS shares its collection and catalog with Bellingham Public Library (BPL), which is a separate library system operated by the City of Bellingham. WCLS has reciprocal borrowing agreements with BPL and the academic libraries at Bellingham Technical College, Northwest Indian College, Western Washington University and Whatcom Community College. Community members may request and pick up WCLS materials at any of these locations.

### **Addendum B: Mission/Vision/Values**



**MISSION/WHAT WE DO:** Connect information, ideas and community.

**VISION/WHAT WE WANT AS A RESULT:** An engaged community where curiosity is cultivated, literacy flourishes and democratic ideals thrive.

**PURPOSE/WHY WE DO IT:** WCLS shares information to promote understanding, stories to cultivate empathy and spaces to support community.



**VALUES/ HOW WE DO IT:**

**PEOPLE** ➤ In our relationships with all patrons, staff and volunteers, we commit to:  
• Kindness • Respect • Equity • Trust

**COMMUNITY** ➤ As the meeting point for strangers, neighbors and friends, we believe in:  
• Engagement • Connection • Partnerships • Understanding

**CURIOSITY** ➤ With free, convenient access to a universe of information, we encourage:  
• Reading • Intellectual Freedom • Learning • Growth

**STEWARDSHIP** ➤ In our duty to the residents of Whatcom County, we undertake our work with:  
• Responsibility • Innovation • Effectiveness • Sustainability

[Download the 2022-2025 Strategic Plan](#), including goals and objectives. The Board of Trustees has approved the continuation of this plan through 2026. A new plan will be developed following the successful completion of patron, stakeholder and non-cardholder surveys. More information can be found at [wcls.org](http://wcls.org).

**Addendum C: Patron Survey Questions (survey issued February 2026)**

This survey will help inform Whatcom County Library System (WCLS)'s next Strategic Plan to shape library services for our community. It should take approximately 5 minutes to complete. At the end, you can enter your contact information to be included in a prize drawing for completing the survey.

0 - not at all likely 1 2 3 4 5 neutral 6 7 8 9 10 –highly likely

1. How likely are you to recommend the Whatcom County Library System (WCLS) to others?

2. How long have you been been a Whatcom County Library System cardholder, in years?

- Less than 2 years
- 2 years to 5 years
- 5 years to 10 years
- More than 10 years
- Other (please specify)

3. Which WCLS library location do you use?

- Blaine
- Bookmobile (Acme, Birch Bay, Glenhaven, Lake Samish)
- Deming
- Everson
- Ferndale
- Lummi Island
- Lynden
- North Fork
- Northwest Indian College
- Northwest Library Express (NDX)
- Point Roberts
- South Whatcom
- Sumas
- Homebound services to my residence
- Online services only (e.g. [www.wcls.org](http://www.wcls.org), Libby, Washington Anytime Library)
- Online services in addition to physical locations
- Bellingham Public Library locations (Barkley, Bellis Fair, Central Library, Fairhaven)
- Multiple locations (list in box below)
- Other (please specify)

4. How often do you use library services or visit the library?

- Weekly
- Monthly
- A few times a year

5. Which of the following best describes how you use WCLS services?

- I visit a WCLS branch library or bookmobile stop to access services.

- I receive Homebound services.
- I access WCLS services online exclusively.
- I do a combination of in-person and virtual library use.

6. What are your primary reasons for using WCLS services? (select all that apply)

- To attend events
- To borrow physical library materials
- To borrow eBooks, eAudiobooks or other digital media
- To bring my children / grandchildren
- To connect with community service organizations
- To do research or find information
- To get assistance from friendly and knowledgeable staff
- To meet with others or work collaboratively
- To study / read / work in a quiet environment
- To use the computers
- To use online resources like Consumer Reports, Value Line, Mango Languages, Chilton Library, etc.
- To use the copy machine and / or printer
- To use the study / meeting rooms
- To use the WiFi
- Other (please specify)

7. Have you ever attended a library event?

- Yes
- No

8. If you answered no, please tell us why. (select all that apply)

- I was not aware of the events
- Lack of childcare
- Lack of transportation
- Language barriers
- Limited physical mobility
- The events are not relevant to me
- The times of the events do not work for me
- The topics are not of interest to me
- Other (please specify)

9. How would you prefer to attend events?

- In person
- Online
- No preference

10. Do you have a child or children living with you in your home? (select all that apply)

- Yes, there is a child or children ages 0 - 5 in my home.
- Yes, there is a child or children ages 6 - 11 in my home.
- Yes, there is a teen or teens ages 12 - 18 in my home.
- No, there are no children or teens living in my home.

11. Which of these services for young people are you aware of? (select all that apply)

- Storytime
- Kids programs
- Teen programs
- Outreach to schools (ConnectED)
- Holds pickup at school
- Help finding books
- Special collections (dolls, puzzles, kits, etc.)
- Support for educators / homeschoolers
- None of the above

12. Which of these services for young people does your family use or will use? (select all that apply)

- Storytime
- Kids programs
- Teen programs
- Outreach to schools (ConnectED)
- Holds pickup at school
- Help finding books
- Special collections (dolls, puzzles, kits, etc.)
- Support for educators / homeschoolers
- None of the above
- Other (please specify)

13. Which aspects of WCLS do you value the most? (select up to five options)

- Services are free of charge.
- All community members are welcome at the library.
- The library is a safe place for me and my family to visit.
- The library supports lifelong learning.
- The library promotes the joy of reading.
- The library introduces children to early literacy skills.
- The library provides friendly, knowledgeable staff to answer questions.
- The library has computers and WiFi and provides access to the internet.
- The library provides everyone \$7 of free printing per week.
- I can get books and materials from other branches in the system delivered to my local branch.

- I can get books and materials from other libraries around the country delivered to my local branch (via interlibrary loan).
- The library allows me to borrow "things" that are expensive or that I don't need to use often or own, but would like to use occasionally.
- I can connect with friends and neighbors at the library.
- I can attend free educational classes, programs and events at the library.
- The library provides free programs and events for youth.
- WCLS provides reading material to people at the Whatcom County Jail.
- WCLS delivers library materials to homebound patrons.
- WCLS's bookmobile serves small rural communities.
- The library allows me to learn about any topic I am interested in.
- The library saves me and my family money.
- Sharing resources reduces waste.
- WCLS locations are one of the few indoor public gathering places that I can visit free of charge.
- WCLS offers public meeting rooms.
- Other (please specify)

14. What are the top issues or needs in your community ? (select all that apply)

- Access to childcare / affordable childcare
- Access to grocery store
- Access to health care services (medical, dental, mental)
- Access to internet / technology at home
- Access to legal services / affordable legal services
- Access to places to get warm or to cool off
- Access to places to meet or gather in groups
- Access to services for people with disabilities
- Access to social services (food stamps, social security, or other public assistance)
- Assistance with job preparation / starting a business / running a business
- Economic issues: affordable housing / high cost of living / unemployment / living wage jobs
- Fear of violence or crime
- Lack of activities for adults
- Lack of activities for youth
- Literacy or English language learning
- Natural disasters / flooding
- Racism / discrimination
- Social isolation / loneliness
- Social unrest / polarization
- Transportation: no personal vehicle / high cost of gasoline / lack of public transportation options

15. In what ways could WCLS better serve you, your family and / or your community?

16. Which local organizations would make good partners for WCLS?

Other (please specify)

17. How do you learn about news, events, or government services in your community? (select all that apply)

- Local newspapers
- Local online news sources or online calendars
- Local radio stations
- Posters at the library
- Posters at local businesses / around the community
- Facebook
- Instagram
- Word of mouth
- Other (please specify)

18. What is the best way for you to hear about library programs and services? (select all that apply)

- WCLS Email newsletter
- WCLS Explorations magazine
- WCLS staff
- WCLS website ([www.wcls.org](http://www.wcls.org))
- Local newspapers
- Local online news sources or online calendars
- Local radio stations
- Posters at the library
- Posters at local businesses / around the community
- Facebook
- Instagram
- Word of mouth

19. You're almost done! If you would like to be entered into the prize drawing, or would be willing to answer follow-up questions, please check the checkbox(es) below.

- Yes, please enter me in a prize drawing for completing this survey.
- Yes, I am willing to answer follow-up questions.

If you entered yes to either question, please enter your first and last name, phone number and email address so we may contact you.

Thank you for taking the time to respond to this survey. Your comments and suggestions will help us develop a strong strategic plan to move WCLS forward in the coming years.

**Addendum D: Stakeholder Survey Questions (survey issued February 2026)**

This survey will help inform WCLS's next Strategic Plan. It should take approximately 10 minutes to complete.

1. Select your WCLS location. For staff, select your primary work location. For supporters, select the WCLS location you use the most.

- Administrative Services
- Birch Bay
- Blaine
- Bookmobile / Mobile Services / Jail
- Deming
- Everson
- Ferndale
- Lummi Island
- Lynden
- North Fork
- Point Roberts
- South Whatcom
- Sumas

2. Which one of the following best describes your role with WCLS?

- Staff
- Friend of the Library
- Library Foundation member
- Library Trustee

3. How long have you worked or volunteered for the Whatcom County Library System, in years? Less than 2 years 2 years to 5 years 5 years to 10 years More than 10 years

4. What do you feel are WCLS's three greatest strengths?

5. What do you feel are WCLS's three greatest weaknesses?

6. What do you think will be the one greatest opportunity for WCLS in the next five years?

7. What do you think will be the one greatest challenge facing WCLS in the next five years? Other (please specify)

8. What are the top five issues or needs in the community you serve? (select up to five options)

- Access to childcare / affordable childcare
- Access to grocery store
- Access to health care services (medical, dental, mental)
- Access to internet / technology at home
- Access to legal services / affordable legal services
- Access to places to get warm or to cool off
- Access to places to meet or gather in groups
- Access to services for people with disabilities
- Access to social services (food stamps, social security, or other public assistance)

- Assistance with job preparation / starting a business / running a business
- Economic issues: affordable housing / high cost of living / unemployment / living wage jobs
- Fear of violence or crime
- Lack of activities for adults
- Lack of activities for youth
- Literacy or English Language Learning
- Natural disasters / flooding
- Racism / discrimination
- Social isolation / loneliness
- Social unrest / polarization
- Transportation: no personal vehicle / high cost of gasoline / lack of public transportation options

9. What populations / communities are we underserving?

10. What one thing would most enhance our patrons' library experience at your location?

11. What one thing would most enhance our patrons' library experience systemwide?

12. Which of our current library services are no longer relevant? What can we let go of?

13. What do you think are reasons why people in your community might not use library resources more often or at all?

14. What services or resources do you get asked for that WCLS does not offer currently?

15. Which local organizations would make good partners for WCLS? Other (please specify)

16. How do you learn about news, events, or government services in your community? (select all that apply)

- Local newspapers
- Local online news sources or online calendars
- Local radio stations
- Posters at the library
- Posters at local businesses / around the community
- Facebook
- Instagram
- Word of mouth

17. What should we be asking other people as we develop our strategic plan?

18. Who should we be asking?

19. Are you willing to answer follow-up questions? No Yes

Thank you for taking the time to respond to this survey. Your comments and suggestions will help us develop a strong strategic plan to move WCLS forward in the coming years.