WHITEHALL
PUBLIC LIBRARY

STRATEGIC PLAN
2019 – 2021

"A library is not a luxury but one of the necessities of life."
-Henry Ward Beecher

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ACKNOWLEDGEMENTS

With appreciation and gratitude for their time and dedication, we recognize the following individuals who participated in the preparation of the Whitehall Public Library's 2019 - 2021 Strategic Plan.

Members of the 2018 and 2019 Whitehall Public Library Boards of Directors

Tara Abbott	Helen Dubina	Christine Lakomy
Mary Rose Chasler	George Findlay	Kelly Lonergan
Leo Daly	Marilyn Kail	Eileen Tenenbaum

Paula Kelly, Library Director

The Whitehall Public Library also wishes to acknowledge the following **Community Members and Organizations** for their contributions to this Strategic Plan.

- Brentwood-Baldwin-Whitehall Chamber of Commerce

- Baldwin-Whitehall School District

- Friends of the Whitehall Public Library

- Literacy Pittsburgh

- South Hills Interfaith Movement

- Whitehall Borough Council

- Whitehall Public Library Staff Members

- Whitehall Public Library Survey Respondents

- Whitehall Public Library Volunteers

Whitehall Public Library

Our Mission

Whitehall Public Library is the community resource for education, exploration, enrichment, and enjoyment.

Our Vision

The Whitehall Public Library will be an invaluable resource for every community member.

Our Beliefs and Values

Accessibility:
We believe that our library facilities, resources, and programs must be physically accessible to all, as well as accessible to library users in the virtual environment (whenever possible).

Accountability:
We believe that we must be accountable to the Whitehall community for the services that we provide.

Creativity and Innovation:
We value excellence and support creative ideas and innovative solutions in our services, programs, and collections.

Inclusivity and Welcome:
We recognize that diversity involves including, understanding, and valuing differences in individual and group characteristics such as race, religion, ethnicity, gender, gender identity and expression, socioeconomic status, age, disability status, and sexual orientation.

Information and Literacy:
We believe in providing resources and services that contribute to life-long learning and nurture intellectual curiosity for people of all ages.

Intellectual Freedom:
We believe in the basic principles of intellectual freedom, the open exchange of information, and the importance of an informed and literate community.

Life-Long Learning:
We believe that a free public library promotes education and is essential to the public good.

Partnerships:
We believe in the power of collaboration and pledge to be good community partners, particularly with respect to the Borough, the Baldwin-Whitehall School District, and Allegheny County Library Association member libraries.

Respect and Dignity:
We believe that all of our library patrons have the right to privacy, confidentiality, and intellectual freedom and pledge to treat everyone equally.

Safe Environment:
We believe in providing a safe and positive environment that provides our patrons and staff with opportunities to continue to grow and develop.

Strategic Planning Introduction and Process Overview

The Library Board of Directors and its ad hoc Strategic Planning Committee began conversations around the 2019 plan early in 2018 with the aim of developing community-driven initiatives and goals to direct the library's future. The Library Director spent 2018 participating as an Allegheny County Library Fellow—a committee whose charge involved examining emerging library trends and drafting ideas which foster increased library inclusivity.

The Strategic Planning Committee engaged in the following initiatives over the course of the year:

- Developed a Community Day questionnaire based upon the Harwood Institute's "Turning Outward" model—examining the needs and desires of the community to drive change https://theharwoodinstitute.org/approach/ .

- Launched a detailed community survey, both in print and online, that was distributed to every household in Whitehall. This survey was also widely shared among a large network of community partner organizations.

- Hosted an "Around the Table" community conversation with a targeted focus group of library users and community stakeholders. https://aroundthetablesouth.org/about/.

- Conducted a detailed S.W.O.T. analysis with library staff members. https://bloomerang.co/blog/how-nonprofits-can-use-a-swot-analysis.

In addition, the Allegheny County Library Association conducted a Community Responsiveness profile of Whitehall and the Whitehall Public Library in 2016.

Strategic Plan Initiatives and Goals

Assembling and analyzing the data and community feedback, the committee noted common themes which have been identified so as to inform strategic priorities. Associated goals were developed around each initiative. Goals will be periodically benchmarked during the course of the plan's timeline.

Initiative 1: The Whitehall Public Library is a proactive intentionally welcoming place that supports diversity and inclusion.

- The library will provide resources among its collection and offer programs that reflect community diversity and support inclusion.

- The library will work to convene a volunteer group of community members that will meet to plan and support welcoming events and programs.

- The library will work toward increasing diversity among staff and board.

- The library staff will have an enhanced understanding of community diversity through professional development opportunities focusing upon cultural competency, local diversity, compassion, and empathy. Staff will provide consistent outstanding customer service.

- The library will provide public awareness regarding local diversity and strive to educate both newcomers and long-term residents. The library will work to promote the Borough of Whitehall as a welcoming community and an attractive place to reside, and will work to educate the community about local civics and government.

Initiative 2: The library serves as the de facto community center where people gather for civic engagement, social interaction, and information gathering. This engagement may occur both within the library as well as within the capacity of library outreach and the digital environment.

- The library will continue to utilize its existing space in effective ways to promote 21st century skills around collaboration and creation. Considerations will be made towards customer-focused use of space, collection resources, and signage.

- The library will continue to offer programs and services for all ages; however, additional focus will be placed upon programs and services that will attract teens and young families.

- The library will strive to better meet the needs of the community's underserved populations through targeted programs, outreach service, and examining and possibly mitigating identified barriers to library use.

Initiative 3: The library actively explores and evaluates new and emerging technologies and devices.

- The library will keep current with emerging information delivery systems and devices along with any associated applications. It will strive to meet public demand for library digital content in a variety of formats and platforms along with associated customer service support.

- The library will provide a variety of educational opportunities for library users and library staff to increase knowledge and awareness with regard to current technologies, devices, and applications.

- The Children's Library will focus strongly on STEM/STEAM activities and programs.

Initiative 4: The library celebrates and reinforces the community's love for books through engagement around reading and literacy-based initiatives.

- The library will offer a variety of program opportunities focused on books, authors, and reading for all ages.

- The library will maintain a strong and well-balanced collection in a variety of reading formats.

- The library will proactively champion the benefits of reading and literacy for all ages.

Initiative 5: The Whitehall Public Library is committed to maintaining a positive relationship with donors, funders, patrons, and the public at large.

- The library will assess current PR and donor relations materials, including print and digital formats, to identify opportunities to improve the effectiveness and cohesiveness of the message(s).

- The library will develop a marketing communications plan with objectives, strategies, key audiences and measurements to increase awareness of its programs and services.

- The library, in collaboration with the Friends of the Whitehall Public Library, will create a streamlined process for receiving, processing, acknowledging, and tracking monetary donations.

- The library, in collaboration with the Friends of the Whitehall Public Library, will create a comprehensive donor outreach plan.

- The library will expand the use of public relations, email and social media for marketing and fundraising purposes.

- The library will expand the use of public relations, email and social media for marketing and fundraising purposes.

Appendix A: Whitehall Public Library Community Survey and Results

Q1 Do you have a library card?

Answered: 164   Skipped: 0
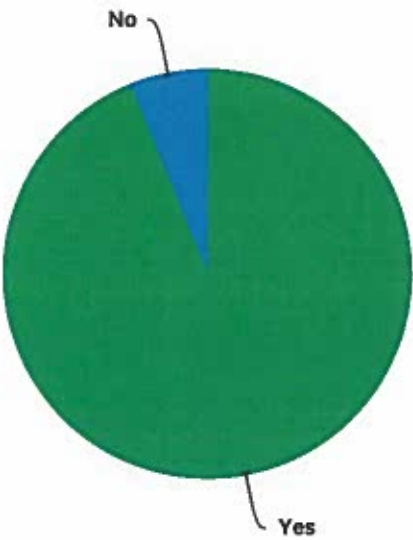
ANSWER CHOICES	RESPONSES	
Yes	93.90%	154
No	6.10%	10
TOTAL		164

Q2 What is your age?

Answered: 164   Skipped: 0
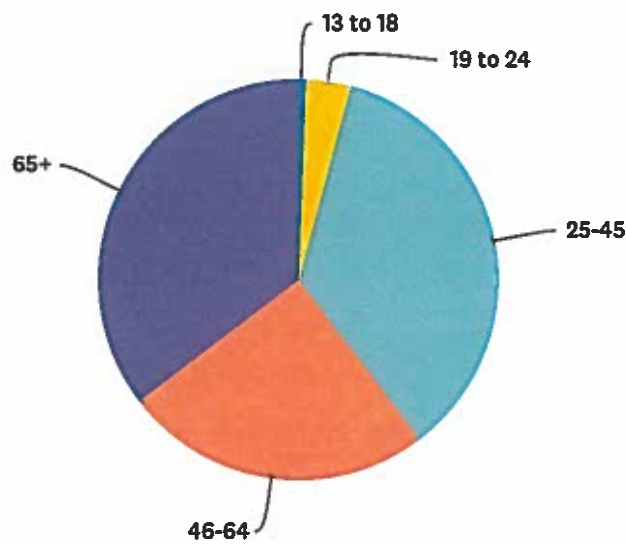
ANSWER CHOICES	RESPONSES	
12 or under	0.00%	0
13 to 18	0.61%	1
19 to 24	3.66%	6
25-45	35.37%	58
46-64	25.00%	41
65+	35.37%	58
TOTAL		164

Q3 How often do you visit the library?

Answered: 163   Skipped: 1
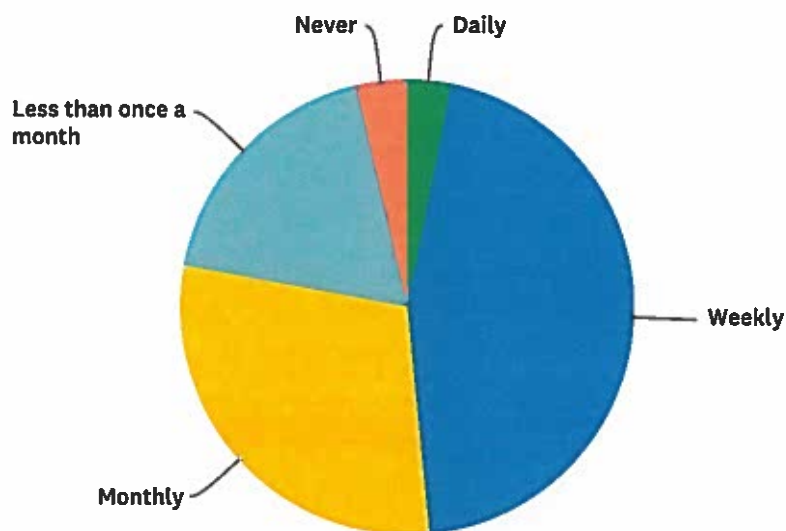
ANSWER CHOICES	RESPONSES	
Daily	3.07%	5
Weekly	45.40%	74
Monthly	29.45%	48
Less than once a month	18.40%	30
Never	3.68%	6
TOTAL		163

#	IF YOU ANSWERED NEVER, PLEASE TAKE A MOMENT AND TELL US WHY. HOW CAN WE CHANGE YOUR MIND?	DATE
1	I use the Overdrive app to download e-books and Audiobooks. I would like to bring my daughter to a storytime there, but the only one that she is old enough for is on Thursdays, and we can't come then.	11/11/2018 8:43 PM
2	I just found out about all the opportunities and programs! I will be getting a library card for sure!	11/5/2018 9:07 PM
3	I read books online	10/24/2018 7:55 AM
4	Programs don't pertain to me senior	10/21/2018 1:51 PM
5	I use e-books thru Kindle	10/21/2018 1:49 PM
6	I haven't been to the library for 5 years.	10/20/2018 11:13 PM
7	I use Overdrive on a daily basis for eaudios, thus my lack of physical visits to the library.	10/18/2018 5:41 PM

Q4 What do you do when you visit the library? Check all that apply.

Answered: 163   Skipped: 1
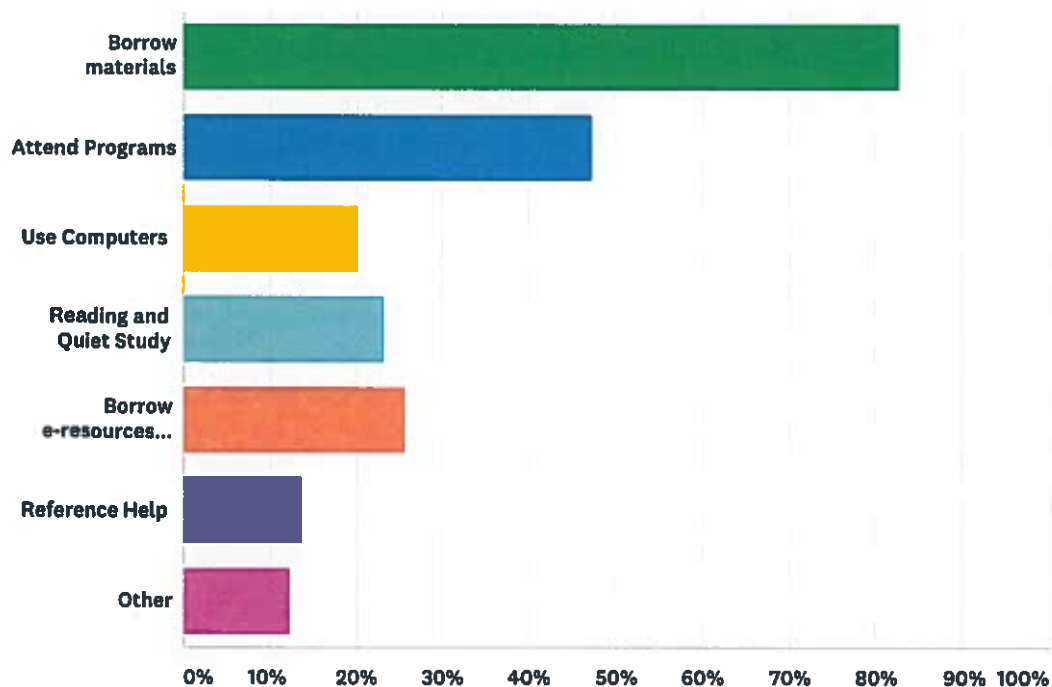
ANSWER CHOICES	RESPONSES	
Borrow materials	82.82%	135
Attend Programs	47.24%	77
Use Computers	20.25%	33
Reading and Quiet Study	23.31%	38
Borrow e-resources (digital books, audio books, music, video magazines)	25.77%	42
Reference Help	13.50%	22
Other	12.27%	20
Total Respondents: 163		

#	OTHER (PLEASE SPECIFY)	DATE
1	donate books	11/15/2018 2:48 PM
2	Take children to children's room	11/13/2018 1:42 PM
3	children's play area	11/11/2018 8:43 PM
4	My son plays in children's library	11/10/2018 1:38 PM
5	Bring my granddaughter	11/8/2018 7:04 PM
6	My daughter enjoys the play area	11/7/2018 7:56 PM
7	copying services	11/6/2018 11:43 AM
8	Also attend book clubs and Friends of the Library meetings	11/1/2018 3:56 PM
9	kids room	11/1/2018 1:03 PM

10	help in using my technology	10/30/2018 9:02 PM
11	Especially enjoy the magazine recycling and the art displays.	10/29/2018 2:32 PM
12	make copies,get books and return,go to sales	10/27/2018 4:00 PM
13	Kids	10/26/2018 4:28 PM
14	Borrow story book for my kids	10/25/2018 10:31 AM
15	Grade papers (teacher)	10/24/2018 6:15 PM
16	socialize; programs	10/24/2018 3:03 PM
17	Check out specific works I plan to read.	10/24/2018 2:16 PM
18	Need help with how to get onto tablet.	10/24/2018 1:47 PM
19	pick up reserved items	10/22/2018 3:35 PM
20	Browse	10/22/2018 12:39 PM
21	Reading	10/21/2018 8:10 PM
22	Use the children's room for my grandson.	10/21/2018 4:54 PM
23	check out novels	10/21/2018 3:12 PM
24	Volunteer for special events	10/21/2018 2:37 PM
25	I stop to update my card	10/21/2018 1:49 PM
26	My daughter loves the kids room. I enjoy the board game night.	10/21/2018 9:41 AM
27	Play in the children's area	10/17/2018 11:20 AM
28	Play in the children's room with my 2 kids	10/17/2018 10:57 AM
29	Meet with students	10/17/2018 10:48 AM

Q5 Have you downloaded library e-books, magazines, music or videos?

Answered: 161   Skipped: 3
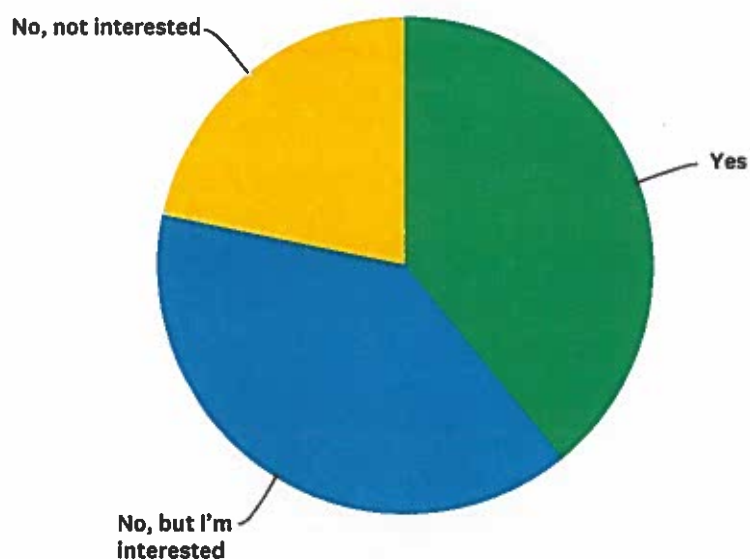
ANSWER CHOICES	RESPONSES	
Yes	39.13%	63
No, but I'm interested	39.13%	63
No, not interested	21.74%	35
TOTAL		161

Q6 Have you used the library for technology help?

Answered: 163   Skipped: 1
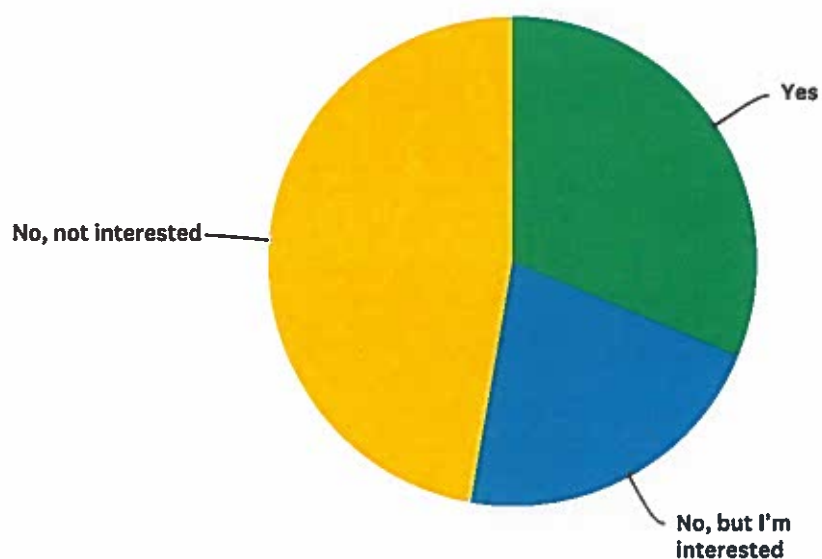
ANSWER CHOICES	RESPONSES	
Yes	31.29%	51
No, but I'm interested	21.47%	35
No, not interested	47.24%	77
TOTAL		163

Q7 How do you find out about library–related information? Check all that apply.

Answered: 160   Skipped: 4
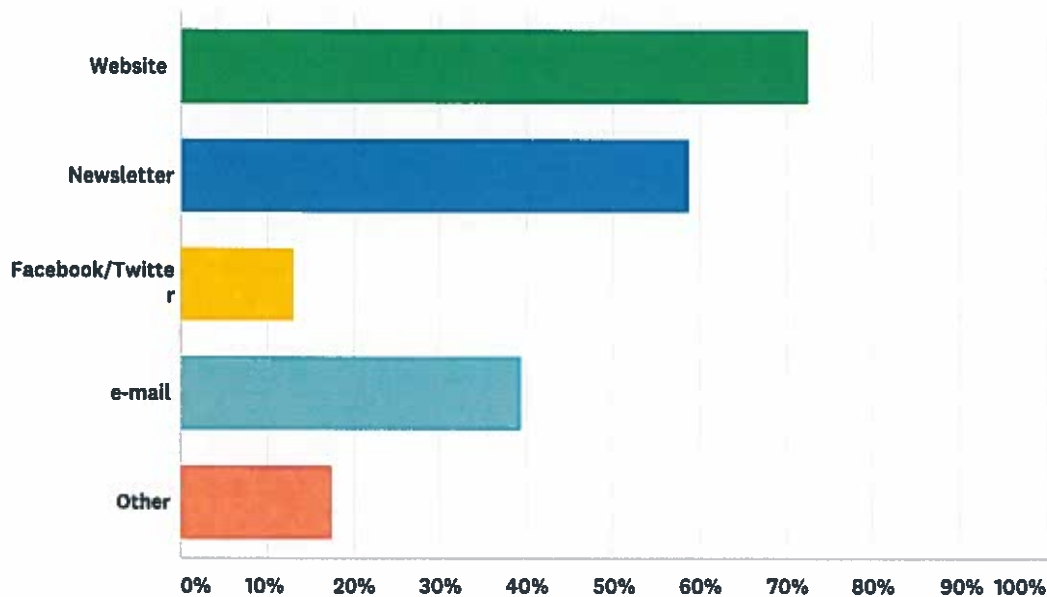
ANSWER CHOICES	RESPONSES	
Website	72.50%	116
Newsletter	58.75%	94
Facebook/Twitter	13.13%	21
e-mail	39.38%	63
Other	17.50%	28
Total Respondents: 160		

#	(PLEASE SPECIFY)	DATE
1	bulletin boards, neighbors	11/15/2018 2:48 PM
2	whitehall-coplay press	11/14/2018 2:15 PM
3	visiting library	11/10/2018 1:44 PM
4	Whitehall magazine	11/9/2018 8:54 AM
5	from coming in the library	11/7/2018 7:41 PM
6	signs, word of mouth	11/6/2018 10:33 AM
7	Info at library	11/6/2018 10:00 AM
8	flyer from craft classes taken	11/5/2018 4:00 PM
9	Only when I visit the library.	11/5/2018 2:58 PM
10	postings in lobby	10/29/2018 7:30 PM
11	Talking to librarians	10/29/2018 4:34 PM
12	All the wonderful signage in the library	10/29/2018 2:32 PM

13	go to library and ask for help what are e=books	10/27/2018 4:00 PM
14	at the library	10/25/2018 2:02 PM
15	From school	10/25/2018 10:31 AM
16	My friend tell me	10/25/2018 10:30 AM
17	Some one tell me	10/25/2018 10:30 AM
18	Some one tell me	10/25/2018 10:28 AM
19	Frend	10/25/2018 10:28 AM
20	calendar	10/24/2018 3:03 PM
21	By visiting the library	10/24/2018 2:16 PM
22	signs in the library and on library property	10/24/2018 2:11 PM
23	fliers at the library	10/24/2018 1:51 PM
24	Signs in library.	10/23/2018 11:26 AM
25	my family	10/21/2018 4:47 PM
26	Friends and family	10/21/2018 3:01 PM
27	You're wonderful, wonderful, email newsletters	10/21/2018 2:15 PM
28	Marquis outside	10/20/2018 3:58 PM
29	Posters and display items in the library	10/20/2018 3:32 PM
30	Instagram	10/18/2018 8:33 PM
31	Neighbor	10/17/2018 10:48 AM

Q8 How important is each of the following library services to you?

Answered: 162   Skipped: 2
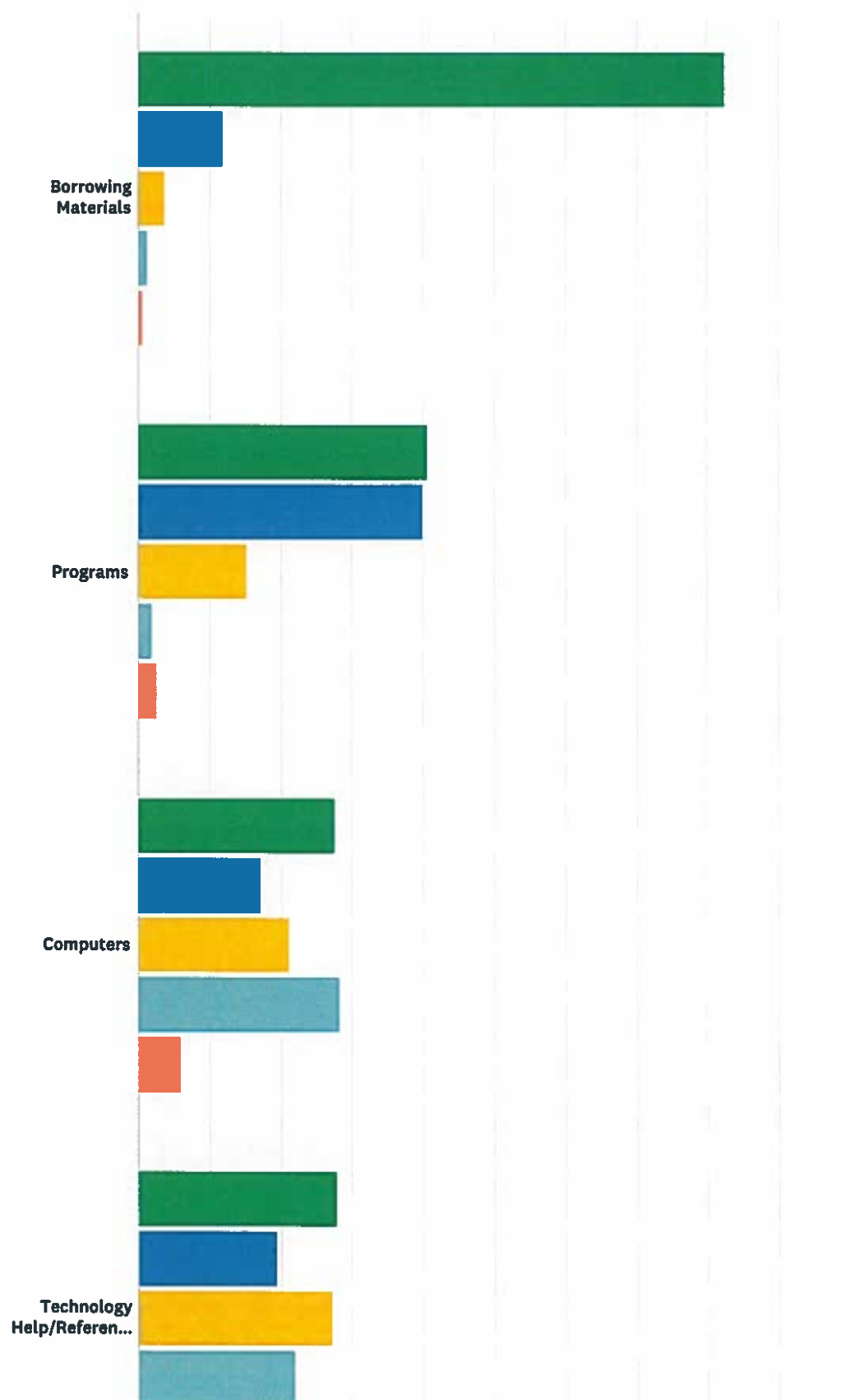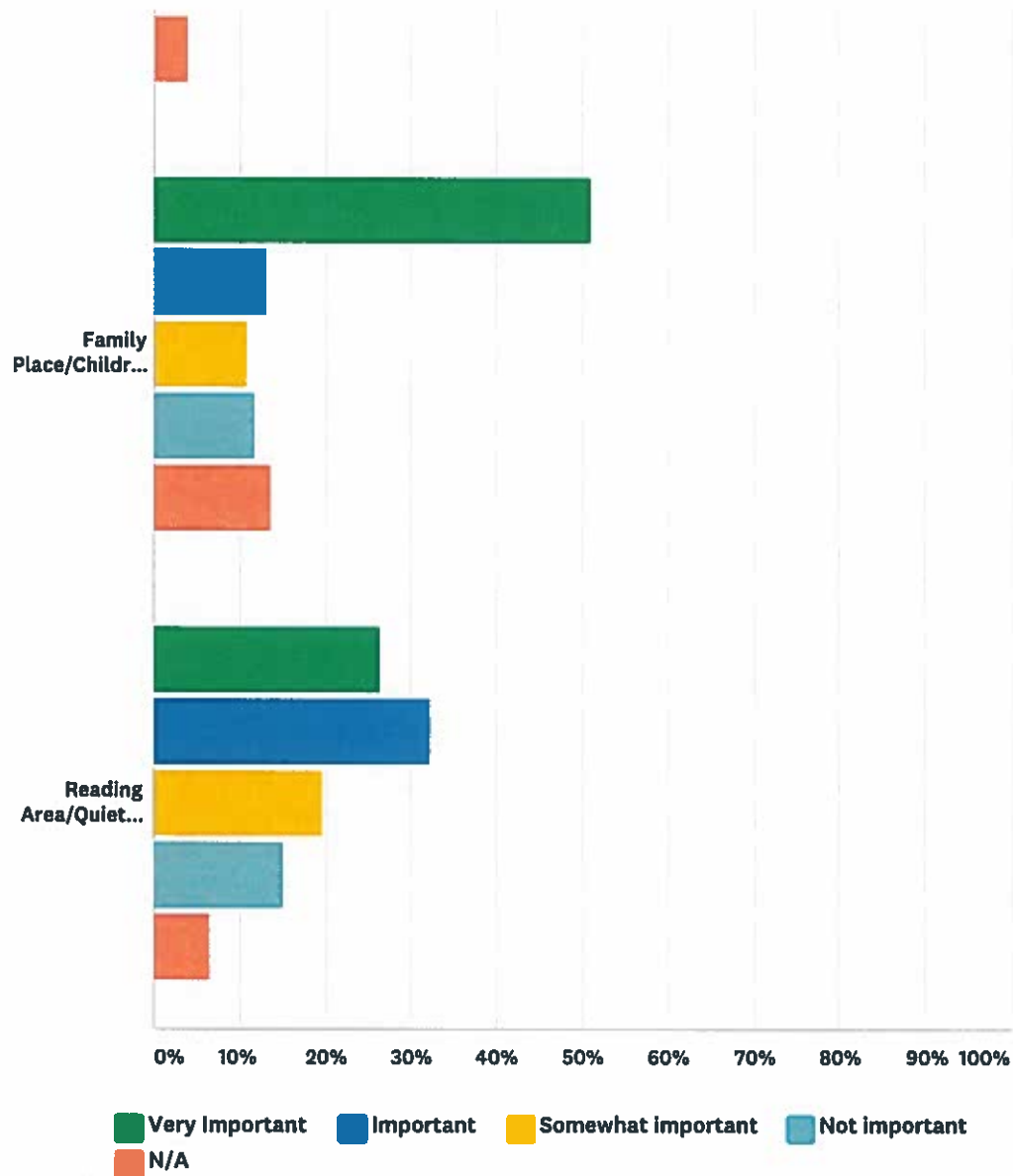
	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Borrowing Materials	82.50% 132	11.88% 19	3.75% 6	1.25% 2	0.63% 1	160	1.23
Programs	40.51% 64	39.87% 63	15.19% 24	1.90% 3	2.53% 4	158	1.78
Computers	27.63% 42	17.11% 26	21.05% 32	28.29% 43	5.92% 9	152	2.53
Technology Help/Reference Help	27.74% 43	19.35% 30	27.10% 42	21.94% 34	3.87% 6	155	2.45
Family Place/Children's Library	50.97% 79	12.90% 20	10.97% 17	11.61% 18	13.55% 21	155	1.81
Reading Area/Quiet Study	26.32% 40	32.24% 49	19.74% 30	15.13% 23	6.58% 10	152	2.25

#	OTHER (PLEASE SPECIFY)	DATE
1	Printing abilities	11/13/2018 1:42 PM

2	New/newer book section	10/31/2018 1:22 PM
3	library aid to assist when needed	10/27/2018 4:00 PM
4	Help immigrants people for the integration	10/25/2018 10:28 AM
5	I love CD audiobooks....please keep them.	10/21/2018 4:20 PM
6	We love your fireplace area	10/21/2018 2:15 PM

Q9 What types of library programs interest you most? Check all that apply.

Answered: 142   Skipped: 22
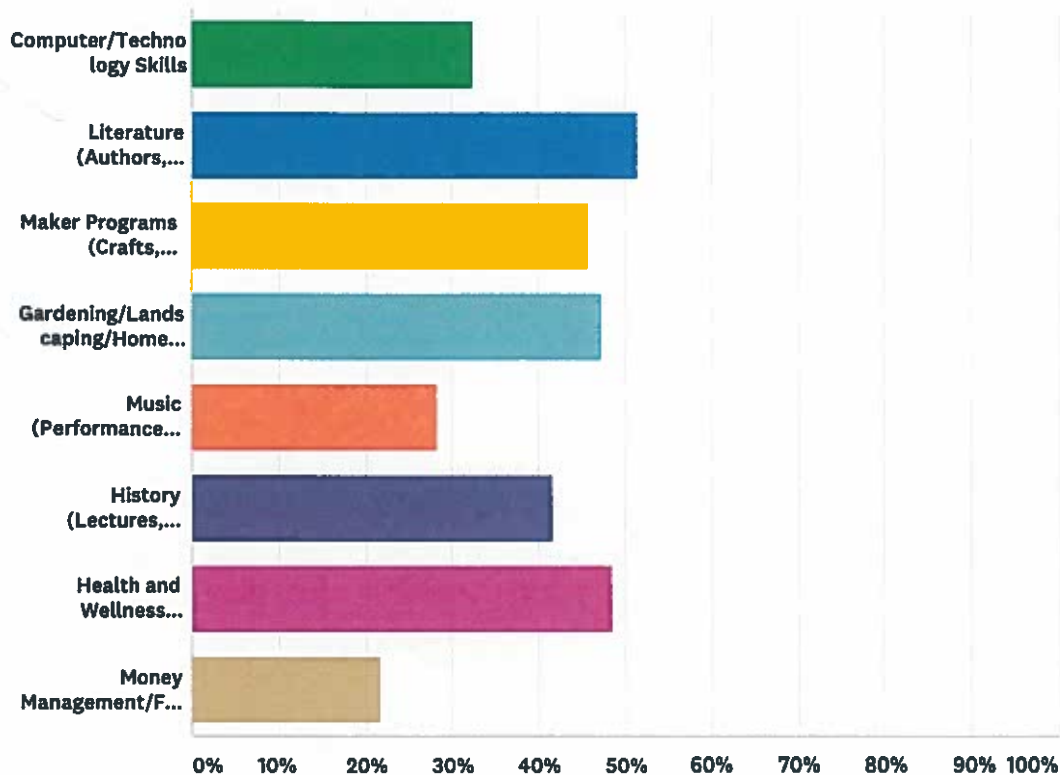
ANSWER CHOICES	RESPONSES	
Computer/Technology Skills	32.39%	46
Literature (Authors, Writing, Book Groups, etc.)	51.41%	73
Maker Programs (Crafts, Cooking, Photography, etc.)	45.77%	65
Gardening/Landscaping/Home Improvement	47.18%	67
Music (Performance, Instruction, etc.)	28.17%	40
History (Lectures, Discussions, etc.)	41.55%	59
Health and Wellness (Lectures, Exercise, etc.)	48.59%	69
Money Management/Financial Planning	21.83%	31
Total Respondents: 142		

#	WHAT TYPES OF PROGRAMS WOULD YOU LIKE TO SEE OFFERED, OR SEE MORE OF?	DATE
1	Family programs	11/13/2018 1:42 PM
2	more than one day of Book Babies, or anything for kids <2	11/11/2018 8:43 PM
3	Cultural; other cultures, specifically	11/10/2018 4:19 PM
4	Programs for parents with young children, programs for moms, programs for parents and kids to interact together, more programs for preschoolers (age 0-5)	11/7/2018 7:41 PM

5	More job related programs	11/7/2018 4:00 PM
6	Psychic Medium Debbie Pakler (used to see her @Bethel Pk library)	11/5/2018 4:00 PM
7	Children's	11/4/2018 9:10 PM
8	More job search programs like the CareerLink programs you offer. Also, would be helpful to have classes on how to access the online free classes and other services you provide.	10/31/2018 1:22 PM
9	travel	10/29/2018 7:30 PM
10	They all are usually great!	10/29/2018 2:32 PM
11	Children program	10/25/2018 10:30 AM
12	Children program	10/25/2018 10:28 AM
13	Helping kids for homework	10/25/2018 10:24 AM
14	More afternoon senior activities.	10/24/2018 3:03 PM
15	Local and regional history	10/24/2018 2:16 PM
16	travelogues	10/24/2018 2:11 PM
17	Bible study, cell phones/tablets, diets-food and nutrition	10/24/2018 1:47 PM
18	painting	10/24/2018 1:05 PM
19	Have an exercise class	10/21/2018 6:30 PM
20	children's programs	10/21/2018 4:47 PM
21	jewelry makers group, Italian language workshop	10/21/2018 4:20 PM
22	Children	10/21/2018 3:23 PM
23	Author presentations	10/21/2018 2:16 PM
24	Yoga was great! It was all ages and perfect!	10/21/2018 2:00 PM
25	Crafting. Senior exercises	10/21/2018 1:51 PM
26	Computer/technology Skills	10/20/2018 8:46 PM
27	photography, more crafts	10/19/2018 3:10 PM

Q10 What days/times would you most like to attend library programs? Check all that apply.

Answered: 154   Skipped: 10
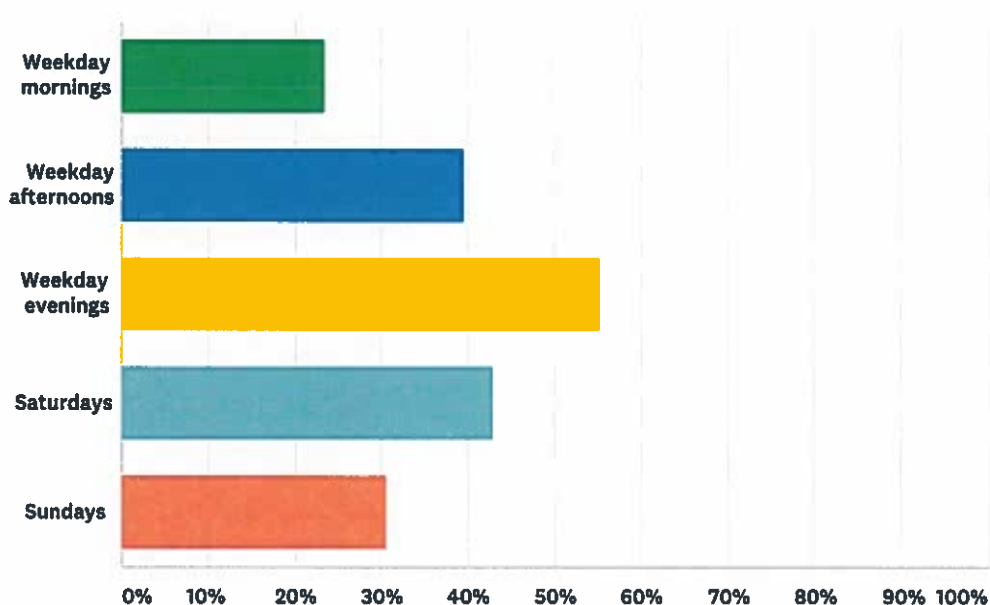
ANSWER CHOICES	RESPONSES	
Weekday mornings	23.38%	36
Weekday afternoons	39.61%	61
Weekday evenings	55.19%	85
Saturdays	42.86%	66
Sundays	30.52%	47
Total Respondents: 154		

Q11 Did you know that the library...?

Answered: 162   Skipped: 2

Legend: ■ Yes ■ No
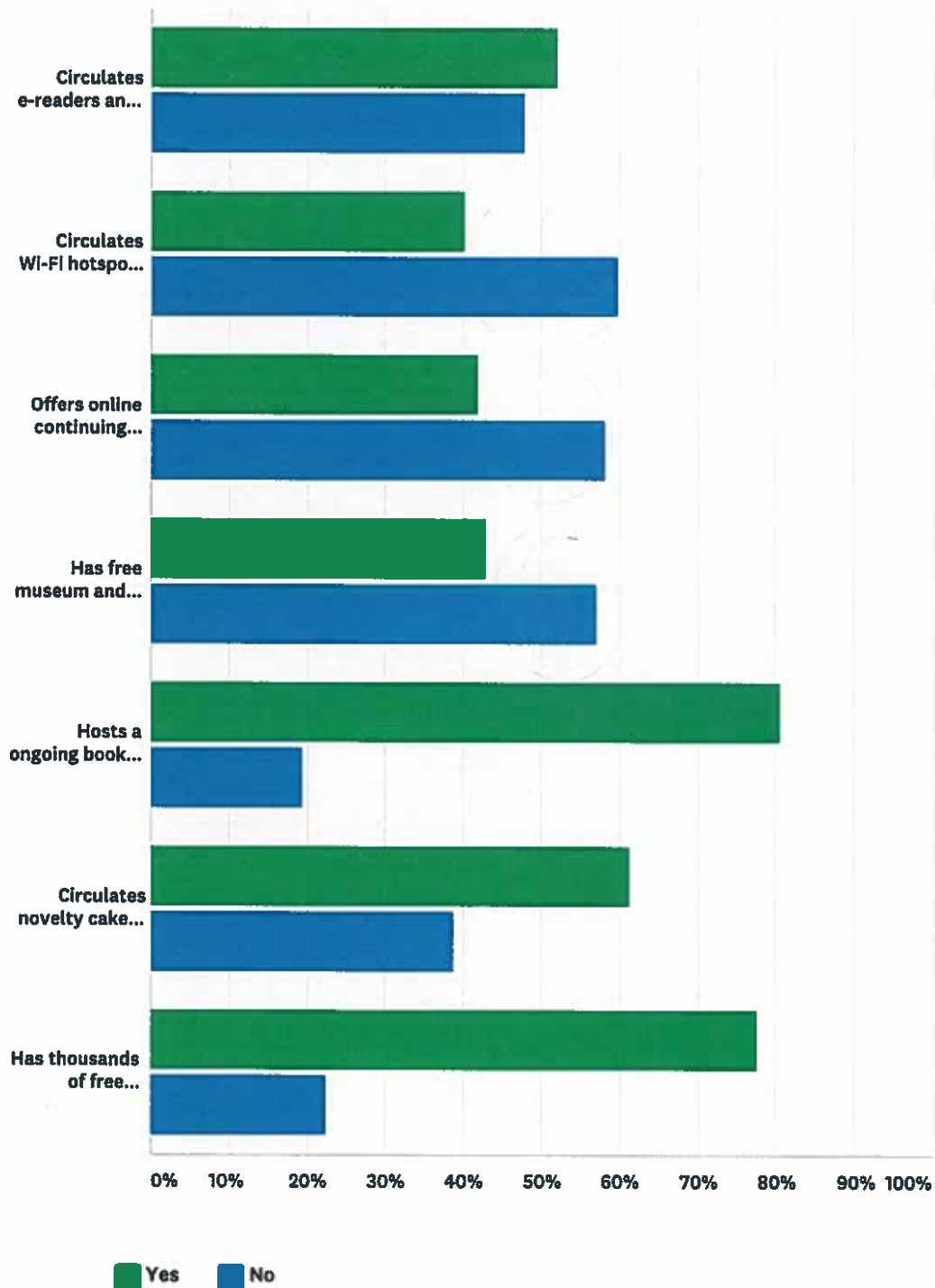
	YES	NO	TOTAL	WEIGHTED AVERAGE
Circulates e-readers and tablets	52.17% 84	47.83% 77	161	1.48
Circulates Wi-Fi hotspot devices	40.12% 65	59.88% 97	162	1.60

Offers online continuing education classes	41.88% 67	58.13% 93	160	1.58
Has free museum and historical site passes	42.86% 69	57.14% 92	161	1.57
Hosts a ongoing book sale of beautiful donated items	80.50% 128	19.50% 31	159	1.19
Circulates novelty cake pans	61.25% 98	38.75% 62	160	1.39
Has thousands of free downloadable books, movies, magazines, music and videos	77.64% 125	22.36% 36	161	1.22

Q12 How would you rate the following library services?

Website

Main Library

Children's Library

Overall how would you ra...

| | 0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80% | 90% 100% |
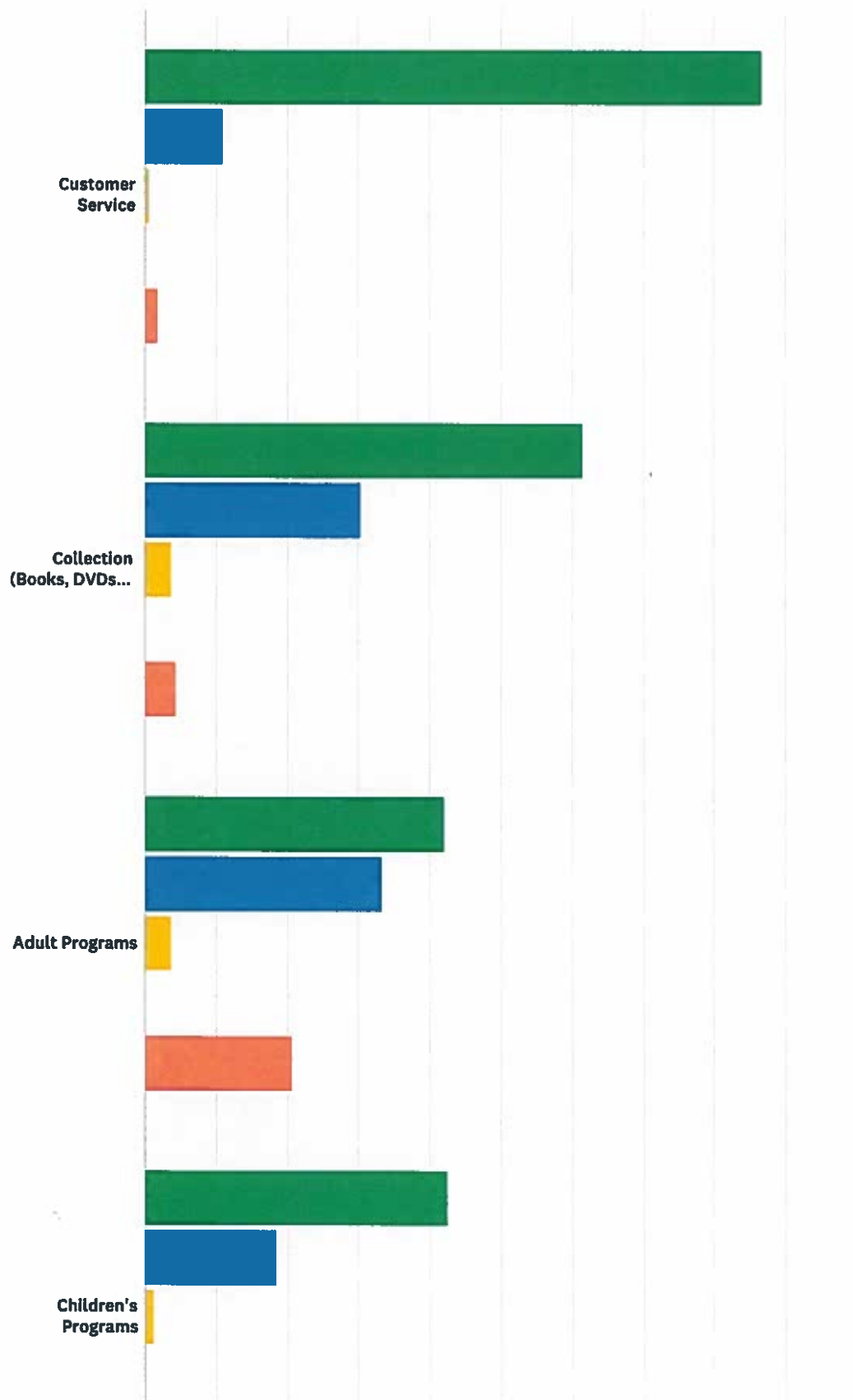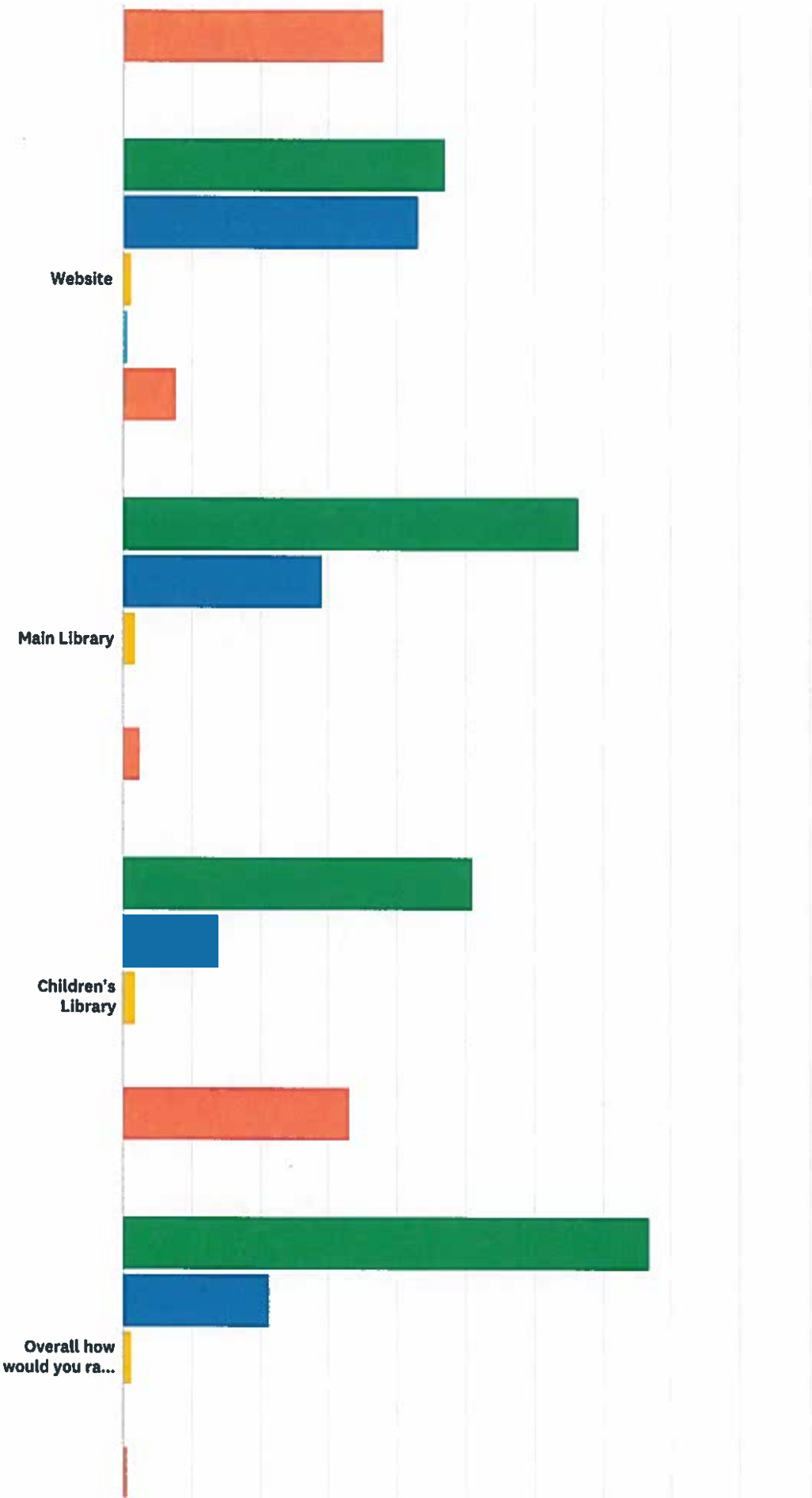
■ Excellent　　■ Good　　■ Fair　　■ Poor　　■ N/A

	EXCELLENT	GOOD	FAIR	POOR	N/A	TOTAL	WEIGHTED AVERAGE
Customer Service	86.59% 142	10.98% 18	0.61% 1	0.00% 0	1.83% 3	164	1.12
Collection (Books, DVDs, etc.)	61.49% 99	30.43% 49	3.73% 6	0.00% 0	4.35% 7	161	1.40
Adult Programs	42.14% 67	33.33% 53	3.77% 6	0.00% 0	20.75% 33	159	1.52
Children's Programs	42.41% 67	18.35% 29	1.27% 2	0.00% 0	37.97% 60	158	1.34
Website	47.06% 72	43.14% 66	1.31% 2	0.65% 1	7.84% 12	153	1.52
Main Library	66.45% 103	29.03% 45	1.94% 3	0.00% 0	2.58% 4	155	1.34
Children's Library	50.99% 77	13.91% 21	1.99% 3	0.00% 0	33.11% 50	151	1.27
Overall how would you rate the library?	76.73% 122	21.38% 34	1.26% 2	0.00% 0	0.63% 1	159	1.24

Q13 Please help us to be more responsive to our community. Are you a Whitehall resident? If not, then please skip to question 16.

Answered: 151   Skipped: 13
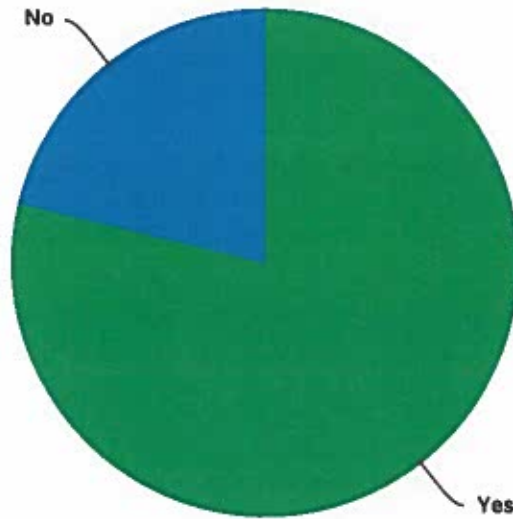
ANSWER CHOICES	RESPONSES	
Yes	78.81%	119
No	21.19%	32
TOTAL		151

Q14 What makes Whitehall a desirable community to reside in? What are the Borough's greatest assets?

Answered: 88   Skipped: 76

#	RESPONSES	DATE
1	size, great neighborhoods and neighbors	11/15/2018 2:48 PM
2	Its diversity!	11/15/2018 9:47 AM
3	Quiet	11/14/2018 2:15 PM
4	diversity	11/13/2018 7:32 PM
5	Has great amenities/resources in the community - library, pool, shopping, restaurants, school.	11/13/2018 1:42 PM
6	friendly residents	11/12/2018 3:51 PM
7	convenient; attractive neighborhoods; variety of people; friendliness of people; good schools	11/12/2018 3:47 PM
8	feels generally safe to live in	11/11/2018 8:43 PM
9	Definitely the Library and its services. Community day. The public pool.	11/11/2018 2:27 PM
10	Would love to live in Whitehall. Family community	11/10/2018 1:44 PM
11	Community, neighbors	11/10/2018 1:38 PM
12	Close proximity to many shops and restaurants, nice people, great parks and swimming pool, library	11/9/2018 8:54 AM
13	Pool and library	11/8/2018 7:04 PM
14	Library and athletic facilities.	11/7/2018 6:46 PM
15	Location, services, people	11/7/2018 3:19 PM
16	Small community close to many amenities	11/7/2018 1:04 PM
17	library, location, swimming pool, nice people, best services, clean	11/6/2018 5:32 PM
18	good services, good library	11/6/2018 11:43 AM
19	Its residents and our public service employees -- fire/police, etc.	11/6/2018 10:00 AM
20	library, recreation	11/6/2018 9:56 AM
21	The resources that keep the community safe. The pool the library, community days	11/5/2018 9:07 PM
22	Friendly people & well kept neighborhoods Close to supermarkets & shopping, public transportation	11/5/2018 4:00 PM
23	THE LIBRARY. Feels like a safe place. Accepts diversity	11/1/2018 3:56 PM
24	I love the houses, the schools, and how involved the library is in the community.	11/1/2018 1:03 PM
25	Friendly, clean, safe	10/31/2018 2:07 PM
26	Whitehall as a community has everything to offer for a family or individual that one needs for a lifetime. The library, a pool/parks, a shopping center, churchs, on the busline, living conditions for all ages to reside which provides the ability to move up/downsize as needed. One can live in Whitehall for a lifetime! It is quiet and safe!	10/31/2018 12:45 PM
27	library, pool, nice neighborhoods, close to many things, safe	10/30/2018 9:41 PM
28	The programs and services offered.	10/29/2018 7:30 PM
29	So much ... houses, library of course, the pool, people, shopping, new senior housing.	10/29/2018 2:32 PM
30	I have lived Whitehall for 30 years and love the proximity to downtown, to major highways and to shops.	10/29/2018 8:45 AM

31	Access to parks, pool, library	10/28/2018 7:40 PM
32	Helpful people, Honest, Easy access to 51 and 19. All the roads tore up at one time. Maybe they will all be fixed at one time	10/27/2018 4:00 PM
33	Library, community activities, pool	10/26/2018 4:28 PM
34	Whitehall is a nice, quiet area. I know that I am safe here.	10/25/2018 3:17 PM
35	Quality of people.	10/25/2018 2:02 PM
36	Good school,location,neighborhood ,library	10/25/2018 10:31 AM
37	A good location	10/25/2018 10:30 AM
38	I like everything	10/25/2018 10:30 AM
39	Safe neighborhood, activities for families, and the library!	10/24/2018 6:15 PM
40	Excellent services – good library.	10/24/2018 2:16 PM
41	The number of educated people and worthwhile activities.	10/24/2018 2:11 PM
42	Location, friendly community, paid and non-paid workers.	10/24/2018 2:08 PM
43	Offers a wide variety of programs	10/24/2018 2:04 PM
44	Sense of community	10/24/2018 2:00 PM
45	The library	10/24/2018 1:55 PM
46	Location	10/24/2018 1:51 PM
47	Location	10/24/2018 1:47 PM
48	good roads, library, friendly people	10/24/2018 1:05 PM
49	good neighborhoods, services	10/24/2018 1:01 PM
50	The care that the borough takes with the library, pool, safety, streets, etc.	10/23/2018 7:29 PM
51	Friendly people, peaceful environment, welcoming neighborhoods	10/23/2018 4:48 AM
52	Schools, library, quiet neighborhoods, nearby convenient shopping.	10/22/2018 11:44 PM
53	Safe, Active, Friendly, Great Library, Good Programs	10/22/2018 8:00 PM
54	Greatest assets include the school district, recreational facilities, and the library. Also, it is an easy quick commute to downtown Pittsburgh.	10/22/2018 7:11 PM
55	Quiet, safe and accessible to other areas of the city of Pittsburgh.	10/22/2018 12:39 PM
56	safe,friendly,good mamagement	10/22/2018 9:43 AM
57	Library, Public Safety, Public Works, Recreation	10/22/2018 9:12 AM
58	I love living in Whitehall because everything is very convenient to me. I look forward to staying here forever.	10/22/2018 8:49 AM
59	Security and police protection. Maintaining the pool and area parks and playgrounds.	10/22/2018 8:44 AM
60	Location, safety, good public services such as road maintenance, police, garbage collection, pool, library etc.	10/22/2018 6:26 AM
61	Low crime rate. Easy shopping available. Parks.	10/21/2018 10:16 PM
62	It's a great community and great people	10/21/2018 8:10 PM
63	The WPL Borough Council	10/21/2018 7:53 PM
64	Schools, parks, the people	10/21/2018 6:45 PM
65	Good resources (library, pool, restaurants, stores, doctors, dentist)	10/21/2018 6:36 PM
66	Close to the city. Great parks and pool and recreation programs like the 5k and community day.	10/21/2018 6:30 PM
67	Safety. Good response to needs for repair aka storm damage.	10/21/2018 4:54 PM

68	The community feel, good school district, affordable but nice housing, diversity (and welcoming atmosphere to refugees), the people, the amenities (churches, library, pool, shops, etc.), THE CASTE VILLAGE FIREWORKS!	10/21/2018 4:47 PM
69	Safe, great library, location to downtown	10/21/2018 4:20 PM
70	It's people within the community, the pool, library and recreation department.	10/21/2018 4:02 PM
71	people, community services, response from 911 calls	10/21/2018 3:12 PM
72	Borough care and management for all residents, communications with Mayor, Council and Managers and, of course, the library.	10/21/2018 3:01 PM
73	We moved here for location, but found the community to be great.	10/21/2018 2:37 PM
74	We are in City of Pittsburgh	10/21/2018 2:15 PM
75	Convenient to city, good schools, nice neighborhoods	10/21/2018 2:00 PM
76	Maintenance of streets; community activities; accessible to shopping	10/21/2018 1:49 PM
77	Attractive homes, community seems strong. Good location.	10/21/2018 9:41 AM
78	it's pretty boring	10/21/2018 8:43 AM
79	Friendly neighbors and reasonable living cost.	10/21/2018 6:25 AM
80	People take pride in their community, keep it clean, actually ARE a community, aesthetically pleasing, fair taxes	10/20/2018 3:58 PM
81	Safety, close proximity to downtown, affordable housing, schools	10/20/2018 3:32 PM
82	Love the library! And the pool! Plus, we have very nice parks and recreational areas. I've lived here all of my life!	10/18/2018 8:33 PM
83	library, police, ambulance service, peaceful, lots of trees, swimming pool, etc	10/18/2018 6:23 PM
84	Wonderful neighborhoods supported by good public services.	10/17/2018 7:16 PM
85	The library, pool, just a nice community all together	10/17/2018 3:02 PM
86	The quiet neighborhoods, convenience of access. The parks, though some could use a lot more upkeep and improvements	10/17/2018 10:57 AM
87	Sense of community, safety, location	10/17/2018 10:48 AM
88	good school district, safe/low crime rate	10/17/2018 10:43 AM

Q15 What do you perceive as challenges currently facing the Borough?

Answered: 76   Skipped: 88

#	RESPONSES	DATE
1	Traffic is worsening	11/15/2018 2:48 PM
2	taffic	11/14/2018 2:15 PM
3	deer pop.	11/13/2018 7:32 PM
4	Aging population and infrastructure.	11/13/2018 1:42 PM
5	road repairs	11/12/2018 3:51 PM
6	serious flooding issues	11/12/2018 3:47 PM
7	unsafe intersections	11/11/2018 8:43 PM
8	I'm honestly not sure.	11/11/2018 2:27 PM
9	budget constraints	11/10/2018 1:44 PM
10	Road work	11/9/2018 8:54 AM
11	Immigrants! They have too many people living at the same residence. They do not follow building codes. Whitehall has always been a great place to reside. Not sure if it will stay that way because of the gentification going on in and around Pittsburgh.	11/8/2018 7:04 PM
12	Finances	11/7/2018 6:46 PM
13	None	11/7/2018 1:04 PM
14	fracking	11/6/2018 5:32 PM
15	taxes, infrastructure	11/6/2018 11:43 AM
16	Feral cats and their owners who feed them. Why are cats not licensed like dogs and kept on leashes?	11/6/2018 10:00 AM
17	the schools	11/6/2018 9:56 AM
18	Safety and drugs	11/5/2018 9:07 PM
19	Don't know	11/5/2018 4:00 PM
20	Expenses of maintenance and repairs especially with more intense storms	11/1/2018 3:56 PM
21	I think the borough is in transition. A lot of closed up storefronts are mixed in with new, popular storefronts.	11/1/2018 1:03 PM
22	Taxes seem to keep going up.	10/31/2018 2:07 PM
23	Infrastructure.	10/31/2018 12:45 PM
24	road quality	10/30/2018 9:41 PM
25	Loss of tax dollars. Crime rate.	10/29/2018 7:30 PM
26	flooding	10/29/2018 2:32 PM
27	Cultural shift of residents - need programs to continue to educate residents of different cultures	10/28/2018 7:40 PM
28	New influx of immigrants that need to learn our laws, language, customs, and work ethics	10/27/2018 4:00 PM
29	Aging population	10/26/2018 4:28 PM
30	Drug circulation amoung the youth.	10/25/2018 3:17 PM
31	choose not to answer.	10/25/2018 2:02 PM
32	Too many code issues for property owners. Limited parking.	10/24/2018 6:15 PM

33	Deer control.	10/24/2018 2:16 PM
34	The number of older citizens.	10/24/2018 2:11 PM
35	Taxes, cost control, non-compliant homeowners, enforcement of zoning laws by property owners.	10/24/2018 2:08 PM
36	property taxes	10/24/2018 2:04 PM
37	How to get drivers to be respectful.	10/24/2018 2:00 PM
38	More borough community events.	10/24/2018 1:55 PM
39	flooding issues and taxes	10/24/2018 1:51 PM
40	New residents without language skills and who don't know our customs and laws.	10/24/2018 1:47 PM
41	Keeping up the great services with increased costs.	10/23/2018 7:29 PM
42	Getting more volunteers	10/23/2018 4:48 AM
43	Nursing homes for mentally ill in residential neighborhoods.	10/22/2018 8:00 PM
44	Challenges include the aging sewer system and the municipal budget.	10/22/2018 7:11 PM
45	Thinking ... will let you know.	10/22/2018 12:39 PM
46	updating underground water, road maintenance most important tackling opioid trafficking, and abuse of drugs	10/22/2018 9:43 AM
47	Providing great services with increased costs while keeping taxes stable	10/22/2018 9:12 AM
48	I see a lot of challenges facing the Borough with draining our resources by having ridiculously numerous police calls to a very small part of the community	10/22/2018 8:49 AM
49	Avoiding the blight and drug problems that are working their way down Brownsville road	10/22/2018 6:26 AM
50	Many senior citizens on limited income. Many new immigrants coming into the borough, language and customs to be learned and recognized	10/21/2018 10:16 PM
51	funding for Library, keeping current staff - excellent choices by Library Director	10/21/2018 8:46 PM
52	No challenges a great borough and district	10/21/2018 8:10 PM
53	Deer population	10/21/2018 7:53 PM
54	Not sure	10/21/2018 6:45 PM
55	Places to walk. Not enough sidewalks. Walking on many streets is hazardous	10/21/2018 6:36 PM
56	Wish it was more walkable with sidewalks	10/21/2018 6:30 PM
57	No street lights on side roads. Weed control.	10/21/2018 4:54 PM
58	Maintaining top-notch and critical services like police, firemen, library, pool, etc. is incredibly important for our community. I don't pay attention to the political arguments (stuff with the school board, etc.) in the Borough, but most of them seem silly and unnecessary.	10/21/2018 4:47 PM
59	needs a couple really good restaurants	10/21/2018 4:20 PM
60	Flooding problems	10/21/2018 3:01 PM
61	Our community is relatively aged and may need to get younger families involved. I don't like seeing the community decisions being made by a bunch of old white men.	10/21/2018 2:37 PM
62	Lack of code enforcement (single Family dwellings inhabited by multi families — no recourse) No community/rec center. Library is great - can not function as everything to everyone. A separate facility much like surrounding communities of bethel, upper st. Clair, etc.	10/21/2018 2:00 PM
63	Water run off; out dated infrastructure - has lines, water lines	10/21/2018 1:49 PM
64	Recycling program changes	10/21/2018 9:41 AM
65	deer	10/21/2018 8:43 AM
66	Unsure	10/21/2018 6:25 AM
67	I'm not sure. I'm a renter so maybe homeowners have something to say about that. I'm pretty happy here.	10/20/2018 3:58 PM

68	Keeping the quality of the borough we are accustomed to.	10/20/2018 3:32 PM
69	Changing times, population increases, some overcrowding in the schools.	10/18/2018 8:33 PM
70	fracking	10/18/2018 6:23 PM
71	Creating community focused events such as farmers markets.	10/17/2018 7:16 PM
72	Not sure	10/17/2018 3:02 PM
73	Construction everywhere. Detours with detours	10/17/2018 10:57 AM
74	High-ish Taxes, maintenance of playgrounds (which could also definitely use some updating)	10/17/2018 10:55 AM
75	Aging population, infrastructure, decreased tax base	10/17/2018 10:48 AM
76	Maintenance and upkeep of the roads	10/17/2018 10:43 AM

Q16 Any other feedback? We'd love to hear more!

Answered: 54   Skipped: 110

#	RESPONSES	DATE
1	I love Whitehall library! The staff are wonderful.	11/15/2018 10:15 AM
2	Best Children's programs in the area!	11/12/2018 4:30 PM
3	I would be interested in more activities for kids <2 yrs old	11/11/2018 8:43 PM
4	The library staff are very helpful, knowledgeable and efficient. The library is a very pleasant space.	11/10/2018 4:19 PM
5	Keep libraries open.	11/10/2018 1:44 PM
6	This is the closest library to me and such a treasure!	11/7/2018 7:41 PM
7	I wish that there were more opportunities to learn about different cultures, such as pot luck meals and mini lectures or handouts	11/5/2018 9:07 PM
8	Wish you would not have carpeted community room. If it was wood or linoleum floor you could hold yoga, Zumba & dance classes there. Instead I take a Zumba class @ Bethel Pk Community Ctr.	11/5/2018 4:00 PM
9	The staff in this library is exceptional both professionally and personally. I have had a pleasant experience in almost every library which I have visited but this one suits my needs as well as any.	11/5/2018 2:58 PM
10	The noise of people entering/leaving when reading magazines is very distracting and noisy.	10/31/2018 2:12 PM
11	Overall, a great library, with creative displays and interesting programs.	10/31/2018 1:22 PM
12	None. We have lived here since 1973 and would not consider living anywhere else, raising our 4 children here and watching Whitehall grow as a family oriented community!	10/31/2018 12:45 PM
13	Yes. All the staff does an amazing job!	10/30/2018 9:41 PM
14	very nice employees very helpful	10/30/2018 10:32 AM
15	The programs offered are great, speakers, movies, culture. We love the library!	10/29/2018 7:30 PM
16	Library staff is very helpful & approachable.	10/29/2018 4:34 PM
17	We love our library!	10/29/2018 2:32 PM
18	Whitehall is my favorite library.	10/29/2018 10:31 AM
19	I tried to find a book on line/read on computer but found it and cant open to read it. where are the instructions I am 70, no computer savvy	10/27/2018 4:00 PM
20	I come here to focus when I know I won't be able to at home. It's like a second home.	10/25/2018 3:17 PM
21	you had a contest...how to further the efficiencies of the lib.. w cash incentives....never heard the out come. I had many... of which I presented to the librarian and they agreed.	10/25/2018 2:02 PM
22	When I was in Whitehall ,I loves to go with my kids.	10/25/2018 10:31 AM
23	Yes I love to go there	10/25/2018 10:30 AM
24	Yes I love to go there	10/25/2018 10:28 AM
25	Police/Fire/Emt departments are excellent.	10/24/2018 6:15 PM
26	The collection of great works in literature could be expanded.	10/24/2018 2:16 PM
27	*call or email	10/24/2018 2:00 PM
28	Ability to accept debit cards would be amazing!	10/24/2018 1:55 PM
29	I think I need one-on-one help with technology -- maybe too old.	10/24/2018 1:47 PM
30	Regular musical program for kids.	10/23/2018 8:06 PM

31	I like and appreciate the distribution of LOVE YOUR LIBRARY posters. Organize as many programs at the library. Organize competitions for children, youths and even seniors. Example: organize Essay or creative writing competition for children Story writing for youths and seniors Award the best ones.	10/23/2018 4:48 AM
32	staff members are exceptional	10/22/2018 3:35 PM
33	Whitehall Boro is an excellent place to live. Delligence by all is needed to keep that way	10/22/2018 9:43 AM
34	I really miss the days when family events, craft shows, etc. were scheduled at the library.	10/22/2018 8:49 AM
35	The library is one of my favorite places. The services and the space are a great comfort. Having a community library is crucial to a good community.	10/22/2018 6:26 AM
36	Fantastic Staff - very friendly, helpful, knowledgeable, committed, routinely "goes above & beyond"	10/21/2018 8:46 PM
37	None.	10/21/2018 6:45 PM
38	Your library personnel is very knowledgeable and pleasant	10/21/2018 6:27 PM
39	Enhancements to the playgrounds.	10/21/2018 4:54 PM
40	Good luck with the Strategic Plan!	10/21/2018 4:47 PM
41	I would love to see the library get an inside facelift. I like the vibe of the Brentwood and Northside libraries, where it's not the traditional hushed up place, but a true community gathering spot. I love the little sitting area with fireplace and use it sometimes, but I wish the computer area was located elsewhere or arranged differently.	10/21/2018 2:37 PM
42	I really really really love your email newsletters where you feature the upcoming books. I love to read, and I always find something worthwhile. Thanks a million! PS special commendation for whoever puts in the animated giphy at the end, LOL.	10/21/2018 2:15 PM
43	Renting of community room&fire halls to residents! Wonderful spaces that could produce income and benefit everyone!	10/21/2018 2:00 PM
44	I believe when I retire and if we still live here I will join the library activities	10/21/2018 1:49 PM
45	I'm grateful for the access you give me to books, CDs & DVDs.	10/21/2018 1:48 PM
46	We need to recycle more not less. I'd separate my glass, plastic and paper if you gave me bins.	10/21/2018 9:41 AM
47	It would be great if libraries could increase the number of private tables for study.	10/21/2018 6:25 AM
48	N/A	10/20/2018 8:46 PM
49	I love our library!	10/20/2018 3:58 PM
50	Please have more parking in the summer and please stop the toilets from flushing so hard whenever you move a tiny bit. Thanks!	10/19/2018 3:10 PM
51	I absolutely love our library! I can't believe more people don't utilize it more. With the inter library exchange, you can get almost anything you need! Grateful for all of the hard workers and wonderful customer service!	10/18/2018 8:33 PM
52	I almost never go to the library, to be honest. With life being so busy, it's yet another errand on my already overwhelming to do list to have to remember to return my checked out books on time, and it's not really "on my way" to anywhere, so while it's not far (10 min drive) I have to make a special trip. Also, any time I've taken my toddler to the kids area, she always ends up getting sick. I feel like the toys are so germy, so unfortunately we never go. We will probably visit more often as she gets older.	10/17/2018 10:55 AM
53	Keep up the great work! This library is truly second to none.	10/17/2018 10:48 AM
54	I would love to see an update of the parks and play facilities for the local children	10/17/2018 10:43 AM

What do you love about Whitehall?

Amenities:
Pool
Library
"The Library/Pool Area is like the town square."
Parks – good for the kids
Kids activities

Great Police/Fire

School District

Churches

The people, friendly, caring, inviting
Supporting of diversity

Community spirit and events

Nice size

Quiet, peaceful and safe

People take pride in their property

Well-run

Close to downtown, yet a 'small town' feel

Close to shopping

What are your aspirations for an ideal community?

Inclusivity and a pay it forward attitude.

Knowing your neighbors.

Welcoming new neighbors and being kind

Welcoming to all

People who have different backgrounds being able to talk, listen and work together

People coming together to help each other

Safety

Safety above all

Positive successful schools

Fair tax rate

People respecting their community

Officials working well together

Sidewalks 2x

Handicap accessible sidewalks

World peace

Tree-lined streets

A "destination place" for a particular specialty (to be developed)

Strong sense of community participation

What do you see as some community challenges?

People moving away.

Lack of community center

Keeping the community as strong and healthy as it has always been.

Rainwater issues/flooding
Managing weather issues, runoff/flooding

Navigating what happens to people in hard economic times – it breeds fear
and self-focus and hopefully not an increase in crime

Construction issues, not enough coordination
Construction making it difficult to travel

People don't share a sense of community due to busyness of modern life

Balancing tax rates with services offered

Better H.S. parking, schools more open for community

Deer population/Wildlife control

Parking

Improve school system

Lack of apartments for general population (not just seniors or assisted living)

Embracing our diversity, more intentional inclusion

Wish the pool was open to all of Baldwin-Whitehall

I don't feel like I socialize with community-at-large and would like to meet
more people in the community.

How is the Library doing? What do you like?

Adore the kids programs

Good, love the variety

Love it

Perfectly fine!

Great, I like to go for quiet reading

One of, if not the best

Great staff, pull books when I call ahead and help with recommendations

Staff are fabulous

Adult programs – Night with "Nick" was incredible

Don't change a thing

Great, lots of diverse programming

One of the best libraries I've ever been to

Author luncheons

Computer access and events

Online classes, and kindle rentals

Cookbook club

Holiday events

What can we do better?

More for middle school age

Lots of preschool programs, a few more for elementary school

More for preschool

Better program advertising for kids programs

Get more people involved with supporting annual drive

More evening events

More family activities at night

More programs like the "Wonder" program

More audiobooks

Family Yoga during the evening

More informational programs

Monthly board games/chess on Friday evening

What more can the Whitehall Library do to better serve the community?

Keep hosting programs.

I think you're reaching out to all members already!

You do a great job of including everyone, I wouldn't change it.

Basic reading programs

More evening activities for children

How about a community page on the library or borough website where popel can advertise or post events/needs
"Craigslist for Whitehall"

Garage sales/recycle events

Not a library user? Tell us why!

We've never used the library. I'm not sure why.

Community Responsiveness Project
Profiles of the South Hills: Whitehall

Introduction
Libraries and Community Engagement

This project aspires to enable ACLA's libraries in ten South Hills communities to broaden their strategies for community engagement. The collection of literature on Community Engaged Libraries reveals several common elements among these libraries. The Harwood Institute states that libraries must "talk with community members to find out what they want for their community, [and] this Public Knowledge will empower the library to truly reflect and empower the community."

Libraries must focus their efforts on discovering community wants and needs through participatory practices and recognize that providing small-scale changes can provide tangible benefits that are just as significant as large-scale projects.

Tips from the Harwood Institute & the ALA:
Libraries Transforming Communities

The power of community engaged libraries was demonstrated by a 2014 project conducted by the American Library Association and the Harwood Institute called *Libraries Transforming Communities*. LTC sought to develop strategies, tools, and guidance to help libraries initiate or deepen their community engagement practices.

They found that successful community engagement happens when libraries:

- Engage community members in decision-making
- Align programming to community need
- Develop partnerships and collaborations
- Facilitate community conversations & invite stakeholders
- Enable community members to take leadership roles in program development and facilitation
- Embed mechanisms for continual listening and engagement
- Include traditionally socially excluded populations

Facilitate Community Conversations

Collaborate with Community Partners

Foster Local Leadership

Community Engaged Libraries

Align Services to Needs

Engage the Community in Decision-Making

Recognize and Reach Out to the Excluded

Create Feedback Mechanisms

Key Action Steps for Local Libraries from the Aspen Institute

1. **Define scope of programs and offerings, recognizing tradeoffs**

2. Collaborate with local, state and federal agencies around shared objectives & partner with schools to drive learning and educational opportunities

3. **Partner with local businesses, economic development agencies, chamber of commerce, & community colleges to provide access to curricula and job training programs**

4. Engage the community in planning and decision-making and include on policy boards.

5. **Connect to resources from other agencies or libraries rather than reinventing the wheel**

6. Deploy existing resources in new ways

7. **Measure library outcomes and impacts to better demonstrate the value to the community**

8. Change long-held rules and operating procedures impeding the development of the library's spaces and platform

9. **Take proactive and sustained steps to brand the library as a platform for community learning and development**

Canadian Model: "Working Together Project" at the Vancouver Public Libraries

Key Objectives:
- Build liveable, sustainable communities by maximizing citizen participation
- Identify and address barriers to service with the community

Key Approaches:
- Relationship building occurs outside the library, in community member's spaces
- No library "agenda"
- Librarian is not there as "expert," rather, act as facilitator
- Goals are to learn from and develop relationship with community
- Relationship essential to collaborative service planning

Service Planning:

Community Assessment	Needs Identification	Service Planning	Service Delivery	Evaluation
• Develop relationships with community members	• Discussions lead to hearing community priorities	• Community generates ideas. Staff act as partners and facilitators	• Service delivered by staff and community members	• Staff discuss impact with the community • Process • Policy • Service

"It also became clear that it is essential to begin a discussion around the use of traditional library service planning versus a community-led service planning model as the most effective way to make library services relevant to socially excluded community members."

Bringing it Home: Whitehall Borough

Whitehall is a community of roughly 14,000 residents in the South Hills of Pittsburgh, Pennsylvania, encompassing 3.2 square miles. The borough is six miles from downtown Pittsburgh via Rt. 51, along which four bus lines are operated by Port Authority Transit on weekdays.

Whitehall is governed by a mayor and seven Council Members who are elected at large, has a ten-employee Public Works Department and a 20-member police force. Public School students in Whitehall attend the Baldwin-Whitehall School District.

Many amenities exist in the Whitehall community, including the Whitehall Public Library, a public swimming pool, the South Hills Country Club, tennis courts, baseball fields, playgrounds, and a community garden. There are also several athletic associations that are shared with the neighboring Baldwin Borough, such as the Baldwin-Whitehall Soccer Association, Baldwin Hockey Club, Greater Baldwin-Whitehall Athletic Association Baseball and Softball, Baldwin-Whitehall Youth Football and Cheerleading.

Population Data & Demographics

Since 2000, the borough has experienced only a slight 4% population decline. This decline, however, is most notable among the native white population and has been offset by recent growth among minority populations, including a significant number of Bhutanese refugees.

Population data is otherwise fairly stable: the median age in the borough has steadily remained around 44 years since 2000 and women continue to slightly outnumber men. The percent of residents over age 65%, however, has trended slightly downward by about 1% every five years according to census data.

Change in minority populations
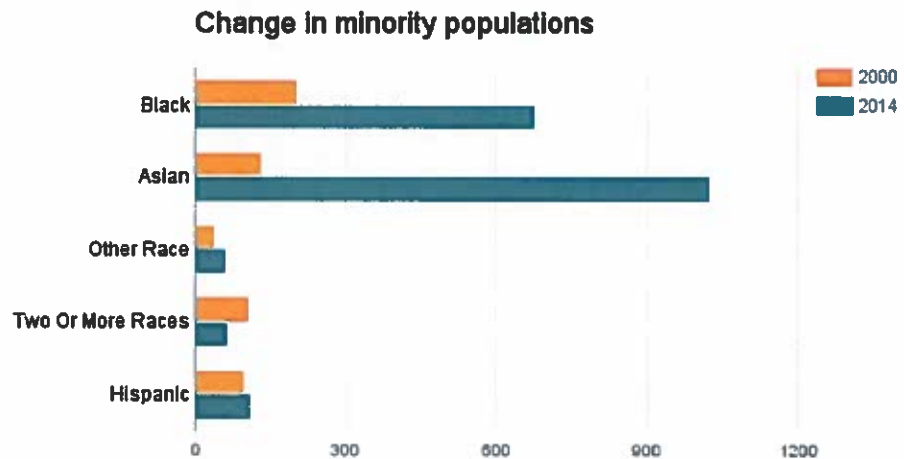
Economic Indicators

Over recent years, Whitehall has experienced economic growth. The median household income rose to $56,196 in 2014, up from $45,111 in 2000. Residential prices are also increasing. Roughly 94% of adult males and 95% of adult females are employed and active in the labor force. Additionally, a higher percentage of residents are graduating high school, attaining Bachelor's Degrees, and Master's Degrees than they were five years ago.

Demographic data	Whitehall	Region
Population	13,931	12,941
Public transportation use	13%	9%
Median household income	$56,196	$ 49,778
College education	22%	26%
Labor force participation	64%	62%
Owner-occupied housing	72%	67%
Food assistance	5%	11%

Conversely, while incomes increase and the borough enjoys an active labor force, unemployment and poverty have simultaneously risen as well, each by about 2%.

Social Services

In 2014, 903 Whitehall residents accessed social services through the Allegheny County Department of Human Services and its provider network. As demonstrated by an analysis of the population served by DHS and its providers, residents of Whitehall are, generally, accessing social services at lower rates than the regional average. The only services for which it is untrue are Intellectual Disability services. The highest needs within Whitehall however, are for Aging services and Mental Health services and support.

DHS Service Population									
	% Total Population								
	Enrolled in Any Service	Mental Health Services	Aging	Medical Assistance Transportation	Intellectual Disability	Homelessness/ Housing	Drug & Alcohol	Child Welfare	Family Support Centers
Whitehall	6.48%	2.00%	2.30%	0.70%	0.50%	0.50%	0.60%	0.10%	0.00%
Regional	14.72%	4.59%	2.54%	1.75%	0.33%	1.21%	0.85%	0.71%	1.09%

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2016 Community Needs Assessment
Stakeholder Interview & Survey Results

Over the course of this needs assessment, 14 key stakeholders were interviewed, surveys were administered at various community events, community interviews were conducted at food pantries, and three focus groups were held.

Analysis of Reported Need: Key Themes

While community feedback reflected a broad variety of individual strengths, needs, and interests, some recurring themes did appear in the data.

Community Spirit	Residents overwhelmingly expressed positive feelings about the Whitehall Community, citing the "small-town, community atmosphere," convenient location, and many amenities.
Engaging Whitehall's Growing Diversity	New residents are moving to Whitehall and local service providers, organizations, and community members recognize the need to adapt services to the needs of these popualtions as well build bridges between long-term residents and these new, diverse populations.
Local Arts Programs	While downtown isn't too far away, local residents expressed a desire to see more local opporunities to engage in creative art and music programs, as well as bring more cultural events into the community.
Opportunities for Education & Professional Development	Whitehall residents are eager to learn and expressed interest in learning everything from new technologies, like Excel classes for students and social media for seniors, to foriegn languages. Opportunities for professional development, financial literacy, and career services were also expressed as needs.
Reflecting Minority Cultures	As Whitehall's diversity continues to grow, inclusivity will be key. African American and Bhutanese residents both reflected that they would like to see an increase in culturally (and linguistically) relevant material in the library and surrounding community.
Health and Wellness	Health was expressed as a priority across all ages. Mental health and substance abuse are primary concerns in the community. Interests in increasing health literacy and promoting fitness were expressed, as well as supports for specific populations, such as seniors and expectant mothers.
Supports for Families	Families showed interests in supports such as parenting classes and maternal health resources, as well as increased activities for youth in the community and targeted programs for families who have members with Special Needs, including physical and developmental disabilities.
Transportation as a Key Barrier	Generally, getting around in Whitehall requires access to a vehicle. This is particularly limiting for elderly populations and youth.
Desire for a Community Center	Residents of all ages and ethnicities noted that there were few places to gather together. Teens, seniors, immigrants, and families all expressed the desire for a "space" where they could spend time: a Community Center where people could meet, relax, socialize and take part in actitivities with others.

Stakeholder Interviews

Library Director & Staff

Mayor Jim Nowalk

Shirley Keller, Whitehall Church of Christ

Courtney Macurak, Lori Haller, Susie Backsheider, SHIM

BCAP & Children of Shangri Lost

Rita Bean, Lions Club

Peggi Kelley, GPLC

Michelle Klingensmith, Oxford Development

Baldwin-Whitehall Asst. Superintendent Denise Sedlacek

Susan Kalson , Squirrel Hill Health Center

Stephanie Miller, Economic Development South

Brigetta DelRe & Janeen Peretin , Baldwin-Whitehall Librarians

Karen Michaux, St. Elizabeth Community Service Coordinator

Margie Augenstein, Cannongate

Karen Pearson, Cloverleaf Ecumenical Assistance Program

Families at Whitehall Community events

Food Pantry Patrons

Mom's Group of South Hills

Individual Responses

The responses from individual interviews and focus groups are listed below. The largest, and most organized immigrant group in Whitehall are the Bhutanese. As refugees, they share views that are unique to their culture and experiences and are therefore separated in the results to highlight their particular community perceptions and needs.

Community Appreciation

- Politically and financially stable
- The park system
- Great public services and community relations
- People care about each other
- The small town feel
- Amenities: the pool, tennis courts, athletic fields
- Community Spirit
- People stay in the area and establish roots
- Convenient to Pittsburgh and schools
- Family friendly

Strengths of Whitehall's Community Services

- Culture of Collaboration: Literacy promotion (Lions Club, Learn bus, etc.), positive community partnerships
- The school system: mentorship programs, innovative learning opportunities, college and career readiness
- Supports for immigrant and refugee populations: SHIM's expertise, GPLC Literacy Center, BCAP, Library outreach, capacity building in schools

Service Gaps in Whitehall

- Mainstream services reaching out to refugee populations
- Bridging gaps between long-term and new community members, cultural awareness
- Senior Services: Issues around healthcare and health literacy, isolation and limited mobility, i.e. difficultly getting to Food Pantries
- Translation Services
- Referral and Service Navigation
- Employment Services & Job Training
- Arts opportunities
- Places for people to gather: Coffee Shops, Community Center, etc.

Increasing Diversity

- Schools:
  - Increase in working poor (40% of families in school district)--Need help engaging kids
  - Promoting diverse after graduation options with students and parents at 4C Your Future event at school
  - Effort to address racial and sexual diversity and inclusion among youth
  - Adapting to needs of refugee populations: ESL, truancy, risk of substance abuse
- Food Pantry:
  - Serving more people despite growing number of pantries
  - Seniors, single people, immigrants, mental health needs, at-risk of homelessness
- SHIM (Prospect Park Family Center):
  - Connecting immigrants to wider community--two-way engagement and education
  - Orientation to life in US vs Responsiveness among host community and services

Bhutanese Perspectives

Challenges Reported by the Bhutanese Community Association of Pittsburgh

- Navigating US system: Numerous new and difficult to understand laws and systems
- Lack of local Hindu temple or community center to be able to practice cultural traditions: births, funerals, marriages. (Nearest temple→Monroeville)
- Growing divide between generations, in conflict with strong familial values
  - Expanding language gap between seniors and youth
  - Youth are quicker to adapt to American culture
- Seniors are isolated by language, culture, and limited mobility—though they will walk
- Need to involve community with activities
- Traditional agrarian culture has been lost in urban atmosphere
- Alcoholism and Substance Abuse are growing concerns, especially among youth

Activities & Interests

- Majority of time taken up by work and attending classes for ESL and Citizenship Preparation
- Many attend "extra-curricular" ESL/Civics classes at BCAP in addition to GPLC, AIU
- Gardening is popular given community's rural roots
- Traditional crafts, music and dancing
- Media consumption: Watching movies and television
- Family obligations: Spending time with children, walks with spouses, visiting relatives

Ideas for Library Programs

- Computer training services
- ESL: Tutoring & Conversation Groups
- Cultural exchange programs: Music, US cultural orientation for seniors
- Drivers tests
- Programs for women - Weaving, sewing, maternal health, parenting
- Programs for men - Handicrafts like woodworking and crafting in bamboo, parenting
- Movies and documentary showings around US history, culture, or immigrant stories (with translation)
- Financial literacy & home ownership education
- Education outreach: Information about preschool and schools, college supports for children and parents
- Cultural Preservation - Language classes in Nepali for parents and youth
- Civic Education
- Senior care options
- Gardening
- Yoga

Youth Perceptions

- Generally, have a positive opinion of their communities and Whitehall
- The refugee community is very supportive with a strong social network
  - Strong neighborhoods that have grown familiar to Whitehall area
- Concerns around:
  - racism, fear about having to leave country if Trump is elected, tensions and bullying in school, particularly with African American students,
  - Improved quality of housing
  - No local Temple to practice religion
  - Transportation is challenging
  - Without a community center serving as a positive space for teens to hang out in some kids go down bad paths
  - Limited Engagement: The Nepali population tends to stick together. They can speak more fluently with each other and find it difficult to connect with others who lack similar life experiences.
  - Leland Point communities lack amenities and access to services
  - Enjoy playing soccer, but lack soccer field access

- Books & Resources
- Children's Programs
- School Programs
- Senior events
- Technology classes
- Knitting classes
- Bridge group
- Writing workshops
- Partner programs: Learn Bus,
  Prospect Park summer camp, Cast village craft fair

Barriers to Library Use

- Time
- Childcare
- Access to transportation
- Clearances to work with children
- Intimidation
- Language
- Culture of Non-Use (among immigrant and native residents)
- Perceived lack of need/relevance
- Perceived lack of material reflecting personal culture (African Americans
  & Bhutanese)

Concerning Issues in the Future

- Meeting the needs of the immigrant population
- Addressing all social diversity, including racial and sexual identification
- Inclusion
- Maintaining funding streams
- Senior services
- Unemployment
- Economic downturn: losing tenants at Caste Village
- Learning new technology, i.e. doing taxes online
- Mental Health
- Access to childcare & HeadStart
- Increasing low-income uninsured population
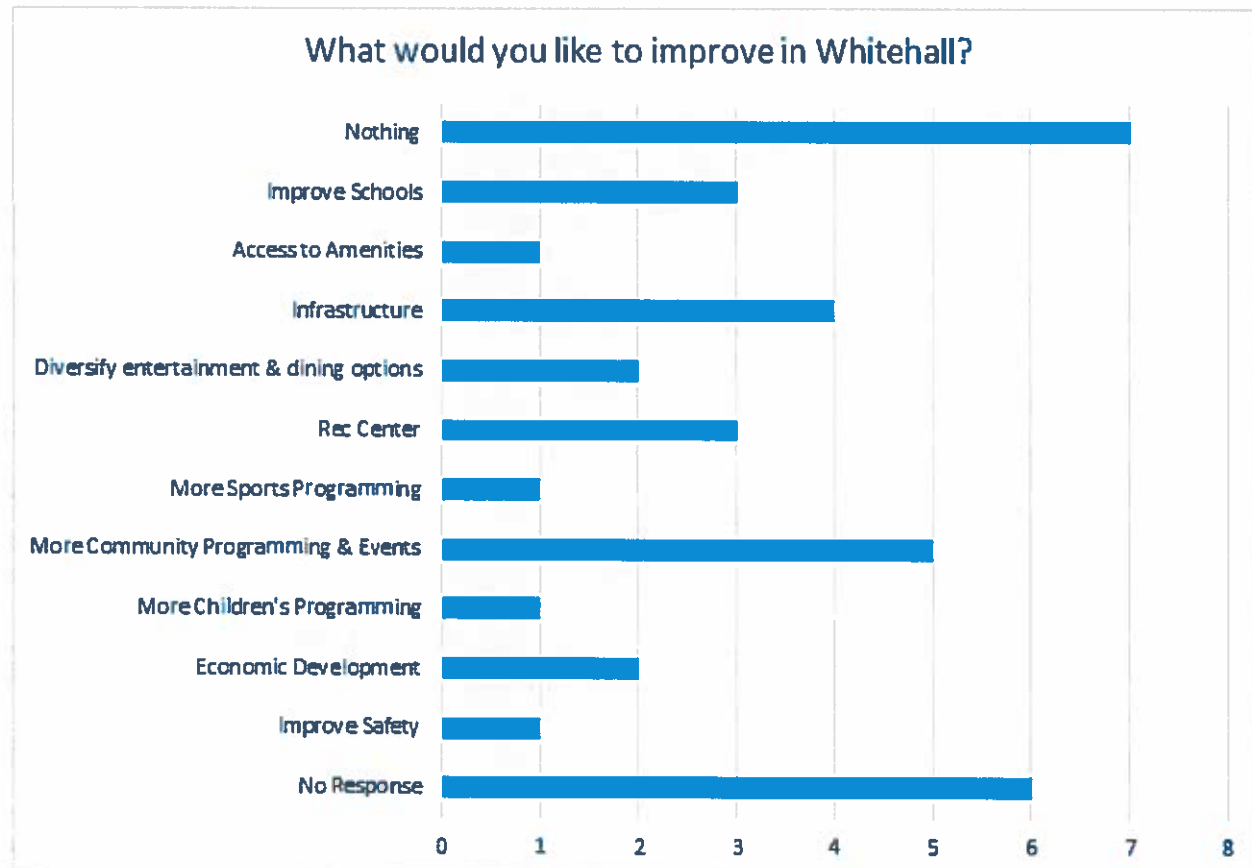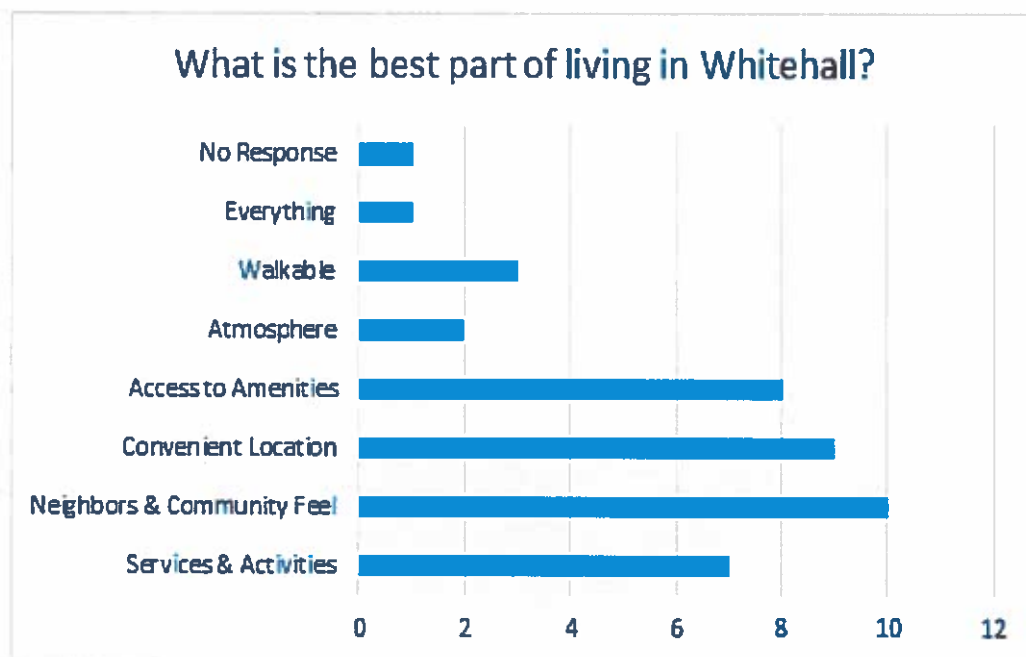- Consequences of no after-school programming for youth

Current & Potential Partners

- Immigrant & Refugee Service Providers: JFCS, SHIM, GPLC, AJAPO
- The Bhutanese Community
- Association of Pittsburgh & Children of Shangri-Lost
- Boy Scouts
- Green Thumbers
- Baldwin Community United Methodist
- St. Gabriel
    - Whitehall Presbyterian
- Lions Club
- "You Don't Have to Die Alone" (Support for families with ill member)
- Boy and Girl Scouts
- Knights of Columbus
- Saturday Light Brigade
- Project Linus (hand makes blankets for children in need)
- Manor Care
- Comfort Keepers (help with domestic services)
- Baldwin Senior Center
- Visiting nurses
- Jefferson Hospital
- Meals on Wheels
- Just Harvest
- Consumer Health Coalition
- Police/EMS dept.
- Economic Development South
- Venture Outdoors
- Great Pittsburgh Community Food Bank
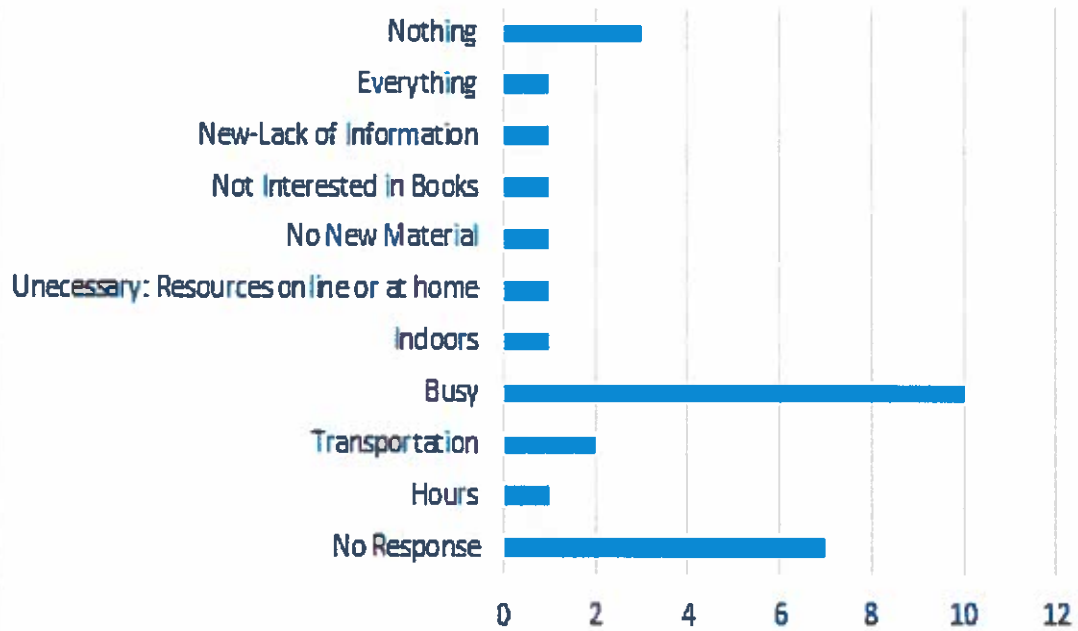- Greater Beneficial Union (provide complete turkey dinner)

Some Program Suggestions

- Craft activities and other hobbies
- After school and summer programs
- Need for more computer classes
- Speakers bureau
- Flag retirement activities
- Hold speakers: governance, public health, technology pros and cons
- Community conversations
- Fracking conversation
- Library can support civic engagement
- Reach out to veterans
- Yoga: general & for Moms and Babies
- CPR for Parents
- Resume builders
- Parenting classes and support
- Field trips to places around Pittsburgh
- Squirrel Hill Health Center-
    - Information dissemination
    - Affordable Care Act
    - "Ask the Doctor" session
- Programs for businesses (EDS)
- Housing & home ownership information
- Focus groups on transportation (EDS)
- Adult Education, GED, ESL (GPLC)
- Senior Care options
- Nature walks
- Community Speaks: i.e. Dr. Jim Withers, homeless advocate to create community awareness
- Need services and training to help Americans to be more welcoming/Create community connections between Americans and refugees
- Food drives: especially for immigrants with food they prefer
- Caste Village- Holiday Programming
- Trick or Treating for children with disabilities, special needs- Caste Village event
- Public Book Fair - Caste Village
- Programs & events out in community
- Consistent exercise program for seniors
- Computer classes for seniors/adults
- External programs provided in other facilities, i.e. Cannongate, Century III
- College application information (FAFSA, College application procedures)
- Space for Youth: Technology rich, music & recording equipment, creative arts programs, Open Mic nights
- Clubs for high school students that have been disbanded due to funding at schools
- Employment programming

What is the best part of living in Whitehall?

Category	Value
No Response	1
Everything	1
Walkable	3
Atmosphere	2
Access to Amenities	8
Convenient Location	9
Neighbors & Community Feel	10
Services & Activities	7

Axis: 0, 2, 4, 6, 8, 10, 12

What would you like to improve in Whitehall?

Category	Value
Nothing	7
Improve Schools	3
Access to Amenities	1
Infrastructure	4
Diversify entertainment & dining options	2
Rec Center	3
More Sports Programming	1
More Community Programming & Events	5
More Children's Programming	1
Economic Development	2
Improve Safety	1
No Response	6

Axis: 0, 1, 2, 3, 4, 5, 6, 7, 8

What keeps you from using the library?

Category	Value
Nothing	3
Everything	1
New-Lack of Information	1
Not Interested in Books	1
No New Material	1
Unecessary: Resources online or at home	1
Indoors	1
Busy	10
Transportation	2
Hours	1
No Response	7

How do you access library resources?

Category	Value
No Response	4
In-Building	24
Online	5

What library services do you use?

What would you change about the library?

What services would you use if they were offered?

Service	Count
Nothing	1
Parenting supports	1
Civics	1
Children	3
Games	1
Book Club	1
Education	5
Fitness	7
Music	2
Movies	1
Art, Crafts	4
Technology	2
No Response	6

Where is the easiest place to access library resources?

Place	Count
Other Space	3
Other Library	2
Online	4
In local Library	11
No Reponse	10

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