DESTINATION 2028

Livonia PUBLIC LIBRARY
STRATEGIC PLAN

COMMUNITY ENGAGEMENT

CENTER FOR COMMUNITY GATHERING

DIGITAL LITERACY

SUSTAINABLE OPERATION

libraryIQ

CONTENTS

Introduction

In a fast-changing, increasingly digital world, the time for library strategy is now. With strategy comes a shift in focus to the most useful and impactful services. Through this plan, the Livonia Public Library will strengthen its foundational core - integrating operations, collections, programs, physical spaces, and technologies - to support a thriving population in Livonia.

With that core in place, Library leaders will have the flexibility to adapt to new challenges and opportunities. They will be able to accelerate services, allocate resources to find new pathways for growth, and respond to changing community needs. The Library has always been a sanctuary for curiosity, a haven for exploration, and a gateway to discovery. It's time to amplify these roles, reimagining them in the context of the digital age.

From revitalizing and optimizing operations to providing welcoming and cozy spaces, from curating cultural and educational experiences to nurturing digital literacy, each step leads to a strong and vibrant Library tailored to Livonia.

Strategic Planning Process

When the strategic planning process began in September 2023, the team set out to answer three key questions:

1. **What will the Livonia community look like in 2028? What community needs and wants are within the Library's mission to provide?**
   Research focused on demographics, interests, and evolving needs. Surveys, focus groups, individual interviews, demographic research, and consumer segmentation analysis were conducted.

2. **How can Library resources and services evolve to meet the identified community needs?**
   Research focused on existing programs, collections, technology, and services to assess their alignment with the needs and wants of local residents.

3. **What strategic goals should the Library pursue to address community needs effectively, and what are the measurable objectives associated with these goals?**
   Analysis and synthesis of information and data resulted in a clear set of strategic goals and objectives.

DESTINATION 2028 is rooted in public input and data. From collection performance to Library use to patron and resident segmentation and mapping, the strategic plan is based on facts. National best practices, local demographics, growth projections, economic and social climate, facility use, and programs engagement were also part of the analysis. Through a dedicated public engagement website, survey, focus groups, individual interviews, and direct staff participation, **ideas and feedback were gathered from nearly 1,300 residents** throughout the community. Data sources include:

- LibraryIQ collection data analytics
- LibraryIQ consumer and Library patron segmentation recommendations
- Livonia Public Library strategic planning website
- United States Census
- Livonia Vision21 Strategic Development
- Institute of Museum and Library Services

Mission and Vision

DESTINATION 2028 includes a new mission and vision for the Library.

MISSION

The mission of the Livonia Public Library is to be a vibrant hub for community gathering. Anchored in excellent and caring customer service, the Library provides access to information, diverse services, education, and digital literacy for all.

VISION

Welcoming spaces, trusted information, and enriching experiences for a thriving Livonia.

Key Challenges

A few key challenges emerged from the research process:

1. Need for updated and optimized spaces at the Civic Center branch.

2. Need for quality services outside Library building walls.

3. Need to provide quality services within the current budget.

4. Need for all residents to use technology to its fullest for work, school, and life enrichment.

5. Need for places residents can conduct meetings, form interest groups, and meet neighbors to strengthen connections and unify the community.

6. Need for spaces and opportunities to engage with literacy, art, and cultural activities.

Organizational Priorities/Planning Themes

SUSTAINABLE OPERATION

The Livonia Public Library will continue to offer high-quality services while optimizing operational practices for maximum impact.

DIGITAL LITERACY

Livonia Public Library will empower the community with essential digital literacy skills, fostering digital inclusivity and ensuring equitable access to digital resources and information.

CENTER FOR COMMUNITY GATHERING

The Livonia Public Library will provide cozy, welcoming spaces that bring the community together.

COMMUNITY ENGAGEMENT

Livonia Public Library will provide services, experiences, and communication to support a dynamic and growing Livonia.

Action Plan

The tables below provide detailed priorities, objectives, and timelines for achieving the Library's organizational priorities.

TIMELINE KEY	PARTNER	FUNDING
Fiscal Year 24-25	Library Only	Library Budget
Fiscal Year 25-26	City of Livonia	City Support
Fiscal Year 26-27	Literacy Organization	Dedicated Capital (Millage, Bond, Grant, etc.)
Fiscal Year 27-28	Health Organization	
Throughout the Planning Period	Nonprofit Agency	
	Schools	
	Chamber of Commerce	

SUSTAINABLE OPERATION

The Livonia Public Library will continue to offer high-quality services while optimizing operational practices for maximum impact.

TABLE 1: SUSTAINABLE OPERATION ACTIONS

Strategy	Objective	Timeline	Partner	Funding
Support operational efficiency	Conduct workflow analysis including review of all staff activities. Assess tasks and assignments and adjust based on strategic priorities	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator for staff workflow	**FY 24-25**	**Library Only**	**Library Budget**
	Encourage managers to delegate tasks in support of staff development and time management	**FY 24-25**	**Library Only**	**Library Budget**
	Create and deploy a process for regular community input using feedback form on the website and in the Library	**FY 24-25**	**Library Only**	**Library Budget**
	Conduct regular training and set specific standards for customer service	**FY 24-25**	**Library Only**	**Library Budget**
	Discuss community input regularly at staff meetings. Review collection performance, visits, program attendance, etc.	**FY 25-26**	**Library Only**	**Library Budget**
	Create opportunities for Library Commission and staff to share appreciation and get to know one another. Celebrate Library Workers' Appreciation Week with a staff/Commission event	**FY 25-26**	**Library Only**	**Library Budget**
	Adjust staffing model to align with facility use, services engagement and budget	**FY 26-27**	**Library Only**	**Library Budget**

Strategy	Objective	Timeline	Partner	Funding
Establish measurable performance indicators	Establish Key Performance Indicator (KPI) for patron activity level. Track in PatronIQ and move 5% of patrons from inactive to active each year	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for physical collection. Track in CollectionIQ Analyze and ensure the top five collection codes by size match the top five collection codes by circulation	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for physical collection. Track in CollectionIQ Analyze and maintain 10% or less no circulation in three years rates for collection codes with 100 items or more	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for physical collection. Track in CollectionIQ Analyze and maintain less than 15% DOA rates for all collection codes	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for collection budget. Track in CollectionIQ Circulation and maintain balance between % of budget and % of circ for physical and electronic formats	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for collection size. Track in CollectionIQ Discover and maintain balance by weeding (overstocked) or reallocating funds (understocked)	**FY 24-25**	**Library Only**	**Library Budget**
	Establish Key Performance Indicator (KPI) for collection diversity. Track in DiversityIQ and purchase, weed, and promote titles appropriately	**FY 24-25**	**Library Only**	**Library Budget**

"The children's area needs to be colorful and bright and the books should be on display, not jammed into the shelves."

Strategy	Objective	Timeline	Partner	Funding
Improve electronic collection access and ease-of-use	Leverage CommunityIQ patron segmentation data to increase engagement among electronic-only users	**FY 24-25**	**Library Only**	**Library Budget**

"More online access, books for kindle, audiobooks for phone."

Strategy	Objective	Timeline	Partner	Funding
Deploy generative artificial intelligence as appropriate in everyday operation	Explore AI for answering frequently-asked reference questions and readers' advisory (on Library website)	**FY 25-26**	**Library Only**	**Library Budget**
	Explore AI for everyday work such as drafting and refining emails and reports, creating meeting agendas, generating ideas for team-building, marketing, social media posts, planning events, and staff training	**FY 25-26**	**Library Only**	**Library Budget**

"Just continue to grow to keep up with "the times" and the community."

Strategy	Objective	Timeline	Partner	Funding
Continue providing well-used and well-maintained print collection	Develop marketplace near the entrance to Civic Center to display popular new items and bestsellers	**FY 27-28**	**City of Livonia**	**City Support**

DIGITAL LITERACY

Livonia Public Library will empower the community with essential digital literacy skills, fostering digital inclusivity and ensuring equitable access to digital resources and information.

TABLE 2: DIGITAL LITERACY ACTIONS

Strategy	Objective	Timeline	Partner	Funding
Ensure a comprehensive understanding of patron-facing technology among Library leaders and staff	Offer one all-staff training per year on existing and potential patron-facing technology (including artificial intelligence) and its applications in everyday life	FY 24-25	Library Only	Library Budget

"Continue to keep technology and the staff up-to-date with new programs and training."

Strategy	Objective	Timeline	Partner	Funding
Help close the "tech-fluency" gap for residents, particularly in emerging technologies	Offer introduction to consumer-facing AI tools (ChatGPT, Bard, Sora) and instruction in use	FY 25-26	Library Only	Library Budget
	Offer at least one information literacy program each year for adults and children	FY 25-26	Library Only	Library Budget

"Help people keep up with changes in technology."

Strategy	Objective	Timeline	Partner	Funding
Dedicate time for Library leaders and staff to research and explore new, tech-inspired ideas	Create a process for which suggestions from the public and staff for new patron-facing technology are reviewed. Communicate results to the person who made the suggestion	**FY 25-26**	**Library Only**	**Library Budget**
	Provide cross-training opportunities to empower all staff to provide technology programs and support	**FY 26-27**	**Library Only**	**Library Budget**
	Provide staff with regular education about patron facing technology such as a "Library Bytes" monthly newsletter or training video	**FY 26-27**	**City of Livonia**	**City Support**
	Identify Library IT professional to research and manage tech education. Integrate with City IT Department	**FY 26-27**	**City of Livonia**	**City Support**
	Make laptop computers available throughout the Library, not just in the "computer lab." Provide technology where patrons are most comfortable	**FY 27-28**	**Library Only**	**Library Budget**

> "Provide access to technologies that most people don't have at home."

Strategy	Objective	Timeline	Partner	Funding
Position the Library as a place for technology access and support	Offer training not on specific tools like Excel or Powerpoint but on creating useful output like a budget, newsletter or sign. Consider integrating AI training	**FY 25-26**	**Library Only**	**Library Budget**
	Evaluate need and consider expanding "bring your device" hours during which staff (digital navigators) provide one-on-one tech help	**FY 26-27**	**Library Only**	**Library Budget**

Strategy	Objective	Timeline	Partner	Funding
Provide focused, limited, high-value patron-facing technology	Provide Adobe Creative Suite or other graphic design software	**FY 24-25**	**Library Only**	**Library Budget**
	Provide equipment to digitize print photos, VHS tapes, 8mm home movies, etc. (Memory Lab)	**FY 27-28**	**Library Only**	**Library Budget**
	Reduce footprint of public access computer area	**FY 27-28**	**City of Livonia**	**Library Budget**
	Consolidate print pick up service (and payment) on the first floor. Use payment options convenient for patrons (credit card, Apple Pay, etc.)	**FY 27-28**	**Library Only**	**Library Budget**
	Evaluate demand and provide appropriate smart tools throughout Library facilities such as videoconferencing screens, adjustable height desks, built in charging ports, etc.	**FY 27-28**	**Library Only**	**Library Budget**

"Investing in a makerspace. Many community volunteers could help and it would engage everyone from students to retired hobbyists."

CENTER FOR COMMUNITY GATHERING

The Livonia Public Library will provide cozy, welcoming spaces that bring the community together.

TABLE 3: CENTER FOR COMMUNITY GATHERING ACTIONS

Strategy	Objective	Timeline	Partner	Funding
Determine appropriate investment for Library locations	Conduct two one-week facility usage reviews at Sandburg location. Count each branch visit and survey visitors to determine the reason for the visit (check out a book, attend a program, use Wi-Fi, etc.)	FY 24-25	**Library Only**	**Library Budget**
	Research and explore consolidation of Library facilities to maximize budget and staff resources	FY 24-25	**Library Only**	**Library Budget**
	Review facility usage review to understand demand	FY 24-25	**Library Only**	**Library Budget**
	Use LibraryIQ Balance analytics to understand collection use and appropriate necessary shelf space by collection code at each branch	FY 24-25	**Library Only**	**Library Budget**
	Review facility usage and BalanceIQ analytics to determine return on investment for Sandburg	FY 24-25	**Library Only**	**Library Budget**
	Evaluate providing services including meeting space, program space, holds retrieval lockers, and Wi-Fi access at community facility in South Livonia and Clarenceville	FY 25-26	**Library Only**	**Library Budget**
	Remove Vest Pocket collection from Library collection budget and staff maintenance (ILS)	FY 25-26	**Library Only**	**City Support**
	Collaborate with City to refresh collections at housing developments using withdrawn Library materials and limited new materials	FY 25-26	**City of Livonia**	**City Support**
	Research extended access through modified staffing models at Sandburg. Consolidate workflows accordingly	FY 25-26	**Library Only**	**City Support**

Strategy	Objective	Timeline	Partner	Funding
	Adjust facility availability and hours to align with facility usage and BalanceIQ findings	FY 27-28	Library Only	Library Budget
	Manage budget resources from facility adjustment over a three-year period for capital improvement projects at Civic Center location	FY 27-28	City of Livonia	City Support

"Fix leaking roof at the Main Library - has been going on forever."

"More book-centered social gatherings would be most welcome later in the evening. I work until 5pm but would like to go afterwards."

"I think I would love to see the children's area expanded and cleaned up."

Strategy	Objective	Timeline	Partner	Funding
Ensure Library spaces are inviting, comfortable, and useful	Provide meeting and coworking areas (including Zoom- and Teams-ready spaces) in all branches, providing an open area for conversations and collaboration	FY 27-28	City of Livonia	Dedicated Capital
	Engage with external resource to explore possibilities for high-quality coffee shop at Civic Center	FY 27-28	City of Livonia	Dedicated Capital
	Explore possibilities for expanded outdoor space at Civic Center for reading, relaxing, and picnics	FY 27-28	City of Livonia	Dedicated Capital

"Create dedicated co-working space for professionals, students, and anyone seeking a place for focused work that's inviting and functional."

Strategy	Objective	Timeline	Partner	Funding
Align with City of Livonia Housing and Neighborhoods goal	Continue to offer quality early literacy programs	FY 25-26	Literacy Organization	Library Budget
	Improve Civic Center facility	FY 27-28	City of Livonia	Dedicated Capital
	Improve building accessibility	FY 27-28	City of Livonia	Dedicated Capital

Strategy	Objective	Timeline	Partner	Funding
Align with City of Livonia Healthy Communities goal	Offer one community-wide wellness event each year	FY 24-25	Health Organization	Library Budget
	Provide two programs in healthy living, gardening, and other sustainable lifestyle topics	FY 25-26	Health Organization	Library Budget
	Provide two life skills programs (financial literacy, sewing, and mending, etc.) or affordable living classes (couponing, etc)	FY 25-26	Nonprofit Agency	Library Budget

"Have a class on scholarships, how to apply, where to find reputable ones, and how to use them."

Strategy	Objective	Timeline	Partner	Funding
Align with City of Livonia Economic Development goal	Provide timely workshops and resources (using AI or prospect databases) to assist in growing small businesses	**FY 24-25**	**Chamber of Commerce**	**Library Budget**
	Offer two workforce development events each year such as career upskilling, resume review, and interview coaching	**FY 25-26**	**Chamber of Commerce**	**Library Budget**
	Foster and maintain relationships with local business owners. Provide technology equipment and access they request	**FY 26-27**	**Chamber of Commerce**	**Library Budget**
Align with City of Livonia Parks, Trails and Open-Space goal	Collaborate with City Parks and Recreation to connect Civic Center Library to trails system	**FY 24-25**	**City of Livonia**	**Dedicated Capital**
	Align with Urban Design goals by planning and improving Civic Center building for sustainability and human-centered design. Advocate for Civic Center facility to be included in planned City Capital Improvements Plan	**FY 27-28**	**City of Livonia**	**Dedicated Capital**

"Library means community. Having walkable libraries is essential for young families and aging adults."

Strategy	Objective	Timeline	Partner	Funding
Encourage residents to gather and connect	Create a passive STEAM space for coding, robotics, etc. for elementary and middle grade students at Civic Center	FY 26-27	Library Only	Library Budget
Support family gatherings	Provide multigenerational programs or events (Family Fun) three times per year	FY 25-26	Library Only	Library Budget
	Host pop-up Library services at one large family-friendly event in the community. This could include library card registration, bringing physical books to check out, QR codes to access the electronic collection, and simple STEAM activities	FY 26-27	Library Only	Library Budget
	Increase options for families to engage in STEAM activities together (for example afterschool initiatives such as a STEAM area for elementary and middle grade students)	FY 27-28	Schools	Library Budget
	Provide concurrent activities for children and parents (for example adult book club concurrent with children's story time). Make activities complementary as possible to spark family discussion	FY 27-28	Schools	Library Budget

"Give opportunities for starting book clubs. Offer more times for poetry and creative writing classes."

"Offer programs for the younger generation that meet their needs in the advanced technologies, particularly in STEM."

"More programs for kids and teenagers. Also place for Parents who bring kids to the Library to converse, discuss issues that affect families."

COMMUNITY ENGAGEMENT

Livonia Public Library will provide services, experiences, and communication to support a dynamic and growing Livonia.

TABLE 4: COMMUNITY ENGAGEMENT ACTIONS

Strategy	Objective	Timeline	Partner	Funding
Raise awareness of Library services	Create a simple marketing plan checklist with specific campaigns (actions, deadlines, and responsible staff)	**FY 24-25**	**City of Livonia**	**Library Budget**
	Bundle remote services under one brand. Promote through consistent marketing activities	**FY 25-26**	**City of Livonia**	**Library Budget**
Educate residents about modern Library services	Conduct one targeted marketing campaign to each of the top three CommunityIQ patron segmentation cohorts to engage new users	**FY 24-25**	**City of Livonia**	**Library Budget**
	Reach more residents by posting four short videos each year promoting specific programs/services on Instagram or social platform	**FY 24-25**	**City of Livonia**	**Library Budget**
	Calculate and communicate dollar value to total quarterly print/electronic book checkouts, literacy/other programs, and technology access. Calculate totals and communicate on website	**FY 24-25**	**City of Livonia**	**Library Budget**
	Set up email management automation to send welcome newsletter to new Library cardholders within the first month of registration	**FY 26-27**	**City of Livonia**	**Library Budget**
	Create a broader email database by harvesting email addresses at Parks and other community events, Library programs, etc.	**FY 26-27**	**City of Livonia**	**Library Budget**
	Collect and disseminate two to three patron testimonials telling the story of the Library as an essential community resource	**FY 26-27**	**City of Livonia**	**Library Budget**

Strategy	Objective	Timeline	Partner	Funding
	Encourage Library managers to present at community events (community service organizations, parent organizations, etc.) four times annually. Set goals and incentivize through recognition	FY 27-28	City of Livonia	Library Budget
	Conduct communication campaign to boost understanding among residents that libraries are places to connect with the community, access exciting technology, have fun, and learn	Throughout the Planning Period	City of Livonia	Library Budget

"More awareness of everything the library offers - community-wide mailings to spread the word to all age groups!"

"Text alert subscriptions to upcoming events. Easy access to ebooks and audiobooks."

Strategy	Objective	Timeline	Partner	Funding
Raise awareness of technology available at the Library	Create and execute a campaign to market existing Library technology	FY 24-25	City of Livonia	Library Budget
	Conduct promotional campaign to market "bring your own device" hours	FY 25-26	City of Livonia	Library Budget
	Conduct campaign to raise awareness of hotspots available to check out	FY 25-26	City of Livonia	Library Budget
Raise awareness of services available on the website (virtual Library)	Strongly market electronic collection. Stress value and convenience in messaging	FY 24-25	City of Livonia	Library Budget
	Provide personalized reading suggestion lists by request on the website	FY 25-26	City of Livonia	Library Budget

Strategy	Objective	Timeline	Partner	Funding
Reinforce the Library's standing as the place for literacy in Livonia	Consistently market Library learning opportunities through schools and outreach events	FY 24-25	Schools	Library Budget
	Create and execute campaigns to promote reading challenges (Summer Reading)	FY 25-26	Library Only	Library Budget
	Provide electronic Library card registration via QR code at coffee shops, health care facilities, laundromats, etc.	FY 26-27	Chamber of Commerce	Library Budget
	Create and execute campaigns to promote book bundles for new parents	FY 27-28	Health Organization	Library Budget
	Create targeted, branded campaigns for summer and winter reading challenges. Create one campaign for each challenge each year	Throughout the Planning Period	Library Only	Library Budget
	Conduct marketing campaign for early literacy programs and 1,000 Books Before Kindergarten program. Increase participants by 5% each year of plan	Throughout the Planning Period	Library Only	Library Budget

"I believe the Library should emphasize education for youth. The City needs to grow the base of young families."

Strategy	Objective	Timeline	Partner	Funding
Support local education	Continue to attend back-to-school nights at schools and host tables with Library info at school events	**FY 24-25**	**Schools**	**Library Budget**
	Expand events for local schools' media technicians and librarians to build relationships and showcase Library resources	**FY 25-26**	**Schools**	**Library Budget**
Enhance an inclusive Livonia Public Library	Use CommunityIQ Livonia consumer segmentation data to design and provide events that appeal to specific segments of the population	**FY 24-25**	**Library Only**	**Library Budget**
	Consider less-structured programs for teens and adults. This could include informal "what are you reading now" discussions rather than formal book clubs	**FY 24-25**	**Library Only**	**Library Budget**
	Research feasibility of ending Library fines, especially for children's materials	**FY 25-26**	**City of Livonia**	**Library Budget**
	Conduct staff training in community development Library skills - including incorporating outreach into most services - and continuously seek community feedback	**FY 25-26**	**Library Only**	**Library Budget**
	Confer with user groups that regularly meet in the Library to ask opinions about potential new programs and programs that have run their course	**FY 25-26**	**Library Only**	**Library Budget**
	Establish a process through which community members can suggest, plan, and host programs with staff facilitation	**FY 26-27**	**Library Only**	**Library Budget**
Connect with community members through partnership	Review the current partner list and focus on creating and enhancing long-term partnerships with key organizations. Focus efforts on key partners	**FY 24-25**	**Library Only**	**Library Budget**

"Partner w/trade education organizations to identify candidates, connect them with educational opportunities."

Strategy	Objective	Timeline	Partner	Funding
Offer services beyond Library walls	Partner with City of Livonia Parks and Recreation and other agencies to offer four events each year	**FY 24-25**	**City of Livonia**	**City Support**
	Expand LOL! preschool reading program outreach. Partner with one new educational institution each year	**FY 26-27**	**Schools**	**Library Budget**
	Explore offering mobile technology equipment. Items requested by the community include Cricut, other crafting equipment, 3D printer, conversion machines for VCR tapes to digital, podcasting equipment, mobile hotspots	**FY 27-28**	**Library Only**	**Library Budget**
	Explore providing pickup of materials throughout the community to reduce travel distance for patrons. Include planning for vehicle and staff to delivery materials to pickup locations	**FY 27-28**	**Library Only**	**Library Budget**

"Sheldon Park would be great for outdoor programs."

Strategy	Objective	Timeline	Partner	Funding
Ensure school-age children are engaged with learning	Connect with education leaders to reinforce curriculum and to align the Library with educational benchmarks. Identify at least three benchmarks	**FY 25-26**	**Schools**	**Library Budget**
	Explore the possibility of a homework center partnership with local schools	**FY 26-27**	**Schools**	**Library Budget**
	Expand Library presence at school events including literacy nights and back to school events. Create a goal of at least 75% of Livonia student residents registered for Library cards	**FY 27-28**	**Schools**	**Library Budget**
	Create interest in reading through incentives and engaging book displays	**FY 24-25**	**Library Only**	**Library Budget**

"I would love for the Library to work closer with LPS to share with families resources available to them outside of school."

"More children's programs to keep them interested in reading."

Strategy	Objective	Timeline	Partner	Funding
Help prepare young children for kindergarten	Create book bundles for new parents including parenting information and picture books (include information about this in new parent welcome brochure)	**FY 24-25**	**Health Organization**	**Library Budget**
	Provide Early Literacy Kits for checkout	**FY 25-26**	**Library Only**	**Library Budget**
	Partner with literacy and health organizations to provide parenting workshops	**FY 25-26**	**Health Organization**	**Library Budget**
	Partner with hospitals to provide a Library introduction brochure in materials new parents take home	**FY 27-28**	**Health Organization**	**Library Budget**
	Target local family care practices to provide Early Literacy Packets to parents of children aged three to five	**FY 27-28**	**Health Organization**	**Library Budget**

APPENDIX I

Environmental Scan

Demographics

Livonia, Michigan has around a total population of 93,970 - 48,161 (51%) females and 45,809 (49%) males. The median age is 45 years. An estimated 18% of the population is under 18 years, 31% is 18 to 44 years, 30% is 45 to 64 years, and 21% is 65 years and older.

There are 37,650 households in Livonia, Michigan. The average household size is around two people.

An estimated 92% of the people living in Livonia, Michigan are US natives. 79% of the population are living in the state where they were born.
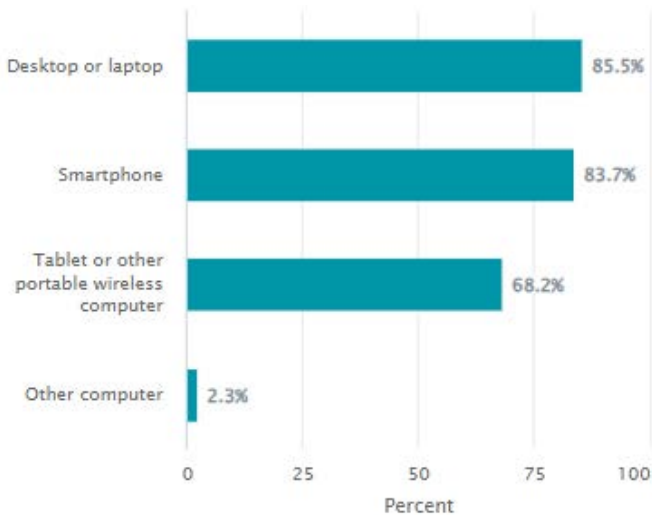
Economics

The median income of households is $82,158. An estimated 3% of households have income below $10,000 a year and 7% have income over $200,000 or more.[1]

Household Income

[1] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=26&place=49000

Technology

Among all households, 82% have a cellular data plan; 83% have a broadband subscription such as cable, fiber optic, or DSL; 4% have a satellite internet subscription; 0.3% have dial-up alone; and 0% have some other service alone.[2]
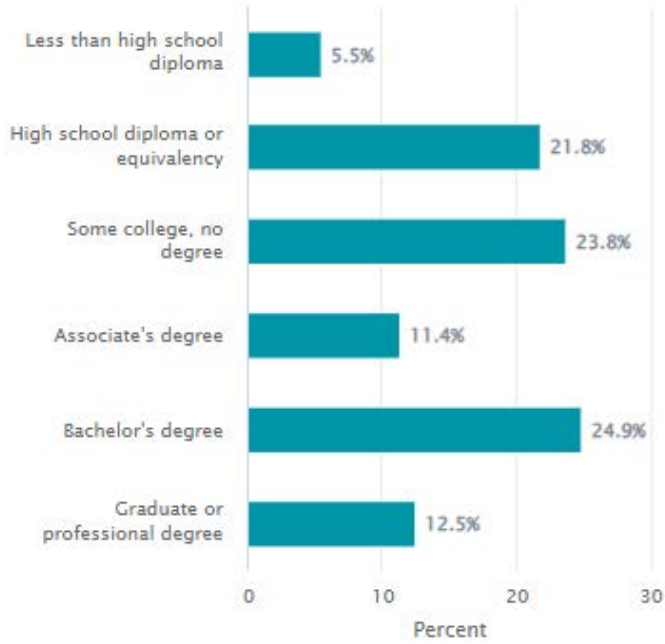
Education

95% of people 25 years and over have at least graduated from high school and 37% have a bachelor's degree or higher. An estimated 5% did not complete high school.

The total school enrollment is around 20,928. Nursery school enrollment is 1,283 and kindergarten through 12th grade enrollment is 12,855. College or graduate school enrollment is 6,790.[3]

[2] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=26&place=49000

[3] US Census American Community Survey. https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2020/report.php?geotype=place&state=26&place=49000

Educational Attainment

Employment

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	21,883	45.7
Service occupations	6,844	14.3
Sales and office occupations	10,775	22.5
Natural resources, construction, and maintenance occupations	3,348	7.0
Production, transportation, and material moving occupations	4,986	10.4