

2025 Road Trip Report

Final Road Trip statistics:

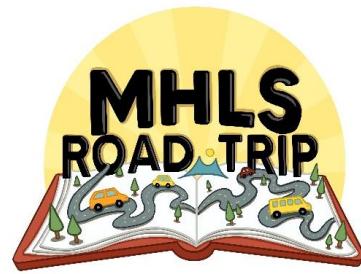
- 2790 map/brochures given out
- 643 stickers earned
- 595 car magnets earned
- 431 tote bags earned
- 312 Special Edition library cards earned

Marketing Efforts:

- Press release sent to more than 40 local media sources, resulting in:
 - Mid Hudson News article
 - Hudson Valley magazine online post
 - Q92 radio morning show
 - Patterson Library podcast
 - Walsh Wednesdays podcast with Conor Walsh
 - Cidot podcast with Mat Zucker

Social media engagement

- More than 70 mentions on Facebook and Instagram
- More than 50 posts mention hashtag “MHlibraryroadtrip”
- Facebook: more than 105 net new followers between June 6 - October 18. The organic reach of our posts increased by 13.7% (*Reach = This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution.*



Feeback

We ran two surveys after the completion of the Road Trip:

Survey #1: For anyone who attempted the Road Trip: 77 responses

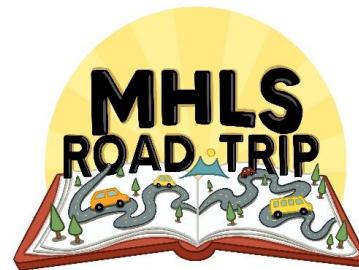
Key findings:

1. How would you rate your experience overall?
 1 star being least satisfactory and 5 stars being very satisfactory.



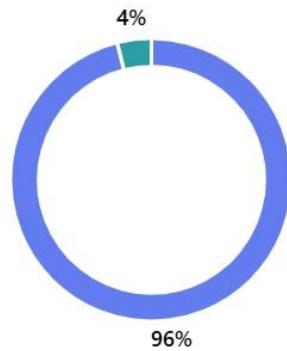
“Each library visit reminded me just how much libraries give to our communities-they’re not just buildings with books, they’re hubs of connection, learning, and opportunity. From meeting the friendliest librarians to exploring beautiful libraries, admiring the architecture, and wandering around each town, every stop was its own little adventure. Had an absolute blast completing the Mid-Hudson Library System Road Trip Challenge!” -Patron from Highland

“Thank you Mid Hudson for the Roadtrip Challenge. I loved visiting each library, getting to talk to the people that worked in them, learn the history of the library and its building (many buildings were so many other things before libraries). The towns we drove through, places we visited along the way, if you haven’t started yet stop at a library, get a map and check some out!” -Patron from Pleasant Valley



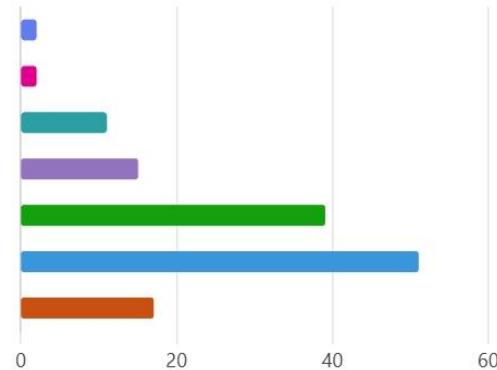
4. Would you like this program to be offered again?

● Yes	74
● No	0
● No opinion	3



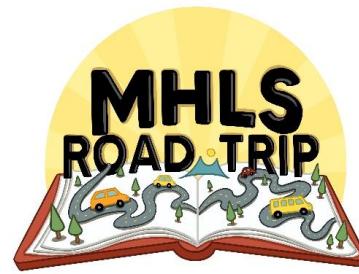
6. Because of my participation in this program, I... (select any that apply)

● signed up for a library card	2
● renewed an existing library card	2
● made a new friend	11
● registered for a library program	15
● borrowed an item in a library collection	39
● felt more connected to my community	51
● Other	17



“I take out stacks of picture books to improve my craft. I take out novels and nonfiction for fun. I wander the stacks sometimes for art and story inspiration. I have gone to presentations, programming, and art shows at the library. I use Libby, Hoopla, and Kanopy for ebooks, audiobooks, and movies. I stopped by to use the Wi-Fi when mine was out. And I have come for the quiet when my neighbor’s house was under construction. I use it A LOT.” -Patron from Saugerties

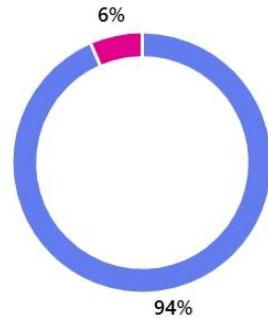
“I appreciate even more now the feature of requesting a book and having it delivered to my home library.” – Patron from Stanfordville



“Meeting all the wonderful librarians! How excited they would become to see me walking in with my road map. Planning day trips to different areas to get library stamps from a number of libraries in one day. Listening to audiobooks while driving and stopping along the way to get lunch at someplace new. Memorable and meaningful summer days. Thank you so much!” – Patron from Red Hook

9. Did you learn anything interesting about libraries or communities in the Mid-Hudson area by engaging in this challenge?

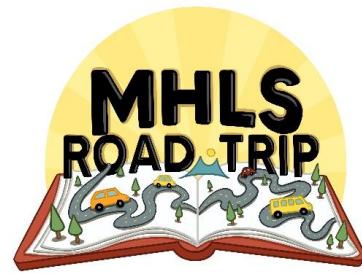
- Yes 72
- No 5



“We went places we never would have gone to, shopped in the local shops, ate in restaurants near the libraries, and saw a plethora of interesting buildings that the libraries were housed in.” -Patron from Pleasant Valley

“It made me more aware of inequalities throughout the system. How some libraries face hardships.” -Patron from Pleasant Valley

“I never realized what a big area the MHLS encompasses. I was surprised at the extensive programming for all ages.” -Patron from Red Hook

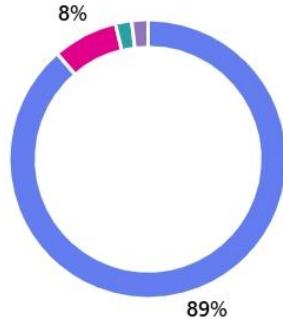


Survey #2: For Library Staff to about tell us about experiences with this program *as a library worker*: 53 responses

Key findings:

1. How would you describe your overall experience with this program?

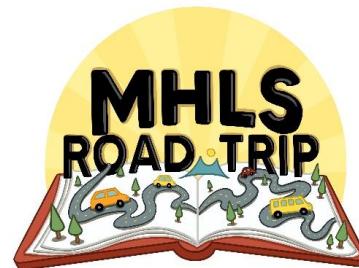
Very Positive	47
Somewhat Positive	4
Neutral	1
Somewhat Negative	1
Very Negative	0



“Our patrons were excited to share their experiences at other libraries, which was fun and informative for staff who couldn’t participate. Patrons from other libraries loved to share what they’d seen all over the system and often wanted to learn about us.”

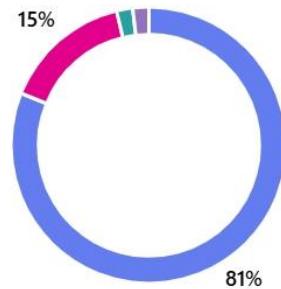
“It was amazing to have a reason to see all the other libraries and to get new ideas. Seeing how other libraries do things was really interesting and it brought a lot of new patrons to our library!”

“It brought a lot of new people into the library, and we often had people say that they never would have known about our resources had they not visited for the Roadtrip. It was relatively easy to manage and it made for friendly conversations with patrons.”



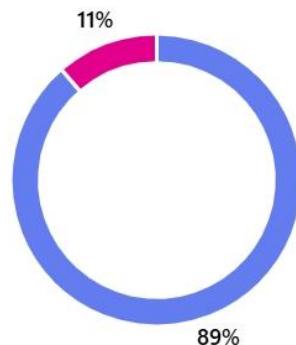
3. How confident did you feel in carrying out your assigned tasks for this program?

- Extremely Confident 43
- Somewhat Confident 8
- Neutral 1
- Somewhat Not Confident 1
- Extremely Not Confident 0



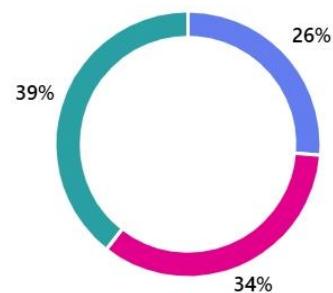
4. Did you receive training for this program?

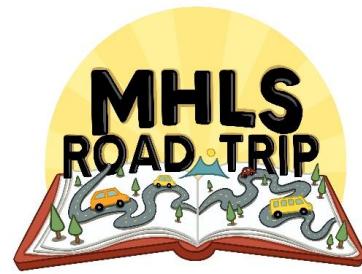
- Yes 47
- No 6



5. What training did you receive? Check all that apply.

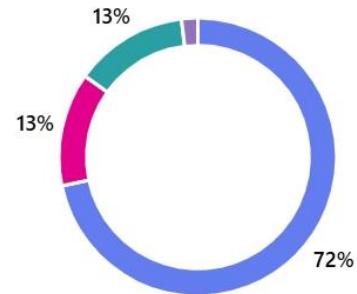
- I watched the live workshop 20
- I used the Training Materials in the MHLS Training on Demand Platform 26
- I received training from my director or another Library Staff Member 30





8. How effectively did communication flow between staff and the MHLS program coordinators?

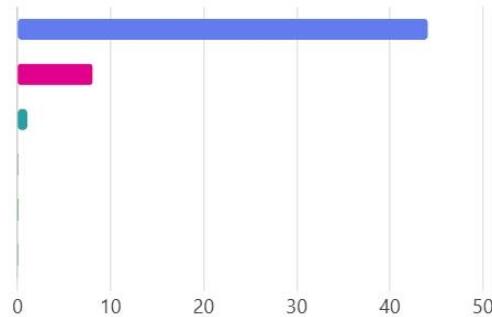
Very effective	38
Somewhat effective	7
Neutral	7
Somewhat ineffective	1
Very ineffective	0

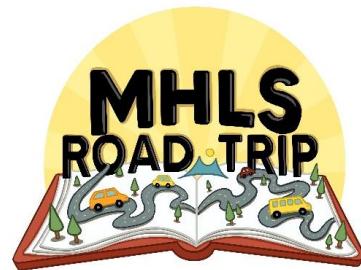


9. Were you able to access the tools, materials, and support you needed during the program?

For example: were you able to access instructions, souvenirs, training, get questions answered?

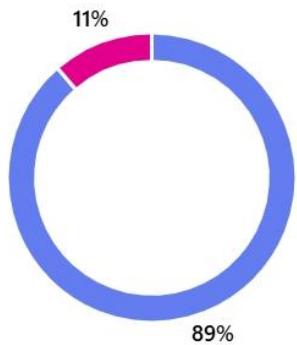
Always	44
Most of the time	8
Sometimes	1
Rarely	0
Never	0
Other	0





11. How would you describe participant engagement with the program?

● Very engaged	47
● Somewhat engaged	6
● Neutral	0
● Somewhat disengaged	0
● Very disengaged	0

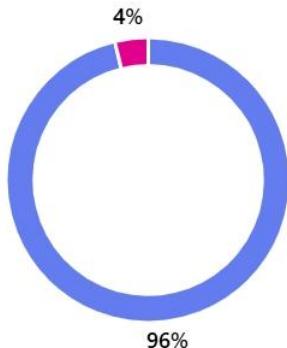


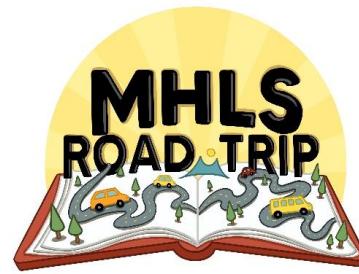
“Everyone who participated had a lot of fun. The event fostered a lot of good vibes in the community and reminded everyone of the importance of libraries.”

“This had people talking about all the libraries, not only did we meet people from all over the system but it started lots of conversations when other patrons saw the maps, etc. It made people aware of just how many libraries there are!”

12. Do you think this program helped raise the profile of libraries/MHLS in this region?

● Yes	51
● No	2



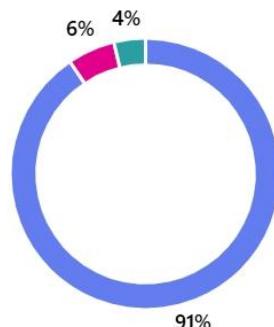


“Many patrons reported that they'd never been to other libraries, including ours. They were excited to learn about how large MHLS is and how we work together.”

“I think the profile of libraries was raised by road trippers having had an opportunity to see what different libraries offered to patrons, learning about different communities and what challenges libraries face. So many people were amazed and impressed at how little or big, some libraries were, they loved how libraries repurposed old buildings and were very excited to look around and engage with staff.”

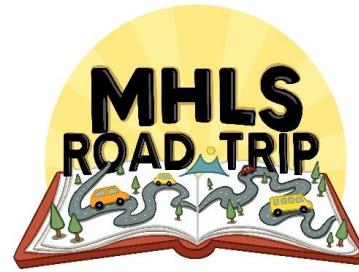
17. Would you like this program to be offered again?

● Yes	48
● No	3
● No opinion	2



“Yes, please offer it again! One, consider a longer time frame (m/b) six months for those working full-time or with busy schedules. That was one of things many of us lamented about.”

“It was very time-consuming during the summer months while we were also doing our Summer Reading Programs.”



Goals and outcomes:

Awareness of MHLS

- *“I was already set on making the library my career but seeing the community within the Mid-Hudson system solidified that this was the right place for me and something I want to continue growing in.”*
- *“It brought folks into our library that had never been here, and I think it fostered community in a larger, regional way that otherwise doesn’t happen.”*
- *“We learned just how expansive 70 libraries really are as well as the diverse nature and budgets, buildings and operations of each one. It really makes you appreciate that my library is not just a small collection of books but, through MHLS, truly a vast expanse of resources that can commute right to my town.”*

Community Building

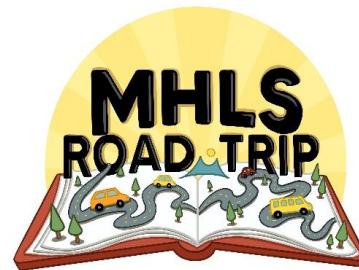
37% of patrons surveyed said because of the Road Trip they “felt more connected to their community.”

- *“We had so many Road Trip visitors yesterday, it was amazing. One entire family joined us for a SR craft. I offered to send their creations to their home library for them once it dries. They were so thankful and now they will have a keepsake of their visit.”*
- *“I think it opened people’s eyes about the rich resources contained in each of our libraries and demonstrated how, while we are all different and serving different communities, we all work together to serve the greater MHLS area.”*

Promoting Member Libraries

Of the libraries who kept track of Road Trip foot traffic (7) – each reported participants in the hundreds over the program time frame.

MHLS tracked checkouts at member libraries during the timeframe and found that 87% showed an increase in checkouts from patrons outside their service area.



- *“I think the profile of libraries was raised by road trippers having had an opportunity to see what different libraries offered to patrons, learning about different communities and what challenges libraries face. So many people were amazed and impressed at how little or big, some libraries were, they loved how libraries repurposed old buildings and were very excited to look around and engage with staff.”*
- *“Many people told me how much they loved exploring the different libraries and seeing what was offered in other places. A few even said they intended to become more involved in their 'home' libraries now that they see how much libraries offer.”*
- *“I learned about different communities and how different libraries are funded and connected. Seeing different buildings and how they used space was interesting.”*

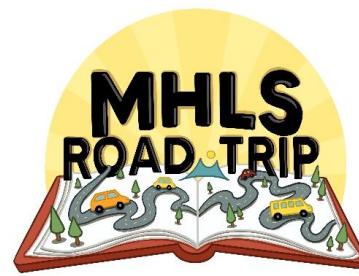
Connecting People with Resources

- *“Thanks for being so welcoming and engaging! Your friendly staff make us want to return to the library. We will come back for STEM classes and homeschooling events in September.”*
- *“I really liked seeing how the libraries catered to the needs of their communities. In some libraries, they had food pantries, relevant programs, and various historical exhibits showcasing the history of their community. It just goes to show how libraries are the hub for all things community-related and that they are important to our lives!”*
- *“I realized just how many people are unaware of what libraries have to offer. This program made me a stronger library advocate.”*

Room for Improvement

Staff sentiments:

- *“It would be helpful to have date/time libraries are open”*
- *“The prizes could have a graphic that better represents the HV or MHLS, perhaps the Road Trip logo itself. The "support your local library" is good and should be included”*



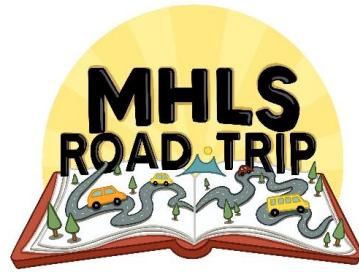
in future runs, but the tote bag could have that on one side, and the Road Trip logo on the other side of the tote bag.

- *Add a couple incentive levels, perhaps between halfway and completion. Maybe have a unique giveaway for each county that someone completes - rather than one prize for completing a single county.*
- *Central Hudson is not a well-regarded company locally and I don't think it was a good choice of partner for this program.*
- *Only available to those with a car and the ability to travel during the work week. Some patrons suggested a bus or shuttle for completing some libraries.*
- *New and different prizes! Maybe collaborating with local artists for designs, or with local businesses for gift cards/coupons. I participated in the road trip myself and really enjoyed stopping into shops and restaurants I normally wouldn't have gone to. A grand prize raffle could also keep things interesting - maybe a gas card to make up for all the money spent on gas!*
- *Participants rarely borrowed materials, toured the facility or shared ideas on how to make libraries more accessible and relevant to the community.*
- *The Vision statement of MHLS proudly claims Environmental Stewardship and it's status as a Certified Sustainable Library system.*

In my view this program cancels out all such claims. Promoting a program that encourages community members to drive their predominantly gas burning vehicles some 100 miles (1 way) from the northernmost to the southernmost libraries in the system stands in direct opposition to any and all environmental standards! No incentives were offered for use of public transport or other modes of green travel. Prizes could have been awarded to participants who visited only libraries in their counties by using these greener methods. (ie. bikes, buses, trains, ev's).

Lack of affordability for many, favored elite library users who were current or former library trustees & employees out for a Sunday drive. In my observation (M-Th & Sat. 10-3), very few participants were new to the system.

- *Different artifacts unique to each library. Perhaps a scavenger hunt portion to engage younger road trippers more.*



- *I think the way the libraries were listed on the map was not set up as good as it could be, they just didn't flow well with the map. If they were listed in number order it would have been easier I think.*

Patron sentiments:

- *For future planning - it would be nice if you shared ALL library hours on the map or website, or at minimum which days they're closed. Another idea would be popular routes.*
- *Unfortunately, the one thing we found through our experience is the hours of the libraries in some cases makes this road trip really a challenge for anyone who has kids or works certain hours. Weekend hours were limited or not available for some locations.*
- *Suggestion to raffle off gas cards as the big prize next time. This region is huge!*
- *I wish there were more incentives, maybe one at every 10 visited or one for every county.*