

SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____


Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature:  _____

Executive Summary

The Contact the Library system ([Chesterfield.gov/library/contact](https://chesterfield.gov/library/contact)), a one-stop-shop inquiry hub for Chesterfield Public Library, provides users with streamlined discoverability, conditional logic-based information gathering and faster resolutions.

Launched in December 2024 with the new Chesterfield Public Library website ([Library.chesterfield.gov](https://library.chesterfield.gov)), Contact the Library combines both new (MatchBook Reading Recommendations) and previously available services (General Questions, Suggest Materials for Purchase, Your Personal Librarian (YPL)) into a single point of contact, helping users find what they need more efficiently.

As of March 2025, Contact the Library has assisted in over 500 interactions, reducing phone calls and in-person visits to request specific library services. Additionally, the accompanying data dashboard serves as a log of both original inquiries and staff responses, aiding library staff in data reporting.

Through this integrated approach, Chesterfield continues its commitment to strategic innovation, championing data-driven enhancements and user-centered design to provide the community with a seamless and optimized experience.

Problem, Challenge or Situation

Interactive, web-based forms are mobile-responsive, work with assistive technologies and can be translated instantly, ensuring accessibility for all users. And, unlike PDF forms, users don't need to download, print or scan anything, making online forms faster and easier to complete.

However, not all online forms and form systems are equal. At Chesterfield, our forms leverage conditional logic so that users only see needed fields, reducing confusion and streamlining completion. Built-in validation prevents errors and missing information, eliminating any need for back-and-forth interactions. Once submitted, inquiries are automatically routed, stored and processed, saving on staff time allocation and removing need for duplicative manual data entry. Multi-step workflows, notification routing and approval processes greatly improve efficiency. Additionally, in an era where information security has never been more paramount, online forms offer encrypted submissions and data management.

In May 2024, Chesterfield launched the new Chesterfield.gov, of which Chesterfield Public Library's subsite, Library.chesterfield.gov, was not a part. Over the course of the next six months, Chesterfield IT staff, in collaboration with library staff, performed comprehensive audits of library content and navigation. As part of this audit and in reviewing user-generated data and feedback, it was determined that the multiple available platforms for

contact with the library could, and needed to be, combined into a single one-stop-shop inquiry hub.

To create Contact the Library, several antiquated processes, which included both PDF-based and less advanced online forms, were reevaluated, streamlined and strategically integrated to provide an enhanced experience for community members and staff alike. Contact the Library launched in December 2024 with the new Library.chesterfield.gov.

The conversion non-digital content (such as PDFs) to digital content and forms, which produce a more accessible and inclusive experience, is all part of Chesterfield's commitment to digital excellence and aligns with the requirements of the Americans with Disabilities Act (ADA).

Awards Criteria

Contact the Library consists of three main components: an interactive online form (public-facing), Power Automate flows (internal) and an Excel-based dashboard (internal).

As a resource available from Chesterfield.gov, the online form benefits from an ecosystem that is built on accessibility, usability and data-driven decision-making that offers seamless access to services, intuitive navigation and WCAG 2.1 AA standards compliance. Chesterfield leverages a custom, AI-enhanced search solution to deliver an omni-channel digital experience, connecting users with information across multiple specialized county systems, including those of Chesterfield Public Library. In 2024, 1.2 million searches were

conducted with a success rate exceeding 99%, utilizing over 65,000 AI-assisted responses to help users find what they need, such as Contact the Library or catalog content, more efficiently. Users benefit from reduced clicks, more accurate information and faster resolutions.

Similarly, automatic notification routing, multi-step workflows and data management made possible by Contact the Library's internal components provide clarity, immediacy and simplicity for required staff actions. This allows staff to focus efforts on providing a consistently high standard of service to the community.

Through this integrated approach, Chesterfield continues its commitment to strategic innovation, championing data-driven enhancements and user-centered design to provide the community with a seamless and optimized experience.

How the Program was Carried Out

Chesterfield's constituent digital experience program is built on accessibility, usability and data-driven decision-making. In May 2024, Chesterfield launched a redesigned website, Chesterfield.gov, creating a modern, user-centered experience, prioritizing structured data, improving search functionality and streamlining online forms. At that time, Chesterfield Public Library's site, Library.chesterfield.gov, was a subsite and not part of the integrated ecosystem of the main county website. To bring library content into Chesterfield's

modernization efforts, Chesterfield IT staff, in collaboration with library staff, performed comprehensive audits of both content and navigation.

During the six-month audit and redesign process, Library.chesterfield.gov's sitemap was streamlined from 150 pages to 13 (aligning with Chesterfield.gov's similar 90% reduction of 4,000 pages to 400) and all PDF content was converted to digital content and forms, producing a more accessible and searchable experience. As part of this process, the multiple available platforms for contact with the library were combined into Contact the Library as a single one-stop-shop inquiry hub. Contact the Library launched in December 2024 with the new Library.chesterfield.gov (as part of Chesterfield.gov). In addition to many in-context links, Contact the Library is available as part of the permanent footer content of every library page.

Contact the Library development was completed by Chesterfield IT staff utilizing a paid subscription to Cognito Forms and did not require contributions of other partners. Access to the online form is provided on the county's website which is also managed by Chesterfield IT staff.

Financing and Staffing

Contact the Library utilizes enterprise systems and architecture, including the county's website (Chesterfield.gov), Microsoft 365 (Power Automate, Excel) and Cognito Forms. This minimizes any capital costs, as the solutions used incur no additional costs.

Development of Contact the Library was completed by Chesterfield IT staff.

Implementation was easily achieved by linking to the online form from the public website.

Operational costs include maintenance of inquiry data itself, which is performed by library staff, as well as occasional assistance from IT staff regarding form, flow connections and dashboard maintenance and website presence.

Overall, Contact the Library is a cost-saver, as it streamlines the process needed to manage and respond to library inquiries, thus greatly reducing needed staff time allocation.

Program Results

As of March 2025, Contact the Library has assisted in over 500 interactions, reducing phone calls and in-person visits for general library questions or to request library services such as MatchBook Reading Recommendations ([Chesterfield.gov/Library/ReadingRecommendations](https://chesterfield.gov/Library/ReadingRecommendations)), Suggest Materials for Purchase and Your Personal Librarian ([Chesterfield.gov/Library/YPL](https://chesterfield.gov/Library/YPL)).

Contact the Library was built to support not only ongoing services (YPL, etc.), but also to provide space for seasonal or temporary initiatives as needed. Once again, this maintains a single point of contact for community members, but also provides an adaptive and agile communications foundation to meet developing library goals and requirements. This is a feature Chesterfield Public Library intends to utilize frequently in the coming months.

Contact the Library
Chesterfield County, Virginia

By leveraging conditional logic and built-in validation, Contact the Library enables more productive interactions between community members and library staff. Instead of needing to gather missing information or clarify unnecessary or confusing fields, communications can focus on the objective goals and needed actions of the original inquiry, reducing frustration and strengthening community engagement. Simply put, by providing a single point of contact, users find what they need, and staff respond, more efficiently.

Additionally, the accompanying Excel-based dashboard serves as a log of both original inquiries and staff responses, aiding library staff in data reporting. The dashboard is filterable by all data fields of the online form, allowing for information for specific initiatives to be quickly gathered, reviewed and acted upon. Once again, this positively impacts staff time and resources allocation.