

BMPL Needs Assessment & Usage

Nov 30, 2023

9:30 a.m. Council Chambers

Presented by: The Blue Mountains Public Library Board



Purpose of Joint Meeting of Council & Board

The following presentation has been developed in response to Council's direction of June 14, 2023, pertaining to the needs assessment of BMPL services and usage data

We will:

- Provide an overview of 21st-century Library Services, including the Social Return on Investment Value Model
- Demonstrate alignment with TBM Strategic Plan
- Provide historical and current usage data
- Demonstrate a need for expansion



21st Century Library Evolution

FROM solely

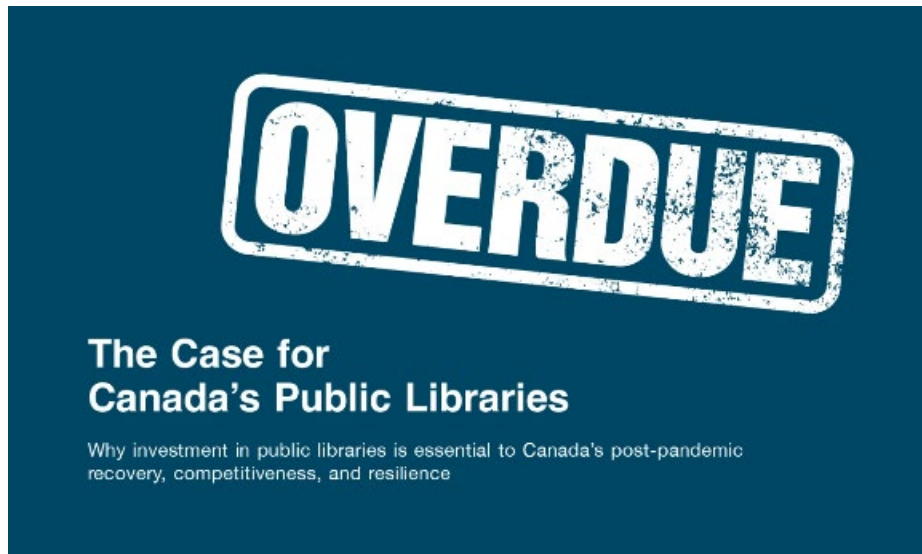
- A repository of books to loan
- A quiet space for reading and study

TO

- Community Hub for community engagement, recreation & gathering
- Central resource for information and social-community knowledge and engagement
- Physical and e-book access
- Reading/Study/Meeting space
- Community programs – all ages
- Technology access hub (maker, coding, wi-fi)
- Education support space (re school libraries)
- Lifetime learning access
- Life-resource access all ages (medical, health, wellness, social)
- Social connection space for (children, teens, seniors...)
- A formal contributor to the economic health of our community



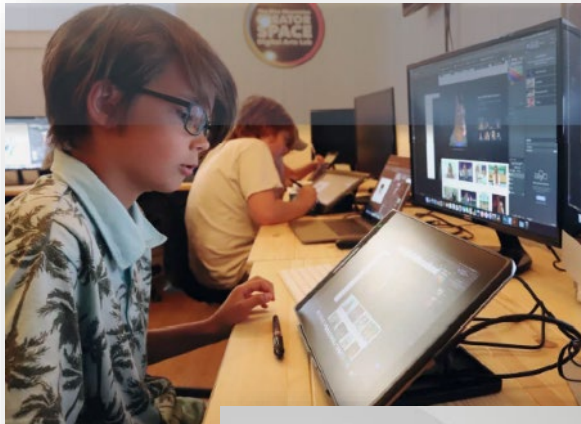
Investment in Public Libraries is essential to Canada's post-pandemic recovery, competitiveness, and resilience



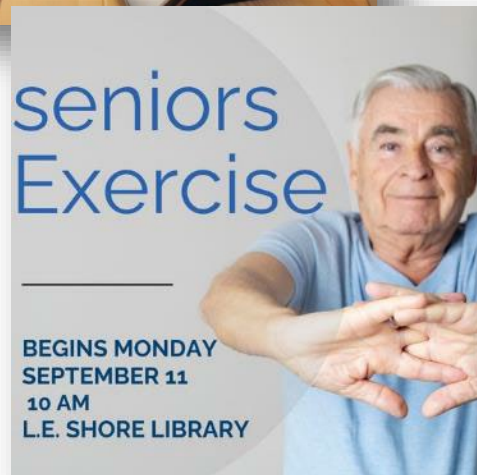
During the COVID-19 pandemic, the one civic institution that emerged as a reliable, safe and essential service, was the public library. From coast to coast to coast, local libraries were able to pivot to serve their communities in a multitude of new ways.

Source: Canadian Urban Institute 2023

21st Century Libraries



...Access to the widest range of viewpoints, opinions, and ideas available to everyone ...

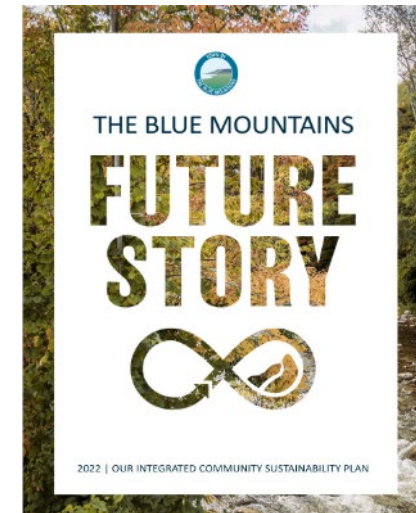


...spaces where people can come together, share ideas, participate in community programs, and access essential civic and educational resources.

TBM System Goal	BMPL Pillars	BMPL Goals
Community & Culture	Create Community Hubs	<ul style="list-style-type: none"> ▪ Multi-use spaces and outreach services ▪ Technologically-connected spaces ▪ Virtual branch ▪ TBM Archives & Museum
Social Well Being	Provide Empowering Services	<ul style="list-style-type: none"> • GLAM services, collections and events • Programs for all ages and demographics • Accessible to all for social cohesion • 21st century literacy through resources, opportunities
Governance	Enable Organizational Excellence	<ul style="list-style-type: none"> • Retain and recruit as an employer of choice • Transparency and accountability • Expand financial resilience • Inclusive and informative communications with our community

TBM & BMPL In Partnership

Our Strategic Plan aligns with the Future Story and has been developed to support the Town achievement of its community goals



Quietly, Canada's public libraries have evolved into highly capable partners for every level of government, supporting the common good by serving critical mandates that fall under municipal, provincial and federal jurisdiction.



OVERDUE

The Case for Canada's Public Libraries

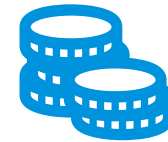
Why investment in public libraries is essential to Canada's post-pandemic recovery, competitiveness, and resilience

Valuing Ontario Libraries Toolkit

Social Return on Investment

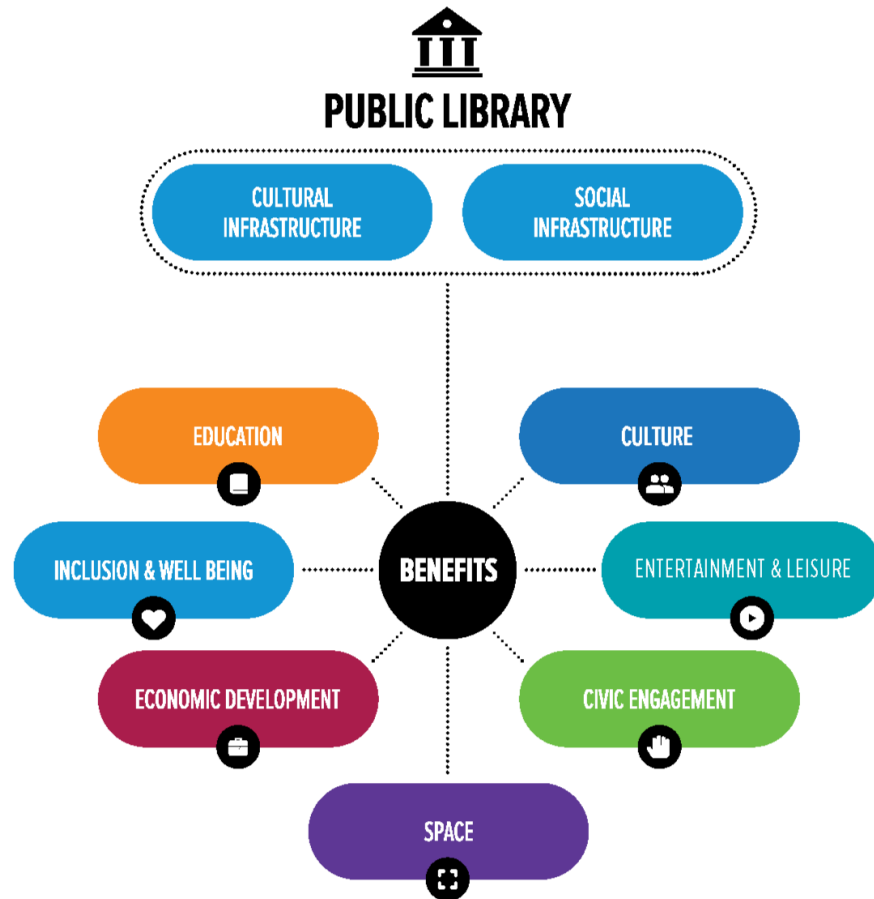


The new Valuing Ontario Libraries toolkit identifies the direct socio-economic value of libraries to their municipalities.



The SROI uses a cost-based approach to analyse direct spending, direct tangible benefits and indirect tangible benefits.

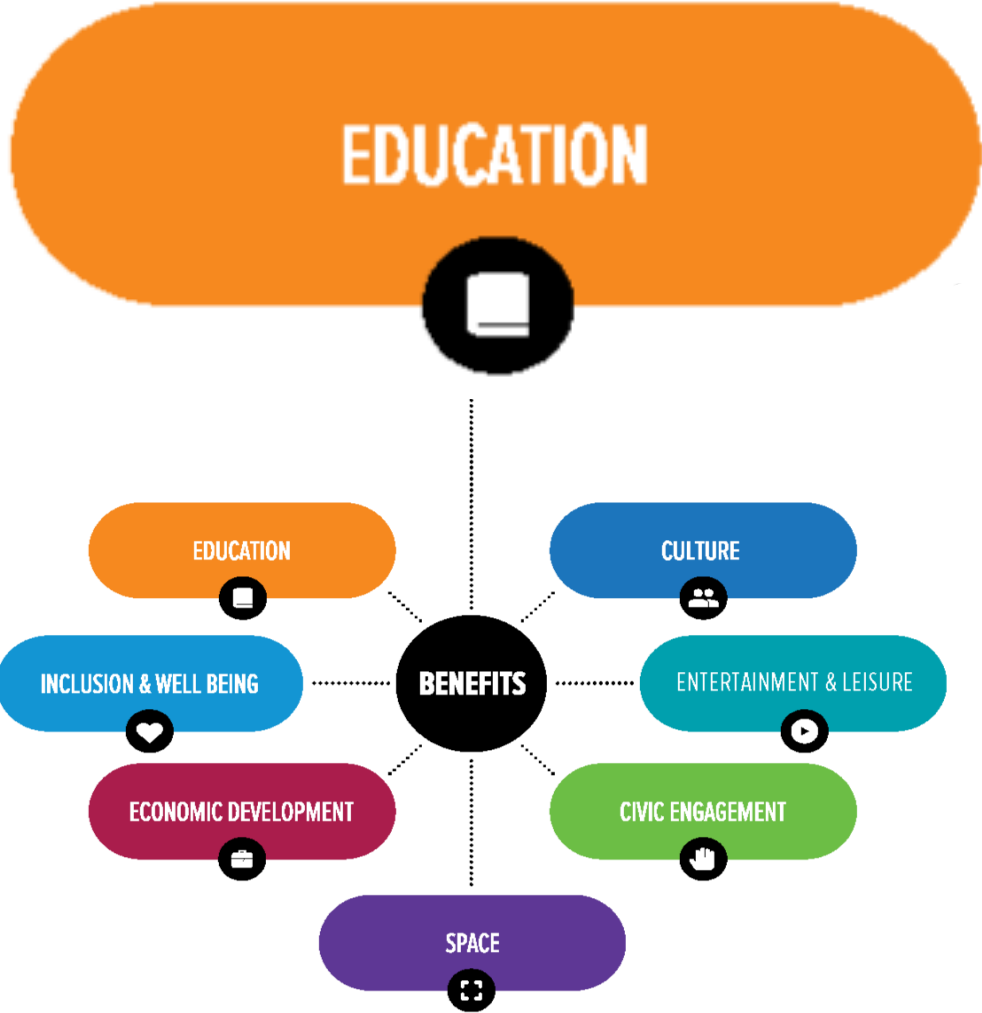
Social Return on Investment



The SROI model identifies seven main areas in which public libraries contribute to a community's social network and fabric:

1. Education
2. Culture
3. Inclusion & Wellbeing
4. Entertainment & Leisure
5. Economic Development
6. Civic Engagement
7. Space

Full presentation of the BMPL SROI 2023 to be scheduled in early 2024

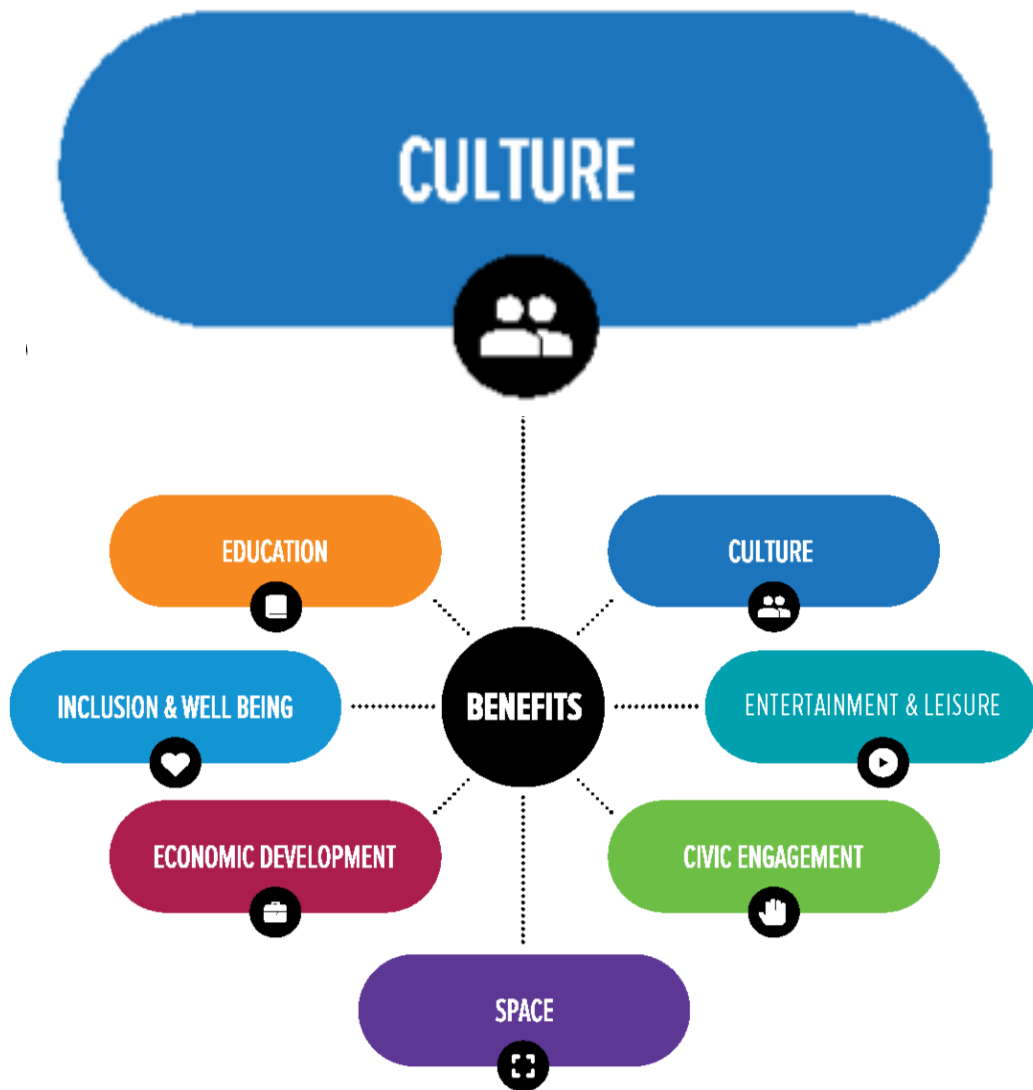


Public library services play a critical role in providing access to information, education, and cognitive development; filling gaps left by schools and the formal education system or supporting adult learners pursuing formal or informal education.

Public libraries support education in a variety of ways, from helping parents and guardians facilitate the intellectual and social growth of their children, to facilitating universal access to multiple and varying forms of literacy and educational opportunities.

Indicators:

- Economic benefit of access to information.
- Economic benefit of children and teens programming.
- Economic benefit of class instruction at a library or a school.



Public libraries contribute to increasing cultural vitality through connecting (or reconnecting) us to the unique ways of life of diverse peoples, as well as the cultivation of a sense of local identity and place. Public libraries symbolize local autonomy through the maintenance of local history and special collections, advertising events that characterize place, and hosting cultural events. Many provide unique access points to a myriad of cultural practices, from Indigenous language collections to environmental interventions, such as seed libraries.

Indicators:

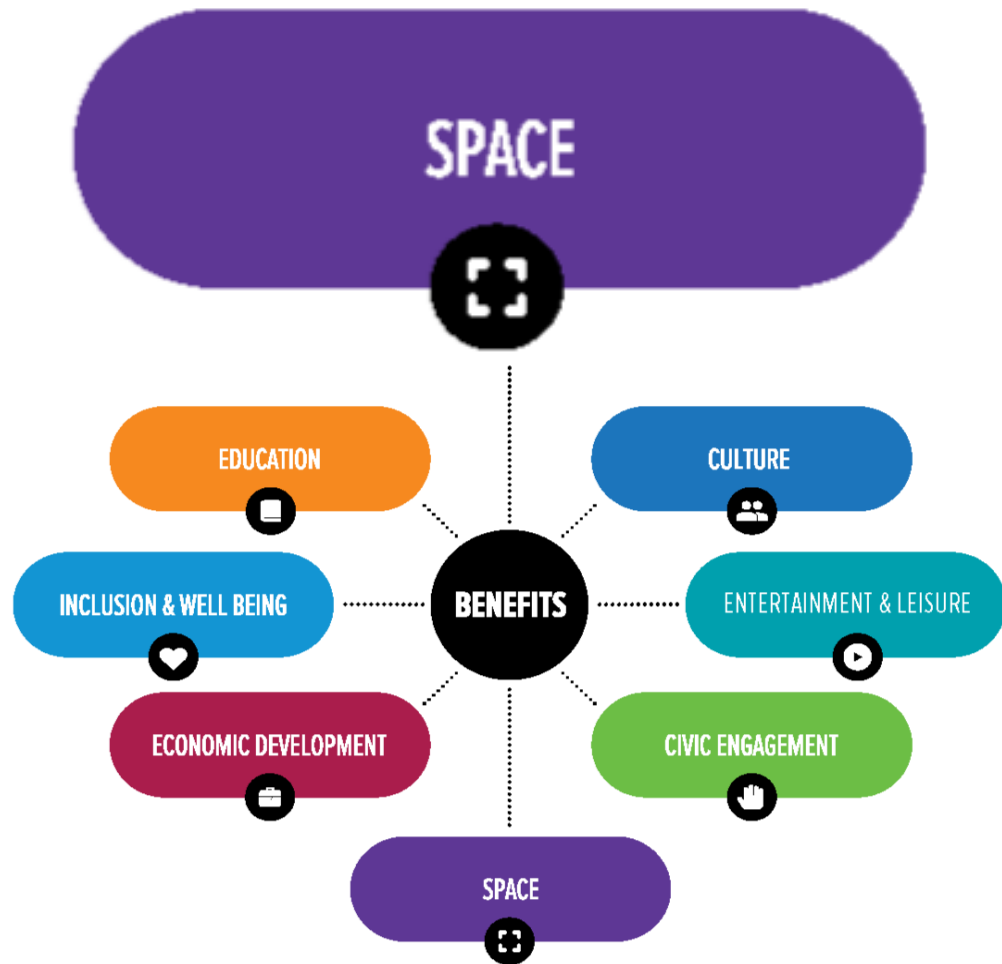
- Economic benefit of special collections and other materials related to the culture and the history of the area.
- Economic benefit of the promotion of local cultural and historical events, programs, advertising space and information services about the local area.
- Economic benefit of cultural events.



Public libraries foster social inclusion and wellbeing by providing services with equitable access to critical resources, technology, and information. They provide opportunities for self-care, information to support healthy living, and connections to resources that foster a sense of belonging and security. They also assist in leveling the economic playing field, providing people of all incomes with access to costly resources.

Indicators:

- Economic benefit of accessible collections (i.e. Braille, large print books, Talking Books on CD, etc.).
- Economic benefit of internet access.
- Economic benefit of social and health-related programming delivered at the public library.



Public libraries provide a variety of spaces for community activities and connections. Space for individuals to gather and organizations to meet enriches lives, builds networks, and helps to craft a sense of belonging. Special purpose spaces offer people opportunities that few have access to privately, whether it be for entertainment and recreation or professional development.

Indicators:

- Economic benefit of meeting space.
- Economic benefits of library visits.
- Economic benefits of visits to special purpose space.

BMPL Current Usage

2019 - 2023



Metrics Overview

We measure our success by **connection** to and **engagement** with the TBM Community

Hubs	2019	2020	2021	2022	2023*
Population	7,025	7,025	7,025	7,025	9,390
Total Visits BMPL	109,616	12,480	49,296	80,392	97,200
Total Program attendance	16,108	26,465	41,318	20,646	21,449
Cardholders	3,201	3,596	4,505	4,602	4955
Card holder % of population (Census Canada)	46%	51%	64%	66%	53%
Empowering Services					
Circulation - Books/Library of Things	62,023	37,471	43,979	59,704	59,304
Circulation - E-books/digital resources	19,864	26,951	28,074	27,905	33,017
Wi-Fi Uses	12,584	5,408	3,588	8,112	8,815
PC Uses	15,548	8,372	1,560	4,940	7,005
Number of programs	726	450	718	858	685
Program attendance – in person	16,108	3,000	0	10,646	17,184
Program attendance – virtual	0	23,465	41,318	10,000	4,265

* 2023 data is projected based on YTD results

Connecting with our Community

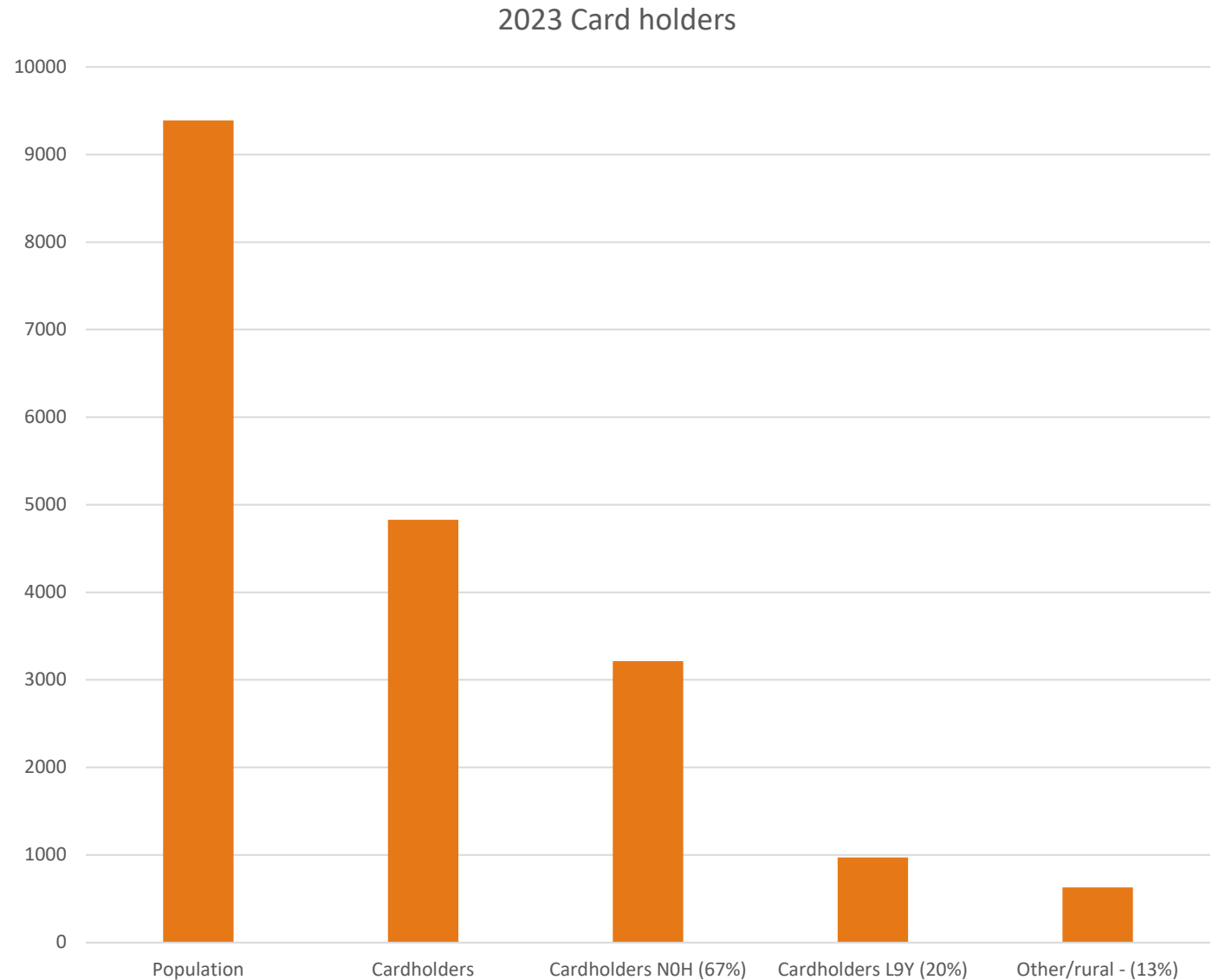
- Over 50% of TBM residents are cardholders
- Visits (all users) continue to grow showing increased interest in our services and programming



* 2023 data is projected based on YTD results

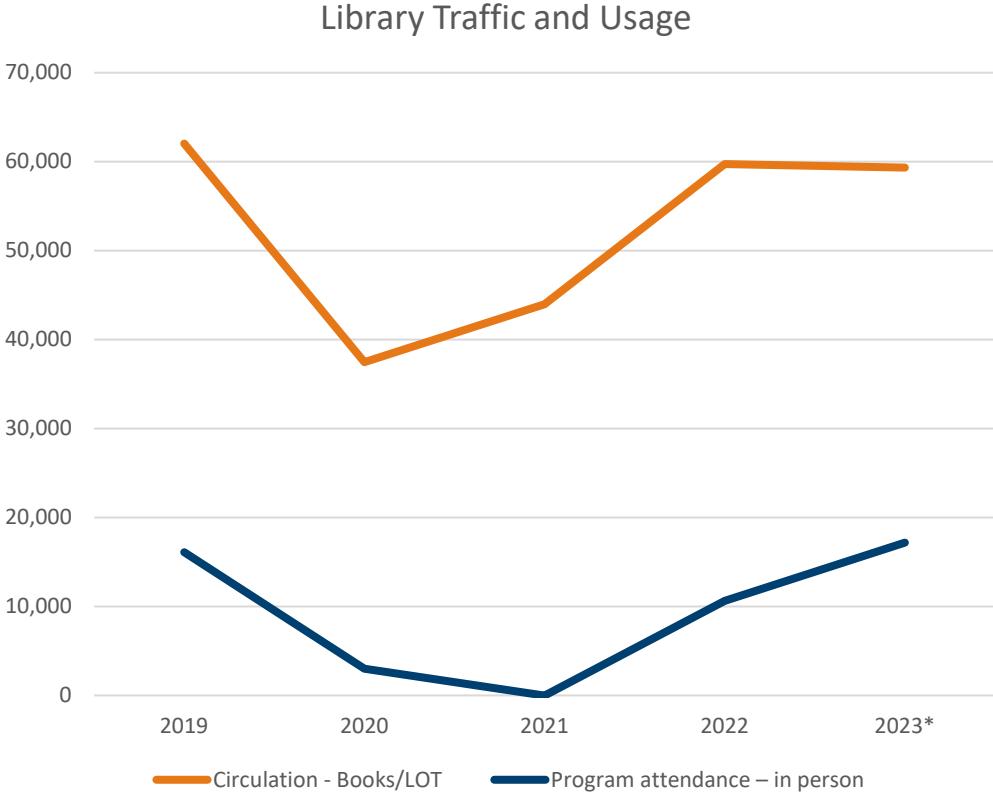
Community Profile

- Most cardholders reside in the NOH postal code of Thornbury and Clarksburg (includes Lora Bay)
- The second largest cohort (20%) reside in the L9Y postal area of Craigleith



Library Traffic and Usage

Physical book circulation and in-person program attendance are returning to pre-pandemic levels

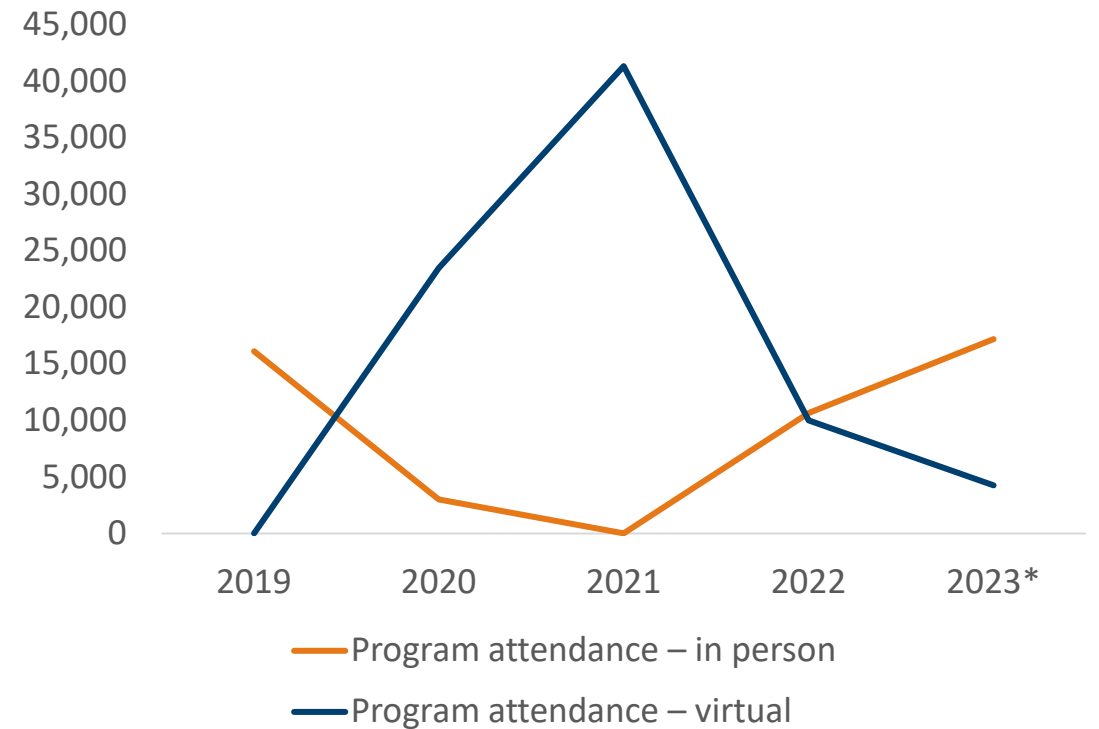


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Library Programs 2019 - 2023

Library programs continued to deliver support throughout the pandemic

Program Engagement: In Person & Online

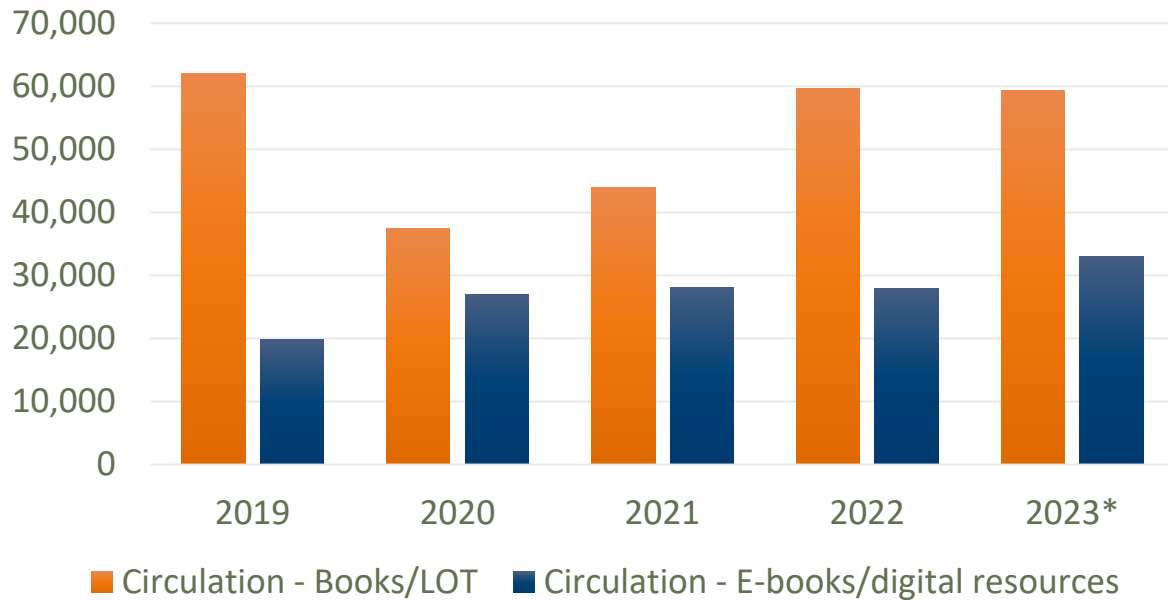


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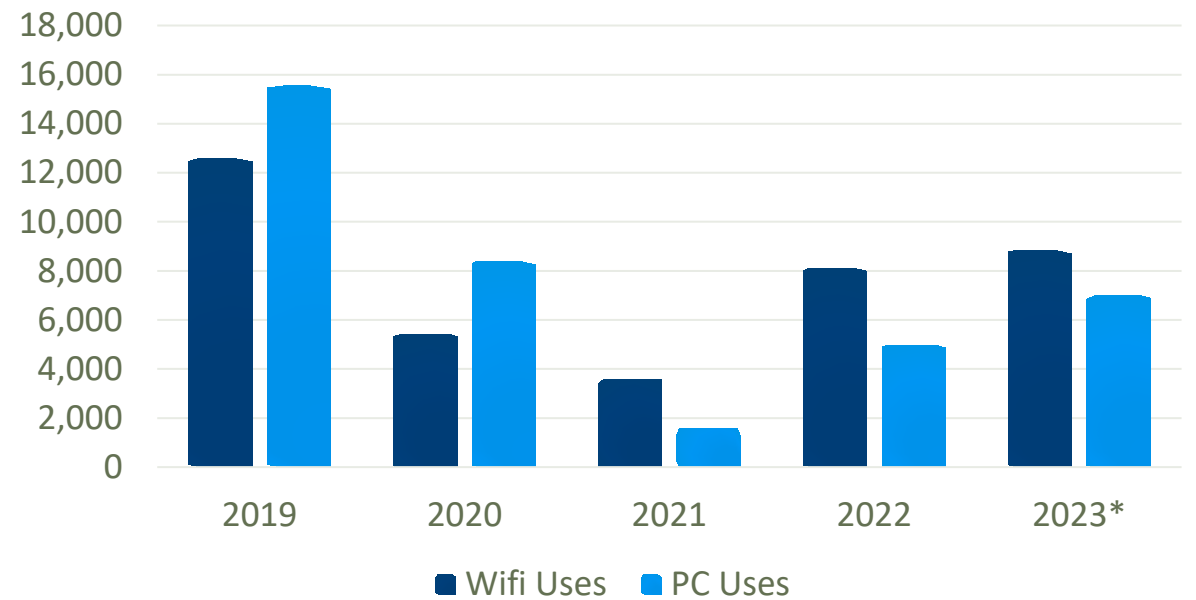
Empowering Services - Engaging our community

Circulation and Digital Accessibility

Materials Circulation



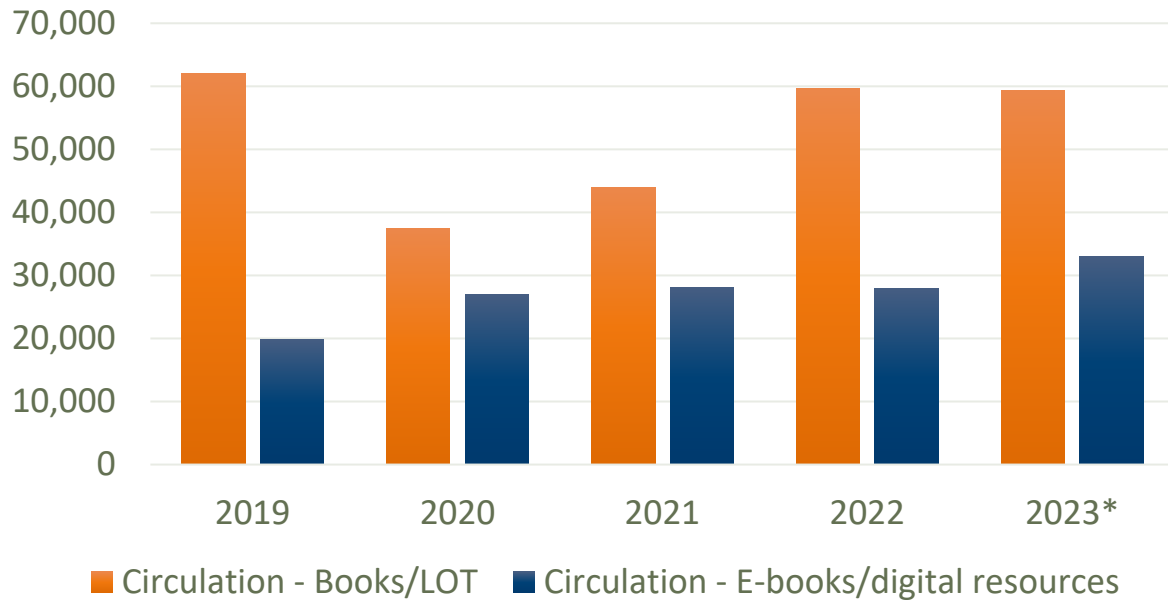
Digital Access



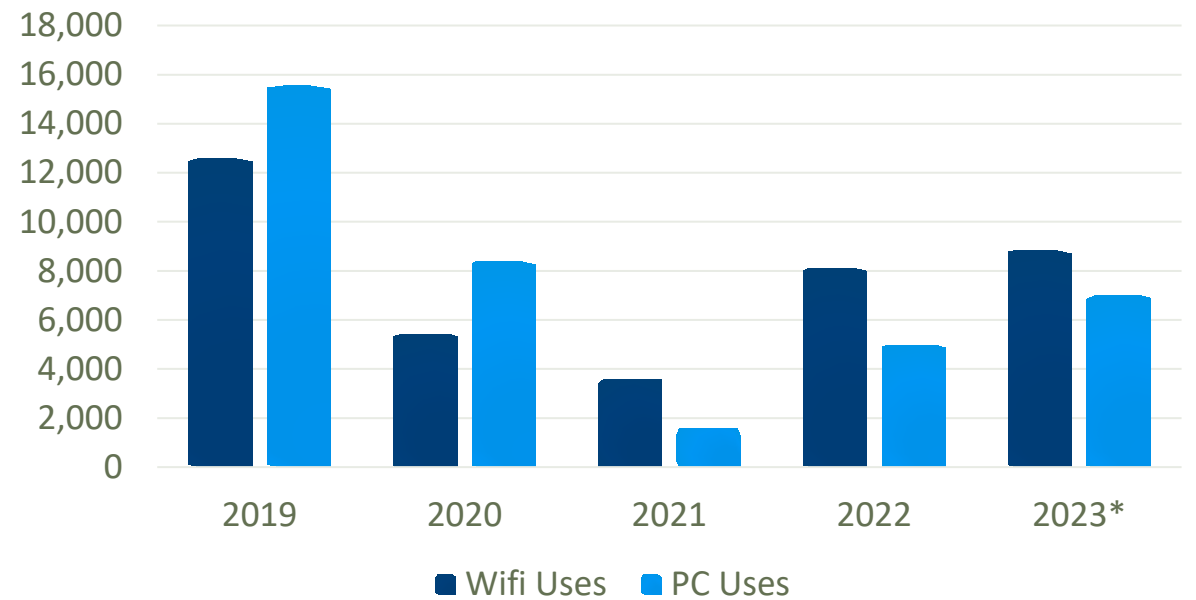
Empowering Services - Engaging our community

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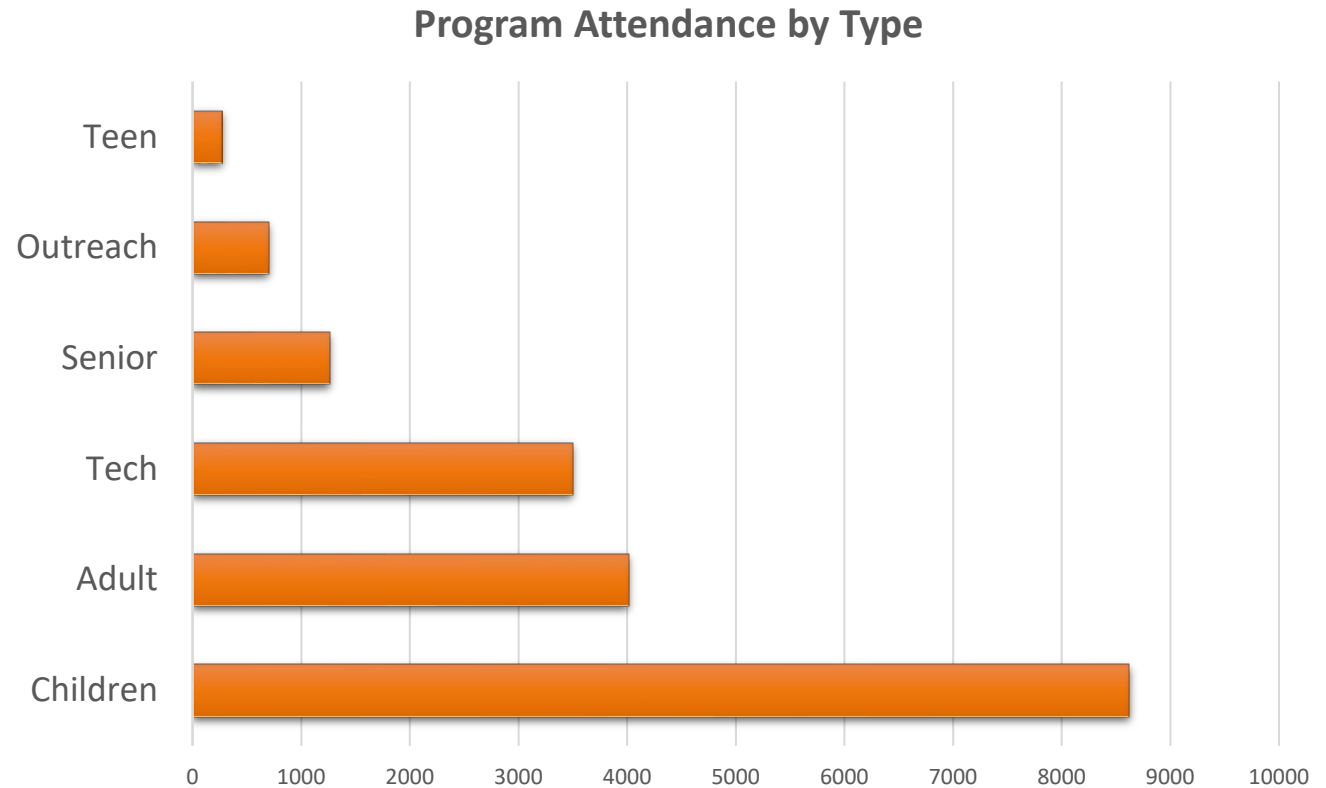


Digital Access



Empowering Services - Engaging our community

- With a projected 685 programs and 21,449 participants in 2023, BMPL provides significant value for our community
- BMPL is the largest community program provider within TBM
- BMPL also supports many programs in partnership with TBM and community groups



BMPL FUTURE USAGE

2023-2025



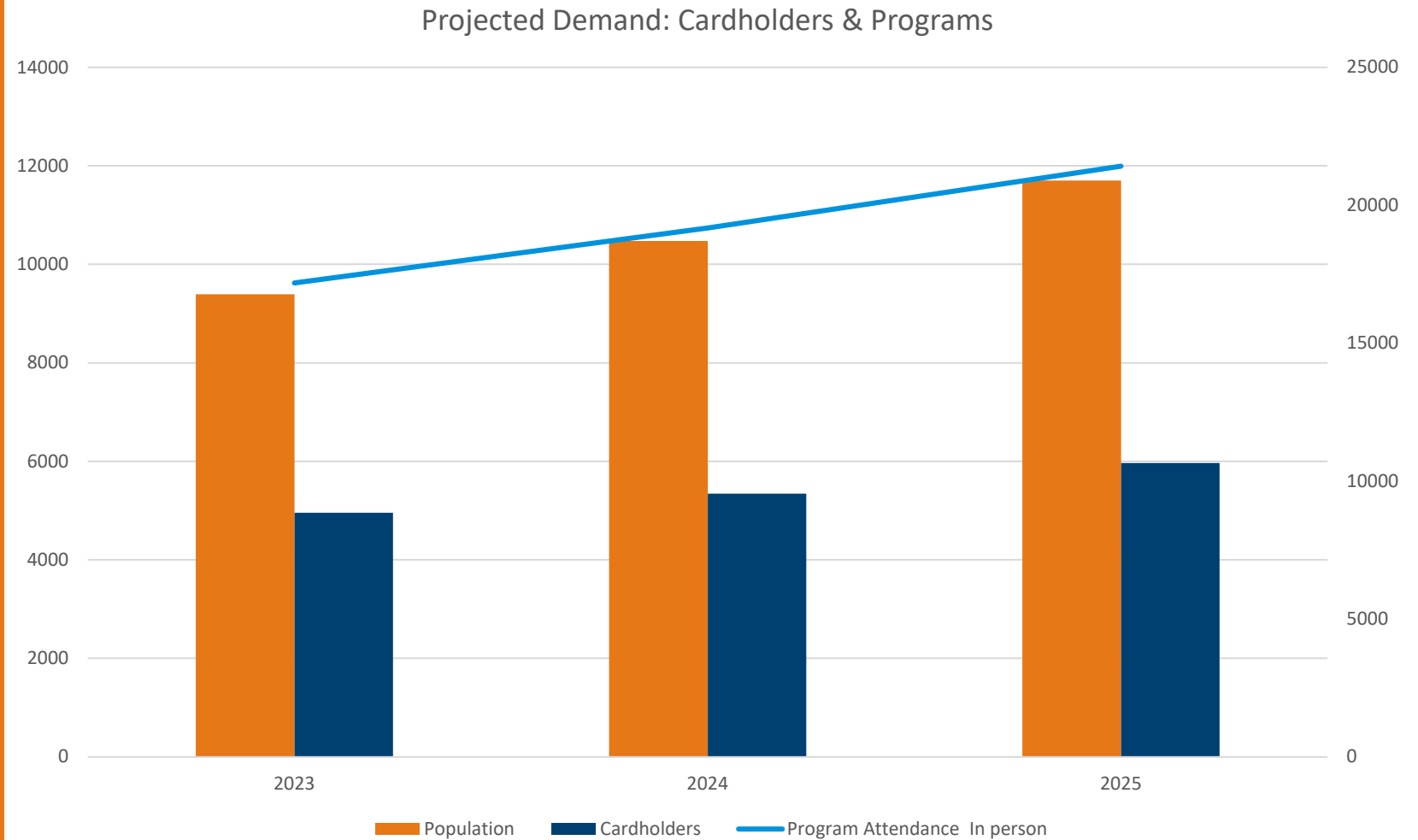
Expected impact of population growth

* based on TBM projections
re new homes

	<u>2023</u>	<u>2024</u>	<u>2025</u>
Population	9390	10476*	11703*
Cardholders	4955	5343	5969
Cardholder % of pop	53%	51%	51%
Total Visits LE Shore	97200	108442	121143
Total Visits per pop	10.35	10.35	10.35
Circulation - Physical (books, LOT)	59304	63945	71434
Circ - physical per cardholder	11.97	11.97	11.97
Program Attendance In person	17184	19171	21416
Program attendance per pop	1.83	1.83	1.83

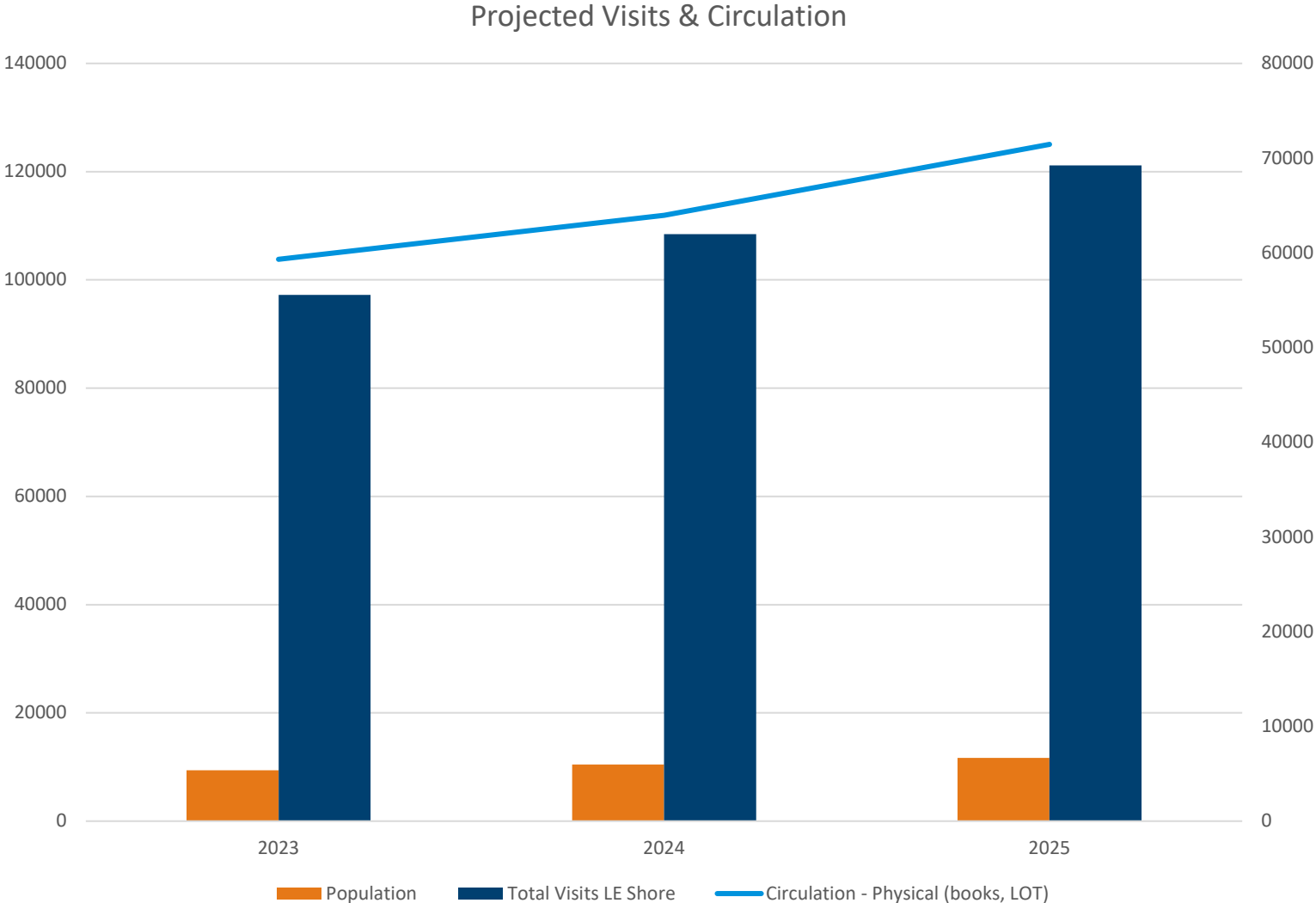
Library Future Demand

Our cardholders and program demand will grow as our community grows



Library Future Demand

Our visits and circulation will grow as our community grows

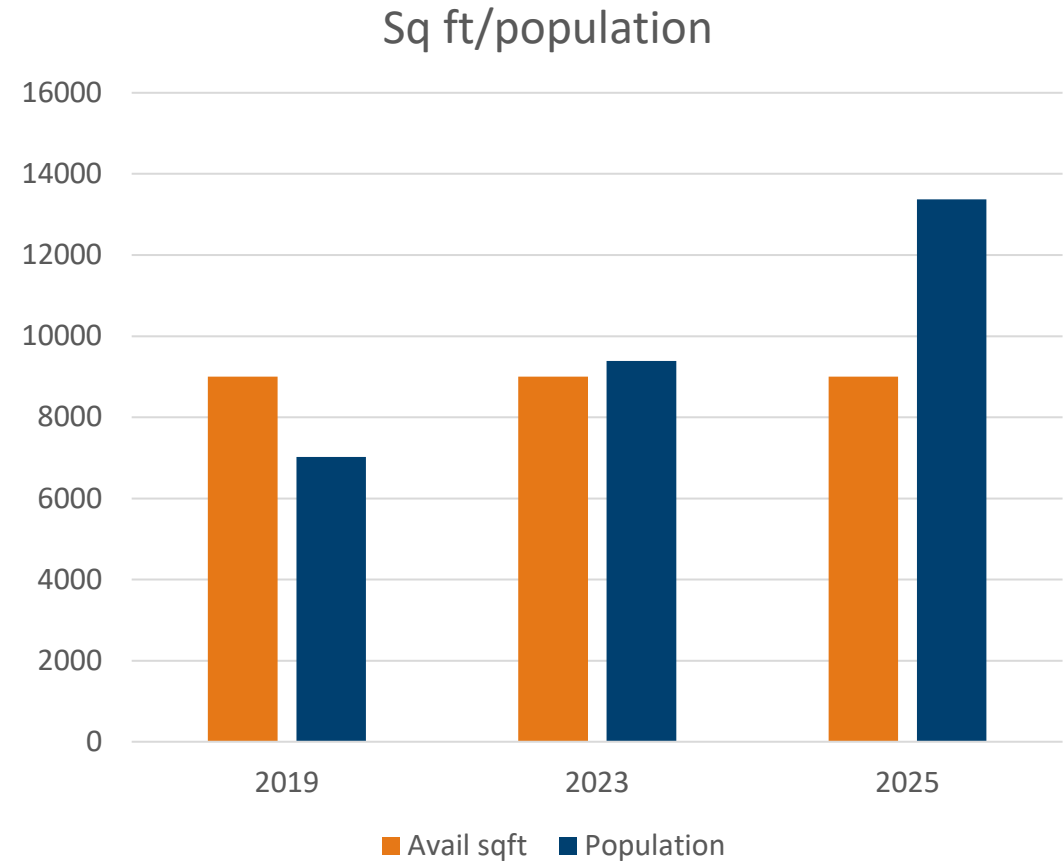


Building Needs Assumed Population

Utilizing the TBM Assumed Populations (per building permit stages); and

ARUPLO Ed. 4 (2023) minimum 1 sq/ft per resident for rural public libraries

BMPL is at a current shortfall and continues to underserve the community.



*The Administrators of Rural and Urban Public Libraries of Ontario

BMPL Expansion Summary

- 2010 -2022 multiple needs assessments and feasibility space studies for Library were conducted.
- Councils have acknowledged the requirement of expanded space for BMPL.
- Development Charges have been accrued in recognition of this need.
- Population projections and community demand indicate that our current space at LE Shore will be insufficient to support the current community; let alone the fast-growing future resident base.
- At ARUPLO's standard of 1sqft/pp, we are just meeting this currently (considering permanent residents).



Recommendations

That Council receives the Blue Mountains Public Library Board's Needs Assessment and Usage Report, November 2023 and the Board presentation in response to the June 14, 2023, Joint Meeting; and

That Council direct Town staff to include the expanded library services in the Multi-Use Feasibility Study, and to include the Library CEO to be a member of the RFP Committee and Study Committee.