

December 20, 2019

via email: billy.pang@pc.ola.org

Mr. Billy Pang, Parliamentary Assistant to the Minister of Heritage, Culture, Tourism,
and Sport Industries
602 - 3601 Hwy. 7 East
Markham, ON L3R 0M3

RE: Follow-up from September 24th Roundtable

Dear Mr. Pang,

The Perth County Information Network is pleased to be able to follow up with you regarding the information you requested on September 24th from the libraries regarding their longitudinal data and future needs.

Attached to this letter please find information on each PCIN Library's Social Return on Investment in 2018. Developed by the NORDIK Institute and the Ontario Library Service – North, this calculator uses the data collected in the Ministry's Annual Survey of Public Libraries to evaluate the community impact and effective use of the tax funds provided to operate each service. As you can see, each library provides a superior return on investment in a variety of categories including education, engaged communities, and local economic benefit.

The libraries attempted to use these same Annual Survey datasets from 1999-2018 to provide you with an assessment of the longitudinal investment and outputs, however, the datasets were too complex to be able to analyse in a straightforward manner.

Fortunately, the Federation of Ontario Public Libraries (FOPL) has taken on this project at the provincial level. Using a professional statistician, FOPL has controlled for the changes to the survey and library services over time to extrapolate long-term trends in public libraries.

The Bank of Canada calculates inflation at 39.25% for the period 2000-2018. During that time, Ontario's Public Libraries have seen a corresponding increase in investment

of 46.4%, primarily from municipalities. Given the transformations taken on in that time by public libraries such as digital collections, accessible buildings, vibrant programs, and technological/e-government assistance, this is a testament to the efficiency and effectiveness of library management!

Other highlights include:

1. **From 2000-2018, Ontarians made 2.75 billion visits to their libraries** using in-person, website, and social media methods. With each new way of connecting, library usage jumps as libraries are able to provide flexible, convenient service.
2. **From 2009-2018, attendance at library programs in libraries serving populations 30-50,000 increased by 80%. Attendance at libraries serving populations 5-15,000 increased 117%.** As Ontarians increasingly seek opportunities to learn and connect in-person, use of these services continues to grow.
3. **From 2000-2018, usage per active cardholder has increased by nearly 40%.** Those who use public libraries are clearly finding more relevance in the diversified services being offered.

The full report is publicly available here: <http://fopl.ca/news/exciting-news-fopl-peer-statistics-data-report-published/>.

The final request for information from the PCIN libraries was to name the financial investments that would be most helpful. An abbreviated list includes:

1. North Perth:
 - a. \$5,000,000 capital investment for expansion to support growing population and meet accessibility needs.
 - b. \$160,000 increase to annual operational budget to meet service demands such as extended hours and additional programs.
2. Perth East:
 - a. \$200,000 increase to annual operational budget to allow for full time positions to be created
 - b. \$120,000 annually to meet collections, equipment and service needs.
3. St Marys:
 - a. \$5,200,000 capital investment for expansion to address 100%-undersized space.
 - b. \$150,000 for staffing/service increases to provide comprehensive service.
4. Stratford:
 - a. \$20,000,000 capital investment to rebuild on a new site, addressing a 300%-undersized space.

- b. \$100,000 annually to increase the available hours of our STEAM-themed “Makerspace” as well as additional e-learning resources.
- 5. West Perth:
 - a. \$600,000 capital investment to expand existing facility.
 - b. \$85,000 annually to meet collections, equipment, and service needs.

PCIN recognizes that the Provincial government is working hard to make investments in public services that provide Ontarians with a strong foundation for healthy, prosperous lives. We wish to assert that Ontario's Public Libraries are exceptional choices for ongoing investment. They are respected, trusted, and very well used. Supporting libraries is a natural and positive choice that has an outsized positive impact on life in Ontario.

The Libraries of PCIN wish you and yours a very happy holiday season and a joyous New Year.

Sincerely,

Kendra Roth, Chair, PCIN Management Committee
CEO, Perth East Public Library
kroth@pcin.on.ca
519-595-8395

CC via email:

Mr. Randy Pettapiece, MPP Perth-Wellington randy.pettapiece@pc.ola.org

Ministry of Heritage, Culture, Tourism, and Sport Industries:

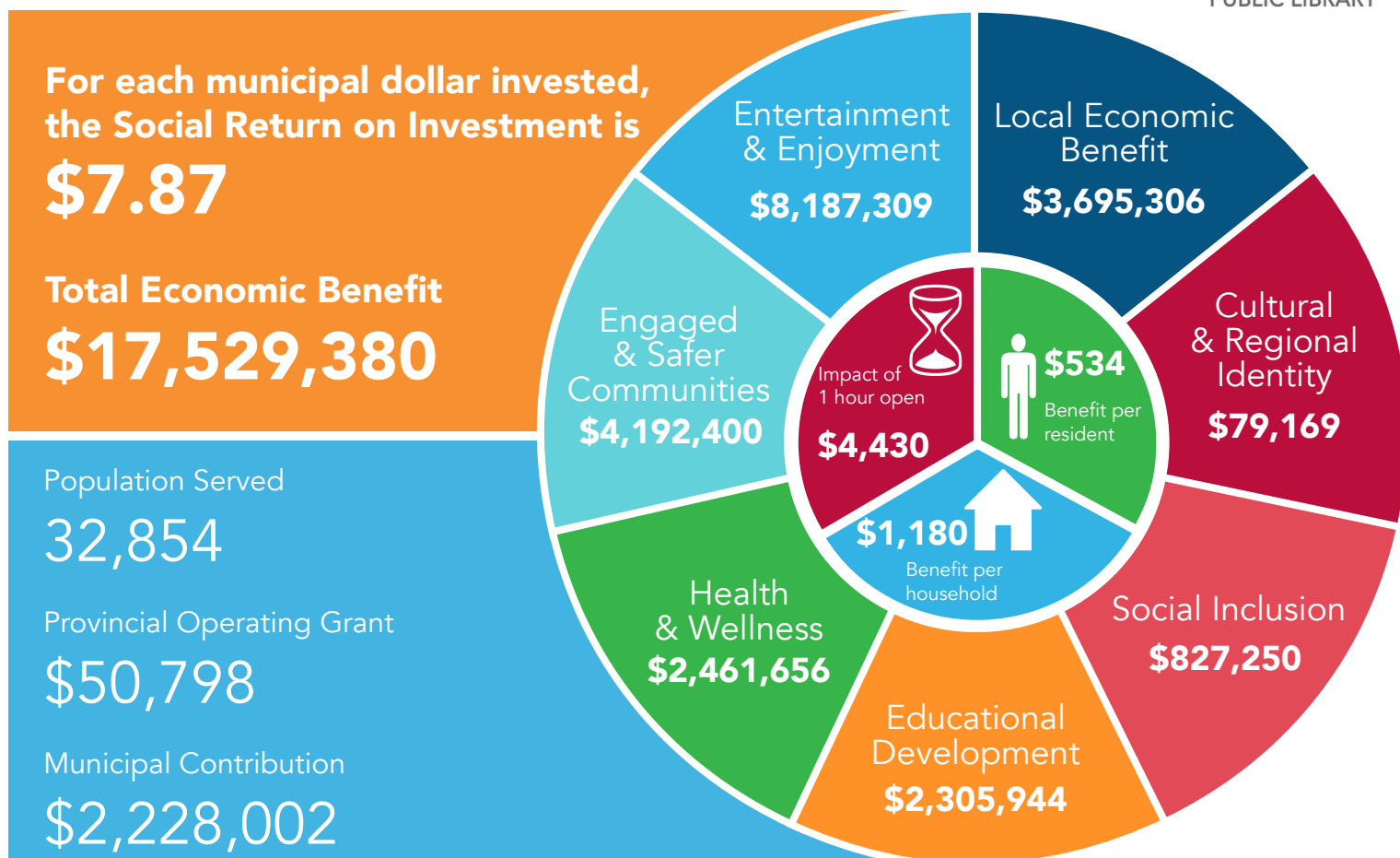
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STRATFORD PUBLIC LIBRARY

2018 SOCIAL RETURN ON INVESTMENT

Based on the Valuing Northern & Rural Libraries calculation developed by the Ontario Library Service-North and N.O.R.D.I.K. Institute



Our library is Loved

In 2018, the library was visited in person **167,770** times, or **55** visits per hour.
1,171,474 visits were made to the library's online platforms and social media.

Libraries bridge the Digital Divide

20 workstations and free wi-fi were used **24,500** times in 2018.

Community members used these to apply for jobs, research health information, upgrade schooling and connect with family.

Libraries are Efficient with Tax Dollars

Stratford Public Library borrowed and shared 50,340 items with other Ontario libraries, saving **\$1,006,800**.

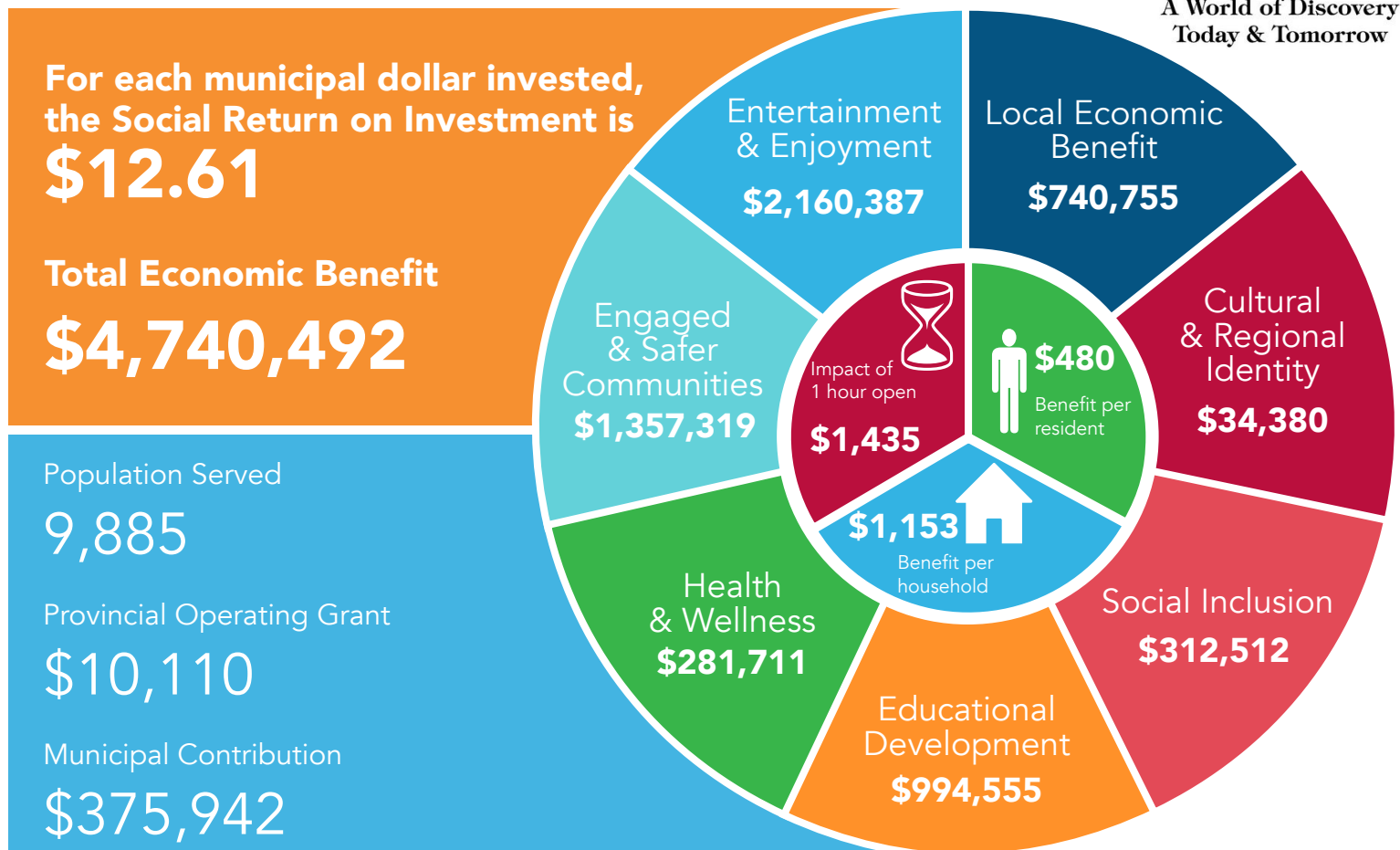
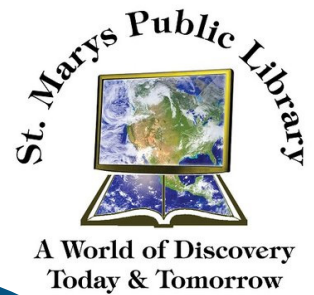
Libraries support Social Cohesion

SPL programs support early literacy, newcomers, the maker movement and education.
In 2018, **14,330** people attended **576** free programs.

ST. MARYS PUBLIC LIBRARY

2018 SOCIAL RETURN ON INVESTMENT

Based on the Valuing Northern & Rural Libraries calculation developed by the Ontario Library Service-North and N.O.R.D.I.K. Institute



Our library is Loved

In 2018, the library was visited in person **47,376** times, **or 19** visits per hour.

81,706 visits were made to the library's online platforms and social media.

Libraries bridge the Digital Divide

10 workstations and free wi-fi were used **13,250** times in 2018.

Community members used these to apply for jobs, research health information, upgrade schooling and connect with family.

Libraries are Efficient with Tax Dollars

St. Marys Public Library borrowed and shared **25,890** items with Ontario libraries, saving **\$517,800**.

Libraries support Social Cohesion

SMPL programs support early literacy, newcomers, the maker movement and education.

In 2018, **8,123** people attended over **420** free programs.

PERTH EAST PUBLIC LIBRARY

2018 SOCIAL RETURN ON INVESTMENT

Based on the Valuing Northern & Rural Libraries calculation developed by the Ontario Library Service-North and N.O.R.D.I.K. Institute



Perth East
Public Library

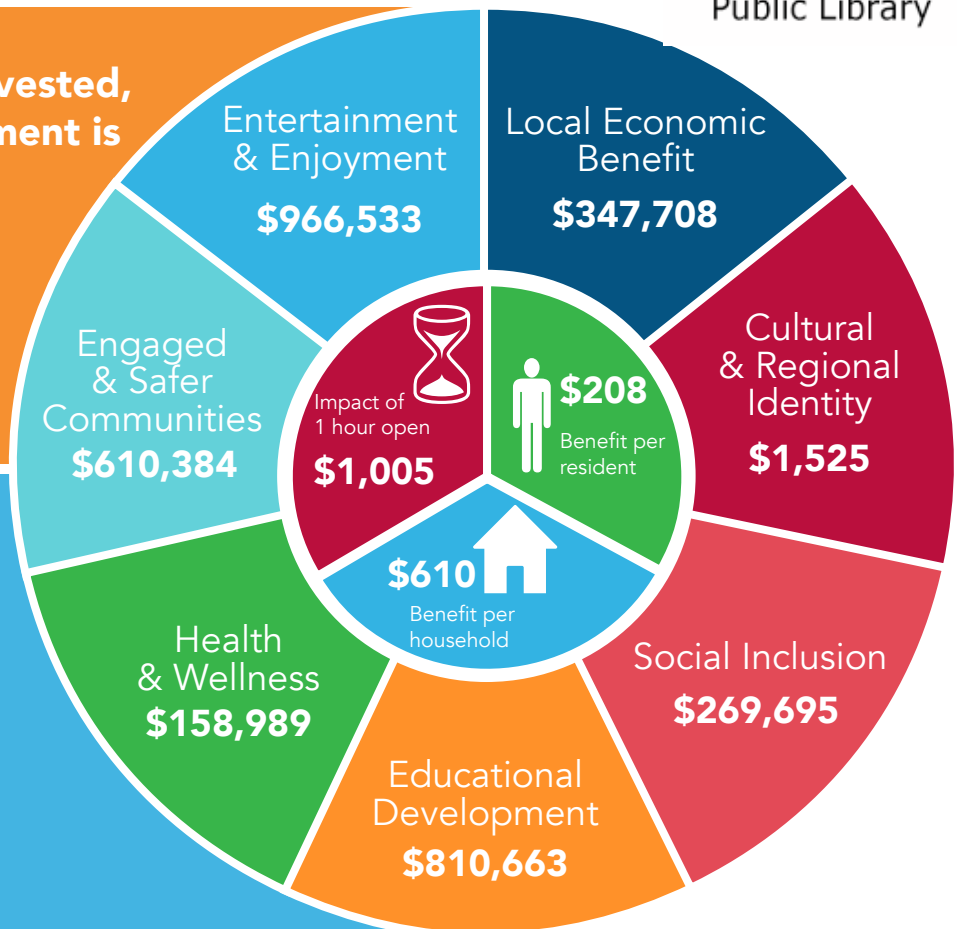
For each municipal dollar invested,
the Social Return on Investment is
\$10.18

Total Economic Benefit
\$2,551,340

Population Served
12,261

Provincial Operating Grant
\$19,614

Municipal Contribution
\$250,735



Our library is Loved

In 2018, the library was visited in person **47,550** times, or **7** visits per hour.

44,406 visits were made to the library's online platforms and social media.

Libraries bridge the Digital Divide

6 workstations and free wi-fi were used **13,200** times in 2018.

Community members used these to apply for jobs, research health information, upgrade schooling and connect with family.

Libraries are Efficient with Tax Dollars

Perth East Public Library borrowed and shared **19,014** items with other Ontario libraries, saving **\$380,280**.

Libraries support Social Cohesion

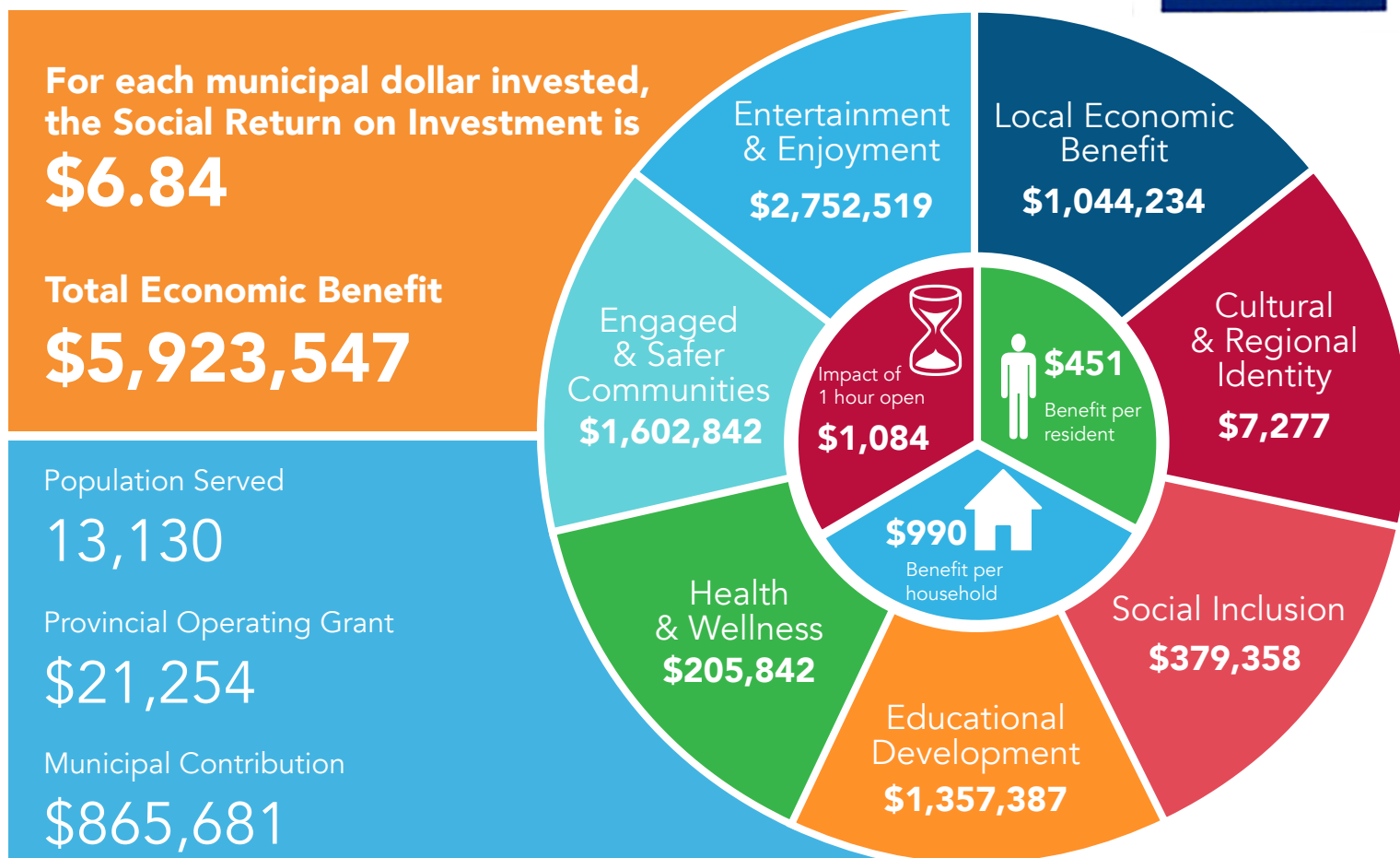
PEPL programs support early literacy, newcomers, the maker movement and education.

In 2018, **4,417** people attended **447** free programs.

NORTH PERTH PUBLIC LIBRARY

2018 SOCIAL RETURN ON INVESTMENT

Based on the Valuing Northern & Rural Libraries calculation developed by the Ontario Library Service-North and N.O.R.D.I.K. Institute



Our library is Loved

In 2018, the library's 3 locations were visited in person **79,081** times, or **19** visits per hour. **73,188** visits were made to the library's online platforms and social media.

Libraries bridge the Digital Divide

14 workstations and free wi-fi were used **20,750** times in 2018.

Community members used these to apply for jobs, research health information, upgrade schooling and connect with family.

Libraries are Efficient with Tax Dollars

North Perth Public Library borrowed and shared **30,043** items with Ontario libraries, saving **\$600,860**.

Libraries support Social Cohesion

NPPL programs support early literacy, newcomers, the maker movement and education.

In 2018, **8,913** people attended **480** free programs.