Innisfil
Public Library

STRATEGIC PLAN

PLANNING CONTEXT REPORT

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1.0   INTRODUCTION

The Planning Context Report is a background report that was prepared to assist the Innisfil Public Library (IPL) Board and staff prepare for the facilitated working sessions that produced the 2012 IPL Strategic Plan. The report summarizes a good deal of relevant background information but does not include analysis or recommendations. The following information is included in the report.

Chapter Two: Population and Socio-Demographic Profile - Statistics Canada Census data from 2001 and 2006, information available from Municipal and Regional web-sites, and data from Innisfil's Planning Services Department were used to develop a socio-demographic and growth profile of the community.

Chapter Three: Library Trends and Best Practices - Relevant library trends and best practices addressing lifestyle, technology, and facilities and services were summarized from the literature and the consultants' experience.

Chapter Four: Previous Studies - A number of recent relevant planning studies are briefing noted.

Chapter Five: Service Profile - An overview of current library services was assembled based on information provided by IPL staff.

Chapter Six: Stakeholder Input - Main themes from the community consultation activities were summarized. This includes input from key informant interviews, focus groups and workshops with staff in the final chapter of the report.

Appendix One: Community Survey Results - A statistically valid and representative survey of community residents was an important part of the background research. The survey captured both users and non-users. The results are summarized in Appendix One of the report.

2.0 POPULATION AND SOCIO-DEMOGRAPHIC PROFILE

Population and socio-demographic characteristics profiled in this section of the report are based on Statistics Canada 2001 and 2006 Community Profiles and other information available via the Town of Innisfil's website or provided by the Library or municipal staff.

2.1 Location and Context

The rural Town of Innisfil is home to over 30,000 residents and is situated along the western shore of Lake Simcoe. Located south of Barrie, and 80 kilometers north of Toronto, Innisfil has experienced substantial residential development in recent years due to significant growth in these neighboring areas. Founded more than 20 years ago, the Town of Innisfil is made up of a "collection of separate and isolated communities forced together through amalgamation"[1]. Due to their geographical separation, it is believed that Innisfil's collection of neighbourhoods "has not had the opportunity to embrace life as one community"[2]. Figure 2.1 provides an illustration of Innisfil's location.

Figure 2.1:   Town of Innisfil Location

Source: maps.google.ca

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[1] Source: McSweeny & Associates in association with The Economic Planning Group of Canada Tourism Consultants and Hume Communications Inc. (2011). Inspiring Innisfil 2020: a strategy for the future.
[2] Source: Inspiring Innisfil 2020: a strategy for the future - economy, community, tourism and culture (2011).

2.2   Population Characteristics

The Town of Innisfil consists of a total population of 31,175[3] residents. Between 2001 and 2006, the population of Innisfil as reported by Statistics Canada increased by 8.8%; higher than the Province as a whole which grew by 6.6% over the same period.

<p align="center">Table 2.1:   Town of Innisfil Population Change (2001-2006)</p>

	Town of Innisfil	Ontario
Population in 2006	31,175	12,160,282
Population in 2001	28,666	11,410,046
Population Change 2001 and 2006 (%)	8.8%	6.6%

<p align="center">Source: Statistics Canada Community Profiles, 2001 and 2006</p>

2.3   Age Distribution

The Town of Innisfil's median age in 2006 was 40.3 years compared to 39.0 years for Ontario, indicating that Innisfil's age profile is very similar to the Province as a whole. It is important to note that compared to the Province as a whole, Innisfil has a higher proportion of the population in both the younger cohorts (age 0-14) and the 45 to 54 cohort, and maintains similar proportions of older-age cohorts. Additionally, between 2001 and 2006, Innisfil experienced a significant increase in residents within the 45 to 54 age cohort (3.5%). Consistent with national trends, the proportion of the population in the older age cohorts will increase as the population continues to age, however not to the same extent as in some other areas of Ontario.

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[3] Source: Statistics Canada, 2006

Table 2.3:   **Population Age Distribution**

Age Cohort	Innisfil 2001 (%)	Innisfil 2006 (%)	Percent Change	Ontario 2006(%)
Age 0-4	6.4	5.2	-1.2	5.5
Age 5-14	16.1	14.2	-1.9	12.7
Age 15-19	6.5	7.5	1	6.9
Age 20-24	3.9	5.0	1.1	6.6
Age 25-44	32.5	27.9	-4.6	28.4
Age 45-54	12.7	16.2	3.5	15.3
Age 55-64	8.7	10.6	1.9	11.2
Age 65 +	13.1	13.6	0.5	13.6
Total*	100	100		100

Source: Statistics Canada Community Profiles, 2001 and 2006.

2.4   Education and Income

Research[4] has shown a positive correlation between educational attainment and higher income, and library utilization. Statistics Canada Census data for 2006 shows how the Town of Innisfil compares to the Province on these two indicators.

As indicated in Table 2.4 below, the proportion of residents aged 15 years and over in the Town of Innisfil with a high school diploma was slightly higher than the Province as a whole. It is also important to note that Innisfil had a higher percentage of residents with a college certificate, diploma, or equivalent when compared to provincial proportions; however, the proportion of residents in the Town of Innisfil with a university certificate, diploma, or degree was significantly lower than for Ontario as a whole. Over the last census period, educational attainment has increased in the Town of Innisfil, pointing to greater demand for library services.

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[4] Koontz, Christine. (1997). Library Facility Siting and Location Handbook. Westport, CT: Greenwood Press, p. 96.

Table 2.4:   Selected Education Level Indicators

	Innisfil (2006)	Ontario (2006)
% of the population 15 years and over with:	80.4%	80.7%
A high school diploma	29.4%	26.8%
A college certificate or diploma or equivalent	19.5%	18.4%
A university certificate, diploma, or degree	8.9%	20.5%

Source: Statistics Canada, 2006

According to income data from Statistics Canada's 2006 Census, the Town of Innisfil had a higher total income for all persons 15 years of age and over, as well as, a higher median family income compared to the Province as a whole. In addition, the Town of Innisfil had a significantly higher median household income than Province wide amounts, as indicated in Table 2.5 below.

Table 2.5:   Selected Income Characteristics

Income Characteristics	Innisfil (2006)	Ontario (2006)
Median total income of persons 15 years of age and over	$29,888	$27,258
Median family income	$71,676	$69,156
Median household income (2005)	$66,132	$60,455

Source: Statistics Canada, 2006

Higher income levels are often associated with expectations for higher quality services in general and higher demand for library services. There are no reliable projections of education for Innisfil's future population; however, economic forecasts for the region point to a more highly skilled and educated workforce within Innisfil and implications for increasing demand for library services in the years to come.

2.5   Language, Immigration and Culture

Approximately 63.7% of Innisfil's population aged 5 years and over lived at the same addresses between 2001 and 2006, which is significantly higher than for the Province as a whole (58.7%), during the same time period.

About 87% of the Town of Innisfil's residents were Canadian-born compared to 71% for the Province as a whole, as indicated in Table 2.6. The Town of Innisfil's visible minority population is very small relative to Ontario as a whole. However, despite small numbers, it is acknowledged that linguistic and cultural groups can have a major impact on library services. Of the total visible minority population in Innisfil, 33.8% were Black, 18.4% were of South Asian and 9.4% were of Chinese origin.

When compared to some areas of Ontario, the number of immigrants to the Town of Innisfil over the past 5 years remains relatively low. Although actual projections are not available, it can be anticipated that Innisfil's population will become more ethnically diverse as immigration to the Province continues to increase, and this will likely have an impact on library services.

Table 2.6:   Selected Immigration & Ethnicity Characteristics

Immigration and Ethnicity	Innisfil (2006)	Ontario (2006)
Canadian-born population	86.6%	70.8%
Immigrant population	13%	28.3%
Visible minority population	3.8%	22.8%

Source: Statistics Canada, 2006

Table 2.7:   Language Characteristics

Characteristic	Innisfil (2006)	Ontario (2006)
First Language Learned and Still Understood		
English only	89.3%	68.4%
Language spoken at Home		
English	97.0%	80.3%
Non-Official language	2.3%	15.1%

Source: Statistics Canada, 2006

Table 2.8:   **Visible Minority Population**

	Innisfil (2006) %	Ontario (2006) %
Total visible minority population	**1,170**	**2,745,200**
Black	33.8	17.3
South Asian	18.4	28.9
Chinese	9.4	21.0
Filipino	3.8	7.4
Latin American	6.0	5.4
Arab	0.9	4.1
Multiple visible minority	8.5	2.8
Korean	2.1	2.5
Japanese	3.8	1.0
Southeast Asian	4.7	4.0
West Asian	2.6	3.5
Visible minority, n.i.e.	6.0	2.1

Source: Statistics Canada, 2006.

2.6   Household and Family Composition

Couple households with children represent the largest proportion of household types in the Town of Innisfil (35.6%), followed by couple households without children (32.7%). Compared to the Province as a whole, Innisfil contains a lower percentage of one-person households, as well as lone-parent families. In 2005, the median household income in Innisfil was $66,132, compared to $60,455 for the Province. The average dwelling value in Innisfil in 2006 was $273,512 compared to $297,479 for the Province as a whole. Higher income levels and slightly lower average housing prices partially explain the attractiveness of Innisfil to young families, and the resulting higher incidence of households with children in the Town compared to the Province as a whole.

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Table 2.9: Selected Household and Family Characteristics

	Innisfil (2006)	Ontario (2006)
Total – all private households	11,400	4,555,025
Households containing a couple (married or common-law) with children	35.6%	31.2%
Households containing a couple (married or common-law) without children	32.7%	28.3%
One-person households	18.5%	24.3%
Other household types	13.2%	16.3%
Median household income (2005) – all households	$66,132	$60,455
Total – number of families	9,285	3,422,315
Number of married or common-law families	87.6%	84.2%
Median family income (2005) – couple families	$76,736	$71,884
Number of lone-parent families	12.4%	15.8%
Median family income (2005) – lone-parent families	$41,591	$38,448

Source: Statistics Canada, 2006

A higher percentage of households in the "family" phase of life, typically translates to higher demand for library services, as does higher levels of household income.

2.7   Employment and Industry

The Town of Innisfil's local and regional economy is largely based on manufacturing, business and other services. However, according to recent research[5], while the town is home to many well-educated, professional workers, 83% are employed outside of Innisfil due to decreased employment opportunities within the township. The highest proportion (18.8%) of Innisfil residents are employed by other services, followed by manufacturing and business services (both employed approximately 17% of Innisfil's total population); retail trade (11.5%); and construction (10.3%).

In 2006, the Town of Innisfil had slightly higher participation and employment rates, as well as a lower unemployment rate when compared to the Province as a whole.

Table 2.10:   Selected Labour Force Indicators

	Innisfil (2006)	Ontario (2006)
Participation Rate	68.4%	67.1%
Employment Rate	64.3%	62.8%
Unemployment Rate	5.9%	6.4%

Source: Statistics Canada, 2006

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[5] Source: McSweeny & Associates in association with The Economic Planning Group of Canada Tourism Consultants and Hume Communications Inc. (2011). Inspring Innisfil: a strategy for the future.

3.0 LIBRARY TRENDS AND BEST PRACTICES

"*We are not abandoning our built libraries with the advent of the Internet, but trying to make them more long lasting, more environmentally sound, more responsible as community centres and civic innovators". (Fox, Bette Lee. Library Buildings 2007: Going, Going, Green. Library Journal, 12/15/2007.)*

The function and roles of public libraries are changing with the growth of the Information Age. Libraries are no longer simply "warehouses" for print material that is borrowed by residents for off-site use. Increasingly, the library is an information and cultural centre supporting a wide range of community activities and objectives. In addition, there has been a marked shift in the ways in which people use libraries, with both in-library use and remote access increasing. The function and design of libraries are changing in response to these changing roles and demographic shifts, emerging technologies, and increasing consumer expectations.

In the discussion that follows we have briefly summarized the most significant trends and best practices affecting public libraries in Ontario. There is of course a substantial body of literature dealing with the future of public libraries in North America. We have focused this discussion on the selected trends dealing with the future of public library services in growing centres and on considerations that may be relevant to the Strategic Plan. While there is a strong inter-relationship among trends and best practices, we have organized this discussion in four parts:

- Lifestyle and Societal Trends

- Technology Trends

- Library Facility and Service Trends

- Public Perceptions of the Library

3.1 Lifestyle and Societal Trends

The following broad categories of lifestyle and societal trends will continue to impact on the future of library service delivery in Ontario. This list is not intended to be exhaustive -- instead it captures some of the more prevalent trends and emerging issues that may impact public libraries, and other municipal service providers. Trends are presented in alphabetical order and not priority or importance.

- **Accessibility** issues will be at the forefront of public library service delivery for many years to come. The Library's practices, legislation and policies will seek to reduce physical, financial, cultural and language barriers (among others) to accessing and using information.

- **All Day Kindergarten** which will be phased in across Ontario over the next 2-3 years, will have an impact on public library daytime pre-school programming and early literacy programs.

- **Changes in Family Structure and Dynamics** including the rise in non-traditional family structures (single parent, divorced parents, multiple-households, etc.), the predominance of two working-parent households, commuter lifestyles. These changes and dynamics will continue to have implications for hours of operation and the delivery of library programs and services over the next 5 years.

- **Decline in Volunteerism**. Primarily in urban communities, there has been a significant decline in volunteerism over the past few decades. New strategies are required to address the needs and interests of library volunteers (shorter duration, more focused and meaningful tasks), to engage different sectors of the community in volunteering, and to recognize volunteer efforts.

- **Digital Divide.** Library users range from those who are the most intensive and capable web users; those who create web pages, write blogs, and upload videos and other digital content, to those who are "inactive" participants, who may be online but do not participate in any of the social media or interactive content. Public libraries continue to have a responsibility to all types of users, and must offer services that have at least some relevance and value to the entire spectrum of online users and to those users who do not or cannot (e.g., for reasons of literacy or education) participate online in any way.

- **Discretionary Time Deficit.** Trends over the past ten or more years indicate "lack of time" continues to be a barrier to participation in all "discretionary" activities, including public library usage. The growth in leisure time forecast in the 70s has not materialized, and people are increasingly pressed for time. While the leisure time balance may in fact start to shift with the changing age structure of the population, convenience (location, parking, open hours, and a range of e-services) will be a key consideration in accessing public library services over the next 5 years.

- **Desired Use of Leisure Time.** While commentators disagree on the extent to which Canadians will have more leisure time in the future, they generally predict a significant shift in the ways in which we will use our leisure time. These projections see a relative decline in traditional recreational activities and a significant increase in social networking, entertainment, and virtual experiences in our free time. Whether the public library or the private sector will be the primary recipient of this increased demand and expanded market is unclear.

- **Eco-Conscious Library Users** and the heightened awareness in everything "eco-friendly" and "green" has significant implications for all aspects of library service delivery including facility development and design, program development and delivery, materials development and processing, and information dissemination.

- **Health and Wellness Concerns** will continue to be a top-of-mind issue/concern to society, and an increasing focus for government spending in the coming years. Libraries that can provide accessible

health/wellness resources or electronic information or links to other health information providers will be well positioned to meet growing demand for this type of information. However, the extent to which the library moves beyond its traditional role as an information provider and becomes more active as a programmer and lender of resources other than information to a health conscious community is unclear.

- **Immigration.** New immigrants to Canada in search of affordable housing will continue to locate in communities on the periphery of the countries largest cities. Research has shown that immigrants may have different expectations of public libraries, public and social services, and technology. The public library and its partners will have a key role to play in orienting newcomers to the community and the range of services available.

- **Information Literacy.** Libraries have a longstanding role in providing access to information and ensuring information literacy (i.e., teaching proficiency in finding information and assessing its relevance, authoritativeness, and value). Whether the public library will continue to play a dominant role in this regard, or increasingly this will be assumed by other providers, is less clear. However, there is less question about the need for information literacy in a generally unregulated and ever-expanding digital universe.

- **Labour Trends** point to growing employment opportunities in health care, technology/ computer systems, professional services, and small/ entrepreneurial businesses. Libraries that can partner with other agencies to provide training and employment services and other collaborations in these areas will increase their profile and relevance in the community.

- **Partnership and Collaboration.** Library partnerships are evolving and expanding, and the public library's role in helping the public navigate through the plethora of content and information available will continue to be an important one. Through a wide range of partnerships and collaborations with government, educational institutions, the private sector, and other agencies, public libraries will play an increasingly significant role in enabling people to select, assess and use information to best meet their needs.

- **Private Schools, Alternative Schools and Home-Schooling** options are on the rise, and community members are increasingly transferring their children from the public education system to private or niche schools within the public boards. As a result, the information needs of these school-age learners are a growing concern for public libraries.

- **Screenagers.** Those under the age of 25 now are not "passive recipients" of education or media; they learn differently and seek and use information differently than previous generations. The challenge for public libraries will be to continue to engage this segment of the population and ensure that the library resources and services remain relevant to their needs and interests.

- **Web-Savvy Library Users.** Library users are increasingly participating in a variety of Internet based-activities: browsing, borrowing, retrieving, downloading, and interacting with Web content. The majority of Internet users are experienced Web users and most have been online for more than five years. These experienced users expect quality, relevant, and efficient Web content from the Library.

- **Zoomers.** The aging of the population is resulting in a new wave of older adults (Zoomers, i.e., Baby Boomers with "zip") with different expectations, needs, and interests than the previous generation. Meeting the diversity of needs of this growing segment of the population will require more resources and possibly different approaches to providing public library programs and services for older adults.

3.2   Technology Trends

With rapid developments in the field of computers and information technology, predicting the future of technology as it affects public library services is particularly challenging. Current trends, however, indicate that access to all forms of information and content will become increasingly associated with smaller, more powerful, and more versatile hand-held wireless devices. Some current and emerging trends and their implications for public libraries follow:

- **In-Library Wireless Usage will Grow** but there will be a continued need for data and electronic wiring throughout the library, as wireless (WiFi) networks are and will continue to be slower than wired networks for at least the short term. Worktables with plug-ins for laptops or other mobile device will be increasingly needed, and group workspace wired for laptops will be in high demand.

- **Digital Download Kiosks** are a relatively new feature in the library, requiring power outlets and a connection to the library's network. These kiosks allow in-library users to download e-books, audiobooks, videos, music and games directly to their MP3 players, handheld devices (smart-phones, iPhones, iPods, iPads) or laptops.

- **Increasing Demand for Audio & Video Live-Streaming** which requires reliable high-speed access. Users are increasingly downloading transferring video and audio content to iPods, Blackberries, Kindle & other e-book readers & devices.

- **Web Content for Hand-Held Devices** will increasingly be demanded. Since more library users are retrieving information through hand-held devices, web content needs to be amenable to these smaller, mobile devices. Examples include the always-on Amazon.com Kindle and the growing number of netbooks**.**

- **Next Generation e-Book Readers** are emerging. Current e-Book devices (Kindle, Sony & others) are growing in usage, and evolving into newer devices that operate as multipurpose 2-screen booklets that operate like a mini-laptop (Apple "Tablet", Sony Reader). For example, the new Sony Reader Daily Edition adds wireless 3G connectivity, a 7-inch screen and a touchscreen. The company has

also created a feature called Library Finder that allows users to search and borrow e-books from their local libraries for free. For the user, these digital activities are not replacements for reading books, newspapers, and magazines, etc., but are increasing the options for expanding communication and sharing content.

- **User Contributions to Content.** Library users are not only browsing, borrowing and downloading, but they are increasingly creating and interacting with content available through the web. User-contributed subject headings and "tagging" on library web pages is increasingly common. A variety of social networking tools are allowing users to comment on and interact with library web content in many other ways.

- **"Cloud" Computing** is an emerging technology trend attracting the attention of academic institutions and other information providers. The term "cloud" is a metaphor for the Internet, where in-house servers and data services are replaced by remote-hosted interfaces (web-enabled). Google and Amazon are two big, early providers in this remote-access applications sub-industry.

- **Hardware Size Shrinking But Space Needs Growing.** Although computer hardware is becoming more compact (LCD screens smaller than CRT monitors, CPUs shrinking), the total amount of space for a computer workstation is not significantly reduced. Conversely, the library's main computer centre, housing the library's servers, switches, routers, firewalls and related equipment will need to be larger to accommodate the additional servers necessary to support existing and emerging technologies, at least in the short term. (see Cloud Computing above).

- **Libraries as Centres of Creativity and Engagement.** While libraries have always been disseminators of information, innovative libraries are no longer content with one-way communication. Through elements of design, programming, and partnerships, they are increasingly fostering dialogue and exchange with library users. The spaces inside and outside libraries are the ideal locations for civic events, celebrations, fairs, festivals, "brown bag" lectures, political debates and mid-day concerts. Public art installations, temporary exhibits, and local history or geological displays help libraries establish a setting for social interaction, encouraging people to gather, talk, and learn.

- **Computer Training Space and Equipment.** The library's role as a training centre for hands-on instruction in the use of computers, application software and Internet-based resources will continue to grow. Dedicated spaces will be required for learner's desktop or laptop computers, printer/scanners and a trainer/instructor station with computers, an LCD projector and an on-site screen.

3.3 Library Facility and Service Trends

The facility and service trends discussed in this section of the report are closely inter-related. They generally point to a library that is much more integrated in the affairs of the community. It is an outward looking library that is heavily invested in all aspects of community life and very closely linked to other community service providers. This perception of the role of the library in the life of the community is not generally compatible with stand-alone buildings or facilities that do not accommodate a wide range of uses and users. The result is both a different role for the library in the community and a different type of library facility. The key trends can be briefly summarized as follows:

- **Libraries as a Focal Point in the Community:** Increasingly, libraries are being thought of as the "centre" or "focal point" of a community. They are spacious, welcoming, highly visible, accessible places where people come together to gather information and exchange ideas.

- **Libraries as High Profile, Civic Institutions:** Canadians have a high awareness of libraries, and libraries are important to the fabric of Canadian cultural and economic life. Contemporary libraries are attractive, functional, flexible, barrier-free, high profile public spaces. They increasingly incorporate heritage, art and cultural displays and presentation spaces to promote learning, debate and the exchange of ideas in the community. Libraries and other cultural institutions provide "cultural capital" to their communities. As knowledge institutions, they contribute vitality to community life through their civic, creative, economic, architectural and cultural presence.

- **Libraries as Multi-Service Providers:** Libraries are increasingly forums for community learning and expression, serving as technological, employment, business development, cultural, art and heritage centres for their communities. They are serving a wide range of community residents and interests. They serve entrepreneurs and small business; homeschoolers; the unemployed; the new Canadian; the cultural and creative community and others who rely on libraries for the information and support essential to their lifestyles.

- **Libraries Fostering Two-Way Communication:** While libraries have always been disseminators of information, innovative libraries are no longer content with one-way communication. Through elements of design, programming, and partnerships, they are increasingly fostering dialogue and exchange with library users. The spaces inside and outside libraries are the ideal locations for civic events, celebrations, fairs, festivals, "brown bag" lecture series, political debates and mid-day concerts. Public art installations, temporary exhibits, and local history or geological displays help libraries establish a setting for social interaction, encouraging people to gather, talk, and learn. "Themed" settings and facility components that are popular in the retail environment are contributing to the "experiential" aspect of visiting libraries. New spaces in public libraries including digital learning centres, gaming rooms, and multi-media studios (where, for example, local youth can shoot a video or record music) are encouraging a new level of interaction for library users.

- **Libraries as Centres for Technology and Innovation:** The advent of the "Virtual Library" and technology in general has changed the way in which core library services are being delivered and will

continue to have a major impact on future services. Libraries are offering more services online (and doing so at an accelerating rate), including virtual/digital reference services, and electronic databases, and e-books. Increasingly, support for community social and economic development is becoming a core function of the library in an information economy characterized by rapid change. Libraries are providing workshops and training in computer literacy, e-technology, and navigation through the information age. The library increasingly plays a role in supporting small businesses, home-based business, the self-employed and individuals who must continually upgrade skills or search for new careers in a changing marketplace. Through highly trained staff, state-of-the-art technologies, and accessible programming, libraries are contributing to the knowledge base of communities in many ways. Current trends indicate that access to all forms of library information and content will become increasingly associated with smaller, more powerful, and more versatile hand-held wireless devices. This will continue to impact on the way public libraries deliver their services.

▪ **Libraries Part of an Active Streetscape:** As libraries are increasingly connected to sidewalk networks, transit routes, bikeways and pathways, they are generating a critical mass of pedestrians that support active streetscapes. Civic squares are often developed adjacent to libraries, allowing for cross-programming, outdoor markets and fairs and community celebrations. When linked as a wireless hotspot, users who wish to user their own laptop computers to access the Internet and resources of the library can do so from adjacent green spaces and seating areas.

▪ **Libraries with a Customer-First Focus:** Today's libraries are adopting a customer-first focus. For many, this has resulted in: improved hours of operation; self-checkout technology; on-line booking systems to pay fines, register for programs and computers, renew and reserve items; quiet spaces for study and work; comfortable spaces for socializing; light food and beverage services; expanded programming and dedicated resources for target groups (children, teens, seniors, cultural groups, students, etc.); helpful, available staff who engage with in-library user ("walk the floor"); as well as information-rich technology and training opportunities. Not only do these improvements better serve library customers, they also result in an operationally efficient library and a functional work environment for staff.

Today's library staff are creating conversational loops with users on Facebook, Twitter and other social networking sites, to discuss important ideas of the day, current news topics, library innovations, new library content, etc. As technology changes the way users interact with the library, it is also changing the way staff interact with users.

3.4   Public Perceptions of the Library

There are a number of studies dealing with perceptions of the library and most of them point to significant challenges for the public library. They demonstrate that the public has a very dated view of the library and is often unfamiliar with the wide range of services offered by contemporary libraries. Furthermore, they

suggest that many individuals, and particularly those that do not use the library, question the relevance of the public library in the Internet age and some wonder if it will continue to be an essential public institution in our communities. These themes have important implications for re-positioning the public library in society and attracting the next generation of Canadians as active users and willing supporters.

The On-Line Computer Library Centre[6] has commissioned considerable research into perceptions of the public library and its value in today's information rich world. Some of the findings that may be instructive for the strategic plan include the following:

- The place that libraries hold today is no longer as distinct as it once was. Libraries are still synonymous with "books", and the range of other services the library provides are not well understood.

- Libraries, many of their resources and services, and the information experts who work in libraries appear to be increasingly less visible to today's information consumer. Over 20 percent said libraries "do not fit their lifestyle".

- There is a disconnect between the user's perception of libraries as books and the library's association with a much broader set of products. Most information consumers are not aware of, nor do they use, most libraries' electronic information resources.

- Self-reliance was a strongly held sentiment. Most library users say they have never asked for help using any library resources.

- Online information consumers are universally using the Internet search engines, rather than the library, to access electronic information resources. Quality, quantity, and speed are rated higher for search engines than for librarian assisted searches.

- Among the general population, people are reading books less and visiting the library less since they began using the Internet. Frequent library users, however, continue to be avid readers, and are visiting the library more because of the Internet. Most of the non-users do not plan to increase their use of libraries, but may access the virtual resources of the library in the future.

- Perceptions of the public library are universally held. The library as an entity is constant, consistent, expected. Rejuvenation of the library brand depends on reconstructing the experience of using the physical library, and more education about what is available in terms of electronic resources.

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[6] The Online Computer Library Centre has a number of research articles available at:
http://www.oclc.org/research/publications/default.htm

4.0   PREVIOUS STUDIES

The following is a brief summary of the findings of three recent reports with implications for the Strategic Plan. The reports are (1) the 2007 Library Master Plan; (2) the 2007-2011 Strategic Plan, and (3) the recent Municipal Strategic Plan. Key recommendations and highlights are noted. The reader is referred to the complete reports for additional details.

4.1   Innisfil Public Library Master Plan, June 2007

The IPL completed a Master Plan to "guide the Innisfil Public Library in providing optimal space, materials and staffing levels during the 2006-2026 planning period"[7]. Following extensive research and consultation activities, the Master Plan suggested a series of recommendations to provide the necessary direction requested by the IPL. Some of the recommendations identified in this Master Plan are highlighted below:

- Establish and maintain a library space provision target of 0.6 ft² per capita for the 2006-2026 planning period;

- Select a site in Lefory for the development of a new branch and conduct a Needs Assessment to determine the appropriate size, configuration and timing of a new branch in Lefroy; and how best to serve the needs of the community and surrounding areas;

- Investigate the feasibility of developing a new, single storey, 20,000 ft² central library at the new Multi-Use Recreation Facility by 2022 and phase out the Stroud Branch;

- Develop a new 14,000 ft² branch library in Innisfil Heights by 2025;

- Consider reducing the collection provision level to 2.0 volumes per capita if the population exceeds 100,000 during the 2006-2026 planning period;

- The number of volumes held at each branch should conform to the minimum guidelines presented by the ARUPLO Guidelines;

- The IPL should attempt to maintain above average circulation levels for libraries systems serving comparable populations;

- The IPL should maintain a long-term provision standard of 1 Internet workstation per 1000 population;

- Employ a minimum of 0.6 FTE staff per 1000 population for a service population of 30,000-50,000; 0.57 FTE staff per 1000 population for a service population of 50,000-100,000; and 0.55 FTE for a service population higher than 100,000;

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[7] Monteith-Brown Planning Consultants. Innisfil Public Library. Library Master Plan. June, 2007.

- The IPL should employ a full-time specialist to be responsible for marketing, advertising, communication, public relations, etc. to assist in attracting new users and increase awareness among existing users;

- Adjust the hours of operation to be a total of 84 hours per week between the Stroud (39hrs) and Lakeshore (59hrs) Branches;

- Assess the need for additional services for Seniors and individuals with disabilities; and

- Ensure that adequate programming is provided for youth, adults and seniors.

4.2   Innisfil Public Library's Future: A Part of Your Life. Four-Year Strategic Plan for Innisfil Public Library 2007-2011

In 2007, the Innisfil Public Library completed a Strategic Plan that built on the 2003 Strategic Plan which "recognized the need for direction in one of the fastest growing communities in Ontario" and addresses new challenges that had developed in the years since[8].

The new Strategic Plan consists of 4 Strategic Priorities defined by the library: people, spaces and places, infrastructure, and marketing and communication. These were accompanied by the following objectives established to guide future direction:

People

1. That staff are highly skilled and: effectively performing their current job responsibilities; fully participating in discussions regarding future library plans and programs; and realizing their potential within the library.

2. That staff, the Board and volunteers are all aligned, working together towards our strategic priorities.

3. The person power and requisite funding are in place to enable staff to participate in development and learning opportunities, and to implement the objectives and actions of this strategic plan.

Spaces and Places

1. To have the Cookstown Branch accredited and ensure the continued accreditation of all branches.

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[8] Innisfil Public Library (Feburary 2007). Innisfil Public Library's Future: A Part of Your Life. A Four-Year Strategic Plan for Innisfil Public Library 2007-2011.

2. That the library becomes "one window' that increases the library's relevance in the lives of those living in our community and encourages people to spend more time in both the physical and virtual spaces and programs.

3. That the library leaves no resident behind, and is responsive to what is happening in our community and in the world around us.

4. To be recognized by our community for our incredible services and collection.

Infrastructure

1. To collaborate with other community partners to provide enhanced services and resources to the community.

2. To enable our community to easily find and use community resources in whatever format works best for them.

Marketing and Communication

1. To have a focused, cost-effective marketing plan that builds the peoples understanding of both the collective library and local branches and furnishes us with a coordinated look and identity.

2. That the library's brand resonates with the community, is recognized throughout the community, and draws people to our services and programs.

4.3 Inspiring Innisfil 2020: A Strategy for the Future; Economy, Community, Tourism and Culture

In March, 2011 a Strategic Plan was developed by the Town of Innisfil. Established from the amalgamation of several separate communities, the Town of Innisfil has struggled to identify themselves as one and, according to this report, "this lack of a cohesive identity has led to the perception that there is a fragmented sense of community in Innisfil". During the early stages of the consultation process, almost 900 residents came out to share their vision for the future of Innisfil. This outpouring of support was unusual for Innisfil and meant that, for the first time, residents were interested in becoming involved with the future of their community.

Key Findings[9]

Key findings documented in the Strategic Plan that are of particular relevance to this study include:

Innisfil needs much stronger medium and long-term planning: Innisfil needs to lead growth and development with strong, clear policies, and not follow random development proposals. The Town must assert itself to shape the community that residents want.

Innisfil is not ready for what's ahead: Pressure will be exerted by population expansion, changing immigration patterns, continued urban encroachment, and growing demands on land use and community development. The Town is not ready for all of these significant shifts.

There are pockets of artistic and cultural expression yet very little support: Arts and culture will attract tourists and make Innisfil a more appealing community. Supported properly, cultural volunteers leverage a great deal of value in any community.

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[9] Inspiring Innisfil 2020: A Strategy for the Future; Economy, Community, Tourism and Culture.

`5.0 LIBRARY SERVICE PROFILE

5.1 Library Profile

The Innisfil Public Library is currently comprised of four branches, Lakeshore, Stroud, Churchill and Cookstown. This section provides a profile, based on information provided by staff, of the facilities and services of the Innisfil Public Library. The following, provides a brief overview of each branch within the Innisfil Public Library system. Table 5.3 provides a more detailed description of key service indicators for each branch.

Lakeshore

The Lakeshore Branch, the largest of the Innisfil Public Library branches, opened in Alcona on September 4, 2001. The Lakeshore facility contains a collection of 40,000 books, CDs, DVDs, magazines and audiobooks, and provides 12 computers with Internet access and 3 early literacy stations. These stations are located in the children's area (12yrs and under). In addition to these amenities, the Lakeshore Branch facility also contains Community Room for programs and special events, and a Training Room with an additional 12 computers that are used for instructed computer classes.

Stroud

The Stroud Branch was originally organized in 1912 by the Stroud Women's Institute. Now located in the Stroud Community Center, the Stroud Branch started as a collection of one hundred books available from the general store. This branch contains over 20,000 books, magazines, CDs, DVDs and audiobooks, as well as the Local History Collection. In addition to this commendable collection, the Stroud Branch facility contains six up-to-date computers with Internet access and two early literacy stations.

Churchill

First opened in the home of its librarian, the Churchill Branch of the Innisfil Public Library has grown significantly. By 1903, the library had 307 books and today the Churchill Branch contains over 10, 000 items including books, magazines, movies, audio books, CDs, and large print books. As well, three computers with Internet access and one early literacy station are available for public use.

Cookstown

The first library in Cookstown was created in 1898 by a group of volunteers and remains an important feature of the community. In 2009, the Cookstown Branch moved to a new state-of-the-art facility and

today boasts a collection of over 10,000 books, magazines, DVDs, CDs and audiobooks. Additionally, the Cookstown facility provides 4 Mac computers, 4 PCs and 2 early literacy stations for public use.

Information regarding the size and location, and hours of operation for the Innisfil Public Library is outlined in Tables 5.1 and 5.2 below:

Table 5.1:   Innisfil Public Library Locations and Size

Branch Name	Location/Community	Current Size (ft²)
Lakeshore	Alcona	11,506
Stroud	Stroud	4,547
Churchill	Churchill	1,784
Cookstown	Cookstown	6000
		TOTAL: **19,163**

Table 5.2:   Hours of Operation

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Lakeshore	Closed	Closed	9:30-9:00	9:30-9:00	9:30-9:00	9:30-5:00	10:00-5:00
Stroud	Closed	Closed	10:00-9:00	10:00-9:00	10:00-9:00	10:00-5:00	10:00-5:00
Churchill	Closed	Closed	1:00-7:00	1:00-8:00	1:00-7:00	Closed	10:00-5:00
Cookstown	Closed	Closed	1:00-8:00	10:00-8:00	1:00-8:00	10:00-5:00	10:00-3:00

Table 5.3:   Key Service Indicators - Innisfil Public Library Branches

		Churchill	Cookstown	Lakeshore	Stroud
1.	**Estimated Catchment Population 2006 Census**	31,175	31,175	31,175	31,175
2.	**Geographic Area Served**	Churchill, Gilford, Lefroy	Cookstown	Alcona, Lefroy	Stroud, Sandy Cove
3.	**Total Holding Capacity**	276 individual 3 ft. wide shelves + spinners with 96 5" shelves	278 individual 3 ft. wide shelves + 12 @ 2 ft. wide + 3 @ 29" wide + 12 @ 15" wide + 44 @ 32" wide + 24 @ 44" wide	933 @ 3 ft. wide + 10 @ 2ft. wide	550 @3 ft. wide + spinners with approximate capacity of 1984 paperbacks + picture book shelving with approximate capacity of 1144.
4.	**Collection Size (Volumes) ****	108,391	108,391	108,391	108,391
5.	**Reference Materials (Volumes) ****	2691	2691	2691	2691
6.	**Print Periodicals ****	210 titles	210 titles	210 titles	210 titles
7.	**Annual Circulation ****	15,477	53,522	141,180	56,009
8.	**Number of Visits (if available) ****	3012/wk in person + 7437/wk electronic	3012/wk in person + 7437/wk electronic	3012/wk in person + 7437/wk electronic	3012/wk in person + 7437/wk electronic
9.	**Total Weekly Hours of Operation**	26	36	49	47
10.	**Branch Size (Gross sq. feet)**	1784	6000 (approx.)	11,000 (approx.)	4547
11.	**Facility meeting room space (sq. feet)**	Basement – 517 sq. ft.	Program Room, Community Room – 414 sq. ft.	Community Room, Training Room – 1066 sq. ft.	n/a
12.	**Year Opened/Age of Facility *****	1974	2009	2001	1975
13.	**Barrier free access (yes/no)**	No	Yes	Yes	Yes
14.	**Accessible washroom space (yes/no)**	No	Yes	Yes	Yes
15.	**Staff in FTE**	22.08	22.08	22.08	22.08
16.	**# of public access computer workstations**	4	12	33	10
17.	**# of public access computer workstations with internet access**	3	10	29	8
18.	**Seating, # of user spaces**	8	51	76 + 50 stacking chairs	18 + 46 stacking chairs

*Many customers use more than one branch or go to a branch that is not necessarily the closest branch to home

**Annual survey numbers

***Length of time located in current facility

dmA Planning & Management Services
Dysart & Jones Associates

6.0 STAKEHOLDER INPUT

6.1 Key Themes – Key Informant Interviews and Focus Groups

The consultants conducted personal interviews with key informants (Board members, elected representatives, municipal and library staff and residents representing library users or community service providers) and focus groups (with library users). The key themes from these consultations are noted below.

The Library Today – Strengths; Contributions to the Community; Positive Influence in the Life of Residents

The IPL was very positively evaluated by most of those participating in the focus groups and the key informant interviews. The Library was seen as a major contributor to the quality of life in Innisfil and an extremely valuable service provider. Some of the more frequently mentioned strengths included:

- Excellent children's programs; a safe location; a place that brings together parents and children
- A social hub for the community – the library brings together residents, is welcoming and friendly and a place where residents of all ages and interests can come together
- Great programs – programs of interest to all age groups and a variety of interests
- Builds a sense of community.
- Attempts to reach out to and involve the community including individuals who may not be library users (the recent movies in the park were often cited as an example).

The participants were also asked to comment on those in the community who don't use the library (most of the participants were library users). The following reasons were most often cited for non-use:

- Available time is a problem; especially for households with children and for commuters
- Lack of awareness with the library and its full range of services
- Some may feel the library is "irrelevant" or "boring" – all about books. The internet and other forms of entertainment may be preferred.

A Changing Community – Opportunities and Challenges that May Have Implications for the Library in the Future

Participants were asked for their perception of how the community is changing in ways that may have implications for the future of library services. Frequent responses included:

- The growth, combined with Innisfil's strategic location on the 400 corridor, will transform the community and more importantly bring it together. This was a theme captured in the recent strategic plan and will be a future focus. It will be reflected in more attention to economic development, regional partnerships, the growth of small business and a stronger relationship between agencies and associations serving all of Innisfil.

- The lack of public transit is particularly challenging for youth, seniors and low income residents; this issue was cited by almost everyone interviewed and frequently discussed in the focus groups.

- Expanding commuter population; potentially less connected to the community; less time to participate; fewer volunteers.

- Increasing diversity.

- Rapid growth which will bring new people into the community who must be encouraged/invited to take an active part in the affairs of the community and, for long time residents, changes with which they must become accustomed.

- The challenge of financing new municipal services in a rapidly growing community. The need to keep pace with the demand for soft services at the same time that significant demands are placed on the Town to address expanded infrastructure.

- The challenge of reconciling urban growth with the historic rural nature of the community and with the community's interest in protecting unique and valued environmental and waterfront resources.

- Addressing the needs of an aging society; and increasingly older adults with different interests and needs than earlier generations (the Zoomers).

- Despite Innisfil's growth, many services (such as job training; community college courses) are only available in Bradford or Barrie. This creates a major problem for those without cars and increasingly a portion of the community may be in this situation.

The Future of the Library – Addressing the Needs of A Changing Community and Adopting New Roles to Meet Emerging Needs

In view of the changes in the community and the challenges and opportunities associated with library services, participants were asked how their library should be different in the future than it is today. All of those interviewed stressed the importance of retaining the strengths and many contributions of the library

today (as reported above). Many of the participants also had a difficult time answering this question – while they acknowledged that change was likely, particularly with respect to new technologies, they were not sure what that meant for the library. The following are possible implications and future directions identified by participants in response to this question:

- Consistent with the notions of building a stronger and more integrated community – the IPL must be more connected with the community. This reaching out to the community should involve programming and services and greater use of virtual services to engage residents, service providers and businesses.

- Greater use of social media and an improved web-site or web experience to communicate with and engage the community.

- The IPL could be an "entry point to the community" for new Canadians.

- One of the ways in which the community will be brought closer together is with more events celebrating cultural and heritage. The IPL would be a logical partner in these efforts and be a place of experiences for the community.

- The IPL can also be a resource to community residents and groups engaged in important topics that will define the community's future (urban-rural land use; the future of the waterfront; sustainability; boundary adjustment/relationships with neighbouring municipalities/regional planning, the need for active and healthy lifestyles, etc.)

- Enhanced social space – a stronger role for the library as the "centre of the community" offering a wide range of programs, information services, and resources that are relevant to all sectors of the community.

- Stronger partnerships – closer relationships with other service providers and perhaps a stronger role in supporting sectors of the community that may not always view the library as a resource (e.g. the small business sector). The library was referred to as a community referral point – directly people to appropriate services and programs.

- These partnerships might also be expressed in future facility models where the library is part of a multiuse complex with recreation, education or other services (similar to Cookstown but on a larger scale). The changing role of the Library may suggest a need for larger, and therefore fewer, branches. This may not be popular among current users and may be a challenge in a large, urban-rural municipality like Innisfil.

- Value added services – in addition to being the "keeper" of the information, a stronger role in assisting the community to use that information (training in technology; links to credible web-sites; enhanced access to technology for those that can not afford to access it on their own, access to video-conferencing, etc.).

▪ Greater use of technology – more virtual services; establishment of an "on-line branch". The Library may also play a role as trainer and facilitator by providing access to technology that enhances the creativity and productivity of community groups and associations. The marriage of technology and creation of knowledge is a unique opportunity for the Library.

▪ New residents and possible new services will place much greater emphasis on marketing. The library needs to re-position itself and be much more prominent in the minds of the community. Some suggested that the look of the library needs to change to change people's perception of it as a "book place".

▪ Many supported a stronger connection with the schools – but the exact nature of this partnership and how it would differ from past practices was not always clear.

Other Issues Raised

▪ The staff at the IPL were strongly supported and positively evaluated; however, a few are nearing retirement age and the need for a succession plan was noted.

▪ Future governance – will Board members with the appropriate skills and interests to oversee the transition of the library be willing and able to commit time?

▪ When asked if they had advice for the Board as it considers the Library's future, people envisioned the library as a community focal point: "the library is a meeting place, the soul of the Town, and the Town has many new residents that may not know other residents or much about the community". "The Library isn't a book lender – it is a community resource".

6.2 Library Staff Workshop

Key questions discussed with staff and a summary of responses are noted below.

1. Thinking of the slogan, "Libraries Matter," what will Innisfil Public Library (IPL) be doing to "matter" to the Innisfil community during the next 5 years as the community changes? What kind of programs? Services?

   - free services
   - early literacy component
   - collaboration with others – providing meeting spaces and informal meeting spaces – they rely on us and we rely on them
   - stronger community connection
   - a place to be – to meet people

2. What new initiatives or approaches to library service are occurring in other libraries that you've seen or heard about that should be considered for your library?

- programs for kids and families
- IPL does many innovative programs now (e.g. human library and light up night)
- author visits – art in the buildings
- virtual tours of the libraries
- audio books for commuters
- more diversified staff teams with perspectives from other occupations (teaching, arts, museums)
- educate residents in technology
- educate staff to embrace change

3. What key issues need to be addressed by the Library over the next 5 years?
- getting our technology working reliably, and the budget to have technology operating properly
- systems and software in place to handle the bigger processes like scheduling and acquisitions
- more marketing – outreach at community events – more community awareness
- different positioning of the library in the community; attract non-users
- more open hours

4. Place yourself in 2016. A friend asks you to "look back" on the Library from 2016 to 2011, and asks you what the best thing about working at Innisfil Public Library has been during 2011-2016 --- what positive changes has the Library made from 2011 – 2016? What changes to its services? Its procedures? Technologies? Training? Staffing? Spaces? Other?

- online registration and interactive calendar – visualization of programs
- face-to-face with technology
- strong relationship with our users at all phases of their life; in Cookstown we have core group of kids and they will have grown with us
- more usage of databases
- more creative displays
- library feels a sense of community
- more multicultural
- more about the arts and teaching & education
- busy hub areas – great signage
- Tim Hortons in the library
- separate teen area with a door and technology; more for teens – their own bookclubs
- Webcasts – University in Barrie – more things for adults –
- more e everything
- for children's area – have hands-on toys – toy lending collection
- no circulation desks – we have people signed out at sign out desks!!

- new Churchill library, with Tim's in it
- new Lefroy building
- Library staff are easily distinguishable (some type of uniform – like in other customer service organizations)
- tons of customer awards
- all staff using tablets

5. What advice would you provide to the Board as they prepare the Strategic Plan:

- longer open hours (12 noon – 9PM) hire different staff just for evenings/weekends
- large Jewish summer community; enhance services
- services to accommodate commuters
- keep up the community involvement
- more programming for adults – population is aging
- programs to do comic strips, poetry – blogs –
- community engagement contracts for a year – we need long term – out there, everywhere
- fines – we lose the customers – we need an amnesty day – food for fines

6.3 Community Survey Results

A random representative telephone survey was conducted with approximately 300 households in Innisfil to investigate current attitudes, perceptions and current use of the library. The survey captured both users and non-users and provides an accurate and comprehensive representation of public opinions and behaviours associated with the IPL. The results are outlined in Appendix A.

APPENDIX A. COMMUNITY SURVEY RESULTS.

Innisfil Public Library Community Survey

October, 2011

Innisfil Public Library

FOUNDATION
RESEARCH GROUP INC.

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A. Residents need the public library to help find information in a world where information is available from so many sources: Users vs. Non-users

Overall, just over 3 of 4 respondents agreed that residents need the public library to help find information in a world where information is available from so many sources (76%). Library users were significantly more likely to agree with this statement when compared to Non-users (80%; compared to 64%).

B. All the information in the library I could just as easily get on the Internet : Users vs. Non-users

Just over 1 of 4 respondents agree that all the information in the library could just as easily be accessed on the internet. Non-users were significantly more likely than library users to agree with this sentiment (43%; compared to 20%).

C. The library won't change; it will provide much the same services in the future as it does today : Users vs. Non-users

Overall, just over 1 of 3 respondents agree that the library won't change and will continue to provide much the same services in the future as it does today (35%). It was found that Non-users were significantly more likely to agree with this statement (44%; compared to 32%).

D. The library provides resources that some people could not otherwise afford : Users vs. Non-users

The strong majority, nearly all respondents, agreed that the library provides resources that some people could not otherwise afford (97%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

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Innisfil Public Library

STATEMENT AGREEMENT

E. The library plays an essential role in training residents to access information through computers : Users vs. Non-users

Nearly 7 of 10 respondents surveyed agreed that the library plays an essential role in training residents to access information through computers (68%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

F. The library is a social hub in this community where people frequently get together : Users vs. Non-users

Over half of those surveyed agreed that the library is a social hub in the community where people frequently get together (56%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

G. The library is just not "top of mind" - I just don't think to go there : Users vs. Non-users

Just over 1 in 4 agreed that the library is just not 'top of mind' and they just don't think to go there (26%). Non-users were significantly more likely to agree with this statement when compared to Users (48%, compared to 18%).

H. You can measure the success of the community by the quality of the public library : Users vs. Non-users

Over half of those surveyed agreed that you can measure the success of a community by the quality of the public library (54%). Library Users were significantly more likely than Non-users to agree with this statement (59%; compared to 38%).

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I. With today's technology and easy access to information, I personally don't understand the need for libraries: Users vs. Non-users

The strong majority of respondents, nearly 9 of 10, disagreed with the statement that with today's technology and easy access to information they personally don't understand the need for libraries (87%). Users were significantly more likely than Non-users to disagree with this statement (91%; compared to 77%).

Past Year Innisfil Public Library Access or Service Usage (In-Person or Electronic): Children Under 14 in Household

Past year access of Innisfil Public Library or use of services (in-person or electronically) was significantly higher among those residents with children under the age of 14 in their household (92%; compared to 66% among those with no children under the age of 14 in the household). There were no statistically significant differences when comparing results by respondent age or gender for this question. Overall, just over 7 of 10 residents have accessed Innisfil Public Library or made use of services (in-person or electronically) in the past year (73%). It was also found that residents with some University, or a University Undergraduate degree were significantly more likely than those with a High School / Elementary education to have done so.(87%, 85%; compared to 66%).

Reasons for Not Visiting or Making Use of Innisfil Public Library in Past Year

The main reasons for not visiting or making use of Innisfil Public Library or its services in the past year were 'not needed' (28%), followed by 'too busy / no time', and 'get information from other sources' (16% each). The leading 'other' reasons for not making visiting or making use of Innisfil Library services in the past year were 'too busy / no time' (15%), followed by 'not needed' (9%), and 'library location is not convenient' (5%).

Innisfil Public Library

5

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Public Library Usage Change in Past 5 Years: Users vs. Non-users

Just fewer than 1 of 3 residents surveyed indicated their library usage has increased in the past 5 years (32%), while 1 in 5 indicated it has declined (20%), and just under half say it has remained about the same (48%). Users were significantly more likely to indicate an increase (39%; compared to 14% among Non-users).

Reasons for Visiting or Making Use of Innisfil Public Library Less Often Than 5 Years Ago

The main reason for residents visiting or making use of Innisfil Public Library and its services less in the past 5 years was 'children no longer use library / left home' (28%), followed by 'greater use of the internet' (22%), and 'less time for reading / leisure due to job or family pressures' (18%).

Past Year Usage Characterization

Overall, under one third of those who used the Innisfil Public Library or its services in the past year would characterize themselves as avid users (at least once every two weeks) (29%), just over 1 in 4 as a frequent user (at least once a month) (27%), under 1 in 3 as an occasional user (at least once every six months) (30%), and under 1 in 7 as infrequent users (no more than once in the last year) (14%). There were no statistically significant differences when comparing results by households with or without children under the age of 14 gender for this question. Respondents aged 18 to 24 were significantly more likely than those aged 35-54, 55-64, or 65+ to be characterize their usage as occasional (at least once every six months) (67%; compared to 29%, 28%, 26% respectively). It was also found that female residents that were surveyed were significantly more likely than males to characterize themselves as frequent users (at least once a month) (31%; compared to 19%). Those residents surveyed with an undergraduate University education were significantly more likely than those with a community college diploma / certificate or high school / elementary education to characterize themselves as frequent users (at least once a month) (46%; compared to 26%, 22% respectively).

EXECUTIVE SUMMARY

Visiting Innisfil Library with a Child

Overall, just over 1 of 3 residents surveyed that visit or make use of Innisfil Public Library services do so with a child (34%).

**Impact of Children on Regular Library Visitation
(Among those who visit with Children)**

Just over 4 of 10 residents who typically visit the library with a child indicated that they doubt they would be regularly visiting if it was not for their children (43%).

Understanding of What the Innisfil Public Library Provides

Fewer than 1 in 5 surveyed indicated they are aware of almost all of what the Innisfil Library provides (18%). Just over 4 of 10 believe they are aware of most, or are largely unaware (41% each).

Means of Finding Out about Non-book / Research Activities at Innisfil Public Library

Over half indicated that they find out about non-book / research activities at the Innisfil Public Library while in the library to borrow books (51%). Exactly 1 of 3 said advertising conducted by the library draws them in (33%), and just over 1 in 4 indicated they don't notice any advertising or promotion – they just visit the library from time to time (27%).

Opinions Regarding Innisfil Public Library vs. Other Public Libraries

Over half of those surveyed think the Innisfil Public Library is a good library, neither better nor worse than most libraries (51%). Just over 1 in 5 feel it is hard to compare as libraries are generally very similar (21%), and just fewer than 1 in 5 think they Innisfil Public Library is a top notch library, superior to most others they have visited (19%).

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Suggestions for Increasing Library Usage / Visitation

Among those respondents who provided a suggestion for increasing library usage / visitation it was found that the leading suggestions were to keep the library open more hours (7%), followed by improving or expanding the collection of popular fiction, and improving marketing & advertising about what the library has to offer (6% each). Additional suggestions for increasing library usage / visitation were to improve marketing & advertising about what the library has to offer (8%), keeping the library open more hours (7%), and providing more programs or activities for children (6%).

KEY FINDINGS

Innisfil Public Library

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Innisfil Public Library

Overall, just over 3 of 4 respondents agreed that residents need the public library to help find information in a world where information is available from so many sources (76%). Library users were significantly more likely to agree with this statement when compared to Non-users (80%; compared to 64%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

A. Residents need the public library to help find information in a world where information is available from so many sources: Users vs. Non-users

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
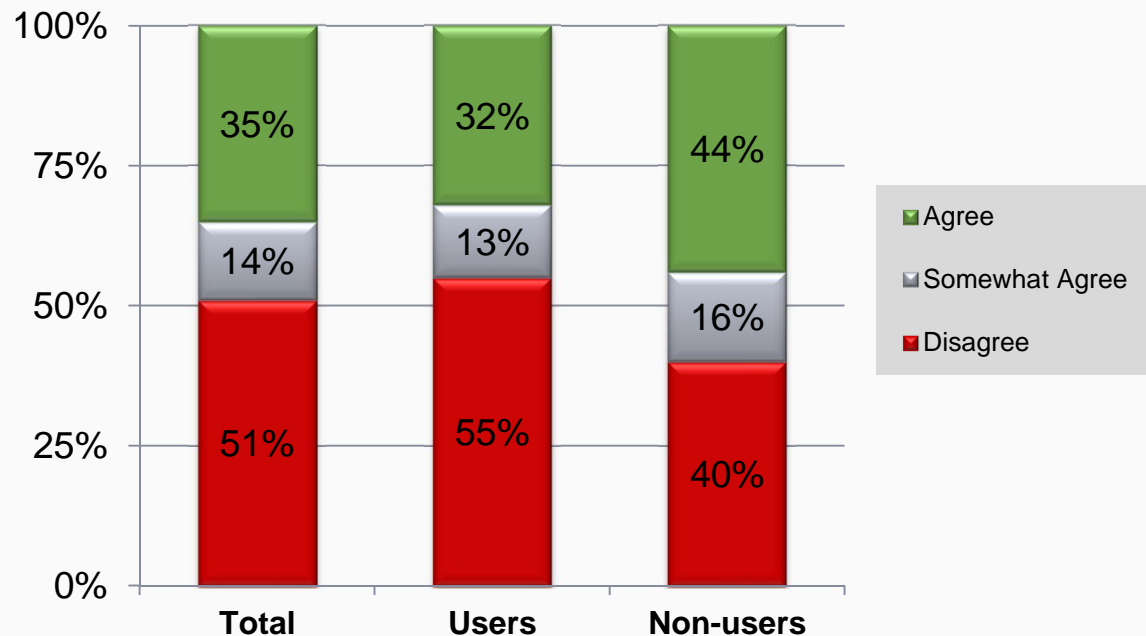
10

Just over 1 of 4 respondents agree that all the information in the library could just as easily be accessed on the internet. Non-users were significantly more likely than library users to agree with this sentiment (43%; compared to 20%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

B. All the information in the library I could just as easily get on the Internet : Users vs. Non-users

- Agree
- Somewhat Agree
- Disagree

	Total	Users	Non-users
Agree	26%	20%	43%
Somewhat Agree	27%	26%	30%
Disagree	47%	54%	27%

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
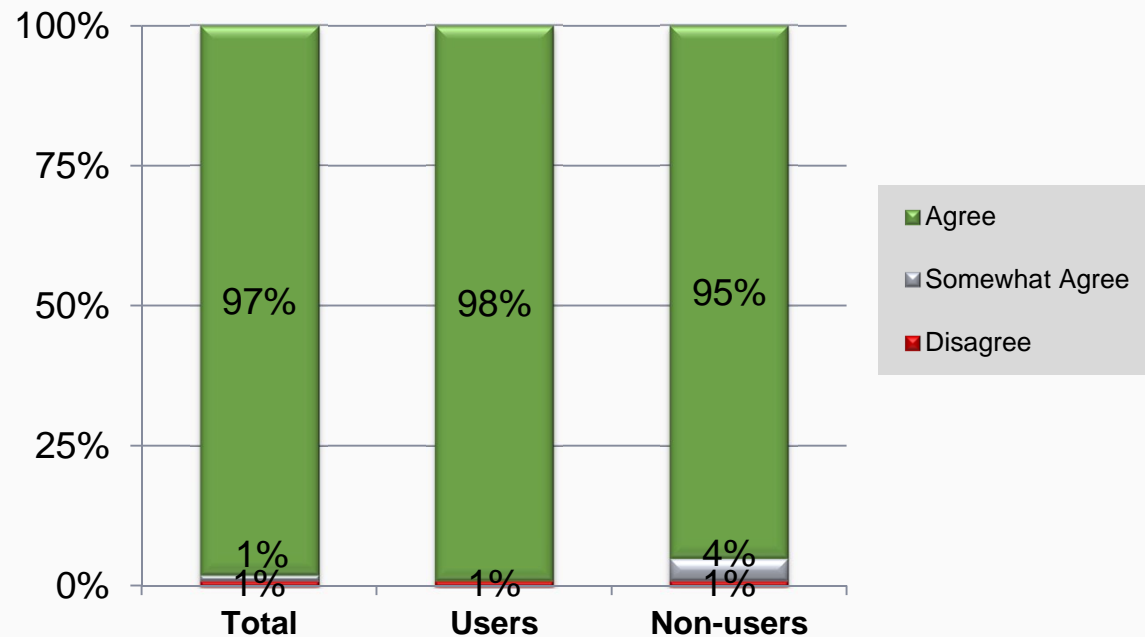
11

Overall, just over 1 of 3 respondents agree that the library won't change and will continue to provide much the same services in the future as it does today (35%). It was found that Non-users were significantly more likely to agree with this statement (44%; compared to 32%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

C. The library won't change; it will provide much the same services in the future as it does today : Users vs. Non-users

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
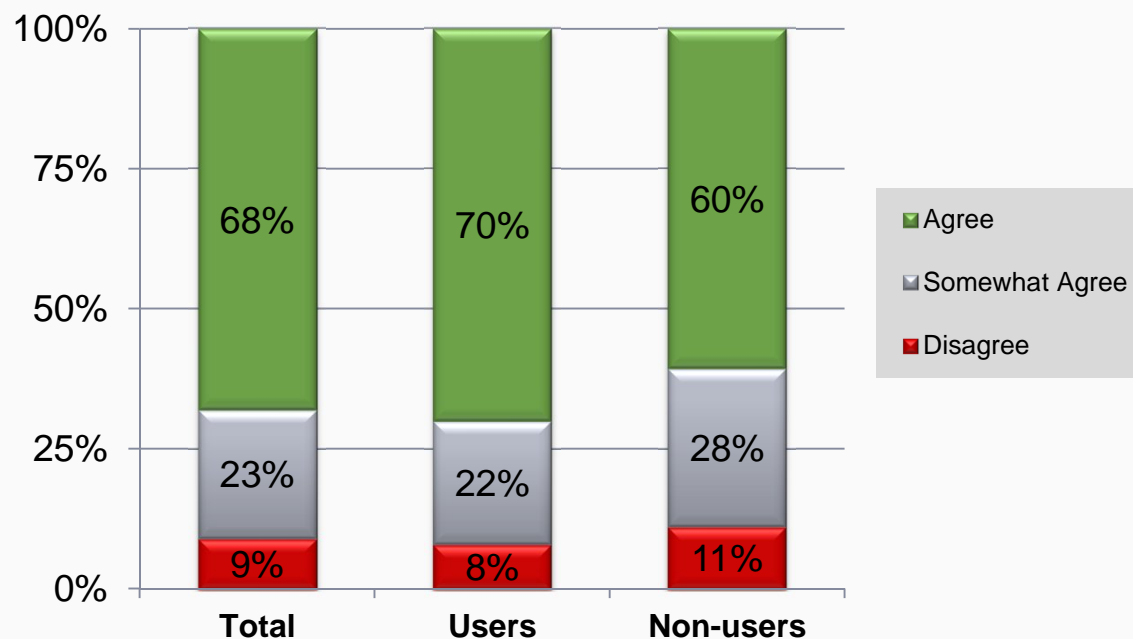
12

Innisfil Public Library

The strong majority, nearly all respondents, agreed that the library provides resources that some people could not otherwise afford (97%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

Total = 304 (all respondents)

Users = 223

Non-users = 81

D. The library provides resources that some people could not otherwise afford : Users vs. Non-users

- Agree
- Somewhat Agree
- Disagree

	Total	Users	Non-users
Agree	97%	98%	95%
Somewhat Agree	1%		4%
Disagree	1%	1%	1%

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
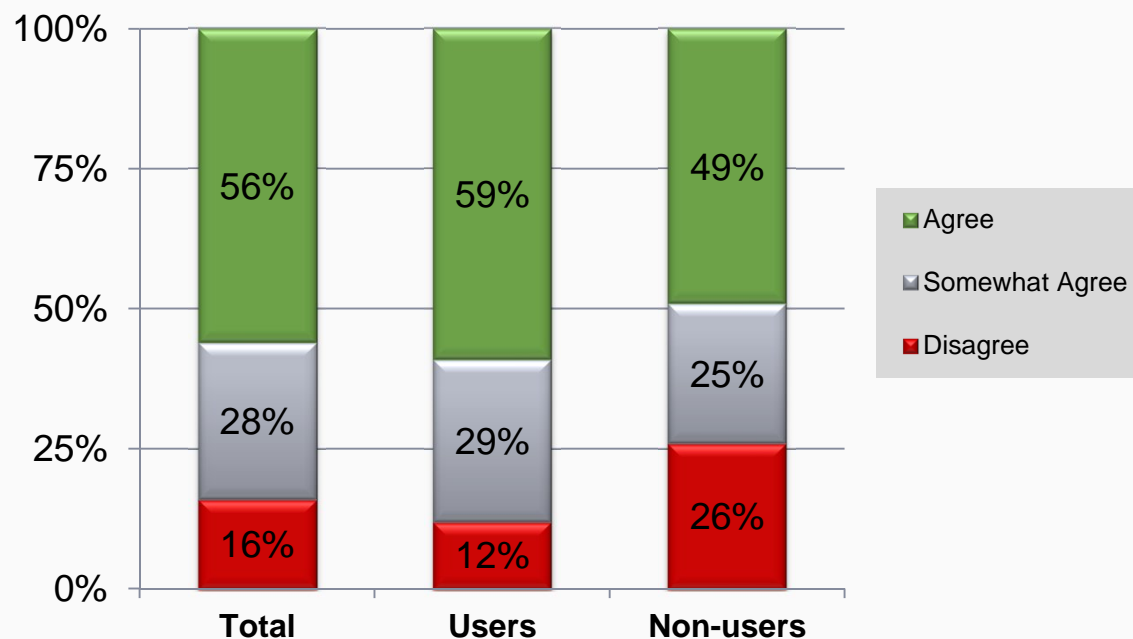
FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Nearly 7 of 10 respondents surveyed agreed that the library plays an essential role in training residents to access information through computers (68%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

Total = 304 (all respondents)

Users = 223

Non-users = 81

E. The library plays an essential role in training residents to access information through computers : Users vs. Non-users

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.

14

KEY FINDINGS

Innisfil Public Library

Over half of those surveyed agreed that the library is a social hub in the community where people frequently get together (56%). There were no statistically significant differences found between Users and Non-users in regards to this statement.

Total = 304 (all respondents)

Users = 223

Non-users = 81

F. The library is a social hub in this community where people frequently get together : Users vs. Non-users

- Agree
- Somewhat Agree
- Disagree

	Total	Users	Non-users
Agree	56%	59%	49%
Somewhat Agree	28%	29%	25%
Disagree	16%	12%	26%

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
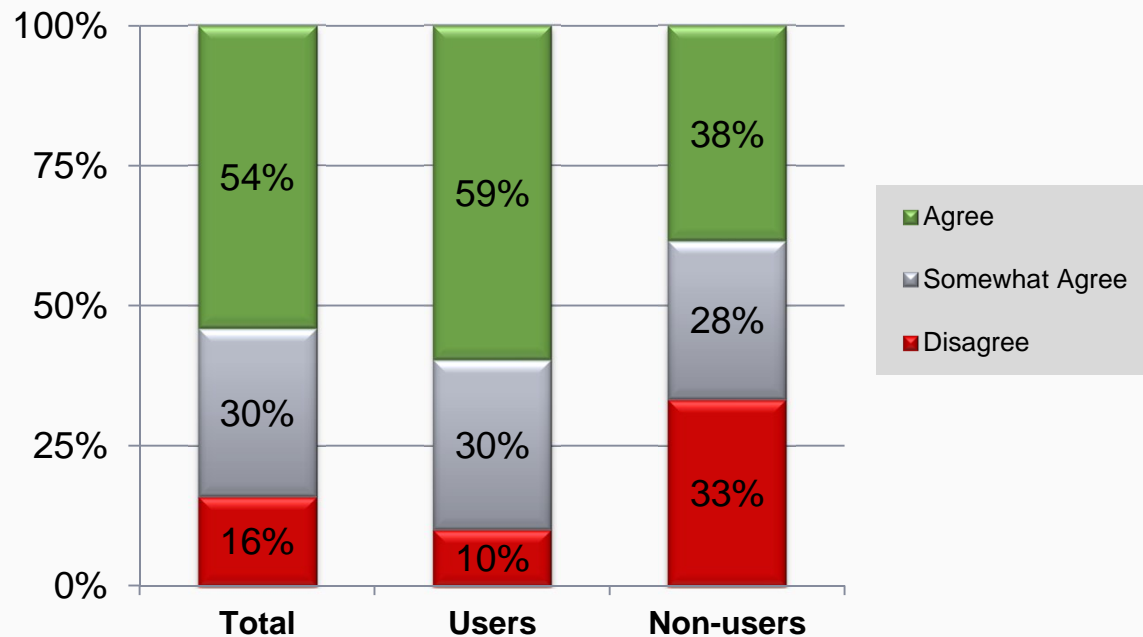
15

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Just over 1 in 4 agreed that the library is just not 'top of mind' and they just don't think to go there (26%). Non-users were significantly more likely to agree with this statement when compared to Users (48%, compared to 18%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

G. The library is just not "top of mind" - I just don't think to go there : Users vs. Non-users
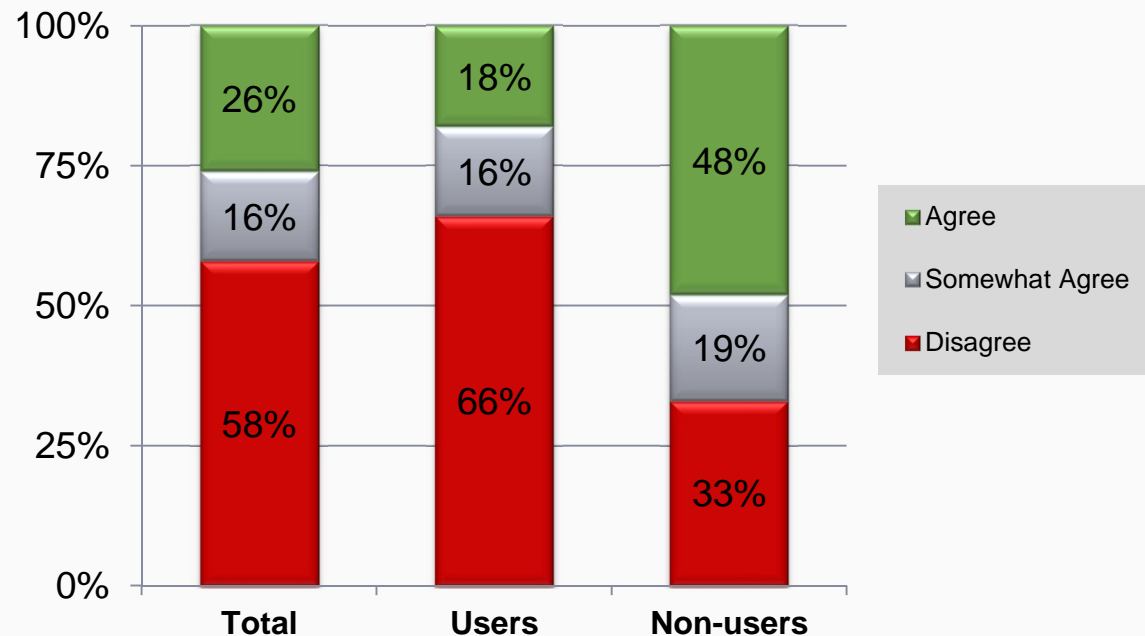
Legend: Agree, Somewhat Agree, Disagree

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.

16

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Over half of those surveyed agreed that you can measure the success of a community by the quality of the public library (54%). Library Users were significantly more likely than Non-users to agree with this statement (59%; compared to 38%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

H. You can measure the success of the community by the quality of the public library : Users vs. Non-users

Legend:
- Agree
- Somewhat Agree
- Disagree

	Total	Users	Non-users
Agree	54%	59%	38%
Somewhat Agree	30%	30%	28%
Disagree	16%	10%	33%

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.
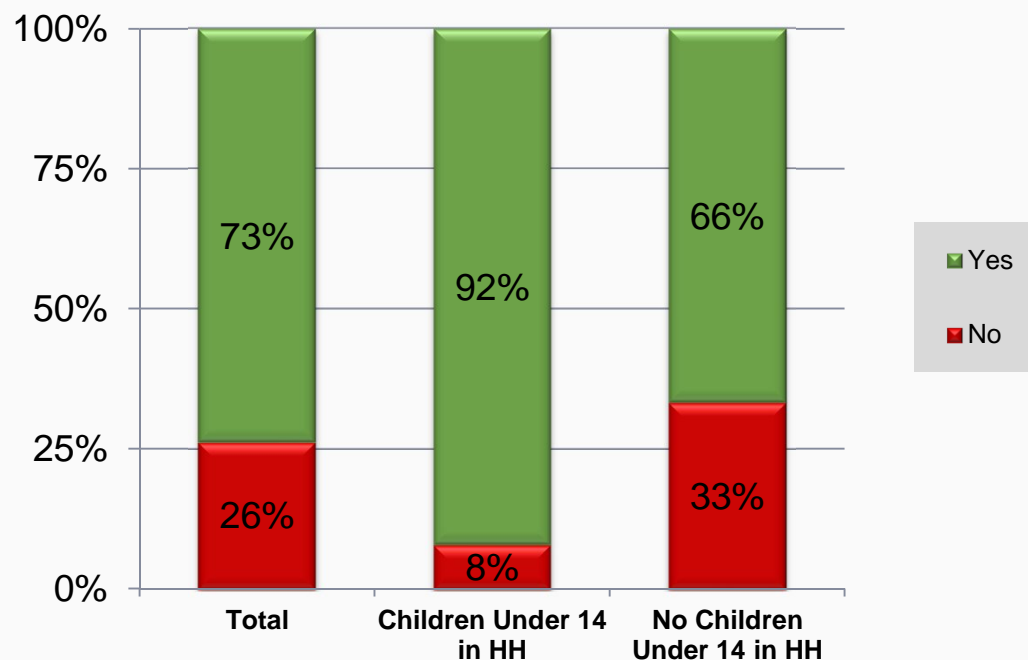
FOUNDATION RESEARCH GROUP INC.

Innisfil Public Library

The strong majority of respondents, nearly 9 of 10, disagreed with the statement that with today's technology and easy access to information they personally don't understand the need for libraries (87%). Users were significantly more likely than Non-users to disagree with this statement (91%; compared to 77%).

Total = 304 (all respondents)

Users = 223

Non-users = 81

I. With today's technology and easy access to information, I personally don't understand the need for libraries : Users vs. Non-users

Q1. I'm going to read you a list of statements that some people say describe public libraries. Please indicate if you agree, somewhat agree, or disagree with the statement.

18

FOUNDATION
RESEARCH GROUP INC.
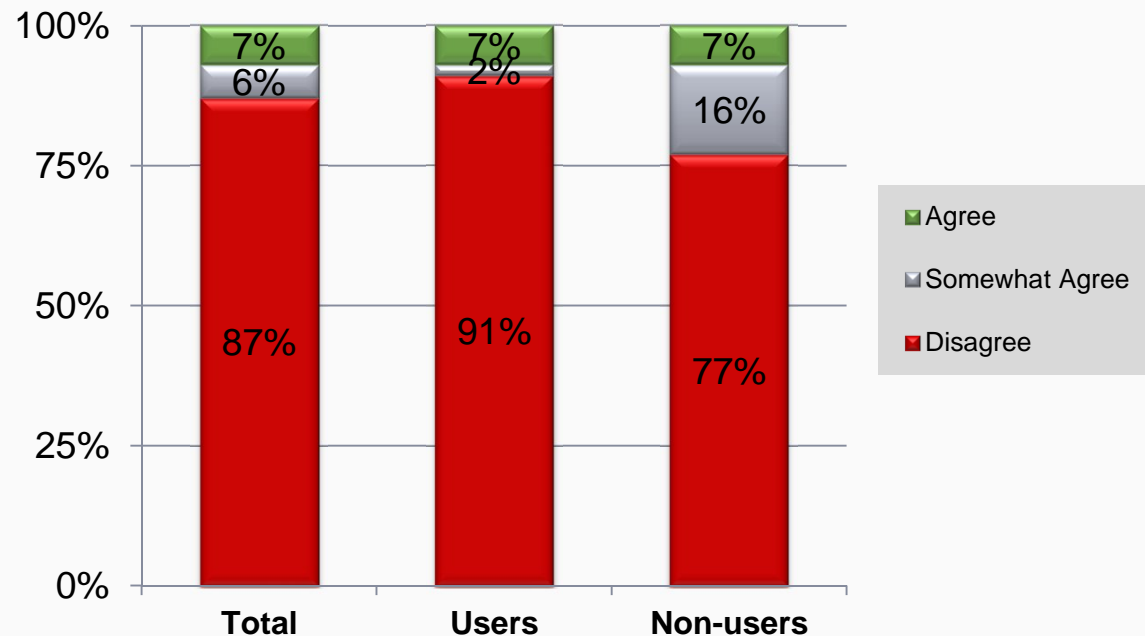
KEY FINDINGS

Past year access of Innisfil Public Library or use of services (in-person or electronically) was significantly higher among those residents with children under the age of 14 in their household (92%; compared to 66% among those with no children under the age of 14 in the household).

Total = 304 (all respondents)

Children Under 14 in HH = 84

No Children Under 14 in HH = 216

Past Year Innisfil Public Library Access or Service Usage (In-Person or Electronic): Children Under 14 in Household

Q2. In the past year did you or other members of your household visit or access in person or electronically any of the services of the Innisfil Public Library?
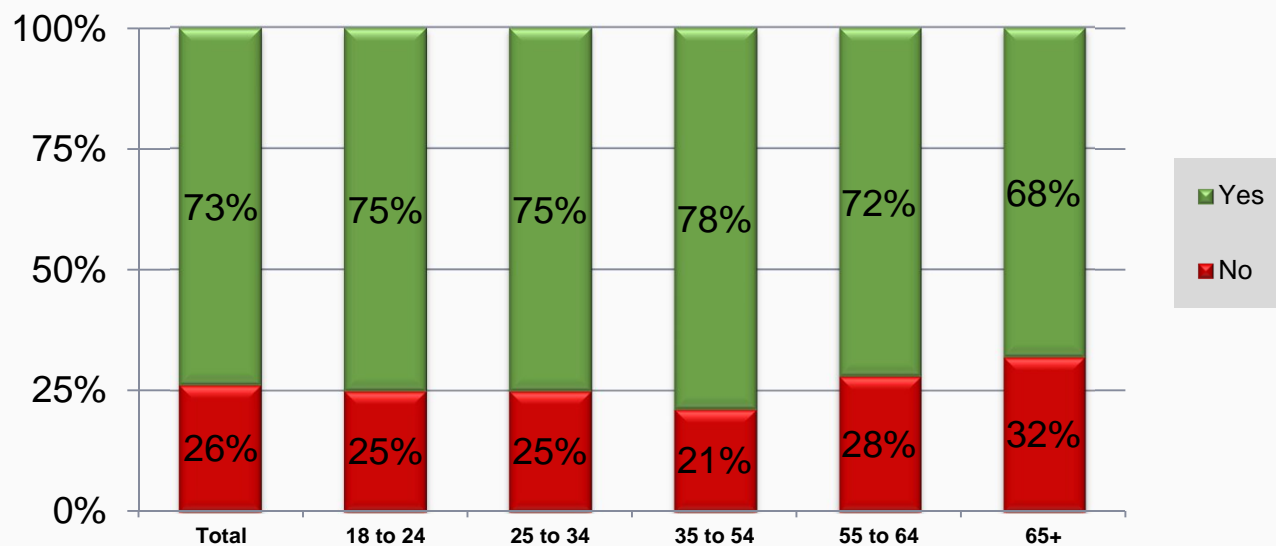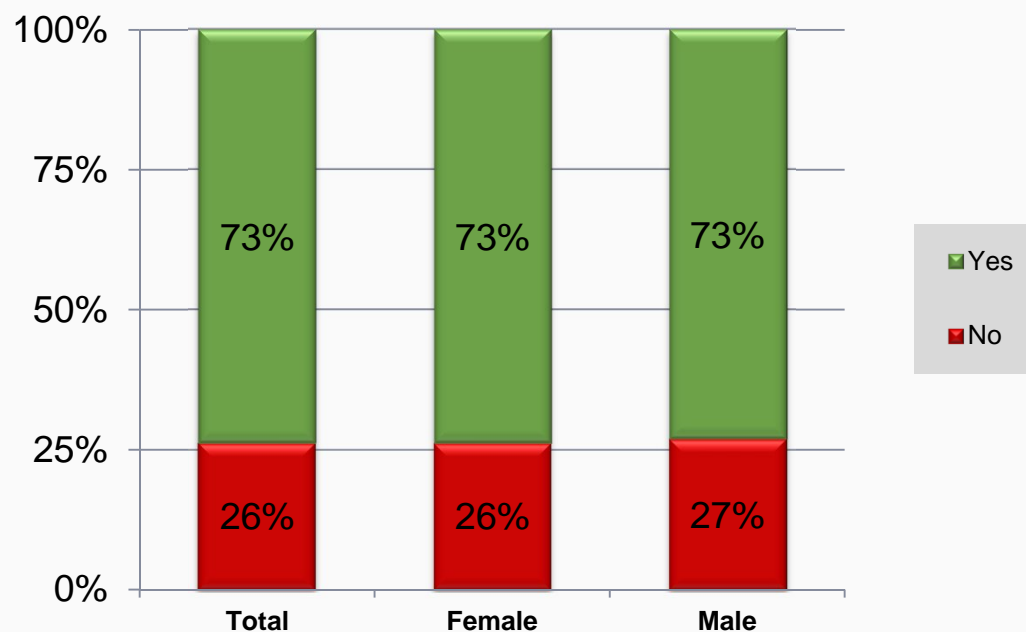
19

FOUNDATION RESEARCH GROUP INC.

Innisfil Public Library

There were no statistically significant differences when comparing results by respondent age for this question.

Past Year Innisfil Public Library Access or Service Usage (In-Person or Electronic): Age

	Total	18 to 24	25 to 34	35 to 54	55 to 64	65+
Yes	73%	75%	75%	78%	72%	68%
No	26%	25%	25%	21%	28%	32%

Total = 304 (all respondents)
18-24 = 12*
25-34 = 24*
35-54 = 124
55-64 = 54
65+ = 68
Interpret with caution due to sample size

Q2. In the past year did you or other members of your household visit or access in person or electronically any of the services of the Innisfil Public Library?
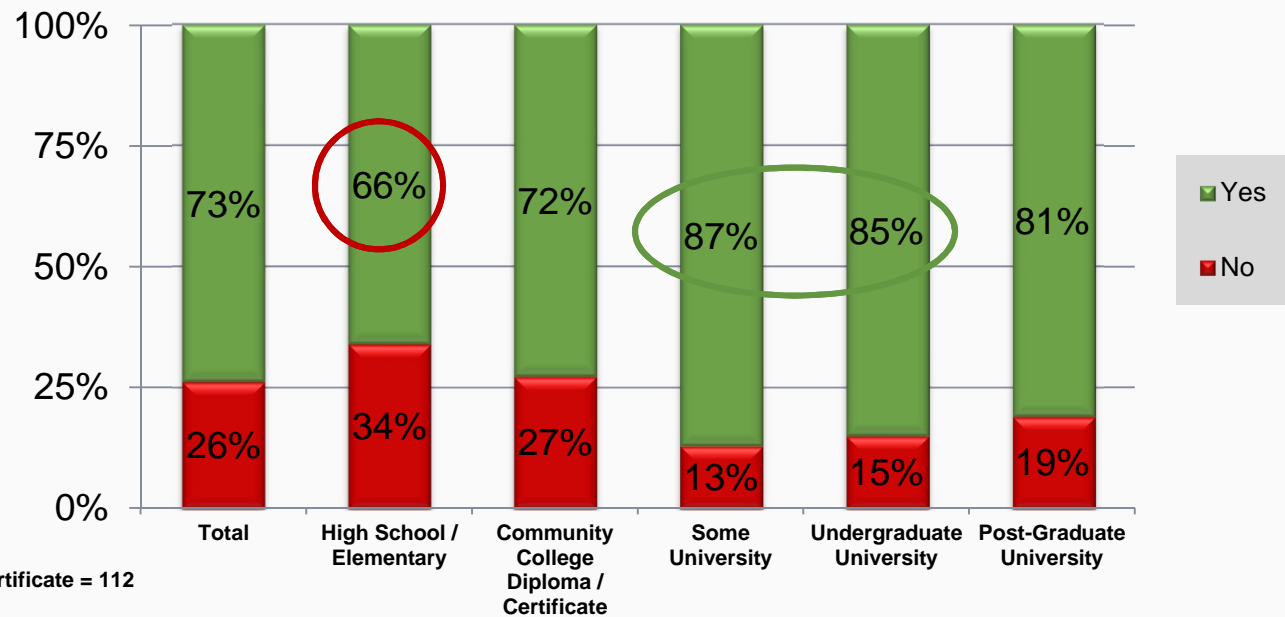
20

FOUNDATION
RESEARCH GROUP INC.

Overall, just over 7 of 10 residents have accessed Innisfil Public Library or made use of services (in-person or electronically) in the past year (73%). It was also found that residents with some University, or a University Undergraduate degree were significantly more likely than those with a High School / Elementary education to have done so.(87%, 85%; compared to 66%).

Total = 304 (all respondents)
High School / Elementary = 103
Community College Diploma / Certificate = 112
Some University = 23*
Undergraduate University = 33*
Post-Graduate University = 26*

Interpret with caution due to sample size

Past Year Innisfil Public Library Access or Service Usage (In-Person or Electronic): Education

Legend: ■ Yes ■ No

	Total	High School / Elementary	Community College Diploma / Certificate	Some University	Undergraduate University	Post-Graduate University
Yes	73%	66%	72%	87%	85%	81%
No	26%	34%	27%	13%	15%	19%

Q2. In the past year did you or other members of your household visit or access in person or electronically any of the services of the Innisfil Public Library?
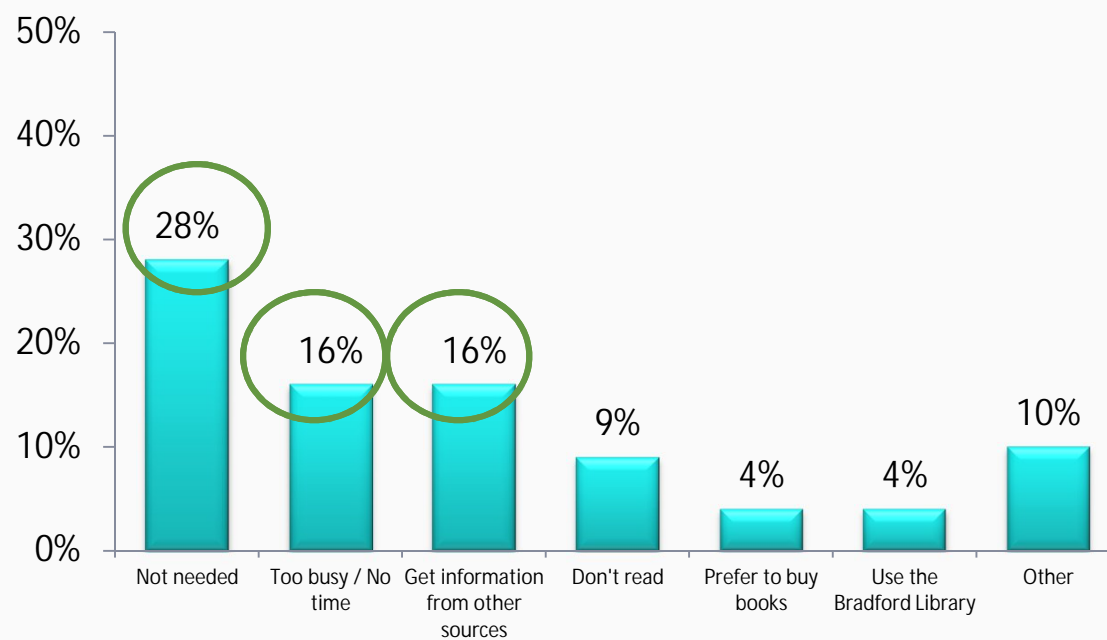
FOUNDATION RESEARCH GROUP INC.

Innisfil Public Library

Main Reason for Not Visiting or Making Use of Innisfil Public Library in Past Year

The main reasons for not visiting or making use of Innisfil Public Library or its services in the past year were 'not needed' (28%), followed by 'too busy / no time', and 'get information from other sources' (16% each).

Total = 81 (did not use Innisfil Public Library services in past year)*

Only total results shown due to limited sample / Results under 3% omitted

**Q3. What is the MAIN reason you did not visit or use the Innisfil Public Library in the past year?**

23

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

The leading 'other' reasons for not making visiting or making use of Innisfil Library services in the past year were 'too busy / no time' (15%), followed by 'not needed' (9%), and 'library location is not convenient' (5%).

Other Reasons for Not Visiting or Making Use of Innisfil Public Library in Past Year
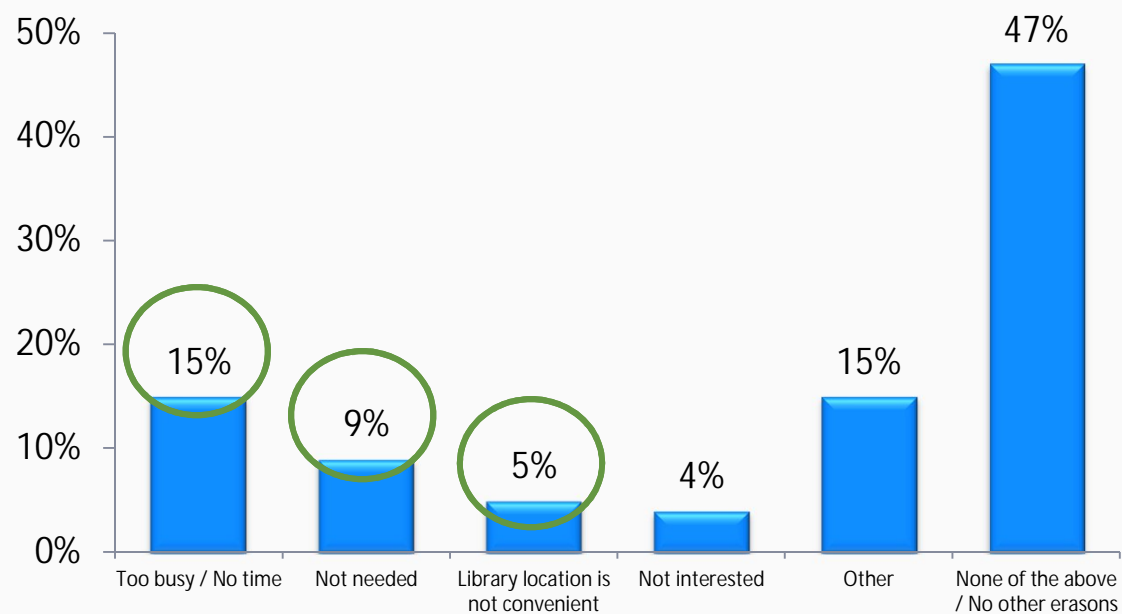
Total = 81 (did not use Innisfil Public Library services in past year)*

Only total results shown due to limited sample / Results under 3% omitted

Q4. What other reasons did you have for not visiting or using the Innisfil Public Library in the past year?

24

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RESEARCH GROUP INC.

Innisfil Public Library

Just fewer than 1 of 3 residents surveyed indicated their library usage has increased in the past 5 years (32%), while 1 in 5 indicated it has declined (20%), and just under half say it has remained about the same (48%). Users were significantly more likely to indicate an increase (39%; compared to 14% among Non-users).

Total = 304 (all respondents)

Users = 223

Non-users = 81

Public Library Usage Change in Past 5 Years: Users vs. Non-users

- More often
- Less often
- About the same
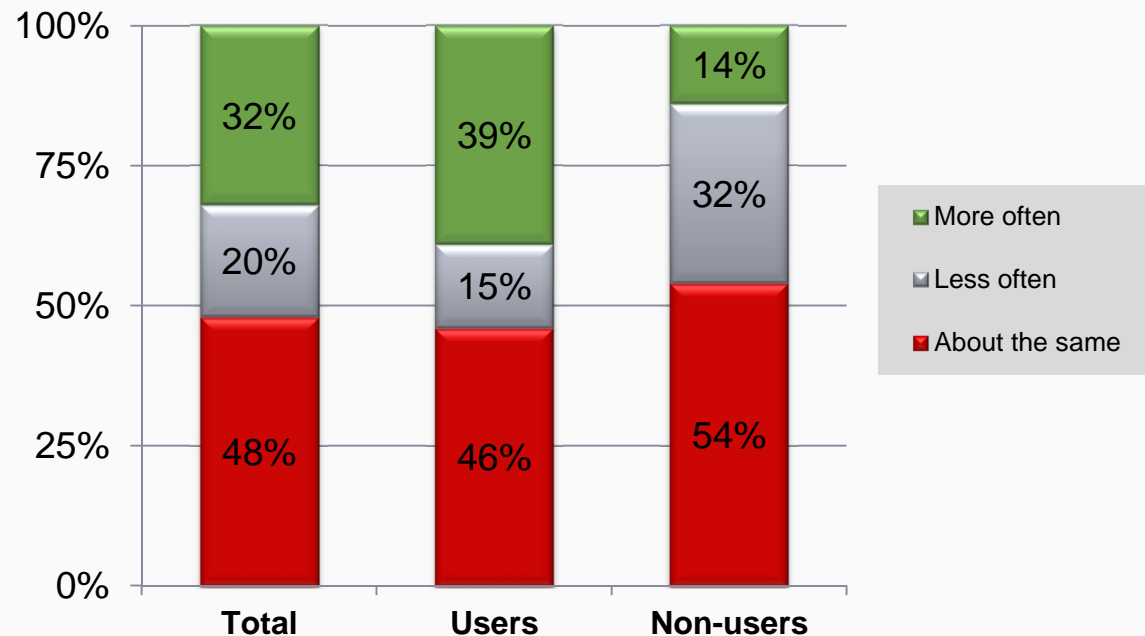
Q5. Has your use of the public library in Innisfil or elsewhere changed in the past five years? Compared to five years ago would you say that you and other members of your family use the public library...

25

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

The main reason for residents visiting or making use of Innisfil Public Library and its services less in the past 5 years was 'children no longer use library / left home' (28%), followed by 'greater use of the internet' (22%), and 'less time for reading / leisure due to job or family pressures' (18%).

Reasons for Visiting or Making Use of Innisfil Public Library Less Often Than 5 Years Ago
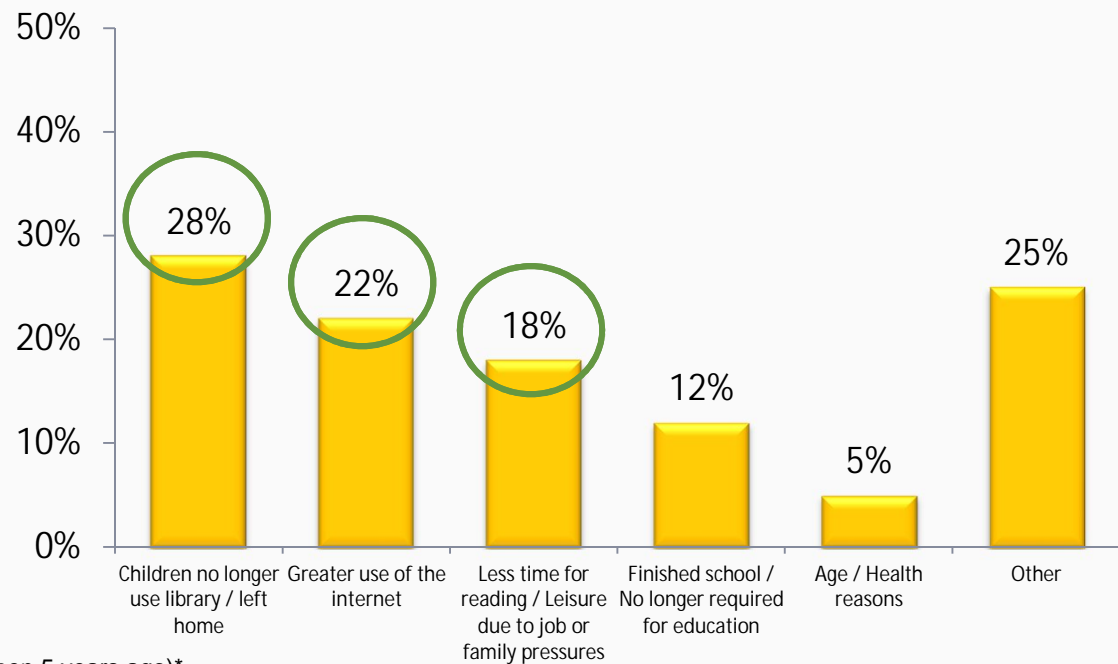
Total = 60 (Using the library less often today then 5 years ago)*

Only total results shown due to limited sample / Results under 3% omitted

■ Total

Q6. What are the main reasons your household is using the library less often today then 5 years ago?

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RESEARCH GROUP INC.

Innisfil Public Library

Overall, under one third of those who used the Innisfil Public Library or its services in the past year would characterize themselves as avid users (at least once every two weeks) (29%), just over 1 in 4 as a frequent user (at least once a month) (27%), under 1 in 3 as an occasional user (at least once every six months) (30%), and under 1 in 7 as infrequent users (no more than once in the last year) (14%).
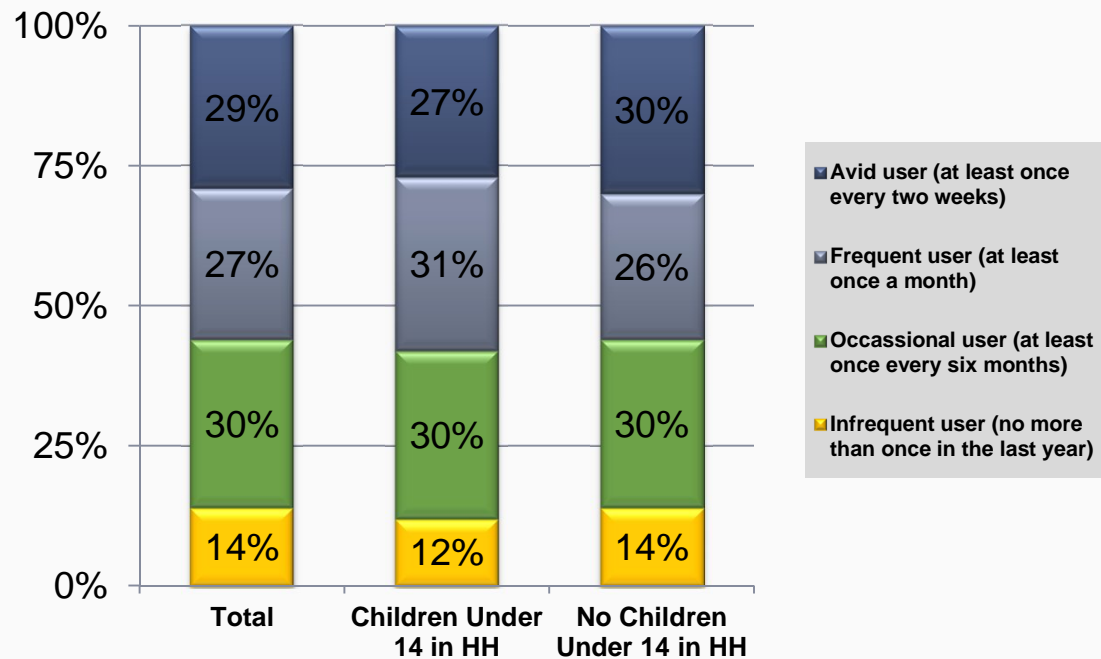
There were no statistically significant differences when comparing results by households with or without children under the age of 14 gender for this question

Total = 223 (Used Innisfil Public Library services in the past year)

Children Under 14 in HH = 77

No Children Under 14 in HH = 143

Past Year Usage Characterization: Children Under 14 in Household

	Total	Children Under 14 in HH	No Children Under 14 in HH
Avid user (at least once every two weeks)	29%	27%	30%
Frequent user (at least once a month)	27%	31%	26%
Occassional user (at least once every six months)	30%	30%	30%
Infrequent user (no more than once in the last year)	14%	12%	14%

Q7. How would you characterize the extent to which you have used the Innisfil Public Library over the past year?
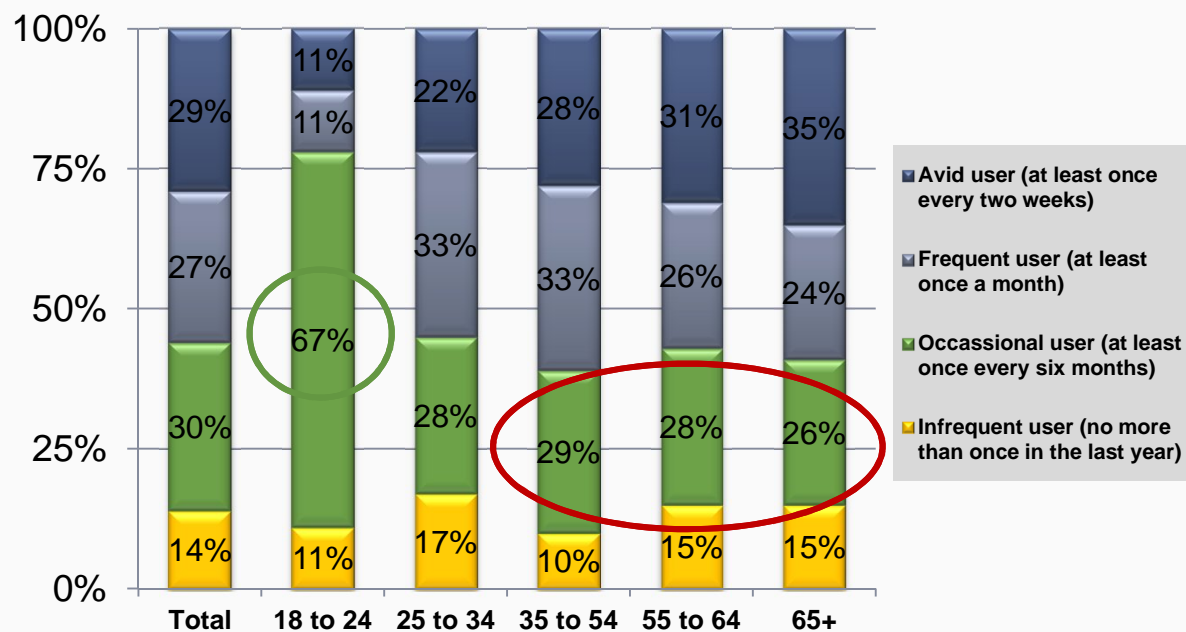
27

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RESEARCH GROUP INC.

Innisfil Public Library

Respondents aged 18 to 24 were significantly more likely than those aged 35-54, 55-64, or 65+ to be characterize their usage as occasional (at least once every six months) (67%; compared to 29%, 28%, 26% respectively).

Past Year Usage Characterization: Age

■ Avid user (at least once every two weeks)

■ Frequent user (at least once a month)

■ Occassional user (at least once every six months)

■ Infrequent user (no more than once in the last year)

Total = 223 (Used Innisfil Public Library services in the past year)
18-24 = 9*
25-34 = 18*
35-54 = 97
55-64 = 39*
65+ = 46*
Interpret with caution due to sample size

Q7. How would you characterize the extent to which you have used the Innisfil Public Library over the past year?
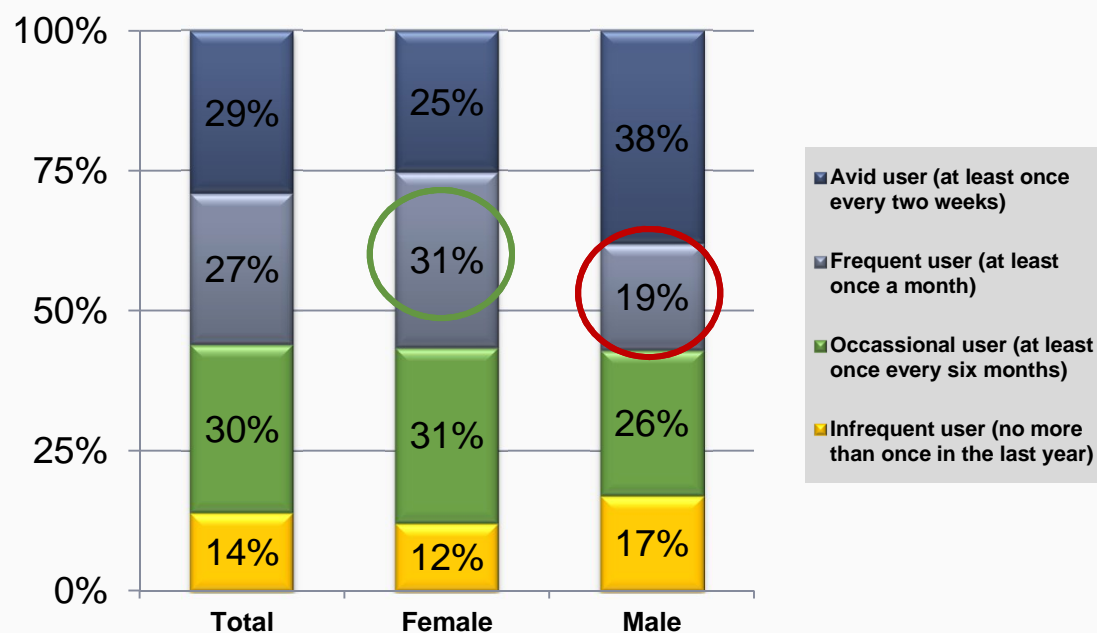
28

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

It was also found that female residents that were surveyed were significantly more likely than males to characterize themselves as frequent users (at least once a month) (31%; compared to 19%).

Total = 223 (Used Innisfil Public Library services in the past year)

Male = 69

Female = 154

Past Year Usage Characterization: Gender

Legend:
- Avid user (at least once every two weeks)
- Frequent user (at least once a month)
- Occassional user (at least once every six months)
- Infrequent user (no more than once in the last year)

Chart values:

	Total	Female	Male
Avid user	29%	25%	38%
Frequent user	27%	31%	19%
Occassional user	30%	31%	26%
Infrequent user	14%	12%	17%

Q7. How would you characterize the extent to which you have used the Innisfil Public Library over the past year?
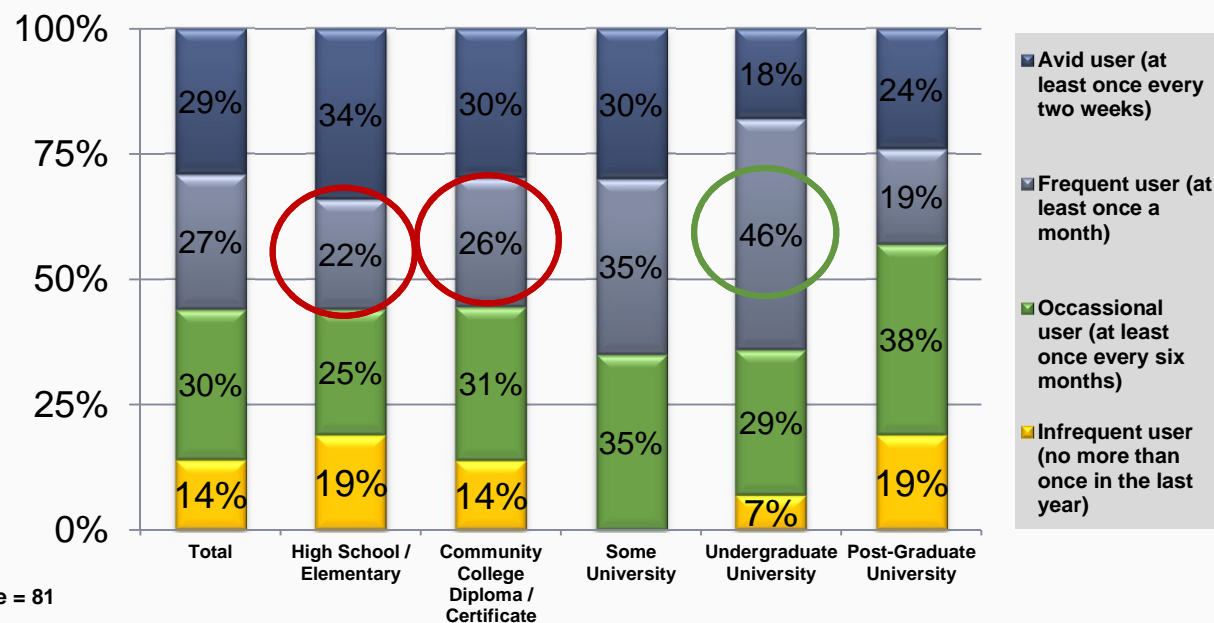
29

FOUNDATION RESEARCH GROUP INC.

Innisfil Public Library

Those residents surveyed with an undergraduate University education were significantly more likely than those with a community college diploma / certificate or high school / elementary education to characterize themselves as frequent users (at least once a month) (46%; compared to 26%, 22% respectively).

Past Year Usage Characterization: Education

Legend:
- Avid user (at least once every two weeks)
- Frequent user (at least once a month)
- Occassional user (at least once every six months)
- Infrequent user (no more than once in the last year)

	Total	High School / Elementary	Community College Diploma / Certificate	Some University	Undergraduate University	Post-Graduate University
Avid user	29%	34%	30%	30%	18%	24%
Frequent user	27%	22%	26%	35%	46%	19%
Occasional user	30%	25%	31%	35%	29%	38%
Infrequent user	14%	19%	14%		7%	19%

Total = 223 (Used Innisfil Public Library services in the past year)
High School / Elementary = 68
Community College Diploma / Certificate = 81
Some University = 20*
Undergraduate University = 28*
Post-Graduate University = 21*

Interpret with caution due to sample size

Q7. How would you characterize the extent to which you have used the Innisfil Public Library over the past year?
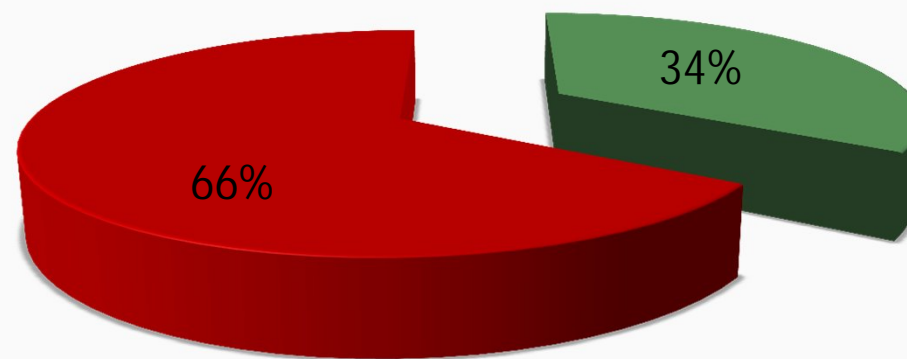
30

FOUNDATION RESEARCH GROUP INC.

Innisfil Public Library

Overall, just over 1 of 3 residents surveyed that visit or make use of Innisfil Public Library services do so with a child (34%).

Visiting Innisfil Library with a Child

34%

66%

☑ Yes   ■ No

Total = 223 (Used Innisfil Public Library services in the past year)

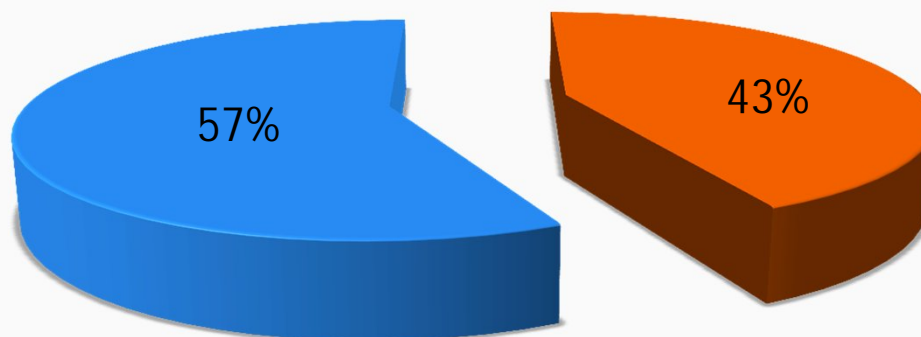**Q8. When you visit the Innisfil library, do you typically visit with a child?**

31

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Just over 4 of 10 residents who typically visit the library with a child indicated that they doubt they would be regularly visiting if it was not for their children (43%).

Impact of Children on Regular Library Visitation
(Among those who visit with Children)

57%

43%

■ If not for the children, it is doubtful I would be regularly visiting the library

■ Even without children, I would still regularly visit the library

Total = 76 (Used Innisfil Public Library services in the past year AND Typically visit with a child)

Q9. Which of the following best represents your opinion:

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RESEARCH GROUP INC.

Innisfil Public Library

Fewer than 1 in 5 surveyed indicated they are aware of almost all of what the Innisfil Library provides (18%). Just over 4 of 10 believe they are aware of most, or are largely unaware (41% each).

Understanding of What the Innisfil Public Library Provides

41%

18%

41%
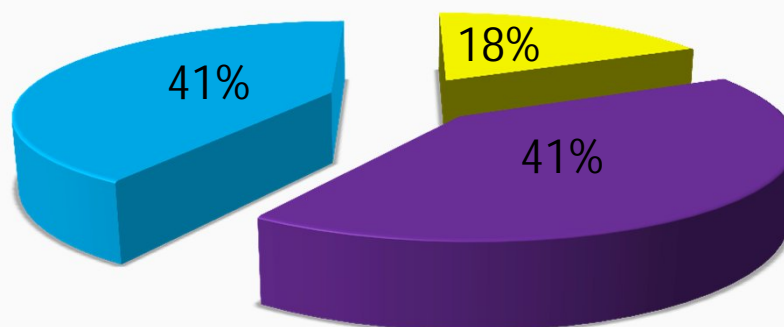
■ I am aware of almost all of what the Innisfil Library provides

■ I am aware of most of what the Innisfil Library provides

■ I suspect that the Innisfil library has many programs and services for which I am unaware

Total = 223 (Used Innisfil Public Library services in the past year)

Q10. How would you describe your understanding of what the Innisfil Public Library provides?

33

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Over half indicated that they find out about non-book / research activities at the Innisfil Public Library while in the library to borrow books (51%). Exactly 1 of 3 said advertising conducted by the library draws them in (33%), and just over 1 in 4 indicated they don't notice any advertising or promotion – they just visit the library from time to time (27%).

**Means of Finding Out about Non-book /
Research Activities at Innisfil Public Library**
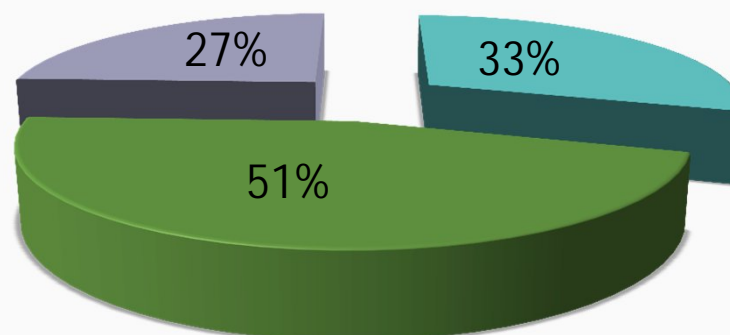
- The advertising the library conducts draws me to the library
- While in the library to borrow books, I find out about other events and programs
- I don't notice any advertising or promotion, I merely visit the library from time to time

Total = 223 (Used Innisfil Public Library
services in the past year)

**Q11. If you attend the library for reasons other than to borrow books, read or
conduct research, how do you find out about these activities?**

34

FOUNDATION
RESEARCH GROUP INC.

Innisfil Public Library

Over half of those surveyed think the Innisfil Public Library is a good library, neither better nor worse than most libraries (51%). Just over 1 in 5 feel it is hard to compare as libraries are generally very similar (21%), and just fewer than 1 in 5 think they Innisfil Public Library is a top notch library, superior to most others they have visited (19%).

Opinions Regarding Innisfil Public Library vs. Other Public Libraries
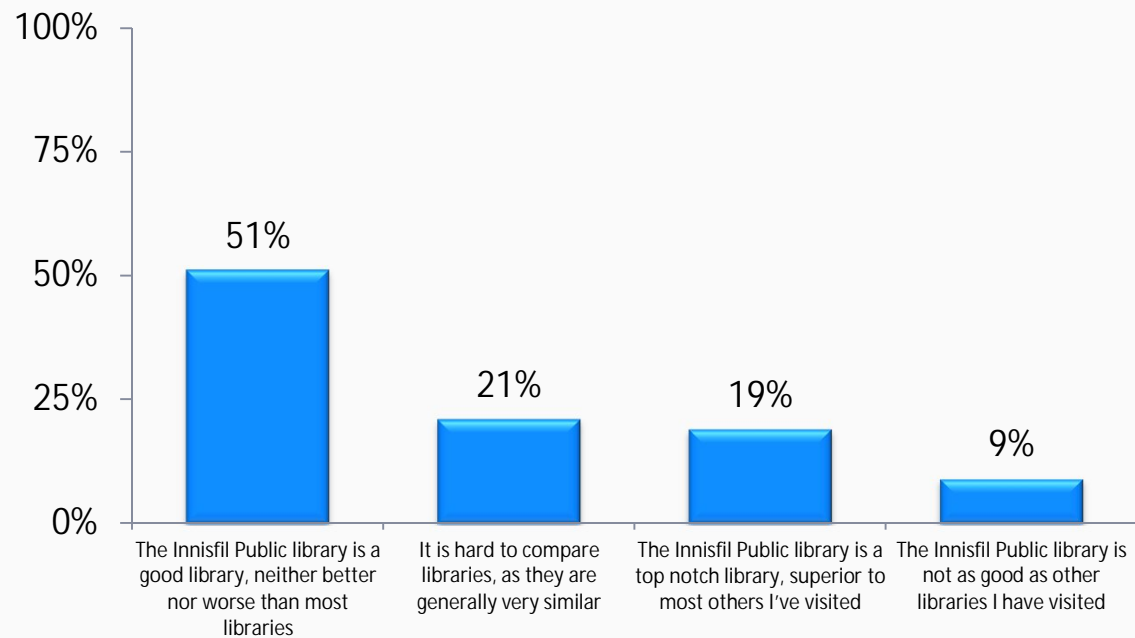
Total = 223 (Used Innisfil Public Library services in the past year)
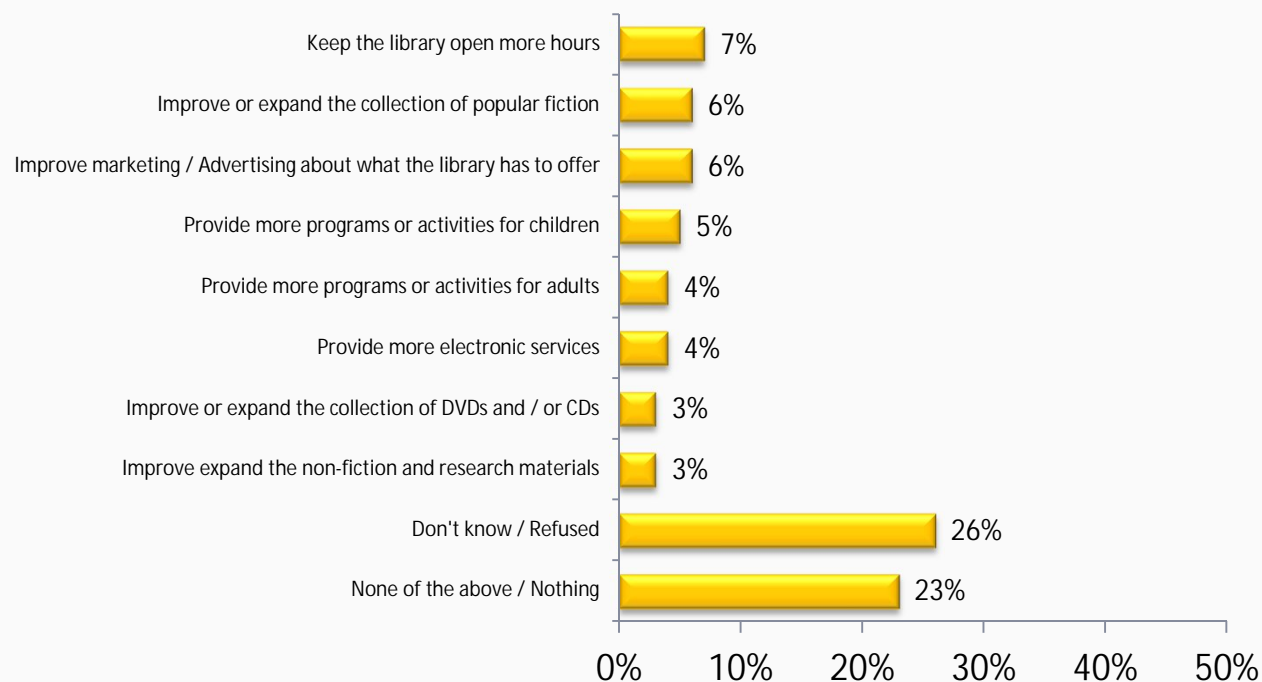
Q12. Which answer best corresponds to your opinion:

FOUNDATION RESEARCH GROUP INC.

Among those respondents who provided a suggestion for increasing library usage / visitation it was found that the leading suggestions were to keep the library open more hours (7%), followed by improving or expanding the collection of popular fiction, and improving marketing & advertising about what the library has to offer (6% each).

Main Suggestions for Increasing Library Usage / Visitation

Category	%
Keep the library open more hours	7%
Improve or expand the collection of popular fiction	6%
Improve marketing / Advertising about what the library has to offer	6%
Provide more programs or activities for children	5%
Provide more programs or activities for adults	4%
Provide more electronic services	4%
Improve or expand the collection of DVDs and / or CDs	3%
Improve expand the non-fiction and research materials	3%
Don't know / Refused	26%
None of the above / Nothing	23%

Total = 304 (All respondents)

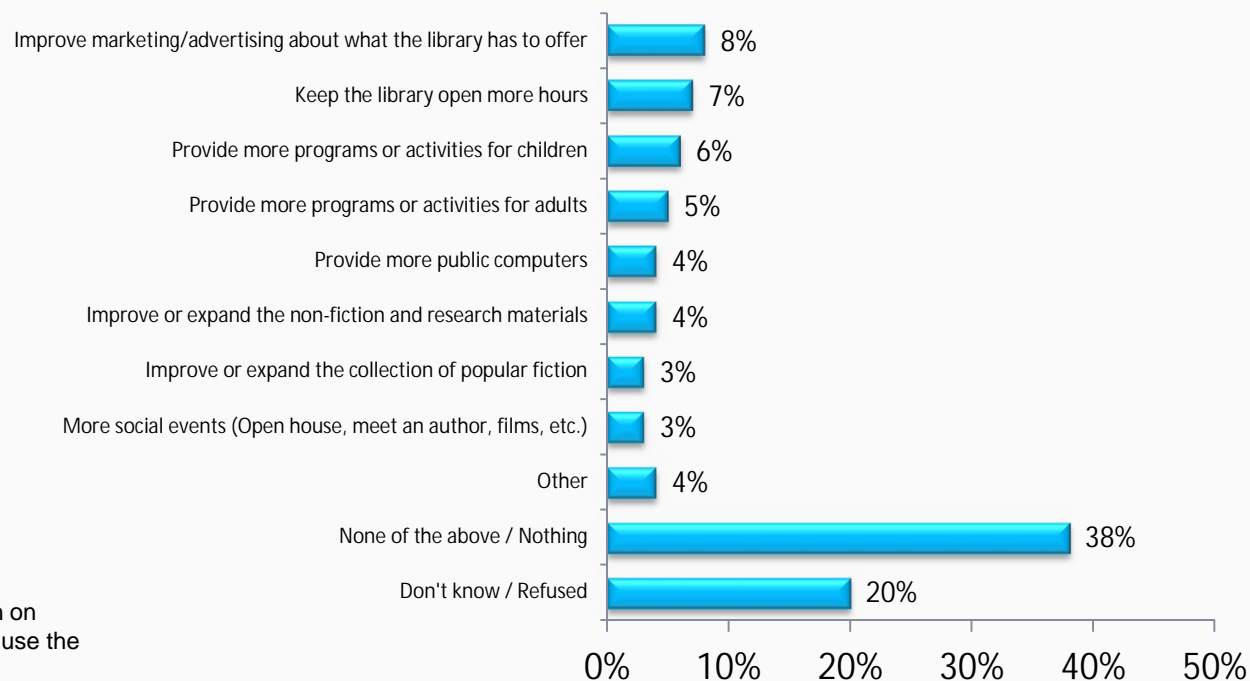**Q13. If there was one thing the Library could do to get you to use or visit it (more often) what would that be?**

FOUNDATION RESEARCH GROUP INC.

KEY FINDINGS

Innisfil Public Library

Additional suggestions for increasing library usage / visitation were to improve marketing & advertising about what the library has to offer (8%), keeping the library open more hours (7%), and providing more programs or activities for children (6%).

Total = 164 (Provided suggestion on what to do to get the respondent use the library more often)

Other Suggestions for Increasing Library Usage / Visitation

Category	%
Improve marketing/advertising about what the library has to offer	8%
Keep the library open more hours	7%
Provide more programs or activities for children	6%
Provide more programs or activities for adults	5%
Provide more public computers	4%
Improve or expand the non-fiction and research materials	4%
Improve or expand the collection of popular fiction	3%
More social events (Open house, meet an author, films, etc.)	3%
Other	4%
None of the above / Nothing	38%
Don't know / Refused	20%

Q14. What else could the Innisfil Public Library do to get you to use or visit the Library (more often)?

FOUNDATION RESEARCH GROUP INC.

DEMOGRAPHICS

Innisfil Public Library

FOUNDATION RESEARCH GROUP INC.

DEMOGRAPHICS

Innisfil Public Library
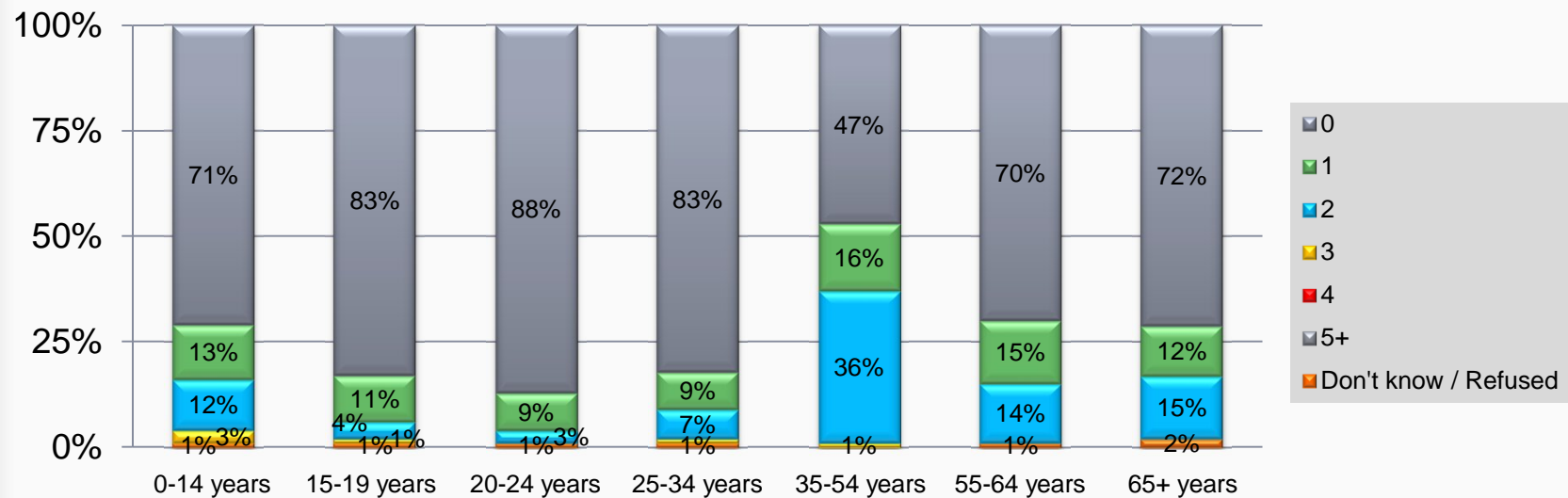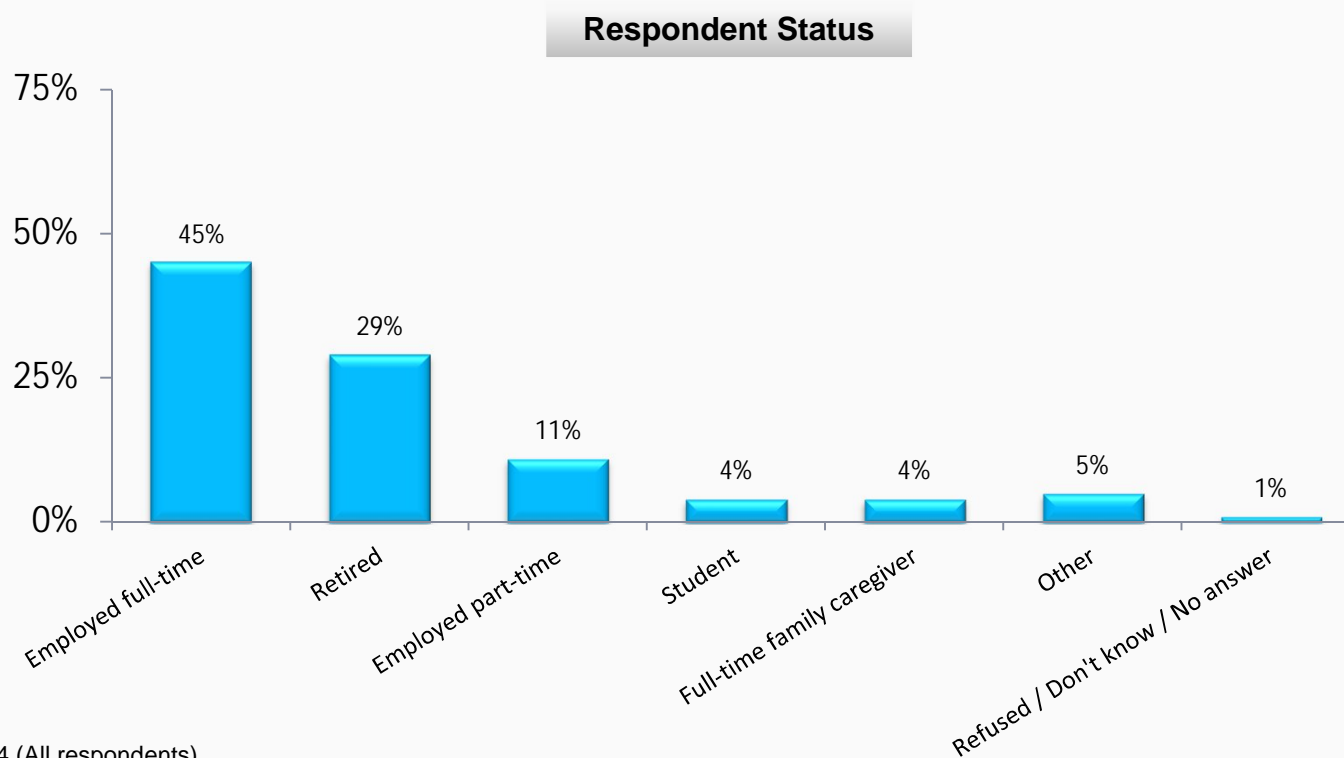
Respondent Status

Total = 304 (All respondents)

Q18. Which of the following categories describes your present status?

42

DEMOGRAPHICS

Innisfil Public Library

Education
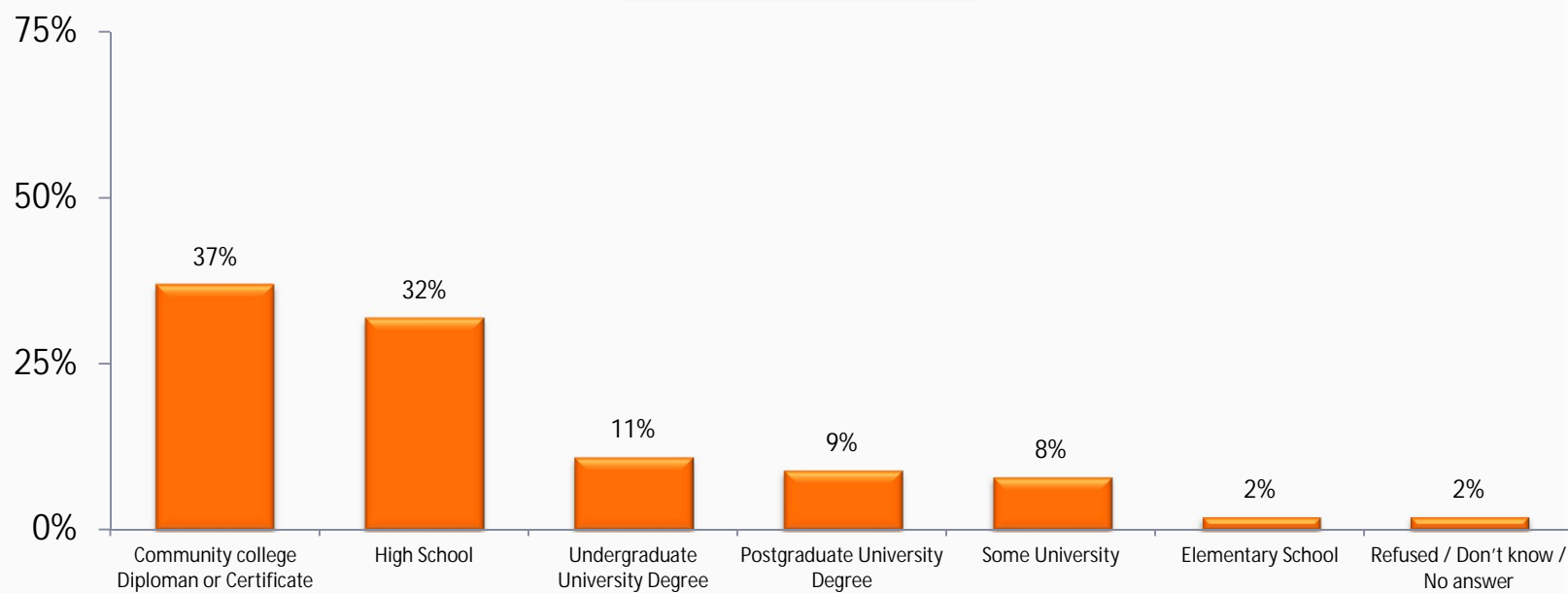
Total = 304 (All respondents)

Q19. Which of the following categories describes your present status?

FOUNDATION
RESEARCH GROUP INC.

DEMOGRAPHICS

Innisfil Public Library

Other Language Spoken at Home

85%

15%

Yes No
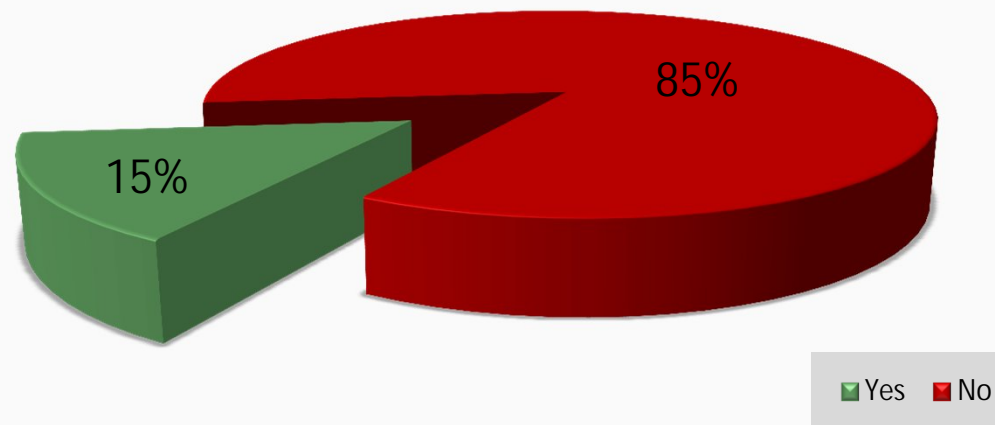
Total = 304 (All respondents)

Q20. Do you speak a language other than English at home?

FOUNDATION
RESEARCH GROUP INC.