

Methodology

- Compared GPL over time & to standards/guidelines
- Used latest (2014) OPL statistics to benchmark against Clarington, Halton Hills, New Tecumseth, Caledon, Innisfil, Quinte West, East Gwillimbury and King Township
- Wide spectrum of consultation
- Reviewed building conditions & challenges
- Placed GPL in context of Town plans



Demographic Trends

- Population will grow by 45% by 2031
- Retirees (55+) & young families with children
- More new Canadians & in-migration mean a developing demographic



Library Trends

- Participatory learning & DIY culture > creative spaces & programming remain one of fastest growing trends
- Zoned spaces for teens & seniors
- Digital divide continues > more training, 1-on-1 technology/social media help
- Shift to portable, mobile, wireless technology continues
- Books coexist with digital “collections”



Library Trends cont'd

- Demand for programs supporting literacy, new Canadians & economic development
- Environmental stewardship > affects buildings
- More emphasis on branding & marketing
- Libraries as social & community spaces



Service Review

- 30% active users v. 35% in benchmark libraries
- 5.2 total visits/capita v. 11.5/capita benchmark average
- Lower % of website visits than benchmark libraries
- Rank high in service hours
- Average # of reference questions answered
- GPL already provides community information
- Strong children & youth programming
- 1st in # of overall programs but 9th in attendance/program
- GPL offers discovery (e.g. maker) programs but 7th in technology digital literacy programs
- GPL has services/programs for entrepreneurs, small business
- Demand for older adult & newcomer programs will increase



Collections & Circulation Review

- 8th in spending & vol./capita not keeping up with growth
- 6th in digital resource spending (17% v. 27%)
- Turnover rate (collection effectiveness) slightly below benchmark average
- 2nd highest use of databases but 8th in use of ebooks



Marketing & Promotion

- Branding increases customer loyalty so GPL is transitioning to 21st brand
- A lot of PR but no dedicated resources (v. many benchmark libraries) & consensus Library needs to do more.



Technology

- Ontario Library Consortium & Symphony ILS are sound strategies
- New website improves old version
- WiFi has improved & is essential
- Self-check use (16%) should increase
- RFID & self-serve technologies essential to economical future service
- Excellent technology support crucial



Staffing

- Staff: Welcoming, knowledgeable, dedicated & Management committed to training
- Introduction of competencies: a best practice
- More organizational culture change needed for 21st century service
- Shortfall of 3-4.5 FTEs for current population & lagging benchmarks in specialized positions



Facility Review: Existing Branches

- Branches functional but showing their age
 - Signage
 - Not fully equipped for or with technology
 - Upgrade lighting to be energy efficient & provide adequate lighting levels
- Wear and tear
- Replace large, imposing service desks to reflect mobile, self-service Trends
- Prepare lifecycle replacement schedule & multi-year capital budget re-carpeting, painting, lighting changes etc.
- Some issues need renovation or expansion



Future Facility Needs: South Keswick Branch

- Original concept: a small, express branch in MURC
- Recreation Master Plan proposes a 5,000 Sq. Ft. branch
- This study recommends a 15,000 Gross Sq. Ft. full-service branch



Future Facility Needs: Rationale for Proposed Size

- Space planning guidelines have increased from 0.6 to 1.0 Gross Sq. Ft./Capita to reflect:
 - Space required for technology
 - Changes to accommodate how people use libraries



Future Facility Needs: Rationale for Proposed Size cont'd

Space Shortfall

(Estimated Based on 1 Gross Sq.Ft. / Capita; Provincial recommended standard)

| | 2016 | 2021 | 2031 |
|------------------------------------|--------|--------|--------|
| Population | 47,000 | 51,700 | 62,200 |
| Sq.Ft. / Capita if no new branches | .67 | .61 | .50 |
| Shortfall in Gross Square Feet | 15,000 | 20,200 | 30,700 |
| Usable Space Shortfall | 11,600 | 15,100 | 23,000 |



Future Facility Needs: Rationale for Proposed Size

- Size may be reduced through shared space as planning proceeds but very difficult to increase estimates after budget confirmed
- Original concept floated before studies completed
- Scale of MURC & proposed amenities will make it a destination & all new branches increase use
- Library use often combines “express” visit with other library activities
- In a single tier system, users expect “one-stop shopping”



Facility Design Considerations

- **General Configuration**
 - Approximately 15,000 Gross Sq.Ft.
 - Share Common Spaces (economy and efficiency)
 - Library Branch component should be a central and architecturally significant part of the whole
 - Design for future internal change & maximum operational flexibility
 - The ambiance of the facility should be welcoming and safe
 - Provide visual connectivity between major areas to ensure an overall layout that is simple & easily understandable to users
 - Separate busy high traffic areas from quieter program areas
 - Locate seating in proximity to windows to allow library users to enjoy both natural light & pleasant views





Facility Design Considerations

- **General Configuration**
 - Windows & Daylighting are critical
 - Accessibility!
 - Acoustics are paramount
 - Technology...everywhere; completely adaptable and open
 - Security



Functional Program Outline Typical Example

| | Gross Area | Construction Cost |
|--|---|--|
| Typical Library | 15,000 | \$5,670,000 |
| The above figure is approximate and includes construction costs only, based on a hypothetical 15,000 Sq.Ft. Gross Building Area. (The above figure does not account for consultation fees, or costs over and above construction) |  | |
| Costing as per Hanscomb Yardsticks for Costing 2016, based on a hypothetical \$350 per Gr.Sq.Ft. | |  |



Functional Program Outline: Georgina Example

Let's imagine a facility that:

- **Is visually stunning, that draws people in and evokes pride in Georgina**
- **Offers seamless transitions between indoors and out**
- **Reminds us of our legacy responsibility to use resources wisely**
- **Is completely flexible and able to morph into an array of configurations to address a multiplicity of community needs**
- **Is mindful of the needs of all who enter our doors**
- **Embraces our history and stands as a bold lighthouse pointing us to our future**

Let's build something really special!



Georgina Public Library

Library Services and Facility Master Plan 2016

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