EPC submission

Nov 14, 2023

Re: WPL

Dr. Celia Rodd



CR1

Who am I?

- Retired Pediatrician and Epidemiologist
- Lived and worked in Winnipeg for a decade
- Most importantly, I chaired the early childhood literacy committee at the Children's Hospital-HSC
  - Taught medical trainees how to integrate early childhood literacy in the Ambulatory clinic, at well-child visits (READ program)
    - Provided free 10,000 brand-new, age-appropriate books to families annually
      - Extended this model to Thompson Hospital, MB
      - February- 'I love to read' - distribution of new books and library card applications to newborns in Winnipeg maternity wards
- Member of City Centre LAC for ~ 2 years
  - Participated in WPL Outreach sessions



Slide 2

CR1 Number of years

Celia Rodd, 11/4/2023

Endorsement of the Winnipeg Public Service Recommendation Report

- Review of Library Services Division Services for Improvement and Investment



Endorsement of the Winnipeg Public Service Recommendation Report

- Review of Library Services Division Services for Improvement and Investment
- The Winnipeg Public Library (WPL) is under-funded
  - As a consequence, Winnipeggers are sub-optimally served
  - The increases are to globally increase & harmonize the hours of operation across Winnipeg
  - Improve technology, collections, staffing & programming within the WPL



A quick comparison

Population and % of Winnipeg population -2021 Census information

Winnipeg	Edmonton	Hamilton	Regina
749,607	1,010,899	569,353	226,404
na	135%	75.9%	30.2%

na= not applicable



Winnipeg scores consistently lower in *all* measures (2022 data)

- Total annual hours per branch
- Total number of digital library services (Hamilton is lower than Winnipeg)
- Number of electronic/digital collection items
- Number of total number of programs offered by audience
- Number of programs with significant amount of Indigenous content or delivered to an Indigenous audience
- Amount for budgeted for marketing/promotion
- Amount budgeted for technology hardware
- Number of public access computers available in the whole of the library system
- Amount budgeted for technology software
- Availability of mobile printing services
- Use of RFID systems
- Total number of programs offered
- Total number of on-site programs per location per month
- Amount budgeted for professional development/staff training



Comparison of hours per week that the library is open

Table 1.1.1 Average daily hours of opening, 2022

WINNIPEG		EDMONTON	HAMILTON	REGINA
5.49 (summer)	**6.51 (winter)**	9.4	7.62	8.21

Calculated by finding the average hours on each day (Sunday, Monday, etc) and then taking an average of those values)

- This suggested increase in staffing & hours of operation will result in 6.9 hours per day
  - Still less than the average 8.4 hours/d in the 3 sister cities



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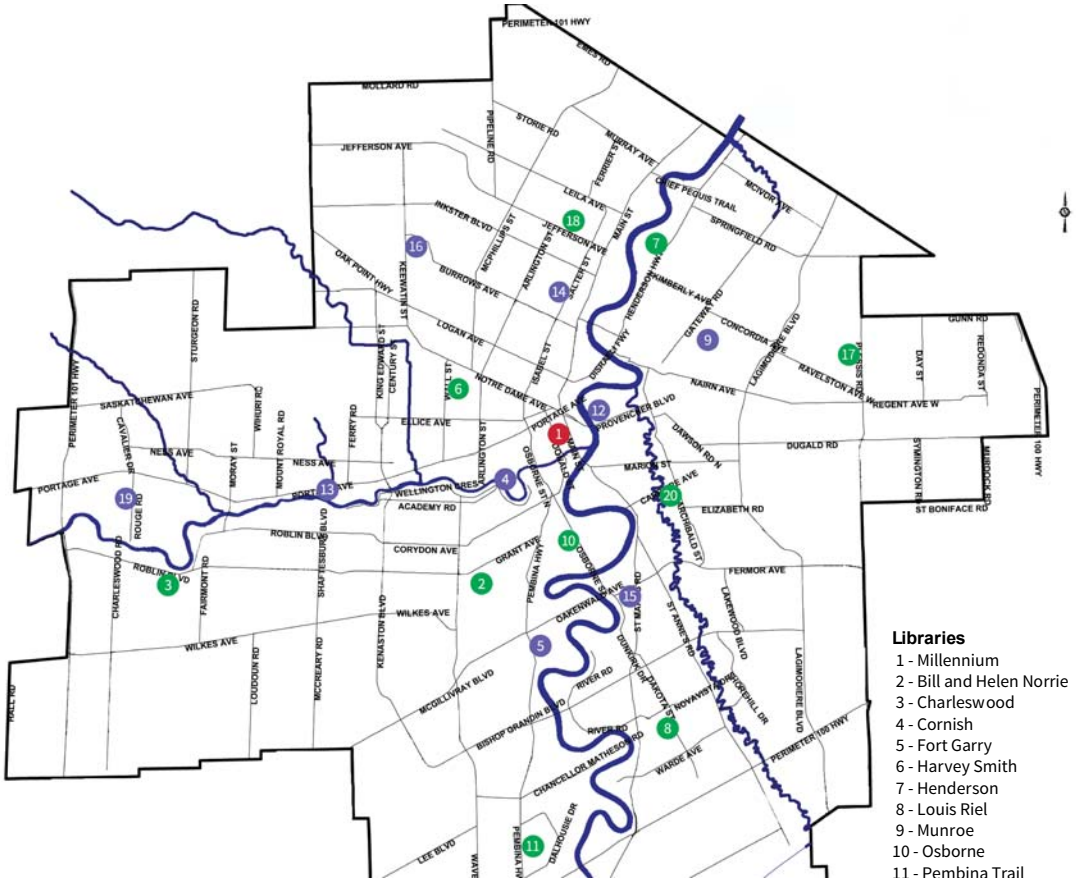
Appendix E: Map with library locations

Recommended Improvements to Winnipeg Public Library Operating Hours With Three Sets of Hours

	SUN	MON	TUE	WED	THUR	FRI	SAT
	closed	10 a.m.-5 p.m.	10 a.m.-8 p.m.	10 a.m.-8 p.m.	10 a.m.-8 p.m.	10 a.m.-5 p.m.	10 a.m.-5 p.m.
	closed	10 a.m.-8 p.m.	10 a.m.-8 p.m.	10 a.m.-5 p.m.	10 a.m.-8 p.m.	10 a.m.-5 p.m.	10 a.m.-5 p.m.
	closed	12-8 p.m.	12-8 p.m.	10 a.m.-5 p.m.	12-8 p.m.	10 a.m.-5 p.m.	10 a.m.-5 p.m.



These changes provide 3 harmonized sets of opening hours

Green & red= 51 h/week
(11 libraries)

Blue = 45 h/week
(9 libraries)

A few other critical comparisons

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Population	749,607	1,010,899	569,353	226,404
% of WPG	na	135%	75.9%	30.2%
Amount budgeted for collections per capita	$3.71	**$6.70**	**$6.03**	**$12.37**
Number of budgeted FTE per 100k residents	35.6	**52.1**	**47.3**	**78.5**
Budget for the library per capita	$39.26 2021 data	**$62.42** 2022	**$57.43** 2022	**$104.97** 2022
				Toronto **$79.86** (2023)
Visits per year per capita	0.8 124,106 card holders /749, 607= 16.5%	**1.73** 2021	**3.05**	**5.3** Note 45% of the city are regular library



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What about the cost and return on investment (ROI)?

- There have been some excellent economic assessments



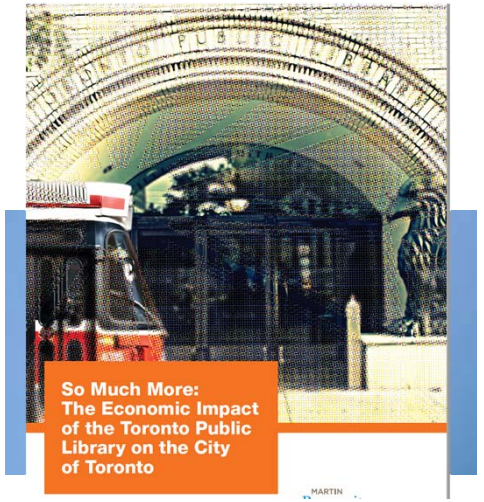
What about the cost and return on investment?

- We cannot afford to neglect this powerhouse
- Referenced in the Canadian Urban Institute report, Oct 2023
- Economic impact of the Toronto Public Library on the City of Toronto, 2013
  (by Martin Prosperity Institute)



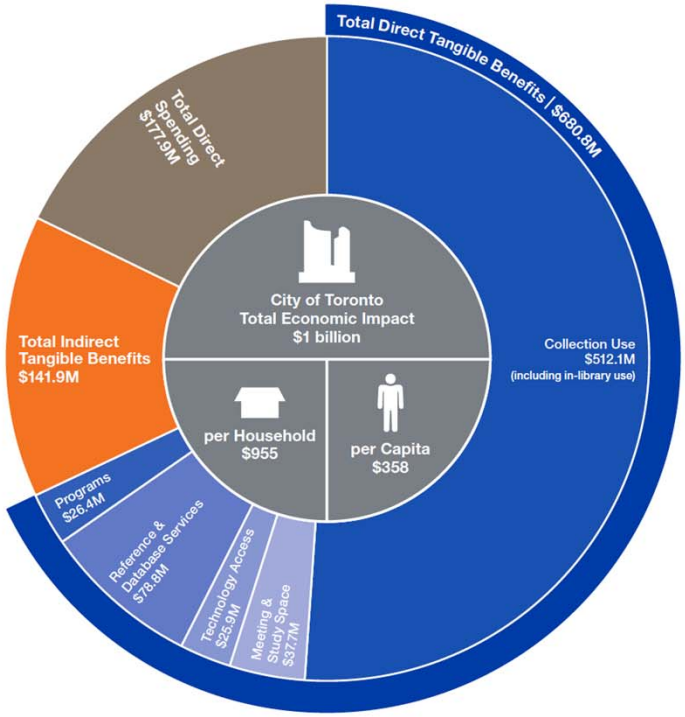
Toronto Public Library report

- For every $1 spent there was almost $6 in economic benefit to the city (2013 dollars)
- The returns were direct ROI: free access to books & other materials, computers, programs, use of conference rooms…
- Also indirect returns: almost all library staff lived in Toronto purchasing goods and services in the city, upgrades to collections and branches
- This report agreed with ROI studies in other jurisdictions



Toronto Public Library creates over $1 billion in total economic impact

Exhibit 1



$1 invested = $5.63 of economic impact



"There's so much more to a book than just the reading." —Maurice Sendak

Canadian Urban Institute report

- Also refers to work by the Canadian Children's Literacy Foundation that a comparable investment in children's literacy reaps similar benefit
  - The impact of this investment is especially large for the youngest of children
  - If a child is not reading by age 8, they will never catch up
    - This is a huge loss for our economy and our city
    - And why the WPL programs are so important



Virtuous cycle

- Invest and services will be used



Virtuous cycle

- Invest and services will be used
- This is clearly what Winnipeggers want as noted from comments to library staff and in the comment boxes



This is not your grandfather's library

- Nor is it the library of my youth either
  - The library is more than books
  - Access point to so many services
    - Computers, printers, social workers, municipal services
  - Promotion of inclusivity and diversity
- Let us invest in Winnipeg via the WPL
- Let us keep investing so that we at least match Canadian averages in all these metrics



References

Edmonton

https://www2.epl.ca/public-files/board-agendas/docs/2022/February/2022-02-01%20F&A%20Report_combined%20(1).pdf

Annual report https://www.epl.ca/wp-content/uploads/sites/18/2022/05/AR2021_Booklet_8.5x8.5_Mar2022-compressed.pdf

Hamilton

Public Library Seeking 3.5 PercentThe Library is asking for a budget increase of 3.5 percent for 2023, which is approximately $1.15-million above the 2022 annual budget of $32.7-million. Dec 15, 2022

Hamilton PL report
https://www.hpl.ca/sites/default/files/HPL_AnnualReport2022_Digital%20%281%29.pdf

thepublicrecord.ca/2022/12/tpr-newsletter-email-for-december-15-2022-2023-city-of-hamilton-budget-brief/

Regina PL annual report 2022

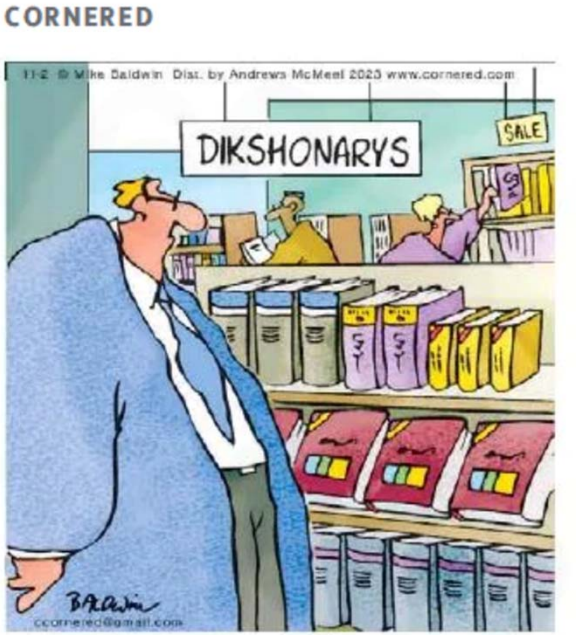
https://rplstatic.s3.us-west-2.amazonaws.com/reginalibrary.ca/public/2023-04/RPL%20Annual%20Report%202022_230419.pdf

Regina PL budget
https://rplstatic.s3.us-west-2.amazonaws.com/reginalibrary.ca/public/2021-11/RPL%202022%20Mill%20Rate%20Request.pdf

Overdue: The Case for Canada's Public Libraries. Canadian Urban Institute 2023
So Much More: The Economic Impact of the Toronto Public Library on the City of Toronto 2013



Thanks!



The Globe & Mail, Nov. 2, 2023

