

Council submission

Nov 23, 2023

Re: WPL

Dr. Celia Rodd



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



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



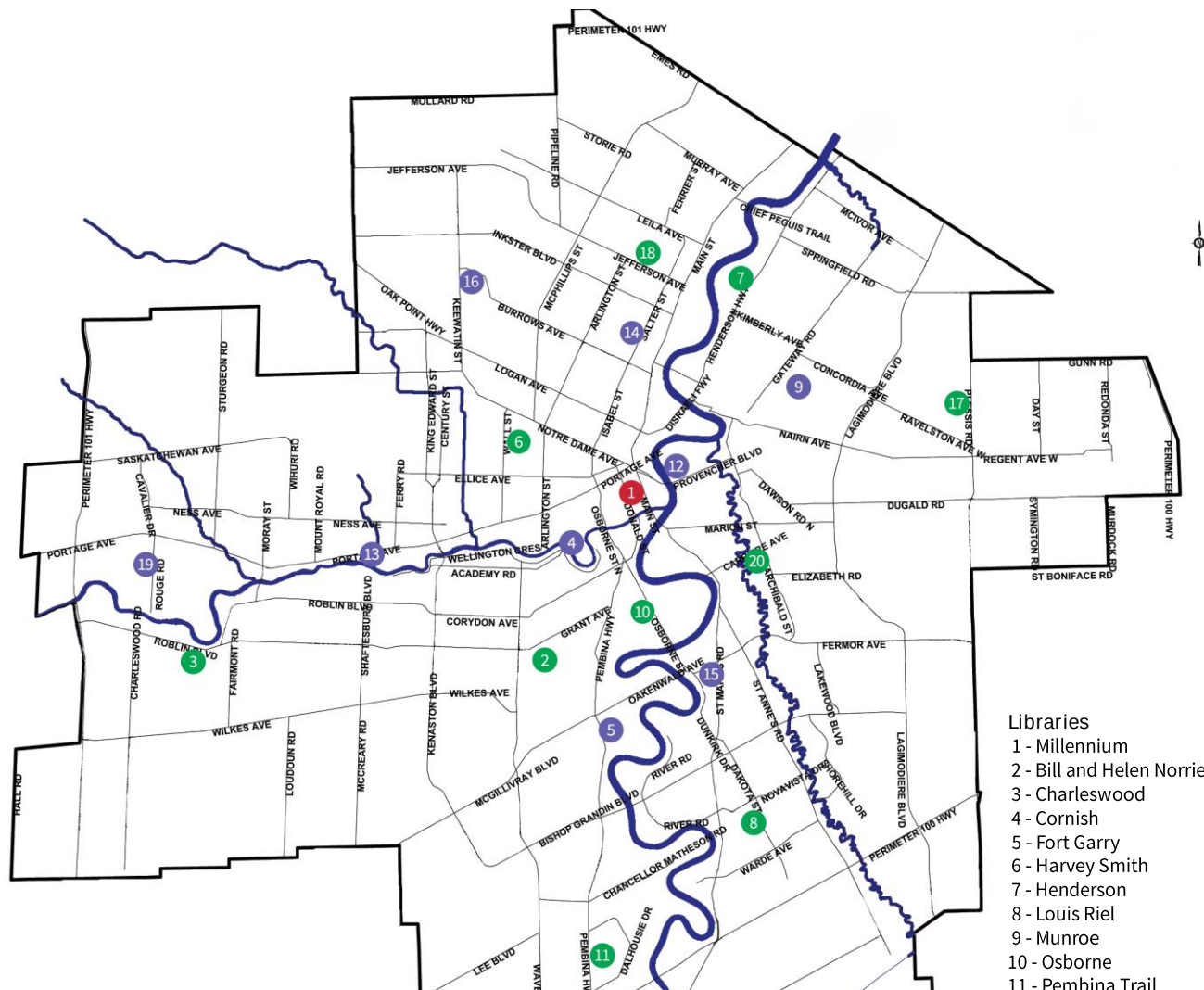
Recommended Improvements to Winnipeg Public Library Operating Hours With Three Sets of Hours

	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
(9 libraries) = 45 h/week



A few other critical comparisons

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% 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

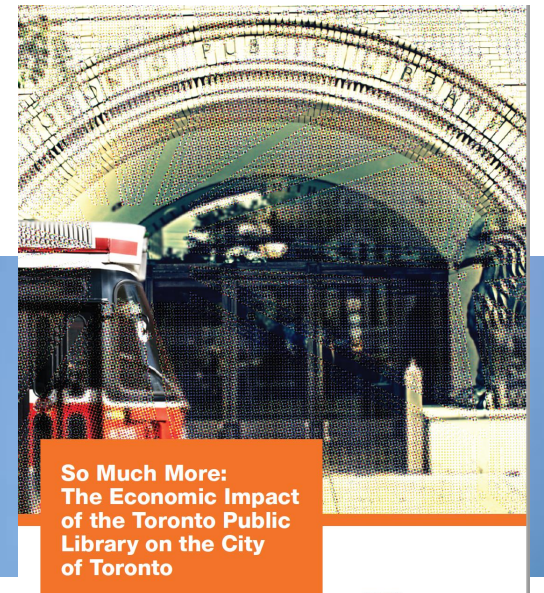
(by Martin Prosperity Institute)

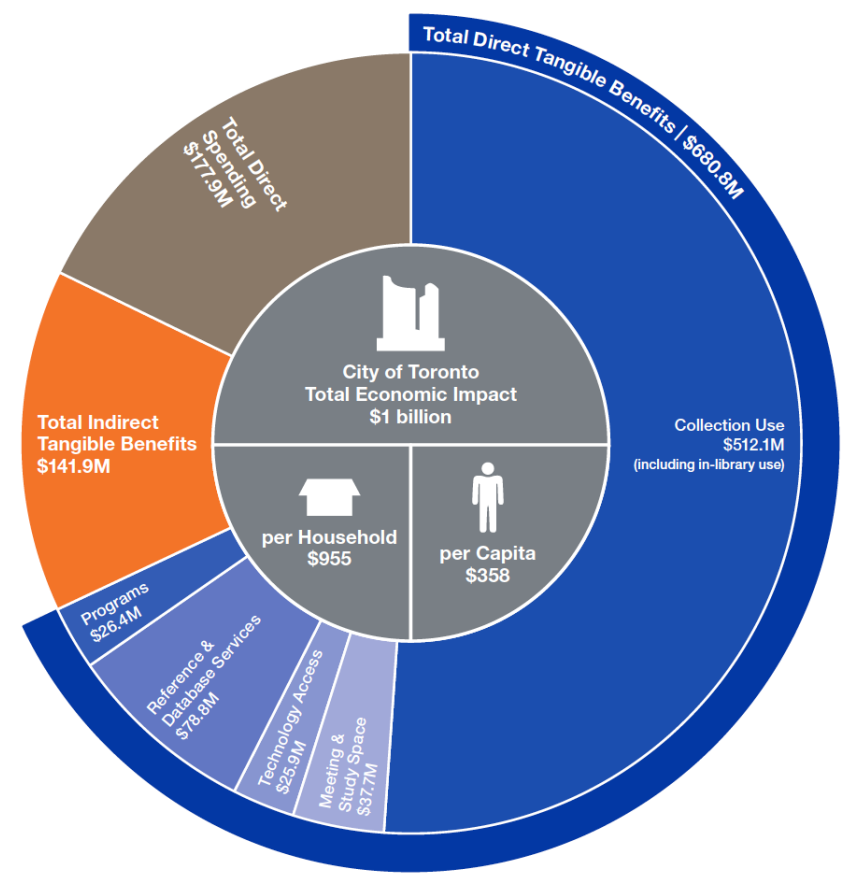


**So Much More:
The Economic Impact
of the Toronto Public
Library on the City
of Toronto**

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





**\$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 Grade 3, 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



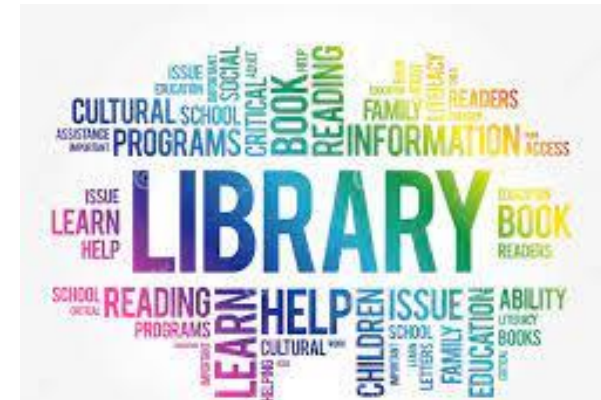
Virtuous cycle

- ❖ 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
 - Especially for newcomers
 - 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](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 Percent The 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



Thank-you

- ❖ I applaud the City for creating Library Advisory Committees to seek Winnipeggers' opinions
- ❖ I commend the Mayor & Council for the ongoing promotion of the Winnipeg Public Library despite fiscal challenges
 - This report deals with the time frame of 2024 to 2027
- ❖ In 2027, I look forward to Winnipeg funding the proposed 84.5 additional FTE across all levels of the Library services to more closely align with our national comparator libraries

