



Guelph Public Library
Explore • Connect • Thrive

Our Community Impact 2016-2017

Since 2016, we have given library card holders, partners, staff, community leaders and all Guelph citizens a number of opportunities to share their Library stories, hopes and needs.

We are pleased to share your words, and those of your fellow citizens, in this Community Impact Report. As we embark on new visioning for the Guelph Public Library, it is important to remember the place it has, and will continue to hold, in the hearts and minds of our community.

Forming a New Brand

In 2016, the Guelph Public Library underwent a brand revitalization, creating a **new voice and face** for the organization in the form of updated messaging and a new logo. This process was informed by wide community engagement including staff focus groups, interviews with community leaders and a public survey.

More than 400 individuals completed the survey or took part in one-on-one engagement opportunities that informed our bright, bold and modern new brand.

Taking to the Streets

Over two weeks in the summer of 2017, the Guelph Public Library teamed up with Overlap Associates, a Kitchener-based consulting firm, to spread out across the city and **connect with the community**. Through in-person and online engagement, we chatted with staff, leaders, library patrons and citizens.

More than 1,000 participants shared their thoughts about the Library's place in our community and what ideas they had for its future.

Asking for Stories

More than 1,200 individual stories and responses have been received since December 2016.

Libraries Matter!

Over a period of 12 months, the Guelph Public Library asked cardholders and the community to **share their thoughts** and stories on why Libraries Matter! through an online survey, social media, in-library promotion and community leader engagement.



Altogether since early 2016, more than 2,200 individuals from across the city and from all walks of life have shared their ideas with us!

Some of What We've Heard

“When I was little, I used to go to the **MAIN LIBRARY** with my mom - that's where I used **TO LEARN ENGLISH.**”

“INCREASE MULTICULTURAL RESOURCES”

“PROMOTE YOUR RESOURCES BETTER”

“WANT MORE SPECIALIZED CLASSES/PROGRAMS”

“Many, many happy hours spent **ENJOYING RUG HOOKING FRIENDS;** **IT IS A LEARNING AND TEACHING EXPERIENCE** especially for me as a senior lady.”

“**THE FEELING OF BEING SAFE AND THE EXCITEMENT OF THE WORLD AT MY FEET IN BOOKS.**”

“I am a single mother on disability. **I USE THE LIBRARY AND RESOURCES REGULARLY - THANK YOU FOR KEEPING IT ALIVE!**”

“MORE STUDY/READING SPACES NEEDED”

“NEED MORE PRINT AND TECH RESOURCES”

“WANT GREATER ACCESSIBILITY”

“The LIBRARY has always been a **PLACE OF COMFORT TO ME.**”

“**AS AN IMMIGRANT CHILD** BEING INTRODUCED TO A LIBRARY AND BEING ABLE TO **BORROW A BOOK - I WAS IN HEAVEN.**”

Some of What We've Learned



95% OF MEMBERS SAY THEY SAVE MONEY BY USING THE LIBRARY



OUR DOWNTOWN LIBRARY IS MOST FREQUENTLY USED BY MEMBERS (39%)

1/2

DOWNTOWN USERS SPEND AT LOCAL BUSINESSES ON THEIR LIBRARY TRIPS (AVG. \$34/MTH); AMOUNTS TO \$5.34 MIL (EST.) ANNUAL IMPACT ON DOWNTOWN ECONOMY

Our Library Should Be A...

WELCOME

Welcoming environment



Place of opportunities



Provider of excellent service



Community connector and partner



Comfortable, beautiful, safe space



Lender of materials



Known community resource



Tech hub



Cultural centre



Program provider



Historical archive



Learning environment

What's Next?

There will continue to be opportunities for you to engage with us and share your thoughts about a new Main Library: what you want to see included, how can we best use the space, and more. Your feedback is critical - please consider joining us at these upcoming open house sessions at the Main Library, Programming Room (second floor):

- **Thursday, December 14 from 2 to 4 p.m.**
- **Tuesday, January 9 from 2 to 4 p.m.**
- **Tuesday, January 9 from 6 to 8 p.m.**