



March 20, 2019

Guelph Public Library

Public Engagement, Programming & Schematic Design Documents Review

Public Online Survey Report

Purpose and Methodology

As part of the public engagement process for a new central library in the proposed Baker District redevelopment, an online survey was developed and hosted on the City of Guelph website. Its purpose was to capture public feedback to ensure that the new central library delivers programs and services to best meet the needs of the community.

The survey was available online at www.haveyoursay.guelph.ca from February 10 to March 11, 2019 and promoted by the City and Library through numerous means, such as at public engagement meetings, pop-up events, and in information posted at the central library. GPL, the City, and the Invizij/HMBA/MBTW team collaborated on the survey questions, which were as follows:

1. As we think about our new central library spaces, programs and services to 2040, is there a program not listed above that you feel strongly we should offer?
 - This list is complete.
 - This program or service is missing from the list.
2. This program or service is missing from the list. [*Respondent to provide suggestions.*]
3. The new library will have a large multi-use space. How would you like to see this space used? What kinds of activities would be good in this space? Please list your top one or two ideas.
4. What are the first three letters of your postal code?
5. How old are you?

A total of 172 respondents participated in the online survey. Paper copies of the survey were also made available in the central library branch and 5 respondents submitted a completed form, with ideas and suggestions aligned with those received online [see attached pdf] . Attached with this



Report as further information is the document *GPL Online Survey Responses & Analysis* from the three spreadsheets with all written responses, with annotations in red as part of our analysis. Also attached is *GPL Online Survey HaveYourSayGuelph Report*, the summary report generated from the online survey program.

Responses

PROGRAMS AND SERVICES

Q — As we think about our new central library spaces, programs and services to 2040, is there a program not listed above that you feel strongly we should offer? This list is complete. This program or service is missing from the list. [See attached pdf for program list.]

171 / 172 respondents answered this question.

89 / 171 or 52% responded: This list is complete

82 / 171 or 48% responded: This program or service is missing from the list.

80 / 172 or 47% of respondents offered suggestions for programs or services.

Comments

The service cited by nearly a third of respondents as missing was education. This includes education programs about the environment and Indigenous issues, as well as study spaces, and tutors who could provide homework help for students. Community programming focused on diversity was cited as important by 22.5% of respondents, with a focus on Indigenous people, youth, seniors, LGBTQ people, and people of colour. One respondent suggested creating a Black History Month book club and other events for people of colour. A combined 13.75% of respondents want maker/spaces, tool libraries, and an audio-recording space with possibility of equipment rentals. 11.25% of respondents cite ESL support and support for new immigrants as important services which the library should provide - this could include tutoring or a language club. Other suggestions of note were spaces for LGBTQ people, and support for homeless people.



MULTI-USE SPACE

Q — The new library will have a large multi-use space. How would you like to see this space used? What kinds of activities would be good in this space? Please list your top one or two ideas.

171/172 respondents

136/171 or 80% respondents had a suggestion

34 / 171 or 20% had no suggestion

Comments

The most common response, listed in a third of the total suggestions, was possibility for community use of the multi-use space. This would allow for community-led initiatives for programming and events, as well as provide programming opportunities for Indigenous people and people of colour, children, and seniors. Education was cited by 21% of respondents as a suggested use for the space, including literary workshops, Indigenous teachings, art classes, cooking classes, research workshops, and fitness/dance classes. 18.2% cited the need for the space to be performance-ready. One participant noted the need for the space to have “black out” conditions - that sunlight and other light might be blocked out in order to properly display audio-visual content.

OUTDOOR SPACE

Q — What kinds of activities might benefit library users in the outdoor space adjacent to the new library? Please list your top one or two ideas.

171 /172 respondents

140/171 or 82% had suggestions

Comments

By far the most common response was a desire for green space and/or a garden, with nearly a third of respondents citing this. Suggestions for the green space included: a quiet and shady spaces suitable for reading, picnic areas, and a community garden. The community garden was especially important to several respondents who wish to grow their own food, share produce with the community, and donate food to soup kitchens. Some respondents cited the possibility of programming courses on gardening. Relatedly, 16.3% of respondents



mentioned a need for seating in the outdoor space. 18.4% of respondents cited learning and/or art as a priority, with outdoor art displays, art festivals, and spaces for outdoor education, and 13.4% suggested space for outdoor performances, like live poetry readings and musical performances. 17.7% of respondents want play areas for children. 10.6% want fitness programs and equipment, and one participant suggested the library offer rentals of sporting equipment.

LOCATION

Q — What are the first three letters of your postal code?

168/172 respondents

161/164 respondents or 98% provided a N1 Guelph postal code.

Comments

Almost all respondents live in the Guelph area and are therefore potential library users.

AGE

Q — How old are you?

170/172 respondents completed this question.

Under 20 / 2.4%

20-29 19.4%

30 – 39 24.7%

40-49 20%

50-59 15.3%

60-69 12.4%

70-79 4.7%

80-89 1.2%

Comments

The majority of respondents are young to older-aged adults between the ages of 20 and 69 years.



Conclusions

Respondents to the survey provided a wide range of ideas that indicate interest and optimism in the new central library and what it can provide. Comments received for the building and programs are predominantly within the key areas of Community, Education, and the Arts. For the outdoor space the desire for a space that accommodates quiet and active activities and provides greenery and gardens was expressed, which can be expressed as an interest in Environmental Sustainability.

The results of the survey, generated from individuals in the general public, are a helpful complement to the ideas and perspectives provided by the array of community groups and organizations invited to attend the February focus group meetings [as detailed in Conference Report No. 8]. The combined input and findings of this public engagement are well-aligned with the intent and content of the current program as it is being developed and honed. Specific information and ideas originating from the Online Survey and Focus Group meetings are being considered through our ongoing program refinement and, along with the design development process, will inform the final program documents. The Survey results will no doubt also provide useful information to the library over the coming years as it adapts and updates its specific programs and services to the proposed new building and site.

Attachments

- GPL List of Programs and Services
- GPL Online Survey Responses & Analysis Invizij Team
- GPL Online Survey HaveYourSayGuelph Report
- GPL Print Survey Results

End of Report