

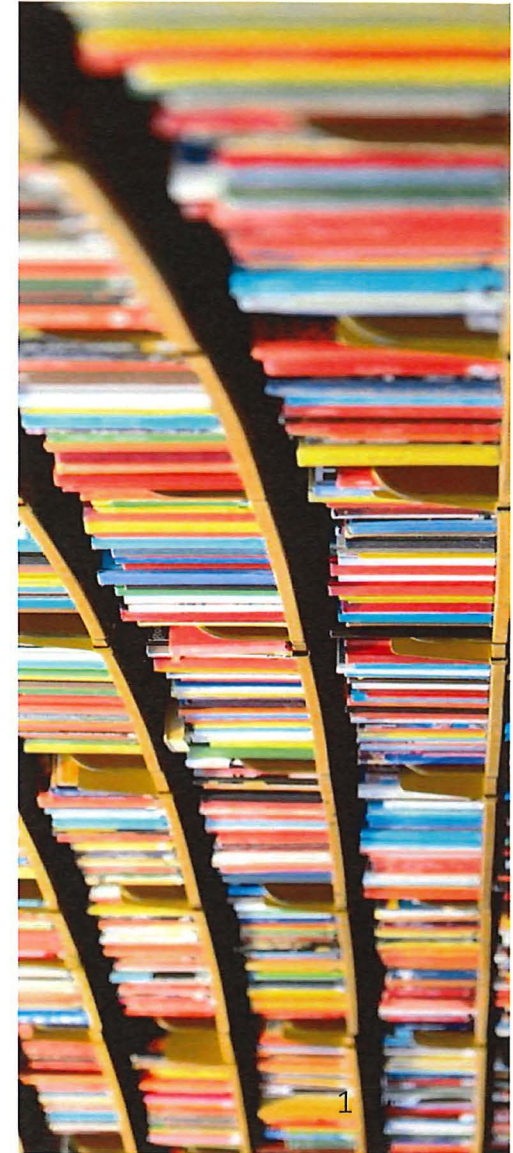
Gravenhurst Public
Library
Recommendations:
Supporting Material



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Foreword

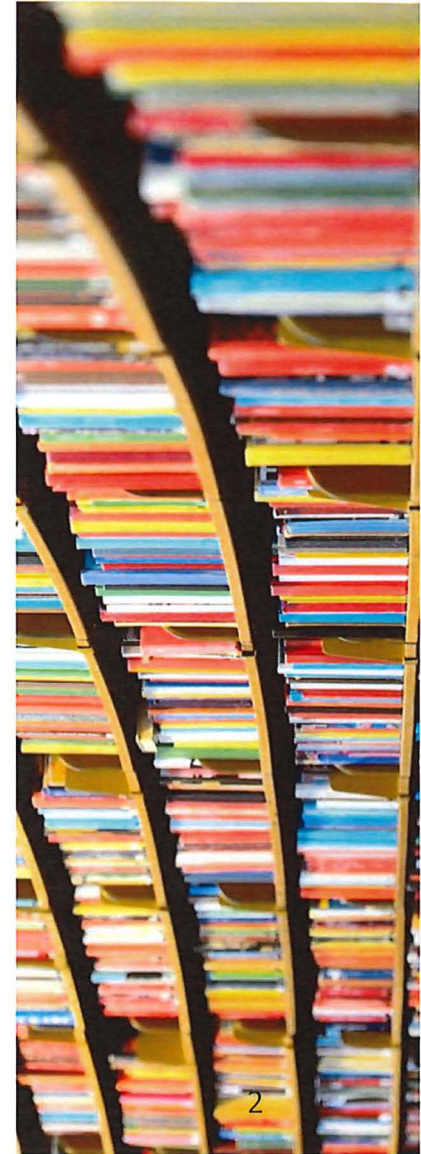
This report is authored by LGA Architectural Partners Lighthouse Consulting, Inc. It was the result of a formal RFP process which engaged the Town of Gravenhurst and Gravenhurst Public Library Board in a process of deep community consultations, research, and ideation. It contemplates seven recommendations to meet the needs of Gravenhurst Public Library and the residents of the Town of Gravenhurst through 2041.



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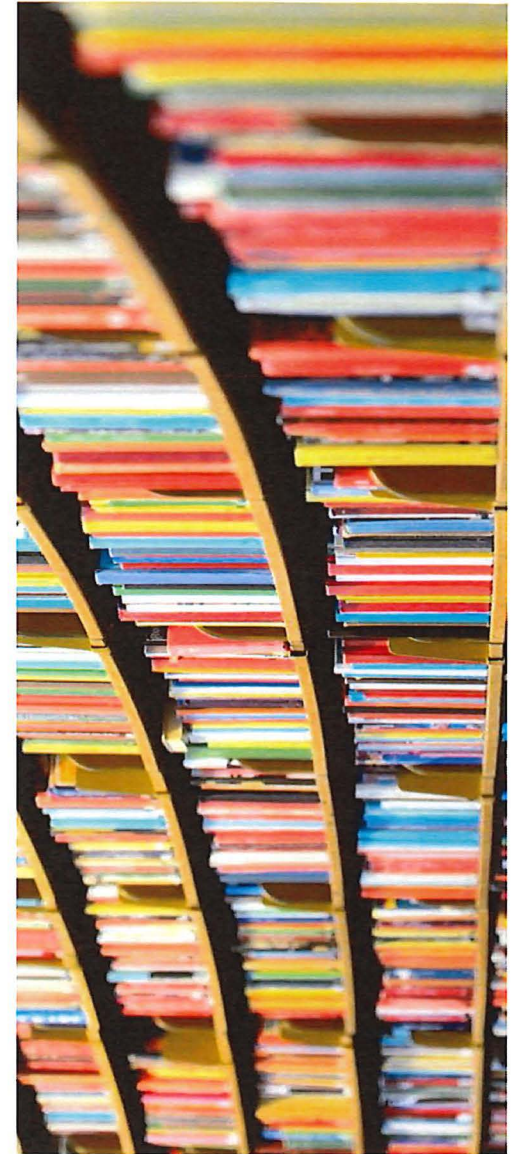


The Gravenhurst Public Library Context

CULTIVATING CONNECTIONS, ENHANCING
DISCOVERY AND BECOMING THE
COMMUNITY'S GREAT ROOM

Strategic Directions 2015 to 2018

Gravenhurst Public Library



GPL Strategic Plan



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The Gravenhurst Public Library Context

OUR MISSION

- To provide the Gravenhurst community with excellence in library service by anticipating and responding to the changing library and information needs of the community, by serving all members of the community and by generating community pride in the library. The Library also provides a repository of local heritage through the Gravenhurst Archives.

OUR VISION

- Cultivating connections, enhancing discovery and becoming the community's great room

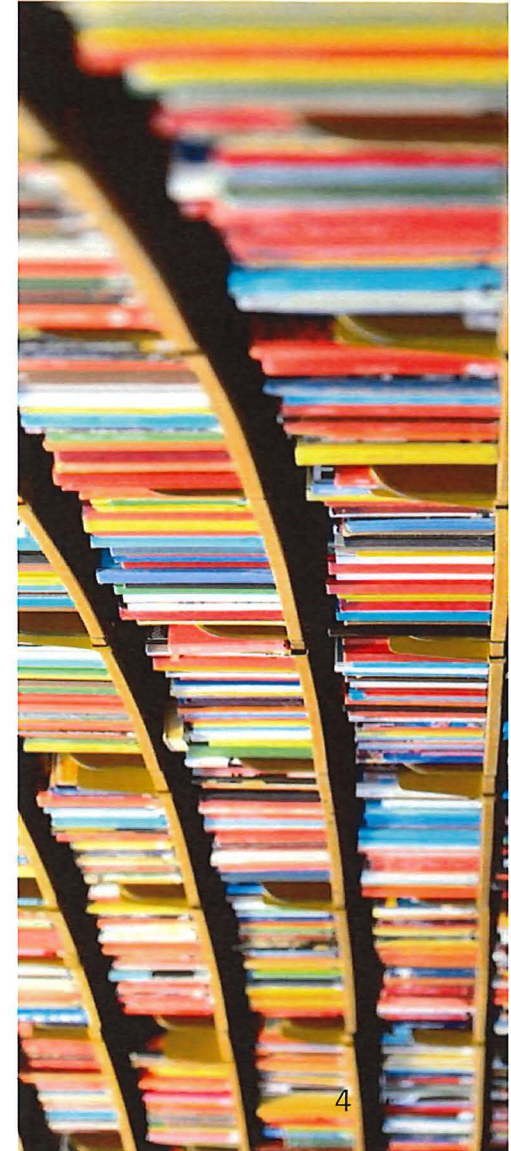
GPL Strategic Plan



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Gravenhurst Community Consultations

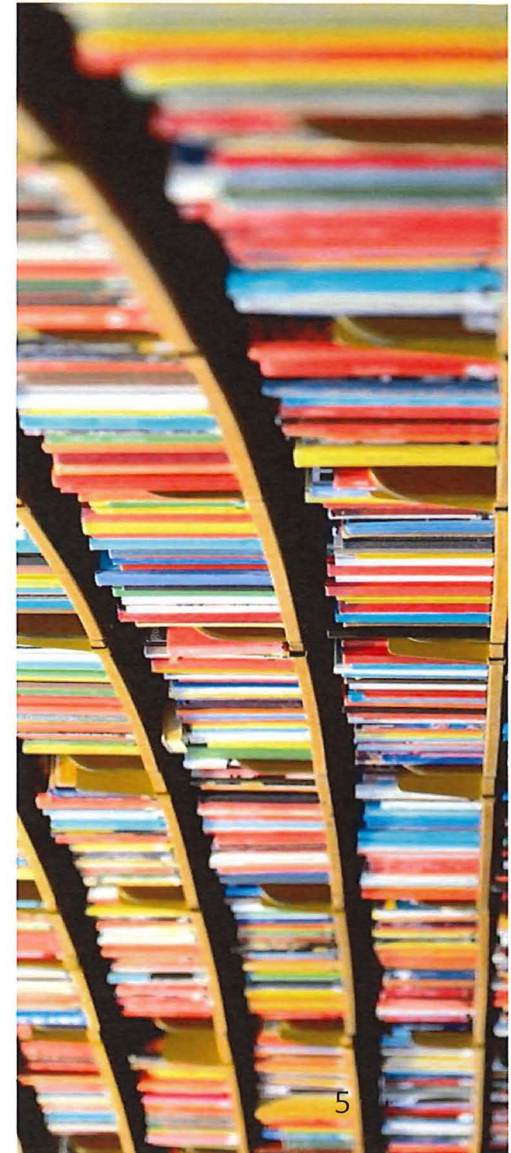
- We used a tested approach – combining personal focus groups and interviews with an online survey – which generates community discussions around the community’s real needs while allowing for hot-button issues to be collected and reported.
- We also engaged in structured discussions with local school partners, opinion leaders, senior town staff, local community groups, charities and service providers, local businesses, and all staff as well as the Library Board.



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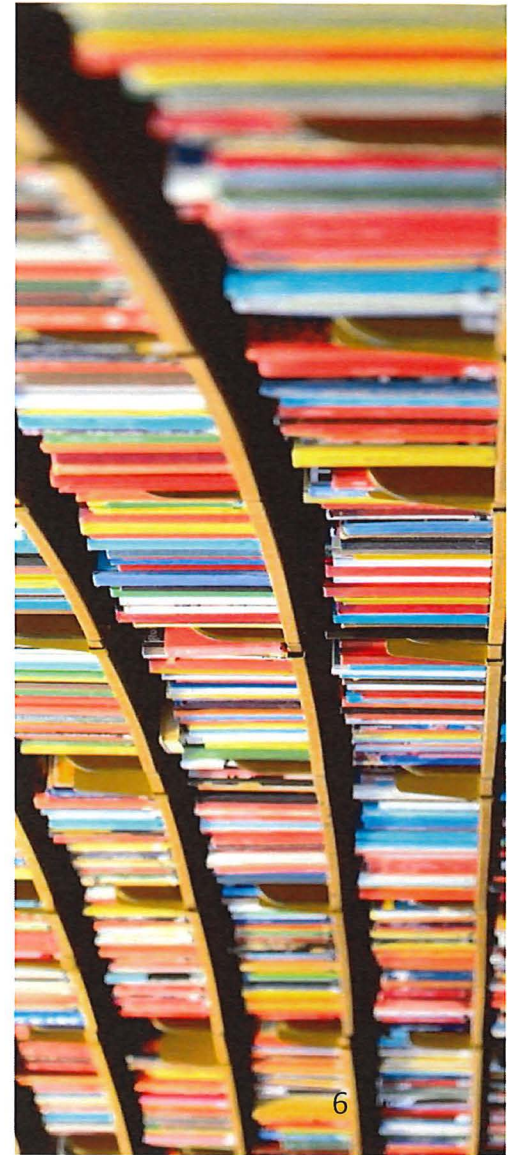
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Community Findings

Insights: The majority of Gravenhurst residents:

- Use the library's 24/7 online "branch"
- Want a library in easy (15 minutes) distance
- Want adequate free parking
- Are very interested in increased in-library programming
- Are very interested in increased digital programming
- Desire enlarged collections of all types (including digital)
- Want more meeting space, outdoor space, digital support, all ages programming space, technology, maker spaces, cultural spaces, local history and study spaces
- Want a multi-functional space downtown in GPL



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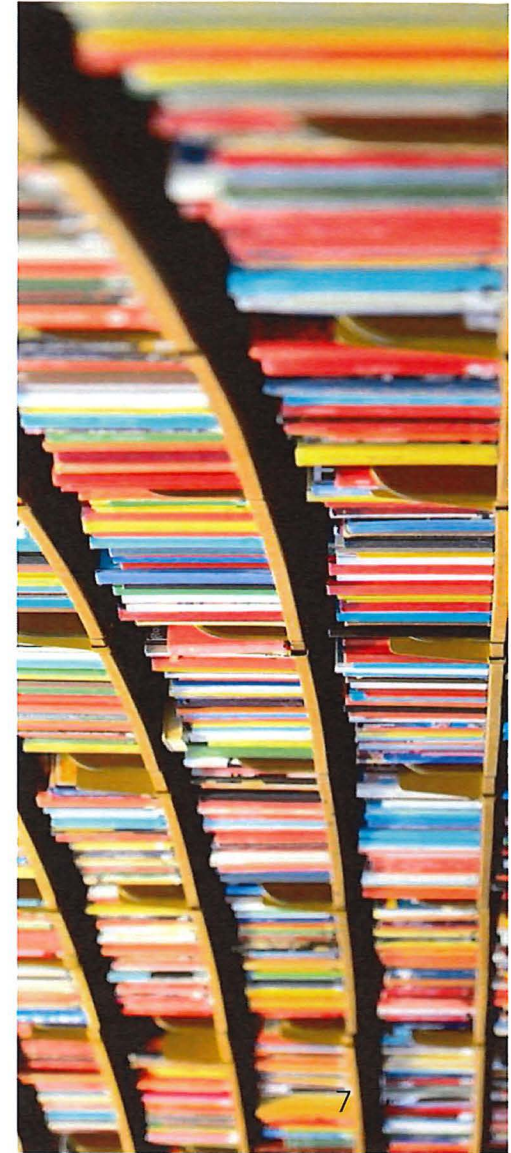
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Community Findings

Insights: The majority of Gravenhurst residents:

- Report they want to see more cooperation within local government agencies.
- Report they want a community hub to learn, read, discover and relax.
- Report they want to know a lot more about the Library as well as what's "on" in the Town and Region.



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Community Findings

Insights: Gravenhurst residents reported:

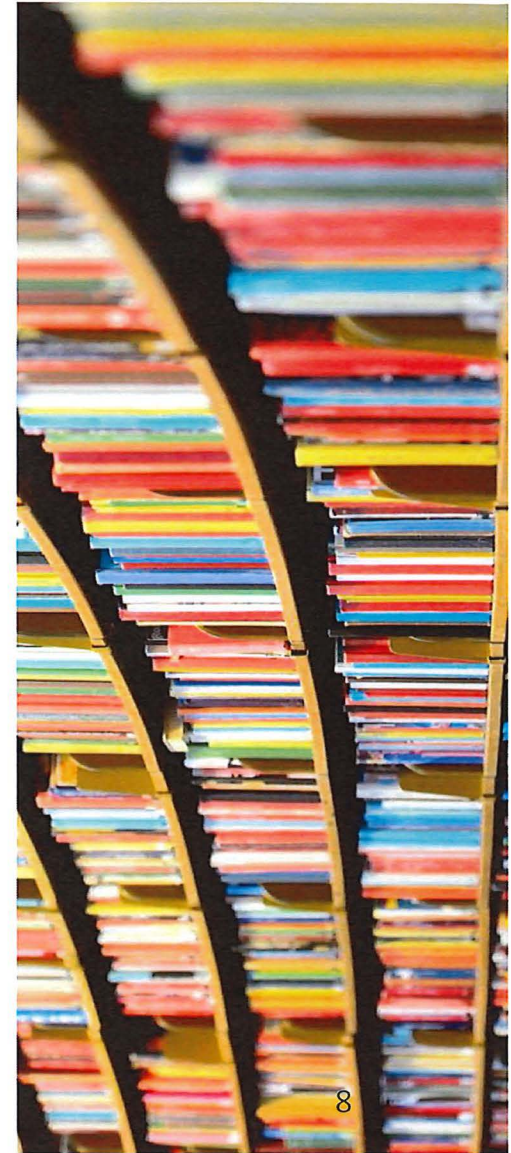
- Feeling safe at the Library.
- Had concerns about parking.
- Doing other things downtown in tandem with the library visit as the focus.
- Concentrating on quality family time and connecting with their neighbours.
- Wanting larger and more accessible collections.
- Wanting increased programs for kids, teens, the disadvantaged, businesses, seniors, and adults.
- Loving the programs and wanting more and needing to know more about their existence (communications).



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Research Reports

We provided with future-oriented research summaries and reports on issues likely to be the keys to success throughout the plan period:

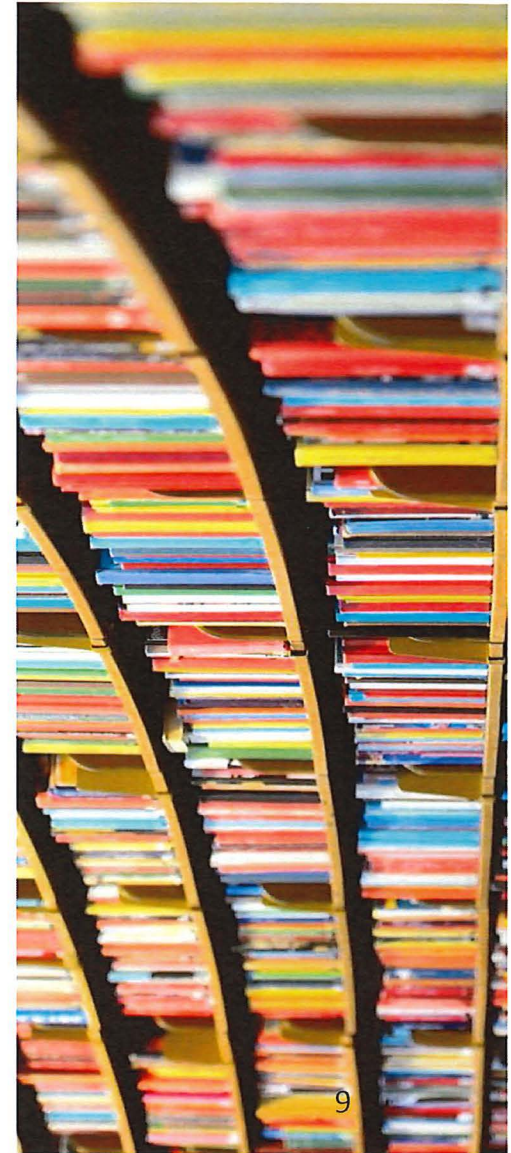
- Technology and Library Trends Forecast
- Peer Statistics Comparisons with Ontario Peer Libraries
- Program Plan & Philosophies Vision
- Long Term Technology Plan Overview



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Current State Process Analysis

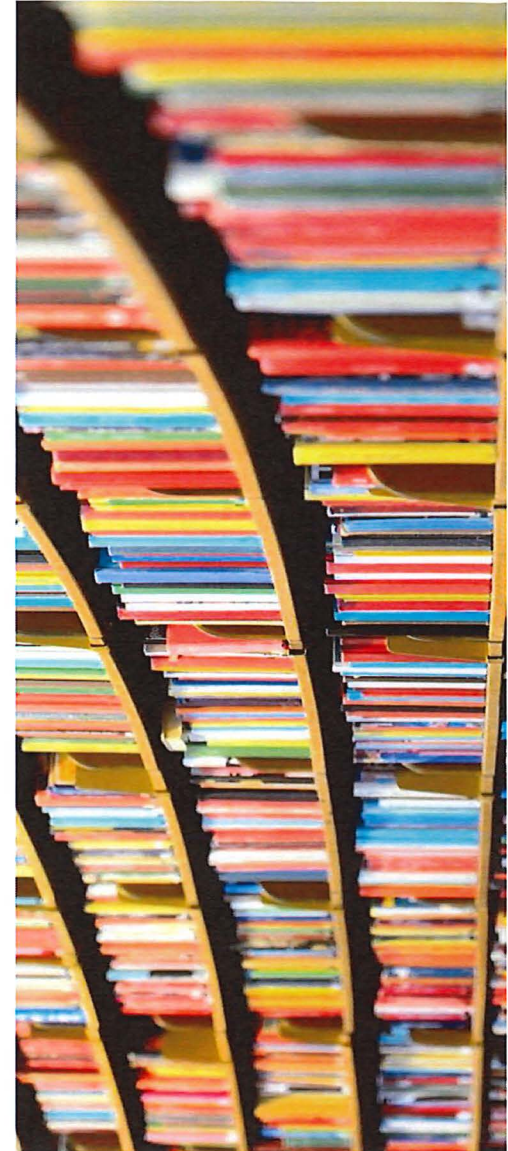
- We learned a great deal from the community consultations process in Gravenhurst.
- This process included 10 Focus Groups, and an online survey through SurveyMonkey.
- We had 7+ Meetings with the Library Board, library management and staff, and town staff.
- In addition we reviewed local and regional planning reports, the Town, and toured the library and cultural facilities.
- We prepared Gravenhurst specific discussion papers on facilities, peer statistics comparisons, a Technology and Library Trends Overview as well as a technology vision review.



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Survey & Focus Group Themes

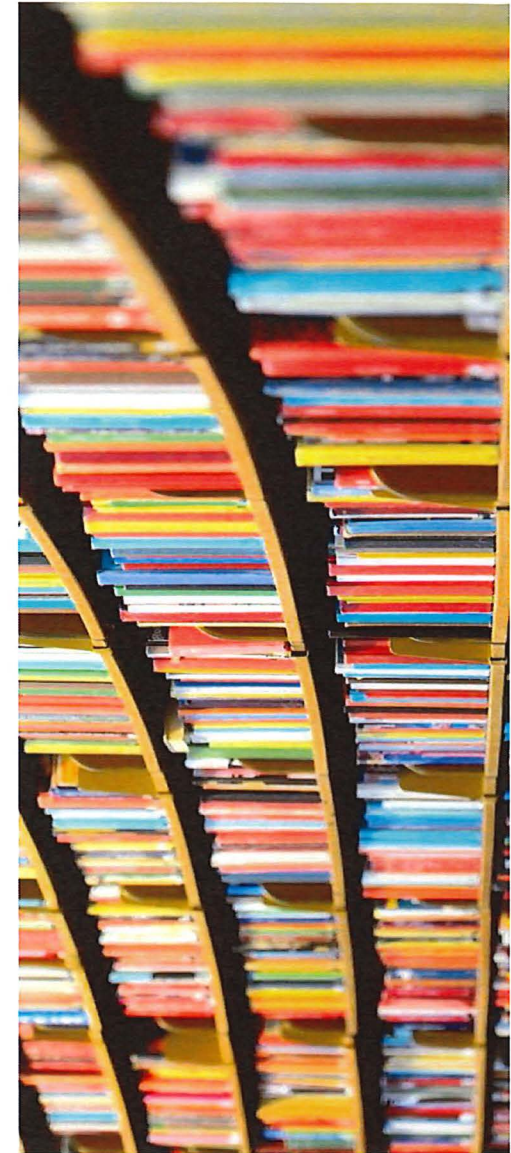
- Culture & “The Opera House”
- Social Isolation
- Events
- Competition/Cooperation
- Parking and Transportation
- Facilities
- Digital Needs
- Outreach
- The Muskoka ‘feel’
- Marketing
- Collections
- Partnerships and relationships within the municipality with other social clubs and cultural institutions
- Demographics, Poverty, Education
- Employment Capacity
- Programs (pent up demand)
- Services to Teens, Seniors & Adults
- Accessibility & Special Needs Issues
- Businesses



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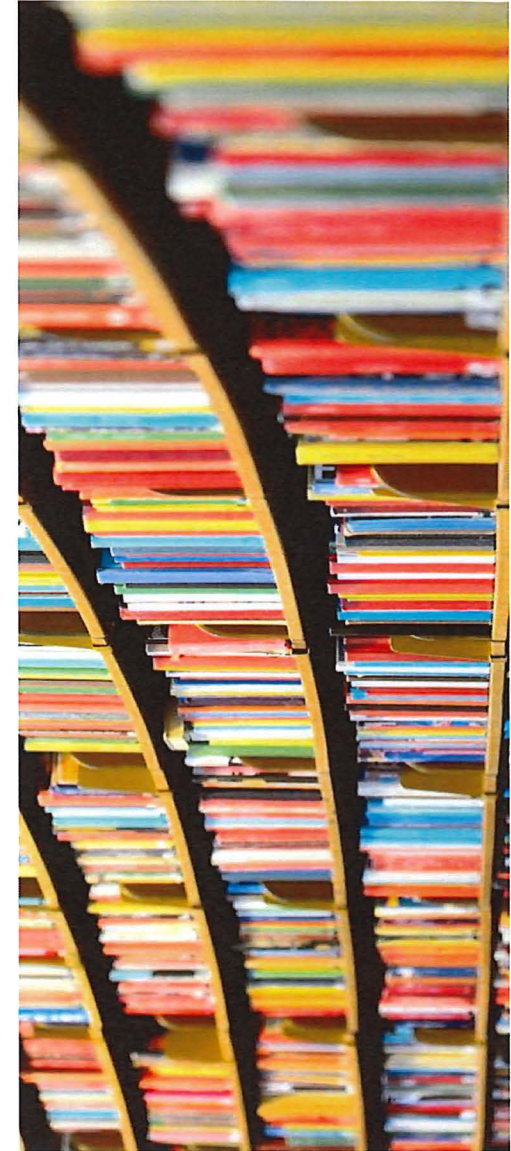
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Research & Consultation Reports

- Board Consultation (3)
- Staff Engagement (2)
- Civic Engagement (2)
- Focus Groups (6)
- SurveyMonkey report
- Initial Facilities rough notes/comments
- Timelines (4)
- Peer Statistics Comparisons
- Technology and Library Trends Overview
- Square Footage and Population Dynamics
- Program Plan Philosophies Vision
- Bubble Drawings (*revised)
- Long-Term Technology Plan Overview
- Broad order of magnitude cost estimates
- Final Recommendations Report

Note: Some of these reports may be too much detail for most. They will help to inform staff and management discussions and they are available on request.



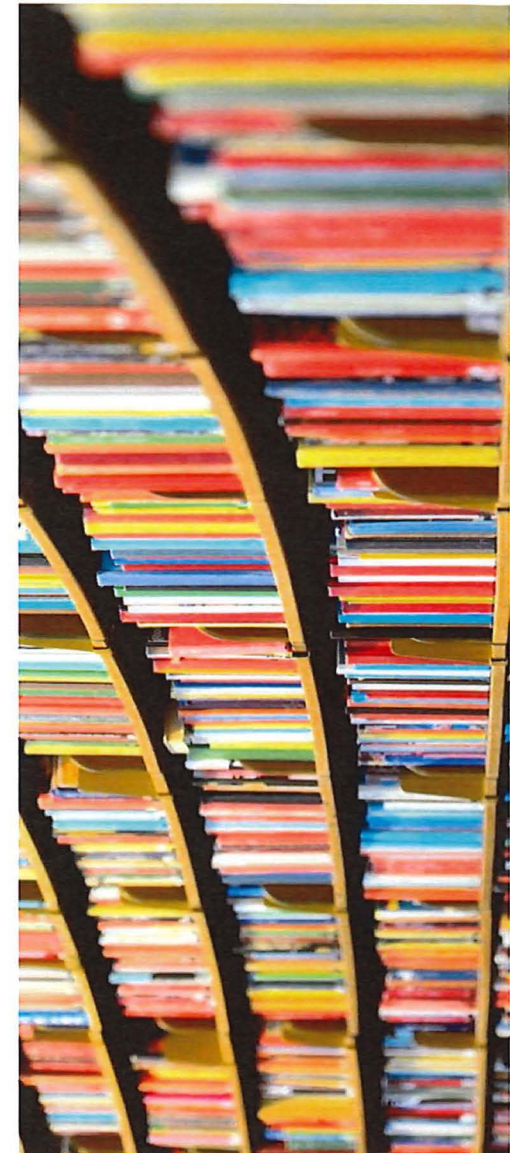
Community Findings

Describe Your Ideal Public Library

Q21 Describe Your Ideal Public Library in 3 words.

Answered: 303 Skipped: 52

Inviting^{Warm} Staff^{Safe} Spacious^{Place}
Welcoming^{Light} Accessible
Downtown Friendly^{Clean} Books
Selection Quiet^{Parking} Comfortable^{Resourceful}
Bright^{Stocked} Space
Relaxing^{Movies} Comfortable^{Collections}
Accessible^{Inclusive} Clean^{Cozy} Space^{Kids}
Spacious^{Materials} Books^{Resourceful}
Friendly^{Variety} Quiet^{Community}
Welcoming^{Selection} Staff^{Organized} Lots
Inviting^{Bright} Programs^{Stocked}
Relaxing^{Safe} Innovative^{Materials} Community
Clean Staff^{Parking} Comfortable^{Variety}
Books^{Lots} Welcoming^{Place}
Friendly^{Technology} Resourceful
Library Quiet^{Fun} Programs^{Stocked} Space
Modern^{Spacious} Bright^{Inviting} Accessible



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Community Findings

What
About
Gravenhurst
Should
Stand out
in your
Public Library?

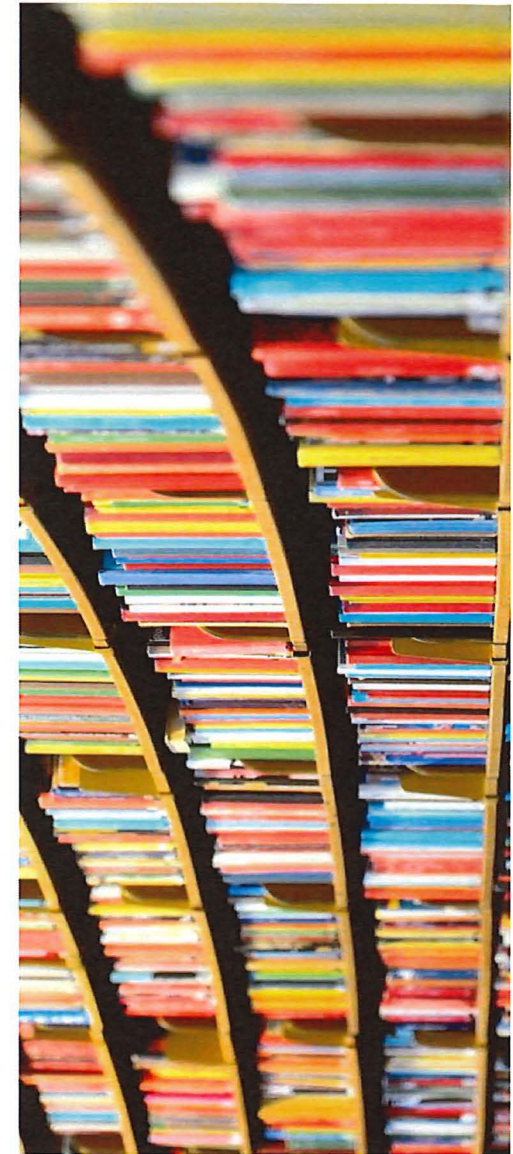
Q22 What uniquely Gravenhurst element(s) would you add to make your public library stand out?

Answered: 213 Skipped: 142

Programs Historical Photos Cafe Focus Community
Opinion Archives Bulletin Board Room Inside
Outdoor Workshops History Rustic
Local Coffee Muskoka Artwork Space
Mural Historical Town Gravenhurst Friendly
Nature Staff

Children Water Garden Heritage Space
Emphasis on the Archives Book Resources Historical
Quiet History Light Muskoka Cafe
Local Location Gravenhurst Coffee
Programs Room Reading Library Service Kids
Town Stone

Library Modern Wall Maps Room Chair Children Town
Books Friendly Cottage Fun Art
Indoor Reading Lounge Local Environment
Community Lighting Cafe Space
Activities Family Muskoka Materials Trees
Welcoming



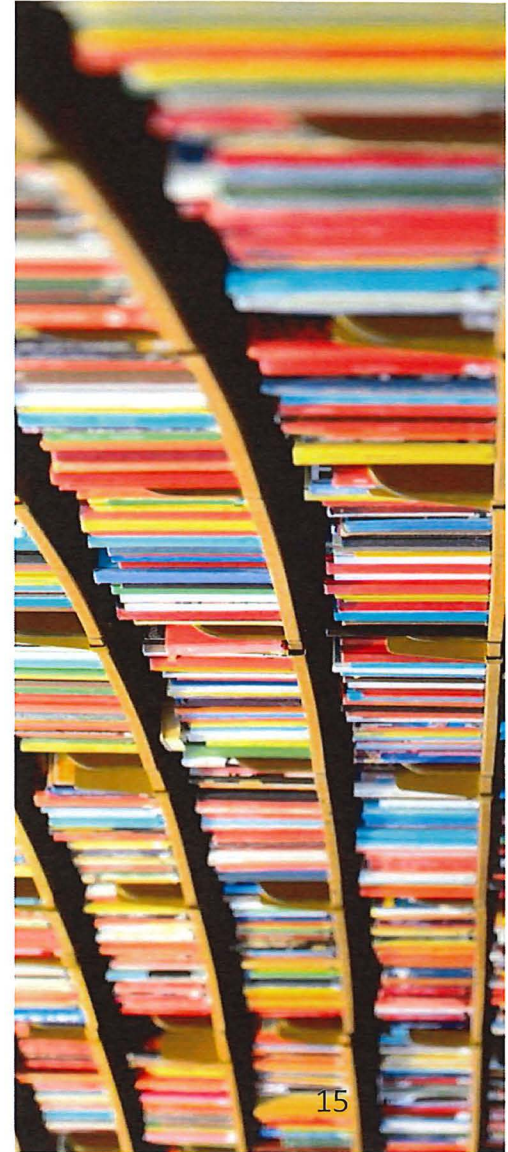
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Drivers for Change

- Population Dynamics (summer – winter)
- Demographic Changes
- Public Demand (Library & Archives)
- Technology Change
- Changes in education, society, and more.



Muskoka Population

Current (2016) Permanent and Seasonal Population

Permanent Population

Muskoka's Permanent Population

Muskoka's permanent population totaled 60,599 based on 2016 Census data. The following provides a breakdown by **Area Municipality**.

Municipality	2001 (a)	2006 (b)	2011 (b)	2016 (c) (d)
Bracebridge	13,751	14,879	15,414	16,010
Georgian Bay	2,176	2,340	2,482	2,499
Gravenhurst	10,899	11,018	12,055	12,311
Huntsville	17,338	18,280	19,056	19,816
Lake of Bays	2,900	3,570	3,506	3,167
Muskoka Lakes	6,042	6,467	6,707	6,588
MUSKOKA	53,106	56,554	59,220	60,599

a. Source: Statistics Canada Published Census, 2001

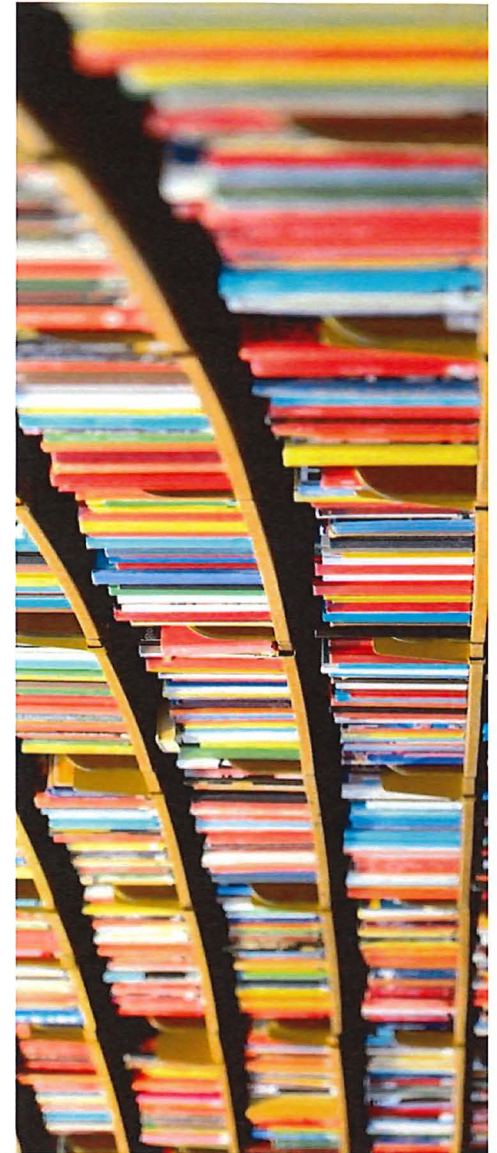
b. Source: Statistics Canada Revised Census, 2006 and 2011 as provided to the District of Muskoka in 2012

c. Includes totals for District of Muskoka including Moose Deer Point but do not include the Wahta Mohawk Territory as it was incompletely enumerated.

d. Source: Statistics Canada Published Census, 2016

Permanent Population Estimates

The Muskoka **Growth Strategy** was updated in 2013 and provides a revised growth rate of 1% for Muskoka's permanent population over the next 30 years.



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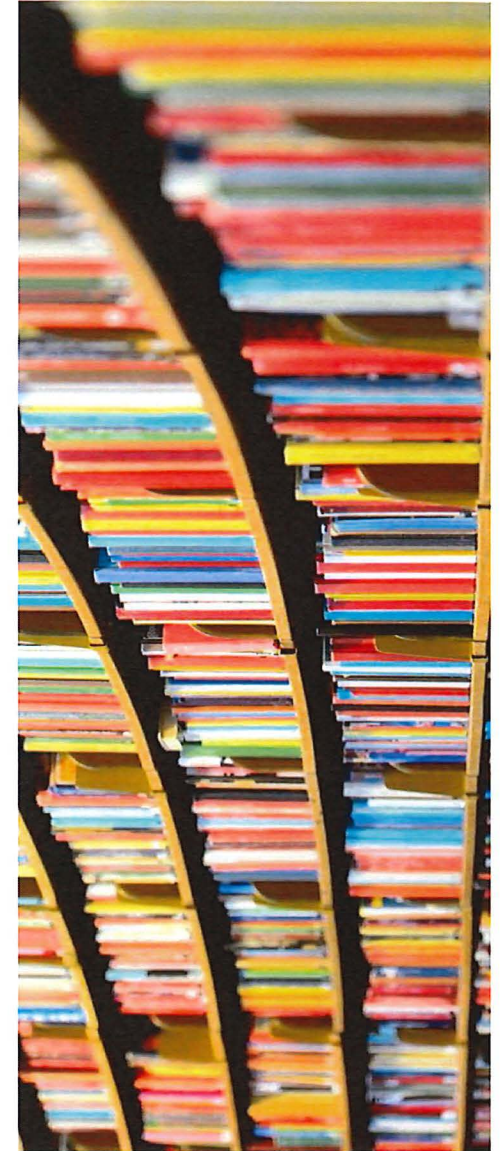
Muskoka Population Current (2016) Permanent and Seasonal Population

Seasonal Population

The **Muskoka Second Home Study** was also updated in 2013. The 2013 study data was used to estimate Muskoka's Second Home populations for 2013 - 2016 - see chart below.

Muskoka's Seasonal Population Estimates

Municipality	Estimated 2013 Seasonal Population	Estimated 2014 Seasonal Population	Estimated 2015 Seasonal Population	Estimated 2016 Seasonal Population
Bracebridge	7,575	7,618	7,589	7,629
Georgian Bay	16,277	16,327	16,295	16,331
Gravenhurst	12,221	12,311	12,551	12,641
Huntsville	6,875	6,940	6,950	7,031
Lake of Bays	12,893	12,984	13,118	13,168
Muskoka Lakes	27,738	27,868	28,296	28,363
MUSKOKA	83,579	84,048	84,799	85,163



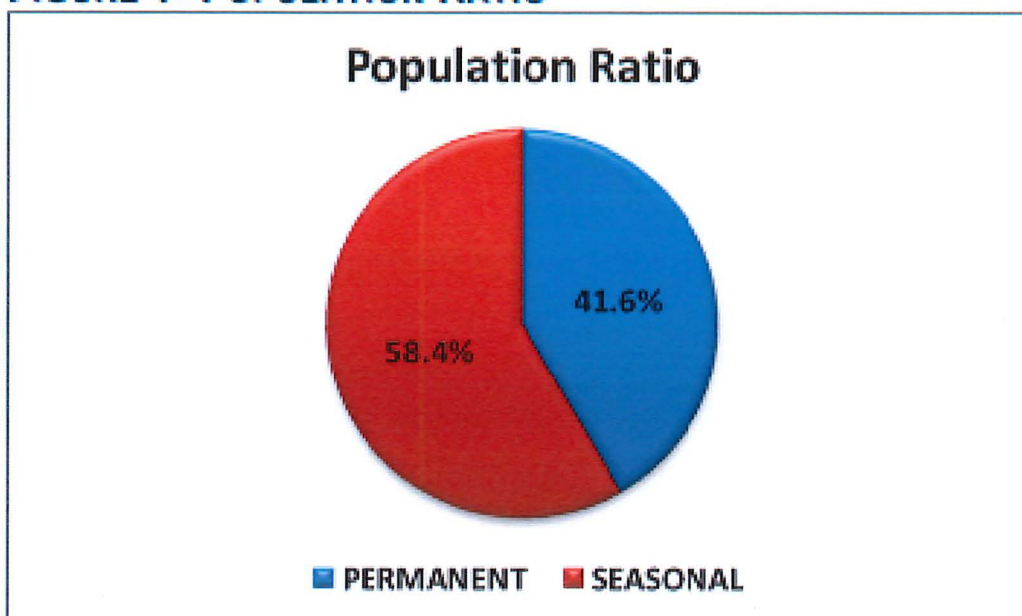
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Muskoka Seasonal Population

FIGURE 1- POPULATION RATIO



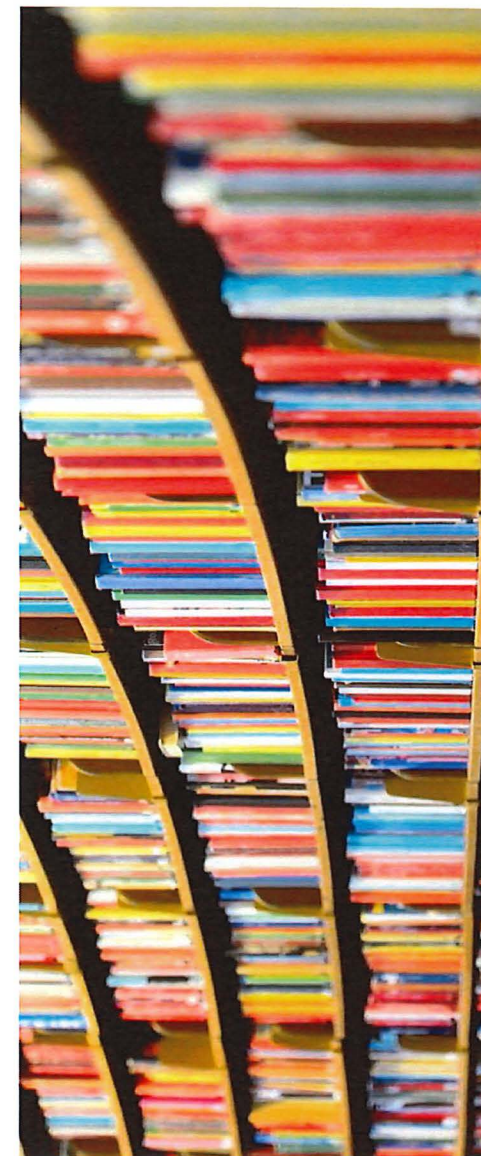
Source: 2013 Second Home Study: District of Municipality of Muskoka



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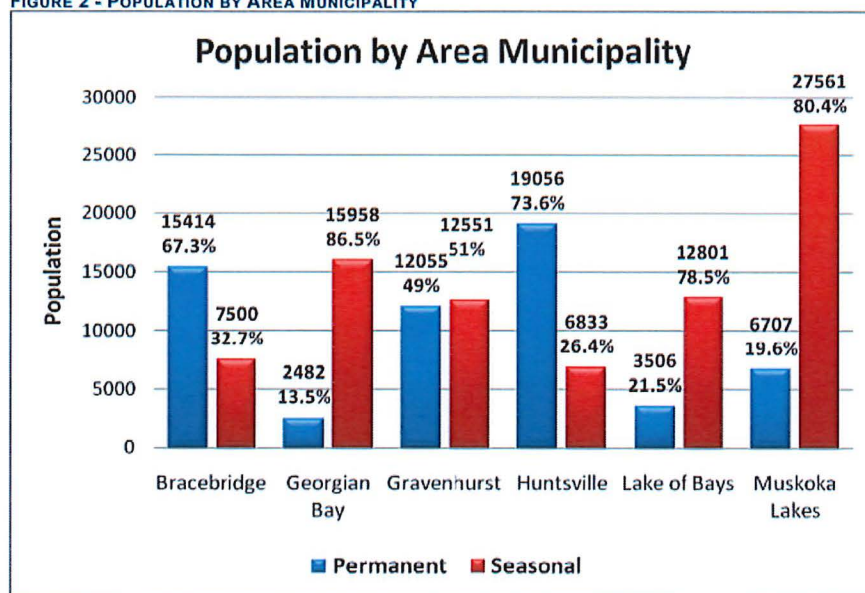
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Gravenhurst Population Dynamics

Table 1.1 of Appendix II provides the summary of seasonal population estimates.

FIGURE 2 - POPULATION BY AREA MUNICIPALITY



cond Home Study | District Municipality of Muskoka

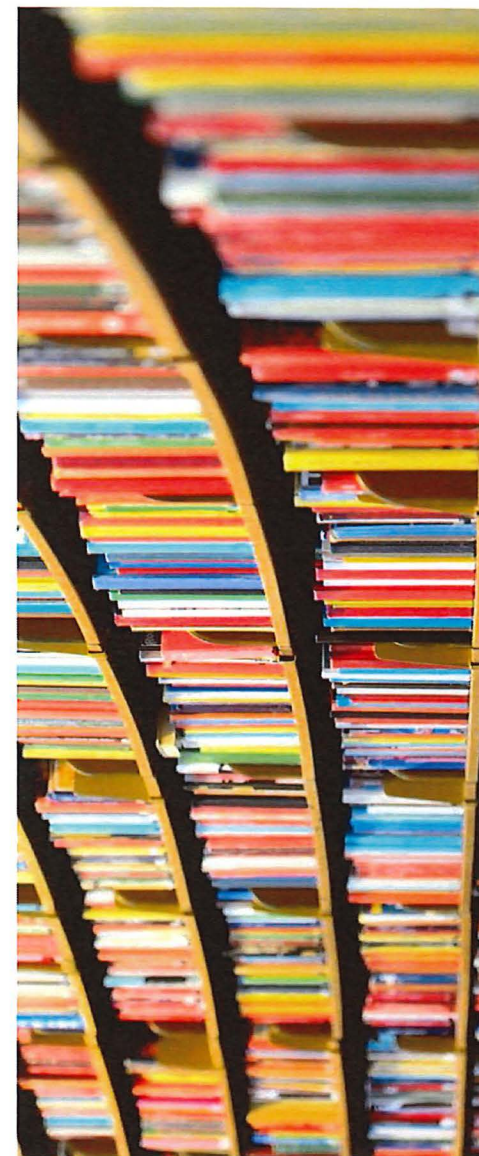
Source: 2013 Second Home Study: District of Municipality of Muskoka



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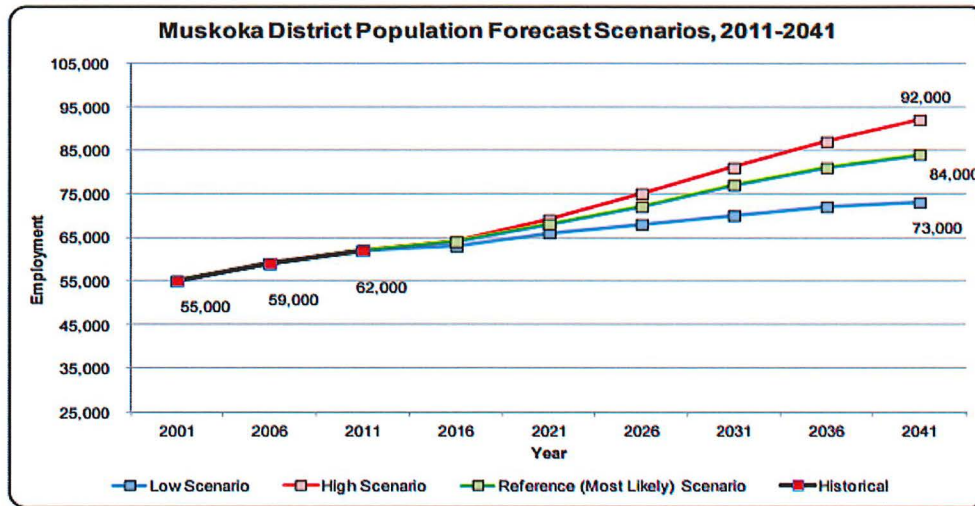
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Gravenhurst Population Growth

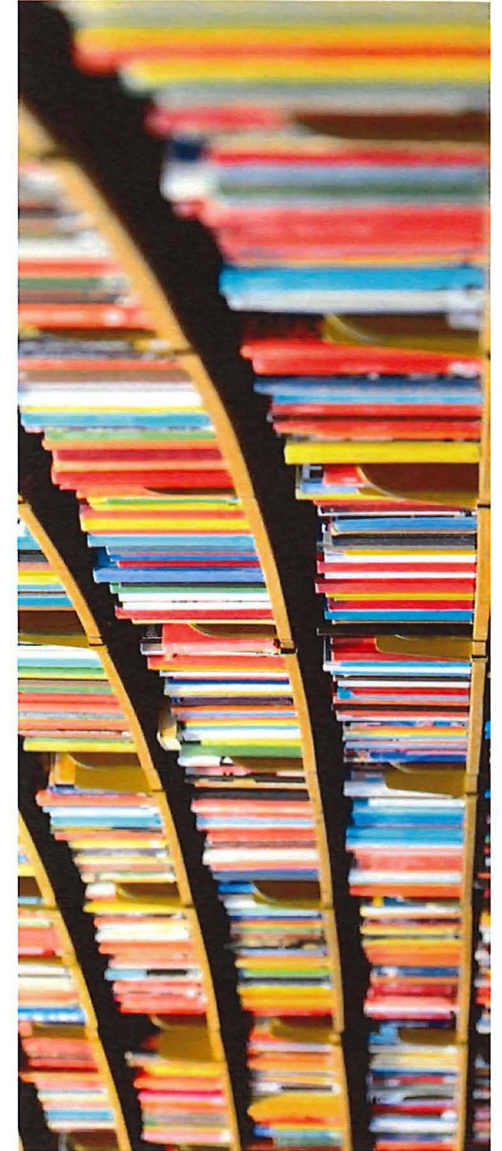
WHY

Figure E-1
Muskoka District
Permanent Population Growth Scenarios, 2011-2041



Source: Watson & Associates Economists Ltd., 2013

Source: Watson & Associates, District of Muskoka Growth Strategy 2013



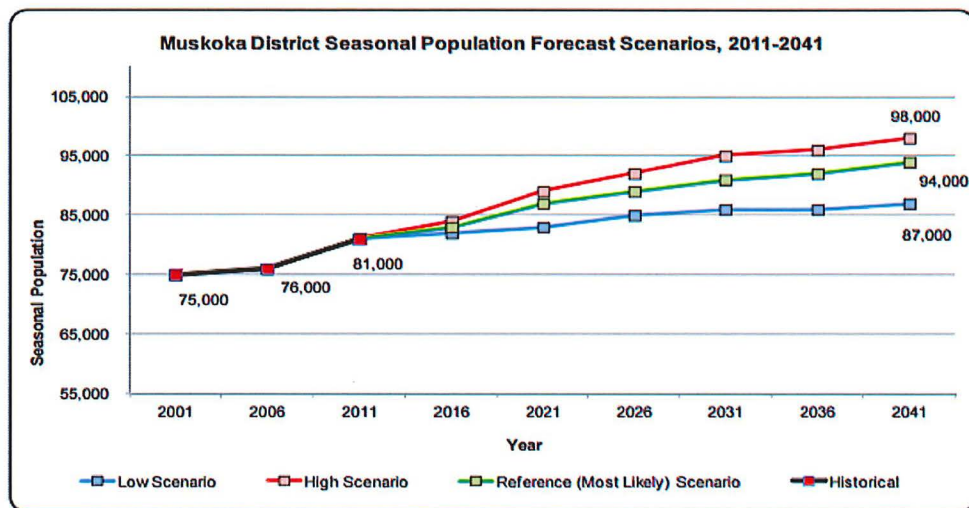
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Gravenhurst Population Growth

Figure E-2
Muskoka District
Seasonal Population Growth Scenarios, 2011-2041



Source: Watson & Associates Economists Ltd., 2013

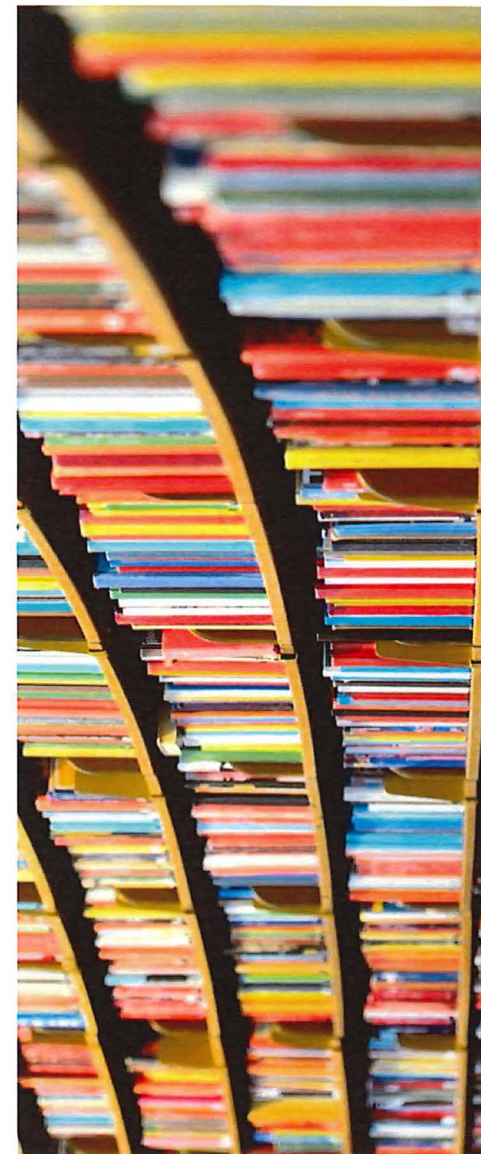
Source: Watson & Associates, District of Muskoka Growth Strategy 2013



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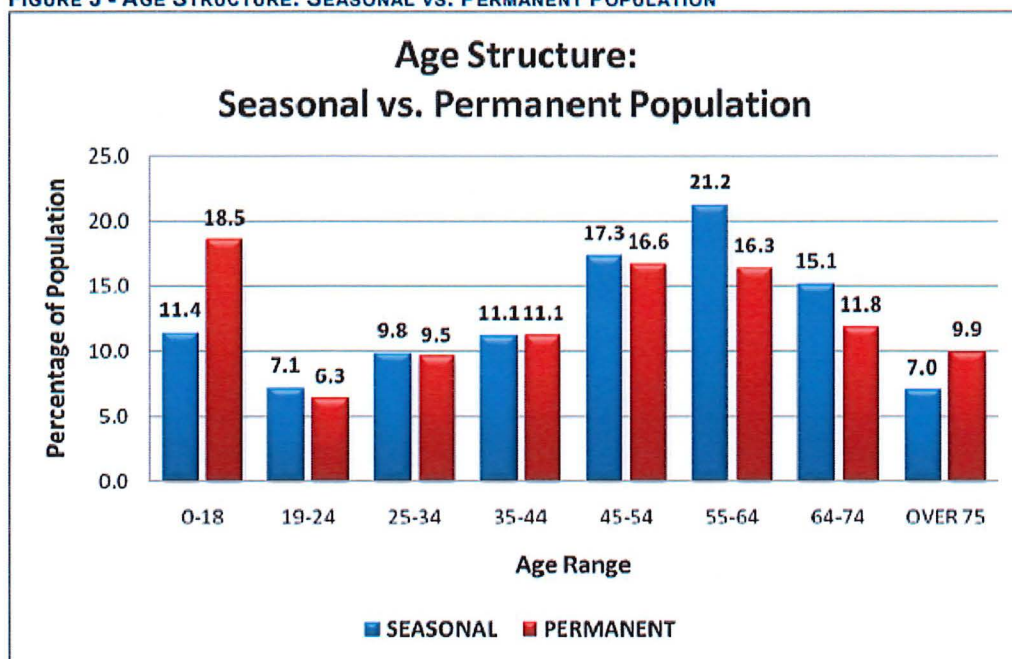
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Gravenhurst Population Dynamics

FIGURE 3 - AGE STRUCTURE: SEASONAL VS. PERMANENT POPULATION



Note: Values for the permanent population were obtained from the 2011 Census (Statistics Canada).

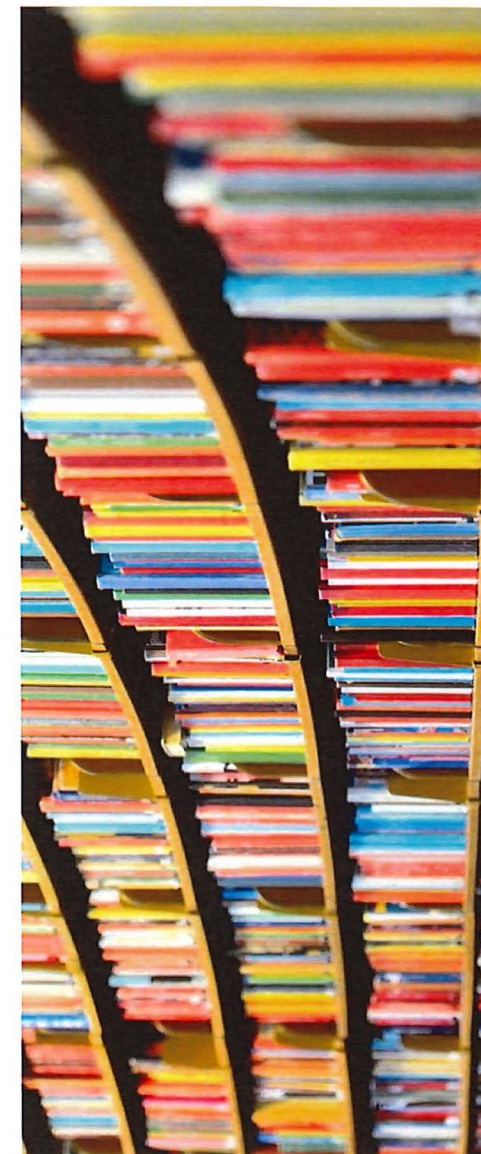
Source: 2013 Second Home Study: District of Municipality of Muskoka



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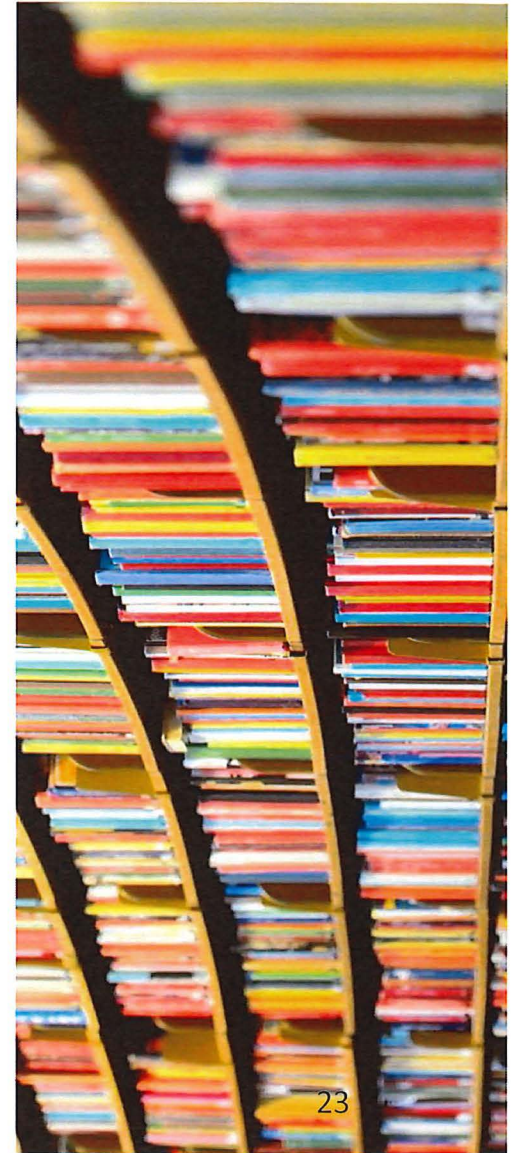
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Key Findings: Benchmarks

- The Ontario Ministry of Tourism, Culture and Sport (as well as national) guidelines recommend 0.7 square feet per capita as a planning standard for libraries in a branch system.
- This approaches 1 square foot per capita in a **highly centralized system or single library**, such as GPL.



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Gravenhurst Population Growth

Figure ES-1
District of Muskoka
Permanent Population Summary by Area Municipality, 2011-2041

Municipality	2011 Permanent Population	2041 Permanent Population	Permanent Population Growth 2011-2041
Town of Bracebridge	16,100	23,100	7,000
Township of Georgian Bay	2,600	4,500	1,900
Town of Gravenhurst	12,700	17,300	4,600
Town of Huntsville	20,000	26,400	6,400
Township of Lake of Bays	3,700	4,400	700
Township of Muskoka Lakes	7,000	8,600	1,600
District of Muskoka	62,000	84,000	22,000

Source: Watson & Associates Economists Ltd., 2013

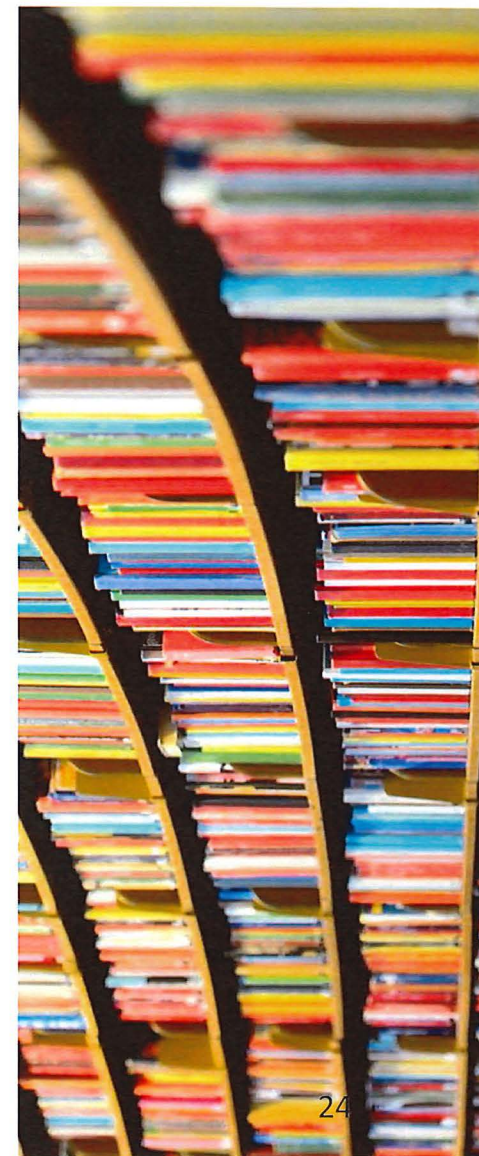
Note: Population Figures include an estimated undercount. Numbers may not add precisely due to rounding.

Source: Watson & Associates, District of Muskoka Growth Strategy 2013



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Gravenhurst Population Growth

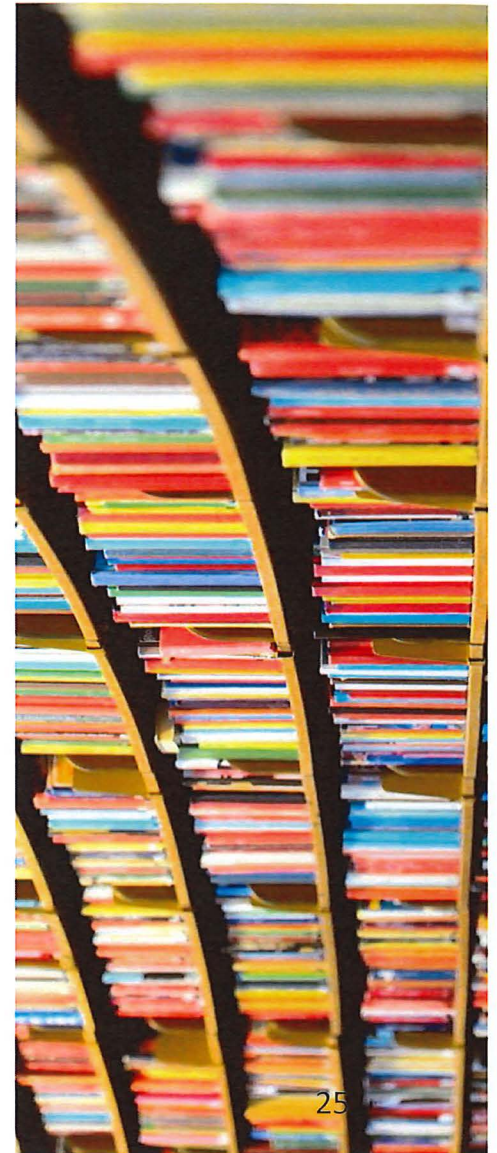
Figure ES-2
District of Muskoka
Seasonal Population Summary by Area Municipality, 2011-2041

Municipality	2011 Seasonal Population	2041 Seasonal Population	Seasonal Population Growth 2011-2041
Town of Bracebridge	7,400	8,100	700
Township of Georgian Bay	15,600	17,600	2,000
Town of Gravenhurst	11,900	13,600	1,700
Town of Huntsville	6,000	6,800	800
Township of Lake of Bays	12,500	13,900	1,400
Township of Muskoka Lakes	27,400	33,600	6,200
District of Muskoka	80,800	94,000	13,200

Source: Watson & Associates Economists Ltd., 2013

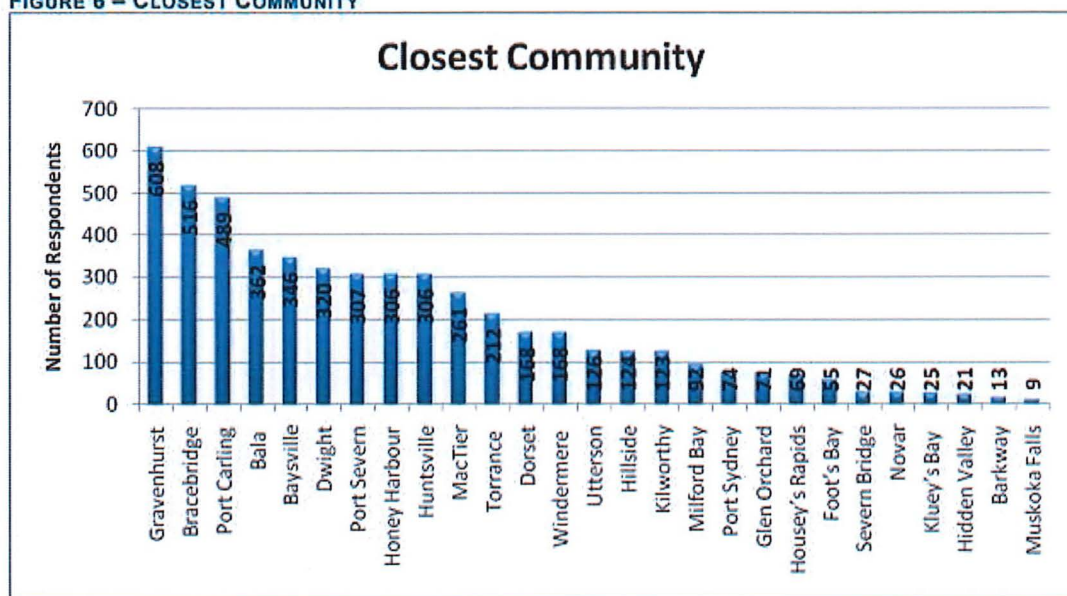
Note: Figures may not add precisely due to rounding.

Source: Watson & Associates, District of Muskoka Growth Strategy 2013



Gravenhurst Population Dynamics

FIGURE 6 – CLOSEST COMMUNITY



Source: 2013 Second Home Study: District of Municipality of Muskoka

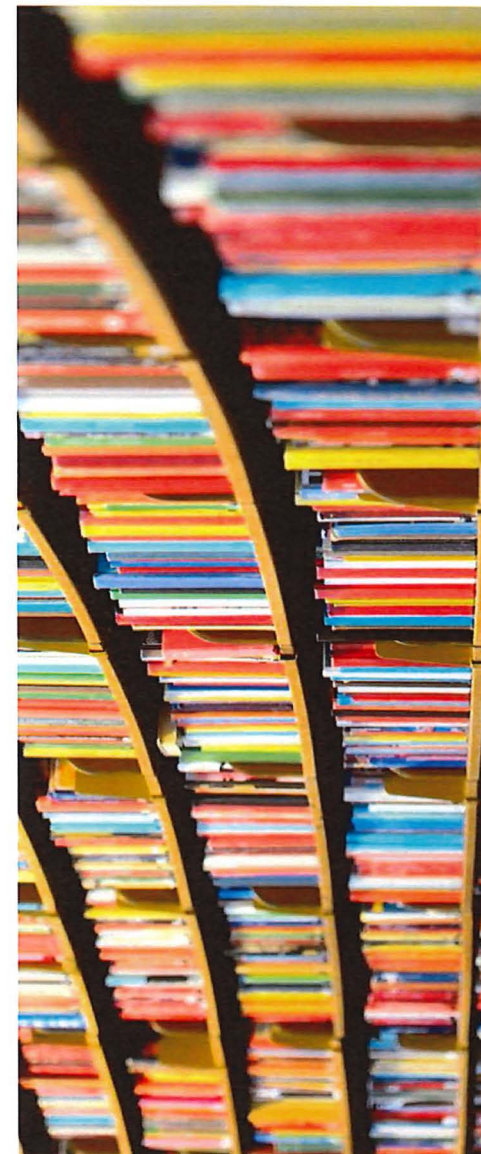
* Gravenhurst is the Muskoka community in closest proximity to the greatest proportion (12.6%) of Muskoka Second Homes.



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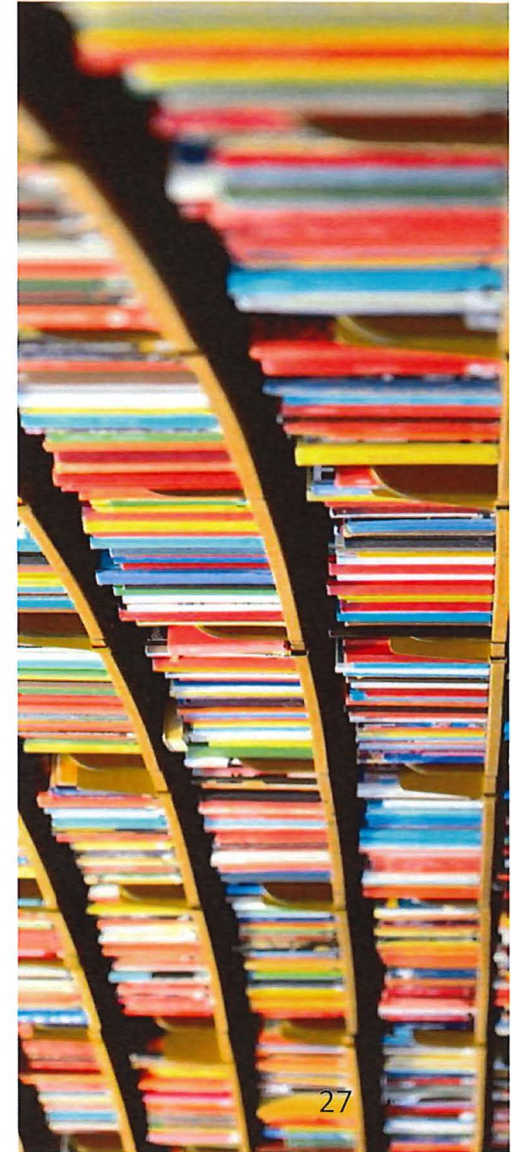
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Gravenhurst Facility: Current

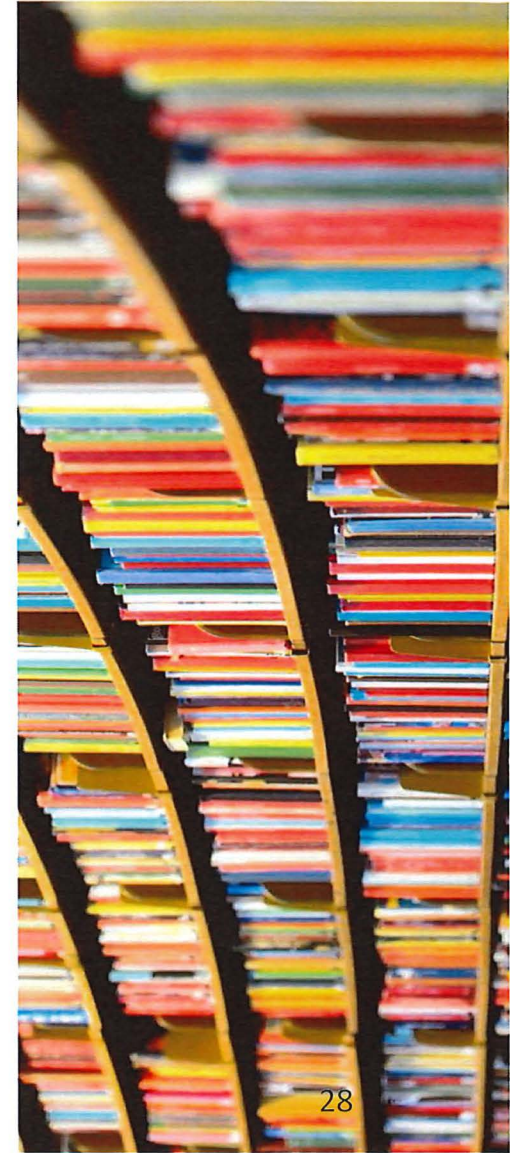
- GPL's current (2017) situation is:
 - Library: 8,000 sq. ft.
- Gravenhurst's population is showing these dynamics:

• All Year Permanent: 12,700	2041 projection: 17,300
• Seasonal: 11,900	2041 projection: 13,600
• Total: 24,600	2041 total: 30,900



Gravenhurst Facility: Forecast

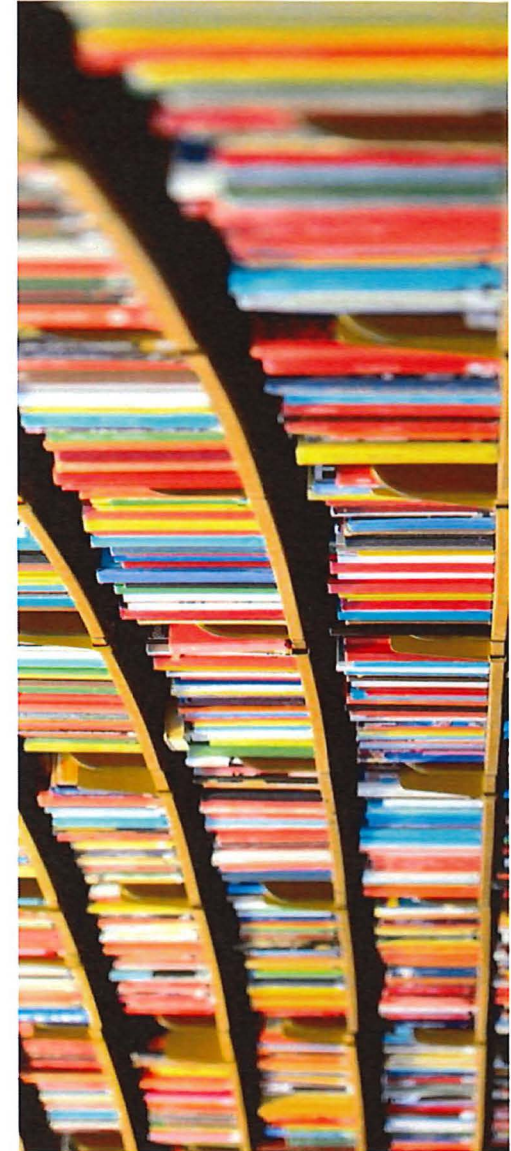
- GPL's current (2017) situation is:
 - Library Need 2017: 12,700 sq. ft. at **1 sq. ft. of public library space per capita**
 - Library Need 2041 projection: 17,300 sq. ft. at **1 sq. ft. of public library space per capita**
 - Neither of these take into account the seasonal residents
- With Gravenhurst's population showing these dynamics
 - All Year Permanent: 12,700 2041 projection: 17,300
 - Seasonal: 11,900 2041 projection: 13,600
 - Total: 24,600 2041 total: 30,900



Gravenhurst Public Library Standards

Ontario Public Library Guidelines

- The Ontario Public Library Guidelines (OPLG) are developed and administered by the *Ontario Public Library Guidelines Monitoring and Accreditation*. The edition used for this study was the 6th edition, amended 2013. The Introduction to the Guidelines states: All Ontarians, regardless of where in Ontario they live and work, have a right to public library service that meets basic, widely accepted norms of library practice and service.
- *The Guidelines offer a method for libraries throughout the province to meet basic service levels and to continue to grow to meet the ever-changing needs of their communities. Libraries must conform to provisions of the Public Libraries Act, the Municipal Act, the Accessibility Act and other relevant legislation and are accountable to the communities they serve.*



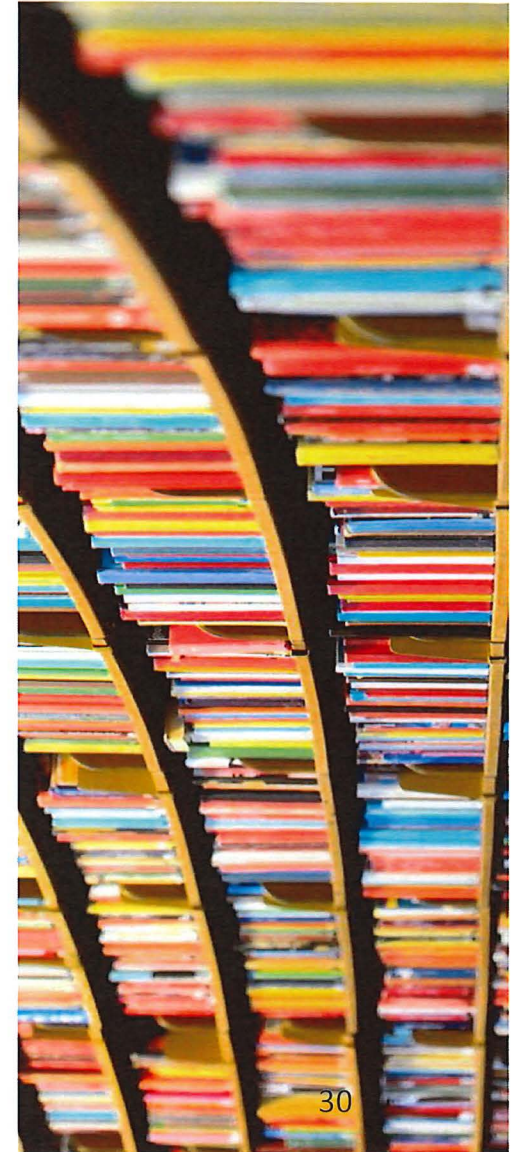
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Gravenhurst Public Library vs. Standards

- Currently, Gravenhurst Public Library has less space than it needs based on provincial guidelines. With the Muskoka Region planning on fostering an all year growth pattern, this is unsustainable.
- Less space means that GPL cannot offer the diversity of services available in other communities. In a real sense, this puts Gravenhurst at a competitive disadvantage to attract new residents relative to other communities. Furthermore, there is a barrier for many residents to access the existing library.
- Unless addressed the undersized facility means Gravenhurst Public Library can never reach its full potential. This particularly impacts children, teens, and seniors.



Gravenhurst Public Library vs. Standards

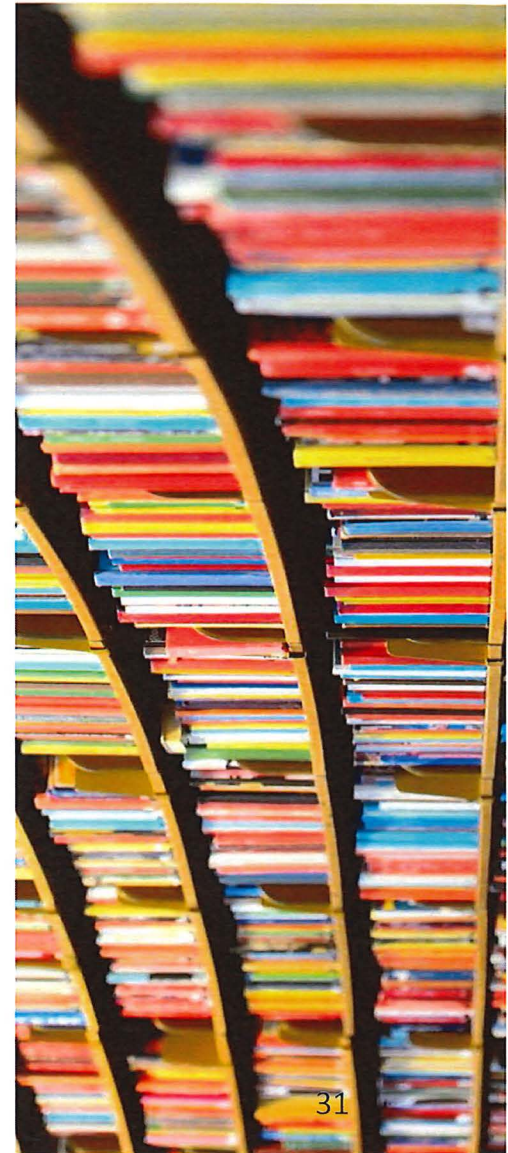
- It is recommended that GPL increase the size of the library should be based on the 1 square foot per population standard.
- The permanent population of 17,300 in 2041 means that total branch size would be 17,300 square feet. With the addition of the forecasted seasonal population of 13,600 in 2041 the total square footage would be 30,900.
- We have proposed an addition that brings in the library at 16,899 square feet **cognizant of the seasonal population variances**. However, with an all-season strategy at the regional level and the high use of other regional libraries by Gravenhurst residents as well as reciprocal use by local communities, this proposal is very conservative and mindful of local financial issues.



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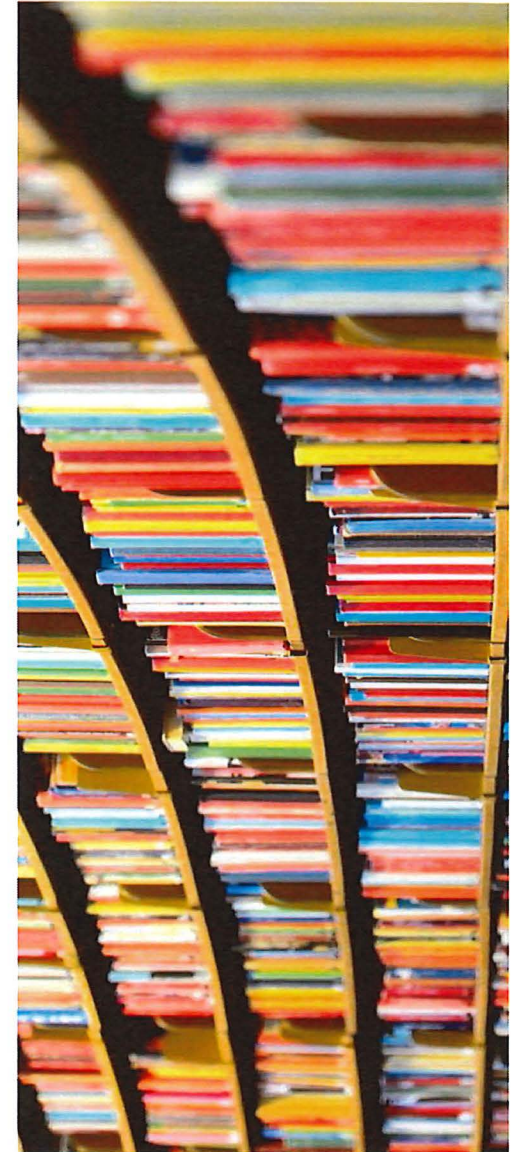
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Gravenhurst Public Library Standards

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