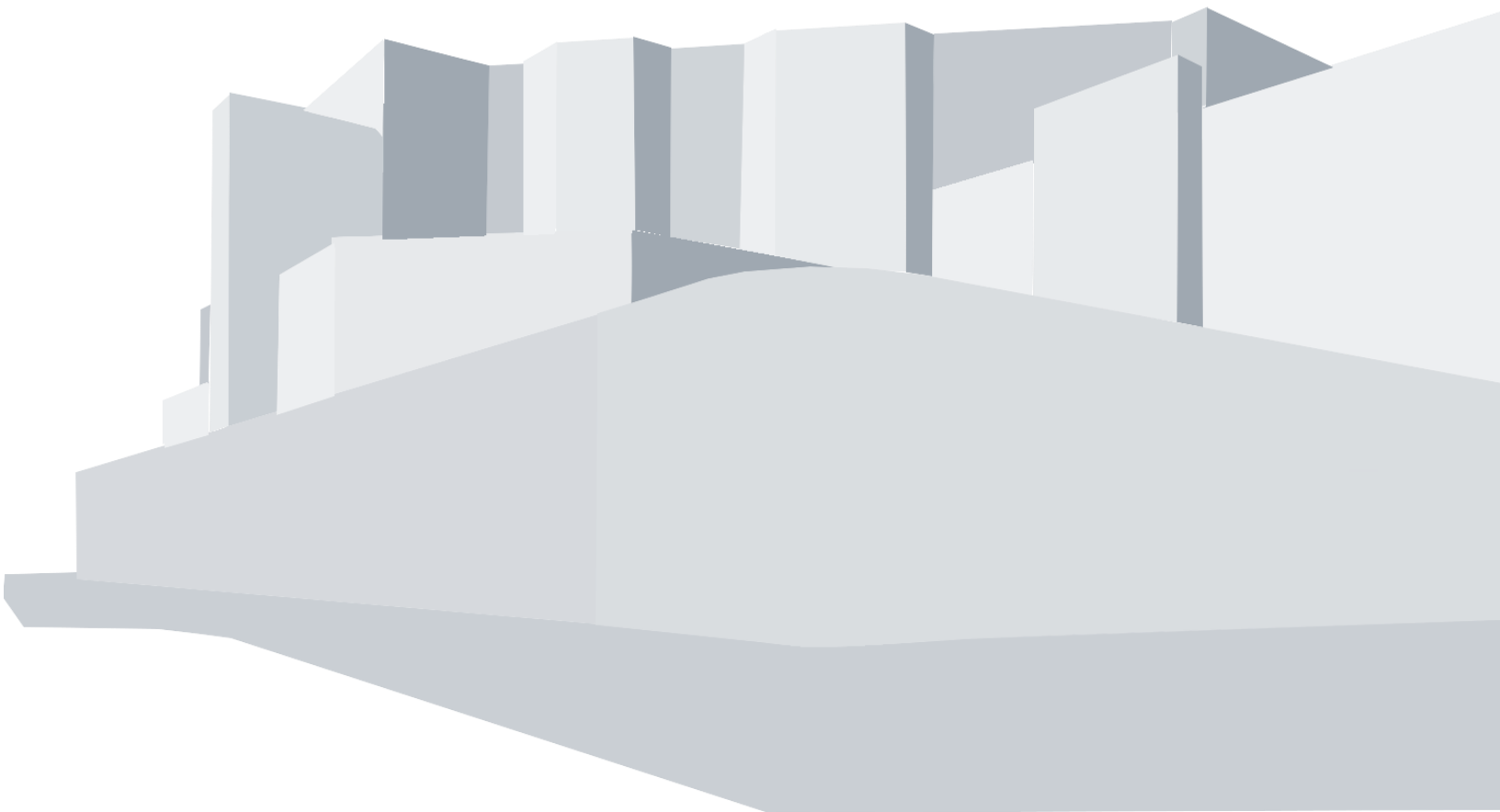




Hamilton
Public Library
FREEDOM TO DISCOVER

Discover HPL

Measuring the Impact of Hamilton Public Library



EXECUTIVE SUMMARY

Hamilton Public Library (HPL) has fostered a sense of learning, discovery and community in Hamilton for over 127 years. The Earl and Countess of Aberdeen officially opened Hamilton's first public library in 1890. The building, located on the north side of Main Street West between James Street South and MacNab Street, employed nine staff serving 44,653 Hamiltonians. Today, more than 500 staff across 22 locations and two bookmobiles offer over 1,000 hours of library service each week, while more than 6.8 million physical and digital items are borrowed.

The economic benefits analyzed in this study were separated in this study into two distinct categories: Direct Benefits and Indirect Benefits. All services, counts and estimates were taken from final 2016 results.

Direct Benefits are created through the free services HPL provides the community. These figures were determined by comparing the cost of paid alternatives.

Indirect Benefits are created by HPL contributing to the local economy through wages, capital improvements and job opportunities.

Every dollar invested in HPL generates a value benefit of \$5.59.

- \$1,595 per branch hour
- \$1,022 per active cardholder
- \$765 per household
- \$301 per resident



HPL created \$161,855, 691 of economic benefit in 2016

OVERVIEW

HPL completed a thorough review of economic impact studies. Since 2009, many libraries and municipalities have completed Economic Impact Studies, including: Halifax, Ottawa, Edmonton, London and Toronto. The methodology used in this study mirrors the industry standard that has been used throughout Canada as well as in the United States, United Kingdom and Australia.

The method used was purposefully conservative to estimate the library's impact on the City of Hamilton. Market value was determined through an environmental scan of actual retail costs (not manufacturer's suggested price) and was based on the highest circulating items in each category.

Additionally, only quantitative benefits like circulation and programs were measured. This study does not account for all that the library provides the community. The social impact of the library's equitable space, early literacy and lifelong learning initiatives cannot be measured.

HPL is a vital space and resource for everyone living, working and studying in Hamilton.

BACKGROUND

The methods for this study were based largely on previous studies from three other library systems:

1. Martin Prosperity Institute, "So Much More: The Economic Impact of the Toronto Public Library on the City of Toronto," 2013.
2. Ottawa Public Library, "Check out the Benefit: The economic benefits of the Ottawa Public Library," 2016.
3. Nordicity, "The Economic and Socio-cultural Impact of the Edmonton Public Library," 2016.

Each of the following sections includes a brief explanation of how the calculations were made, in addition to the results.

HPL's study reflects average market prices for materials based on specific material types from Indigo, Best Buy and Amazon.ca. Program costs reflect services like writing classes and other paid programs offered in the community. Makerspace costs were determined using an average of local 3D printing studios, work space rentals and other similar services.

DIRECT TANGIBLE BENEFITS

Direct tangible benefits are services and offerings HPL provides the community for free.

COLLECTIONS: CIRCULATION & IN-LIBRARY USE

HPL's collections include digital and physical resources that can be borrowed by customers:

- Books
- eBooks
- eAudiobooks
- CDs
- DVDs
- Blurays
- Video Games
- Video & Music Streaming
- Magazines & Newspapers
- Online Magazines & Newspapers
- Online Learning Resources



The market value of each resource was calculated based on an average price, including promotional offers, from retailers such as Indigo and Amazon.ca. e.g.: \$16.25 for DVDs, \$13.12 for eBooks, with a discount of 40% applied because the materials are borrowed and not owned. Each type of book (adult, children and teen) and format was separated out both in price and circulation for accuracy when determining value. The usage of materials is determined by the number of items borrowed and used in the branch by library customers.

ONLINE RESOURCES

HPL offers several online learning resources such as Lynda.com and Mango Languages, which had more than 50,000 sessions in 2016. Participation in these learning resources has grown by more than 30% in 2017.

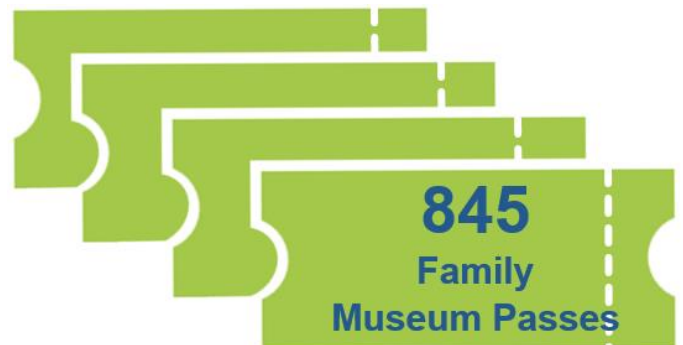
These services were valued by looking at average monthly usage and subscription cost in the retail market.

All digital materials accounted for \$8.1 million, including online learning resources, music streaming, video streaming, eAudiobooks and eBooks.



MUSEUM PASSES

HPL offers Museum Passes for municipal museums which offer admission for two adults and two children. These Hamilton Museums offer family packages and those rates were averaged to determine value. In 2016 those family passes were circulated 885 times, to a retail value of \$15,045.



PROGRAMS

In 2016, more than 180,000 people participated in over 9,000 free programs, equivalent to 1 in 3 Hamiltonians coming to a library program in 2016.



\$ 5.1 million economic benefit in 2016

HPL's programs are free for all ages and target everyone from babies to older adults. The value of comparable community program sources for children and adults were measured and averaged by age; the result was a benefit of more than \$5 million.

REFERENCE & DATABASE SERVICES



The library provides everyone access to information. Library staff answer and research information questions via email, phone, social media and in-person. HPL also provides first-class educational resources like databases and research articles free of charge. These services

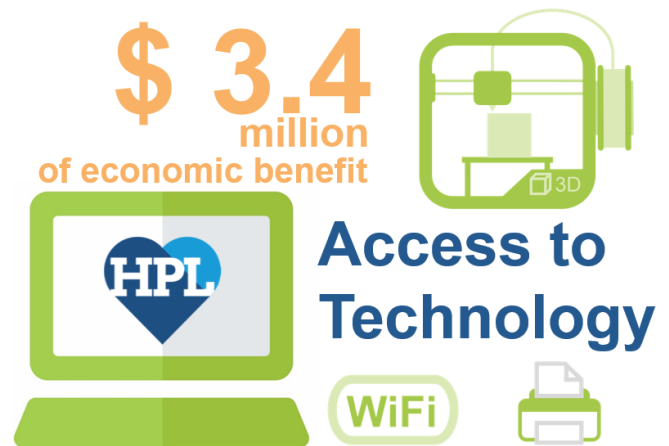
range from homework help for grade school students to research for academic papers.

The Local History & Archives Department houses Hamilton's history through an extensive collection of scrapbooks and clipping files, photographs, microfiche of local papers and local memorabilia.

The cost of paid alternatives of these collections were determined by similar retail reference services and the retail cost of articles and database services. By answering Hamilton's questions, HPL created over \$9 million in value in 2016.

TECHNOLOGY ACCESS

HPL supports digital literacy and provides access to innovative technologies. The estimated value of access to our public computers, free WIFI, Makerspaces and more totaled \$3.4 million in 2016.



Makerspace services were valued using local price comparisons averaged for each service type. With only 8 months of use in 2016, the new Makerspaces services generated over \$25,000 of value. With an aggressive expansion plan for branch Makerspaces underway, there will be an even greater impact and value for the local communities.

HPL had nearly 2 million computer and WIFI sessions last year. The value of WIFI sessions is calculated based on a small cup of Tim Horton's coffee and a per GB rate based on local internet plans (\$0.17 per GB). Computer sessions are also based on the small coffee cup rate. Free printing was based on the black and white printing cost of a single page (library rate, \$0.10 per sheet).



The final \$3.4 million amount reflects all technology and digital access services in 2016.

MEETING & STUDY SPACE

Meeting and study space was not calculated in this economic impact study for two reasons: Rooms/spaces are already rented to the public at discounted rates, and many rooms have less than 6 months of usage due to renovation closures.

The value of an open hour takes into account any activity that can happen in a branch during regular open hours. This number is divided by the total number of all branch open hours in a year.

The following activities were used to calculate the value of one open hour at a branch:

- Physical Circulation (Books, CDs etc.)
- In-Library Materials Use
- Programs
- Computer Sessions
- WIFI
- Makerspace Services and Programs



**Per hour
in branch \$1,595**

The total value of resources used inside the branch was then divided by the annual hours open, resulting in a value of \$1,595 per hour in 2016.

Indirect benefits include the many ways HPL contributes to the local economy through purchasing, wages and investment.

Operational Expenditures, those day to day expenses for the library like wages and other purchasing, were sorted by address (Ontario, Canada or International). A multiple was then applied (2x for Ontario, 1.4x for Canadian and none for International), in line with other studies.

**51,150 Hours open in 2016
at 22 Branches**



For Capital Expenditures, project spending like new libraries and improvements, the spending was averaged over three years (2014-2016) and then analyzed to determine the destination as was done for Operational Expenditures and the same multiple was applied (2x for Ontario, 1.4x multiple for Canada and no multiple for International).

HPL is a vibrant hub for information and culture. Many library programs, initiatives and services cannot be adequately measured in dollars and cents.

Through various outreach initiatives, HPL engages with the community beyond our physical spaces to create meaningful impact. This social and cultural impact is difficult to measure; HPL is proud to support 183 community partnerships, host storytimes and English conversation circles, and attend community meetings.



As a next step, HPL is exploring outcome measures to determine the lasting impact of particular programs on participants after the program has concluded.

Hamilton is more than an economic engine, it is a vibrant hub for the young and old to learn, grow and achieve their potential. HPL provides relevant and responsive services tailored to Hamiltonians that foster lifelong learning and support literacy and digital literacy, ultimately helping Hamilton build a better and stronger workforce.

For every dollar invested in HPL, \$5.59 of economic benefit is created. The Return on Investment value was calculated through the sum of all Direct and Indirect benefits and the investment of 2016's municipal contribution of \$28.9 million.

HPL CARD VALUE

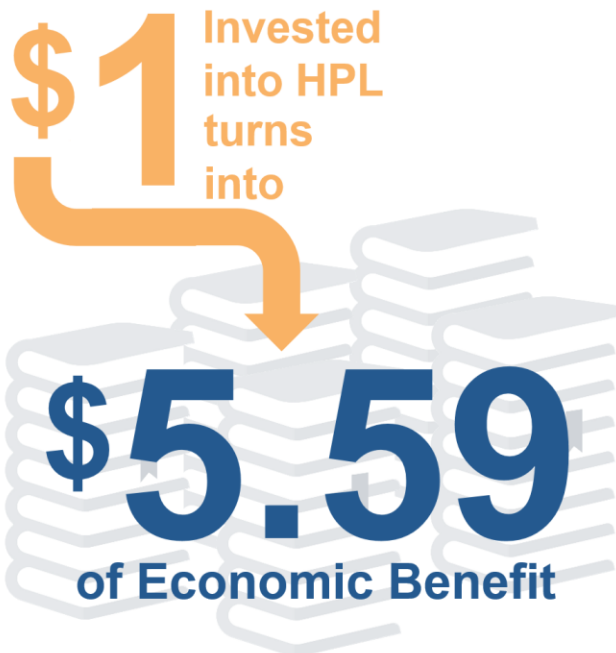
The value of a Hamilton Public Library card is \$1,022. In 2016, there were 158,376 active cardholders who had used HPL services in the last two years.

VALUE PER CITIZEN

There were 536,917 residents in Hamilton, according to the 2016 census. The average benefit per resident from the library in 2016 was \$301.

VALUE TO HAMILTON HOUSEHOLD

Based on the 2016 census, there were 211,596 households in Hamilton. The average benefit per household is \$765, reflecting the return of 459% from tax payer rates and the return on investment.



Per Active Cardholder **\$1,022**



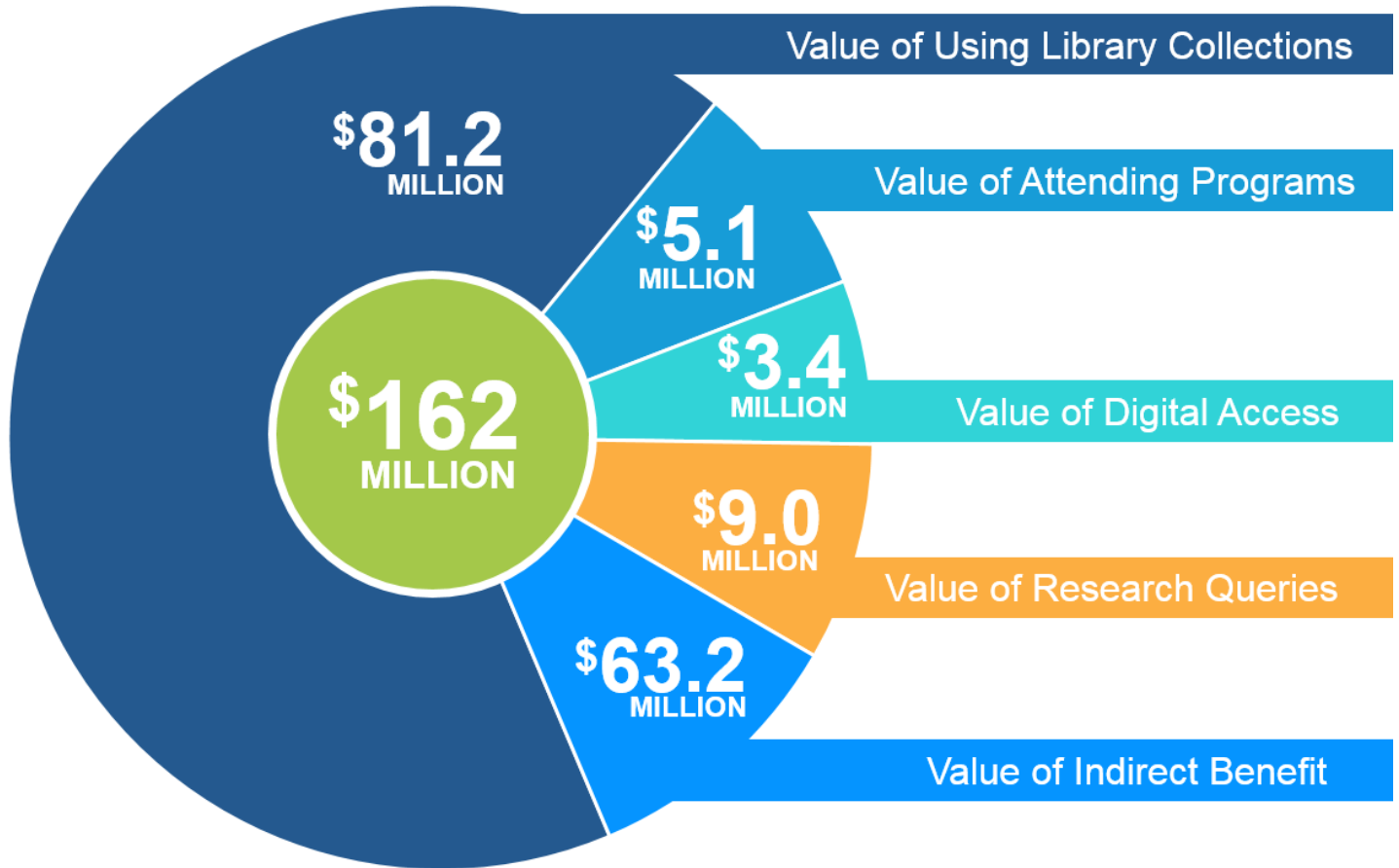
Per Citizen **\$301**



Per Household **\$765**



ECONOMIC BENEFITS OF HAMILTON PUBLIC LIBRARY



Hamilton Public Library contributes \$161.9 million in economic benefit to the local economy, with the largest impact resulting from our collections. The library preserves local history, fosters civic engagement and provides access and learning opportunities to all Hamiltonians; these services are vital to the City of Hamilton and provide our diverse community the Freedom to Discover.