



LIBRARY SERVICES GROWTH PLAN



EAST GWILLIMBURY
Public Library

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WELCOME TO THE FUTURE OF EGPL

Libraries have always played a vital role in communities, serving as centres for learning, exploration, and connection.

They facilitate community bonds, making it easier for us to connect with one another and feel a sense of kinship among our neighbourhoods.

However, as technology has changed and communities have evolved, libraries need to adapt and embrace new trends to remain relevant and effective. We envision EGPL as a thriving hub in the community where we can share ideas, collaborate, be together, and foster both understanding and access to resources and technology.

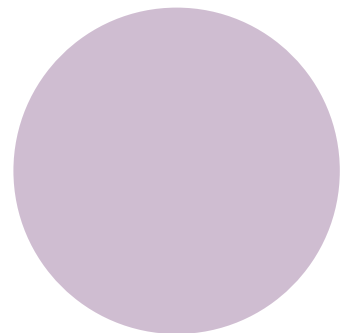
This growth plan provides suggestions and recommendations for how the library can serve the growing community, connect with diverse groups, and the financial implications over the next ten years (2022-2032).

The development of this plan has been undertaken within the context of other municipal documents, including EGPL's 2012 Master Plan, the Town of East Gwillimbury's Strategic Plan, the Town of East Gwillimbury's Municipal Cultural Plan, and the Town of East Gwillimbury's Draft Official Plan. This Growth Plan has been adapted from the original 2022 East Gwillimbury Public Library Facilities and Services Report, created by TCI Management Consultants, in association with Beth Ross and Associates, and Biblioteca Inc.

By embracing new social trends and ways of sharing, we can create a library that truly serves the needs and interests of all members of our community.



OUR CURRENT STATE



WHERE OUR LIBRARY IS TODAY



Design rendering of new branch located in Queensville.

Located in northern York Region, the Town of East Gwillimbury (EG) provides its residents with the benefits of both an urban and rural area. Census Canada confirmed that EG is the fastest-growing municipality in Canada, with a 44% increase in population from 2016 to 2021, while still maintaining over 80% of its green space. EG's population sits at 35,000 people in 2022.

The East Gwillimbury Public Library (EGPL) has 0.50 Full-Time Equivalent staff per 1,000 population.

Holland Landing Branch: Built in 1985, the Holland Landing branch is EGPL's oldest branch with 7,500 square feet, located in the community centre. The branch is busy and operates a monthly food pantry, a literacy garden, and one quiet study room.

Mount Albert Branch: The Mount Albert branch is 6,000 square feet, offering a bright space for residents to gather, enjoy comfortable seating, a computer bar, a maker space corner, and two study rooms.

Digital Branch: EGPL offers an impressive array of online experiences including a modern and personalized online catalogue, eResources, online chat, eLibrary cards, mobile app, social media presence, and email communications.

Health and Active Living Plaza Branch: EGPL's newest branch, scheduled to open in 2025. The facility will contain 18,400 square feet of library space including a children's area, maker space, sound recording studio, program space, and several quiet study rooms.

Library Locker: located in the East Gwillimbury Sports Complex, the Locker allows local residents to place holds and have them sent to the locker for pickup. The locker has a return slot and a quick pick section of bestsellers available at any time..

EGPL branches and digital branch are AODA compliant.



Serving a growing and diverse community, EGPL values lifelong learning, community engagement, inclusion, belonging, service excellence, creativity, and innovation.

In 2022, the library had 179,592 borrowed items (physical and digital), 49,457 visits to the branches, 125,391 connections to WIFI, and 11,101 program participants.

Programs and services include early literacy storytimes, Youth Task Force, STEM programs, Home Library Service, exam proctoring, book bundles, interlibrary loan, public computers, printing, faxing, scanning, mobile printing, online resources, Ontario Park Permits, Sharon Temple Passes, Maker Space (3D printers, Cricut vinyl cutters), AWE Literacy Stations, Seed Library, Reading Buddies, York Cinemania, tax clinics, English Conversation Circle, TD Summer Reading Club, March Break programming, Write On! Contest, author visits, book clubs, and an annual Giant Used Book Sale.

EGPL's collection has something for everyone: audiobooks, Playaways, Yoto Cards, DVDs, board books, graphic novels, Wonderbooks, young adult, large print, paperbacks, 7-day loan express books, local history, a multilingual collection including Chinese, Farsi, French, Russian and Spanish, magazines, board games, puzzles, literacy kits, PM benchmark readers, and sensory kits. We circulate technology including Blu-ray players, DVD players, Chromebooks, Cricut Joys, GoPros, Wifi hotspots, Launchpads, ring lights, Ozobots, sewing machines, synth pads, tablets, and webcams.

The Library permanently removed overdue fines in 2022 to reduce barriers to library use. A fines-free model leads to growth in active cardholders, an increase in circulation, an inclusive library system, and positive customer experiences that can lead to lifelong use.

EGPL partners with many local organizations including the East Gwillimbury Gardeners, 55 n' Up Club, Girl Guides, local daycares, local elementary schools, the Friends of the East Gwillimbury Library, the Town of East Gwillimbury, the EG Chamber of Commerce, East Gwillimbury Farmers' Market, local grocery stores, and more to stimulate local economic development through reciprocal relationships.

EGPL operates a monthly food pantry, bringing fresh and perishable food to those experiencing food insecurities.

EGPL excels in community programs and the circulation of materials is increasing and has high levels of customer satisfaction.

WHERE OUR COMMUNITY IS TODAY

CURRENT STATE

Libraries bridge divides in society and create the opportunity for people from diverse backgrounds to connect and interact, making for stronger, healthier communities. The community is changing demographically, with growing representation from the Chinese, South Asian, Black, and Filipino communities.

According to 2021 Census data, EG's largest demographic is in their late career or early retirement, between the ages of 55 and 64. The median individual income in East Gwillimbury was \$43,596 by 2020, 19% higher than the median population income in York Region and the Province of Ontario. Approximately 26% of East Gwillimbury residents have an income of \$70,000 or more.

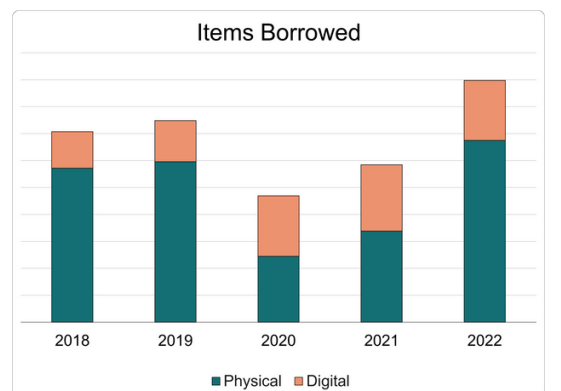
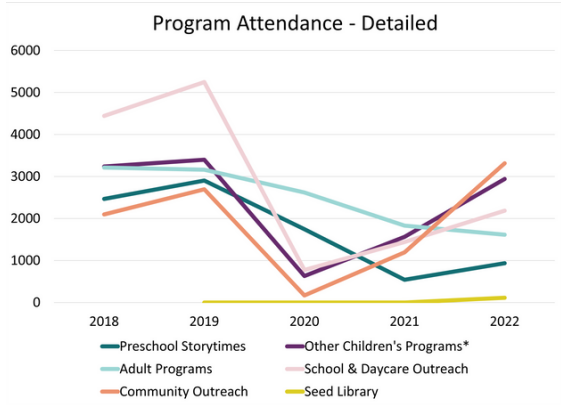
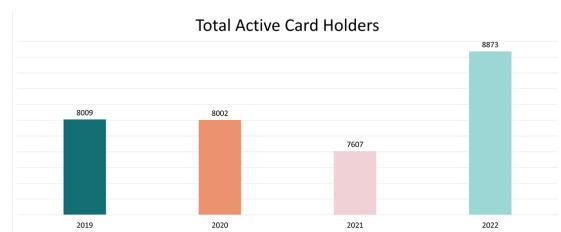
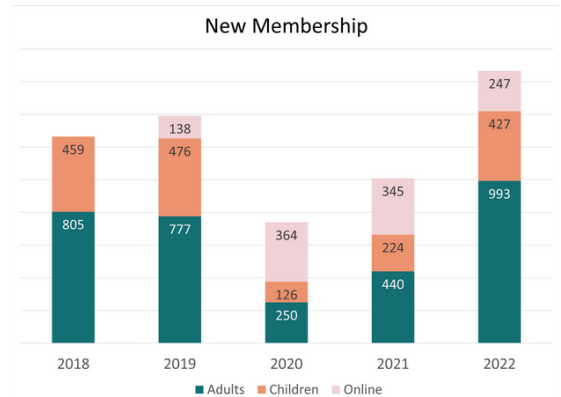
Larger groups (50 or more individuals) whose mother tongue is other than an official language include Russian (375), Italian (330), German (260), Mandarin (230), Cantonese (225), Farsi (215), Spanish (180), Polish (125), Dutch (115), Greek (105), Romanian (100), Hungarian (95), Portuguese (95), Arabic (70), Tagalog (70), Tamil (75), Korean (65), and Urdu (50).

1 in 4 residents have an active EGPL card, and cards can often represent an entire household.

Public input was received through the Library's consultation efforts, giving insights into how our community uses the library today and providing ideas for the future. This input helped guide the recommendations throughout this document.

EAST GWILLIMBURY PUBLIC LIBRARY

HOW RESIDENTS USE THE LIBRARY



WHAT PEOPLE ARE SAYING...

CURRENT STATE

"I think it is very important to be able to go into the library or online and get current material that you are interested in reading or studying."

"Cuts costs on families when everything is so expensive."

"EG is experiencing a large influx of new residents. Our library may be a place of community information for them and the customer service team does a fantastic job of welcoming and assisting library visitors."

"I like the idea of the library being a hub for creating a sense of belonging and community, and having that sense extend into the natural world. I would love to see the creation of community gathering spaces (that can also be used for programming) in the outdoor spaces adjacent to our libraries."

"The library staff is so open to exploring new ideas and collaborating with community members. There is a sense of belonging that is cultivated and a sense that everyone is welcome to show up in the library just as they are."

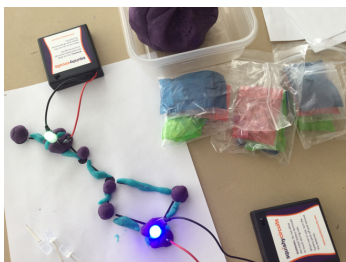
"I am so happy with our local branch. We moved here in 2019 and have never felt part of a library branch the way we do now"

"That service is where most users start their library experience. It is free to all."

"With so much of our world now being online, I think it's important for the youth in our community be given lots of opportunities to engage and learn together."

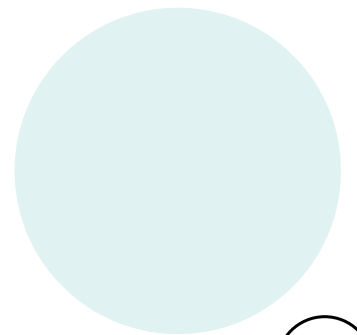
"Longer open hours."

EAST GWILLIMBURY PUBLIC LIBRARY





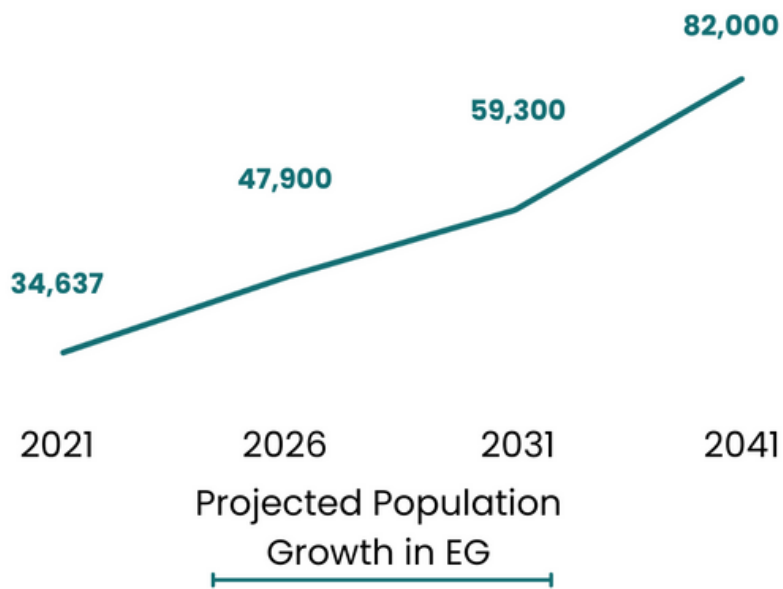
OUR FACILITIES



EGPL'S GROWING COMMUNITY

CURRENT STATE

A growing population results in growing space needs due to evolving and increasingly complex role of libraries, expanded programming, meeting and study spaces, and maker spaces, and to incorporate accessibility design requirements. 2016-2021, EG saw the fastest growth in the Country, with a 44% increase in population, therefore it is critical that the Library align its growth with the community.



EAST GWILLIMBURY PUBLIC



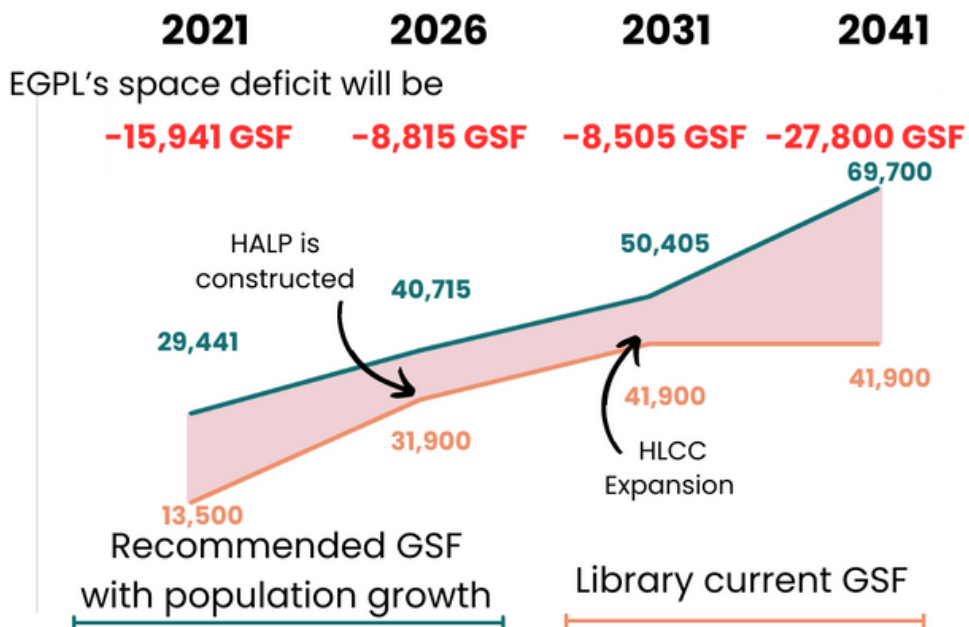
EGPL'S FUTURE LIBRARY FACILITY SPACE NEEDS

Evaluations found that the library's current facilities are outdated and inadequate for meeting the needs of the community. Many of our buildings need significant repairs or upgrades and they do not offer enough space to accommodate the library's programming and services.

Based on research performed by TCI Consultants, it is recommended that the Library adopt a standard of 0.85 gross square feet (GSF) per capita to meet the basic library needs of the community. This accounts for increased need for meeting room space, changes to the Accessibility for Ontarians with Persons with Disabilities Act (AODA), and increase to creative spaces.

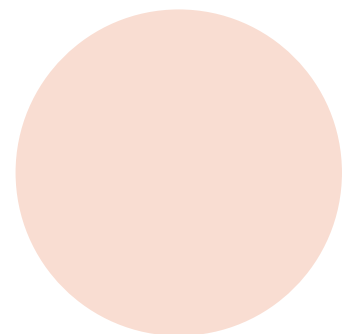
The Library is currently at a significant deficit of space, with 13,500 square feet encompassing its two branches. Once the Health and Active Living Plaza is built, that number will jump to 31,900 GSF; while the Library is planning on expanding the Holland Landing Branch (see page 16 for recommendation), the deficit will continue past 2031 as the population increases. In 2041 East Gwillimbury's population is expected to be 69,700; with our current facilities plan the Library would have 27,800 less GSF than recommended.

In the Year





PLANNING TO 2032



TRENDS IN LIBRARIES

There is considerable literature on the role of libraries in communities, their changing mandates in the world of technology, and how these trends and expectations impact library services.

Core Library Service

Libraries continue to be a safe and free destination where people come to borrow books and other materials, attend programs, and seek information.

Life-long Learning

Libraries operate as learning centres for people of all ages and abilities.

Economic Development

Libraries are spaces to stimulate local economic development by providing support to local organizations and businesses.

Technology Centre

Public libraries have embraced technology and have become bridges between technology and people. Libraries introduce new technology to communities such as digital studios and makerspaces.

Customer Centered

Libraries have evolved to be customer centred to ensure that visitors enjoy a positive experience.

Community Hub

Public libraries provide a destination for shared community and cultural functions where people from diverse backgrounds have an opportunity to meet and interact with others, making for stronger and healthier neighbourhoods.

Partnerships

Public libraries make connections with other community organizations to deliver programs and provide services. Many libraries partner with each other to share resources and remove barriers for their residents.

Flexible Services

Libraries are capable of offering flexible services and programs that everyone can access and enjoy.

WHO WE AIM TO SERVE

The library holds space for the community, providing the opportunity for people to come together. In our effort to serve, we have identified key groups that can benefit the most from the resources we are making available.

1 Children

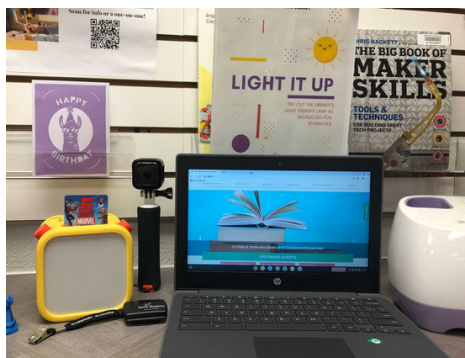
The library is an essential resource for children and youth, particularly those from low-income households who may not have access to other educational resources. It is our vision to provide a variety of accessible programs, technology and resources for children and youth so they can discover new things.

A child's experience here is pivotal to the long-term health of the library. Local children who have positive memories of the library will grow into adults who recognize and value the institution and will be more likely to support library initiatives and funding in the future.

2 Seniors

Demographically, there will be more seniors than ever in our community in the next 10 years, potentially stressing the existing support system. Our future needs to include programs tailored to their interests and abilities, opportunities for socialization and engagement, preserving their knowledge, wisdom, and local history, and opportunities for mentorships and connection with youth.

We will be forming partnerships with other community organizations to address issues related to aging, such as health and wellness, financial literacy, and caregiver support.



WHO WE AIM TO SERVE

3 Marginalized Groups

It's important for people to see themselves in the community and the EGPL can fulfill an important role in welcoming and affirming people's place in the community.

That's why we're developing programming, services, and a supportive culture. It is our goal to show that all people are valued by listening to their experiences. Areas of need include resources on financial literacy, job skills training, legal assistance, social support connections, language learning, and literacy support, access to new technology, ways to give back to the community.

The library should prioritize accessibility in all its programs and services, to ensure that marginalized groups are not further excluded due to physical or technological barriers.

4 Small Businesses & Entrepreneurs

Demographics and trends are changing. More people are stepping into entrepreneurship than ever before. Work patterns have also shifted since the pandemic with much of the workforce working from home, or at least not wanting to commute to the office.

Libraries are spaces to stimulate local economic development providing support to local businesses.

We hope to open a dialogue with the business community, offering them value by hosting business-related events like workshops and training sessions on topics such as marketing, finance, and business development, offering business coaching and consulting services with experts and mentors, and partnering with local economic development organizations and other business support groups.

OPPORTUNITIES AND AREAS OF FUTURE FOCUS

Libraries are the heart of the community, connecting people to the things they need. They are always evolving to mirror the people they serve. The following are areas of opportunities that can contribute to a vibrant and connected community.

Responding to Growth

- More space for businesses to work
- Performance space
- Cultural hub
- Galleries for arts and crafts
- Hack labs
- Events and attractions
- Book mobiles
- Civic engagement
- Connection to trails, parks, and tourism
- Sustainability and taking action on climate change

Programs and Services

- Study hours
- Quiet/reading zones
- Podcasting space
- Business photography space
- Passive programming
- Business and marketing classes
- Tweens and teens
- Increasing the likelihood of employment and contributing to workforce development
- Wellness programs and resources
- Connection to social services
- Never stop learning
- Literacy and school readiness
- Inclusion and empowering people
- College readiness
- Local business partnerships
- Share and exchange ideas
- Language learning centres
- Elections and polling centres

Things to Borrow

- Expanded Local history
- Unique things to borrow and explore
- eCollections and virtual branch
- Celebrating cultures and unique voices

Belonging

- Responding to the 94 calls to action from the Truth and Reconciliation Commission of Canada
- Social inclusion and connection to others
- Investing in and supporting Indigenous communities and economies
- Ensuring equitable access to knowledge and services
- Fostering wellness and mental health
- Supporting newcomer settlement
- Reducing hate and racism

KEY RECOMMENDATIONS

The following recommendations are from the 2022 East Gwillimbury Public Library Facilities and Services Report, created by TCI Management Consultants, in association with Beth Ross and Associates, and Biblioteca Inc. There are 36 recommendations in total.

Responding to Growth

- Explore partnership opportunities for creative spaces
- Follow sustainability principles
- Expand hours of operations
- Update the Development Charges Bylaw to include future eligible capital expenses associated with the construction of new facilities or expansions.
- Identify additional service points as the community grows (holds lockers, pop-ups, mobile services)
- Adopt the guideline of 0.85 GSF per capita for the purpose of determining future library space requirements
- Address major space deficit by:
 - Building a 18,400 sq. ft branch in Queensville (in progress!)
 - Expanding the Holland Landing branch to approximately 17,500 sq. ft. from 7,500 sq. ft.
 - Developing a plan for a new 10,000 sq. ft. branch along the Green Lane corridor
- Explore complementary partnerships when planning for new library development
- Refine planning for facilities as development and growth are confirmed as well as undergo feasibility studies and architectural assessments to confirm recommendations.

Programs and Services

- Develop and implement a technology plan
- Continue to improve the Library's virtual branch
- Continue positive working relationship with Town on network connectivity and technology
- Investigate enhancements to technology resources, such as BiblioCommons integrations and SirsiDynix modules
- Create a technology service agreement with the municipality
- Connect people to community and cultural knowledge
- Engage residents in program development and delivery
- Strive to have interactive and social activities in programming

Things to Borrow

- Increase Library materials budget to serve growing community
- Build non-traditional items collection

Employee Experience

- Continuing expanding staff skills and training on emerging technologies
- Consider an organization review following the opening of the Queensville branch to ensure effective positionings
- Set a staffing target of 0.7 FTE per 1,000 residents (currently at 0.5 FTE per 1,000 residents)
- Expand staff training and customer service orientation

THE NEED FOR FUTURE LIBRARY FACILITIES

We thought this recommendation was so important that we decided to give it its own page. It is recommended that EGPL grow in three phases. If all three projects are implemented, the Library will have a total of 51,900 GSF.



Open the Health and Active Living Plaza, adding 18,400 square feet of library space and expand hours to include Mondays.
Completion: 2025



Renovation at the Holland Landing branch to expand square footage, aligning with growth in the municipality over the next decade to create more space for programs, services, and collections.
Completion: 2032



Develop a branch along the Green Lane corridor, aligning with growth in the municipality over the next decade.
Completion: 2032+

The growth plan and timelines for construction will be reviewed and aligned to growth patterns as the community evolves. Growth in facilities also impacts staffing, therefore EGPL should implement the recommendation of a target of 0.7 FTEs per 1,000 residents and complete an organizational review.

The Growth Plan will influence the Library's four-year Strategic Plan, which will then influence annual business plans. The recommendations within this plan will be monitored annually for accountability.

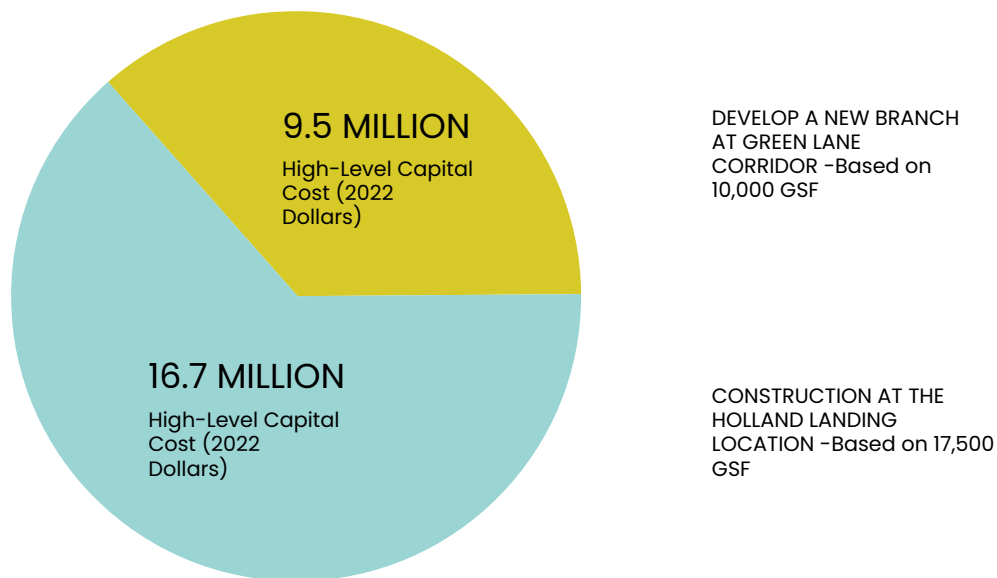
COST AND RESOURCE IMPLICATIONS

In order to fund eligible growth-related projects the Library will need to adjust the current studies regarding Development Charges to account for the increased costs. The current DC bylaw applies to expenditures between 2018 and 2027 and does not include provisions for any additional library space beyond the HALP. The Library may seek other sources of financing for the projects. Costs do not include land acquisition.

Operating Cost Implications for Facilities

With any new build or renovation, operating costs would need to be adjusted to account for the additional space. The staffing and operating costs associated with the proposed branch at the Green Lane corridor would need to be reviewed prior to construction.

FACILITY CAPITAL PROJECTS



The Town of East Gwillimbury is rapidly growing, relatively affluent, and highly progressive. EGPL is lagging in provisions of library space, staff, and services, a result of an increase to space standards for library planning and the fact that EG is the fastest-growing municipality in Canada. This Comprehensive Growth Plan presents an achievable strategy for the development of new library facilities. The recommendations put forward will contribute to an attractive and vibrant community.



HOLLAND LANDING BRANCH

19513 Yonge Street,
Holland Landing, ON L9N 1P2
905-836-6492

MOUNT ALBERT BRANCH

19300 Centre Street,
Mount Albert, ON L0G 1M0
905-437-2472

QUEENSVILLE BRANCH

Coming 2025! Stay tuned
for the grand opening.

egpl.ca



EAST GWILLIMBURY
Public Library

