6.0 LIBRARIES

This section of the report reviews national, provincial, and local trends with respect to libraries in Canada and, it focuses initially on trends for reading and the role of libraries. Current studies on the Winnipeg library system were reviewed, and related conclusions and implications noted.

6.1 Library Trends

The majority of Canadians read for pleasure whether the media be books, magazines, newspapers, or Internet content. On average in 1998 Canadians read 0.4 hours a day, which was down from 0.5 hours per day in 1992, according to the General Social Survey by Statistics Canada. In general, the number of adults that reported reading has fallen between 1992 and 1998. The survey also suggests that men are more likely to read newspapers, while women are more likely to read magazines and books. For instance, 92% of Canadian adults reported reading the paper for leisure in 1992, but only 82% reported reading the paper in 1998. While the overall level of reading has declined, it does not necessarily mean that the number of Canadians going to libraries has decreased. With the advent of the Internet, more and more people have been coming to the library to use this medium to gather information instead of the more traditional medium from books.

**Table 6.1 % of Canadians (15 & older) Who Read,
1992 –1998**

	1992	1998	Percent Change
Total	66	61	-7.6%
Male	75	54	-28.0%
Female	90	68	-24.4%

Source: Statistics Canada- General Social Survey 1992 and 1998

Province and Reading

Manitoba residents report large declines in reading regarding all forms of media. Manitobans reported 7% less participation in book reading in 1998 than in 1992. Six provinces report reading books more than Manitoba. According to the General Social Survey, magazines have lost 18% of Manitoban readership between 1992 and 1998.

Table 6.2 % of Canadians by Province Who Read Books,

	1992	1998	Percent Change
Newfoundland	65	64	-1.5%
Prince Edward Island	63	64	1.6%
Nova Scotia	68	66	-2.9%
New Brunswick	61	59	-3.3%
Quebec	64	59	-7.8%
Ontario	64	61	-4.7%
Manitoba	**65**	**60**	**-7.7%**
Saskatchewan	61	58	-4.9%
Alberta	68	62	-8.8%
British Columbia	78	66	-15.4%

Source: Statistics Canada: General Social Survey 1992, 1998

Similarly, newspapers have lost 13% of Manitoban readership between 1992 and 1998. Fewer Manitobans reported reading magazines and newspapers than any other province. These reading trends suggest that Manitoba is experiencing a cultural shift that prioritizes other activities.

Table 6.3 % of Canadians by Province Who Reported Reading Magazines, 1992 and 1998

	1992	1998	Percent Change
	%	%	1992 to 1998
Newfoundland	75	72	-4.0%
Prince Edward Island	85	76	-10.6%
Nova Scotia	83	81	-2.4%
New Brunswick	79	71	-10.1%
Quebec	74	72	-2.7%
Ontario	80	70	-12.5%
Manitoba	78	64	-17.9%
Saskatchewan	81	73	-9.9%
Alberta	82	75	-8.5%
British Columbia	88	70	-20.5%

Source: Statistics Canada: General Social Survey 1992, 1998

Library Borrowing

The National Core Library Statistics program notes that the Statistics Canada's General Social Survey underestimates library usage because it only measures when libraries are used for leisure. This does not include Internet usage, literacy programming, community gathering spaces, etc. While Statistics Canada has documented a 26% decline in borrowing of library materials between 1992 and 1998, Winnipeg's circulation numbers increased by 1% in 2001 and an additional 4% in 2002.

Table 6.4 % of Canadians (Aged 15 and Older) Who
Reported Borrowing Library Materials, 1992 -1998

	1992	1998	Percent Change
Total	34	25	-26.5%
Male	30	20	-33.3%
Female	38	29	-23.7%

Source: Statistics Canada: General Social Survey 1992, 1998

Household Size and Library Borrowing

Households with and without children have decreased their reported library borrowing. Still, having children between the ages of 5 and 18 is positively correlated with adult library visits. Those with children who are older than 19 in the household borrow fewer books than those that have no children in the household.

Table 6.5 % of Canadians with Children who
Borrow Library Materials, 1992 and 1998

	1992	1998	Percent Change
No Children	33	24	-27.3%
Children aged 0-4	33	26	-21.2%
Children aged 5-12	45	31	-31.1%
Children aged 13-18	42	30	-28.6%
Children aged 19+	22	20	-9.1%

Source: Statistics Canada: General Social Survey 1992, 1998

Household Size and Library Borrowing

Large households tend to borrow more books than small households. For this reason, libraries must diversify services to entertain the entire family when visiting the library. This means there needs to be a children's area with interactive activities to keep children busy so that teens and older adults can browse. As noted in the ASM library study, Winnipeg libraries are currently not positioned to handle this task. They must be properly funded and designed to adjust to the changing demands of the Winnipeg community.

Table 6.6 % of Canadians by Household Size who
Borrow Library Materials, 1992 and 1998

	1992	1998	Percent Change
One person	26	22	-15.4%
2 persons	28	20	-28.6%
3 persons	32	26	-18.8%
4 persons	43	29	-32.6%
5+ persons	41	31	-24.4%

Source: Statistics Canada: General Social Survey 1992, 1998

6.2 Libraries in Winnipeg

As illustrated in the following table, there are 20 libraries in Winnipeg, with a population per library of roughly 31,000 people.

Table 6.7 Total Number of Libraries by CCA

	Libraries	Population Per Library
Assiniboine South	1	36,807
Downtown	3	21,945
Fort Garry	2	31,069
Inkster	1	29,965
Point Douglas	1	37,286
River East	2	40,897
River Heights	2	28,257
Seven Oaks	1	52,080
St. Boniface	2	23,283
St. James Assiniboia	2	29,804
St. Vital	2	30,284
Transcona	1	30,331
Winnipeg	20	30,977

Source: City of Winnipeg

6.3 Comparisons Between Canadian Library Systems

Revenues, Expenditures, and Staff

In 2001, the Advanced Strategic Management Consultants (ASM) study "Comparison and Analysis of Data on Material Budgets of Large Urban Libraries," found that Winnipeg Public Library did not have sufficient funds to purchase materials. ASM also found that the Winnipeg Library's collection shrunk by 3.4% between 1996 and 2000, and that the collection has not only gotten smaller, but on average, older. As noted by the Winnipeg Public Library Board, the materials budget has been $2.3 million since 1990, despite inflation, expansion of formats, etc. ASM believed that, unless the library begins to expand and update its collections, circulation and visitor numbers will drop. However, it should be noted that after the ASM had been completed, Winnipeg's libraries reported a 4% increase in overall circulation in 2002.

The Canadian Library Survey, sponsored by Council of Administrators of Large Urban Public Libraries (CALUPL) found that the Winnipeg Public Library system received a competitive level of revenues in 2002. For each person within the Winnipeg Public Library Service Area the library received $33.30, ranking second in revenue per capita among similarly sized public libraries.

Table 6.8 Similar Canadian Library Revenues, 2002

Library	Population of Service Area	Municipal Revenue ($)	Provincial Revenue ($)	Federal Revenue ($)	Donations ($)	Other ($)	Total ($)	Per Capita ($)
Calgary Public Library	904,987	22,712,709	3,532,372	-	671,964	-	26,917,045	29.74
Ottawa Public Library	790,000	19,851,394	1,445,789	22,954	92,592	638,334	22,051,063	33.10
Edmonton Public Library	666,104	19,590,000	2,612,585	-	-	66,834	22,269,419	28.19
Mississauga Library	633,700	18,717,417	715,200	-	202,777	-	19,635,394	30.99
Winnipeg Public Library	**619,544**	**18,550,432**	**1,910,118**	**15,000**	**138,070**	**16,291**	**20,629,911**	**33.30**
Fraser Valley Regional	610,664	12,759,948	1,254,874	-	38,337	85,935	14,139,094	23.15
Vancouver Public Library	577,772	30,016,913	1,189,162	-	602,593	1,407,365	33,216,033	57.49

Source: CALUPL

In 2002, Winnipeg allocated fewer resources to new materials than most libraries of a similar size. Only $3.94 per person in the library system's service area was spent to update the library collections. When the Canadian Public Library Survey ranked libraries by their 2002 expenditure per capita, Winnipeg ranked 35th. Winnipeg is the 8th largest metropolitan area and the 6th largest library service population in Canada. Winnipeg Public Library spent well below the national average of new materials as a percentage of total expenditure in 2002.

Table 6.9 Similar Canadian Library Expenditures, 2002

Library	Salaries & Benefits ($)	Materials Expenditure ($)	Material Expenditure Per Capita ($)	Other Expenditure ($)	Value of City Services ($)	Total Expenditure ($)	Expenditure Per Capita ($)
Calgary Public Library	16,869,215	5,229,848	5.78	6,762,773	-	28,861,842	31.89
Ottawa Public Library	17,044,000	4,175,000	5.28	1,628,357	3,313,896	26,161,258	33.12
Edmonton Public Library	15,098,237	3,730,353	5.60	4,733,149	-	23,561,745	35.37
Mississauga Library	12,822,685	1,780,000	2.81	496,959	5,060,000	20,159,647	31.81
Winnipeg Public Library	**11,166,791**	**2,439,304**	**3.94**	**6,354,890**	**-**	**19,960,989**	**32.22**
Fraser Valley Regional	9,421,131	2,211,528	3.62	2,847,261	-	14,479,924	23.71
Vancouver Public Library	23,484,328	4,681,176	8.10	6,716,075	-	34,881,587	60.37

Source: CALUPL

In 2001, Winnipeg Public Library had 2,259 people in its service area for every staff member it employed. This is a relatively high ratio among libraries with a similar service area population. For 2002, the Canadian Public Library Survey in 2002 ranked Winnipeg Public Library 29th out of 71 in staff per capita. Among libraries of a similar size its staff per capita ranks second to last.

**Table 6.17 Audio Visual Expenditures at
Similar Canadian Public Libraries**

Library	2000	2001	2002
Calgary Public Library	725,502	601,201	664,846
Edmonton Public Library	469,915	539,124	757,917
Ottawa Public Library	164,059	475,681	508,588
Mississauga Library System	250,000	280,000	210,740
Winnipeg Public Library	308,890	314,160	282,750
Fraser Valley Regional	n/a	233,831	259,872
Vancouver Public Library	288,560	267,543	439,308

Source: CALUPL

New Vision for Libraries

As society changes, so does the role of libraries. Libraries need to take into account new technology, innovative architecture, retail options, and visitors' changing tastes.

Electronic Resources and Libraries

Today's libraries must consider a much wider range of possible collections than ever before. The worldwide shift to electronic and Internet resources poses new challenges for libraries and materials expenditure decisions.

**Figure 6.18 Electronic Format Material Expenditures
at Similar Canadian Public Libraries**

Library	2000	2001	2002
Calgary Public Library	146,172	157,679	165,026
Edmonton Public Library	217,576	214,234	314,040
Ottawa Public Library	87,206	231,636	402,516
Mississauga Library	150,000	120,000	136,760
Winnipeg Public Library	**57,882**	**60,000**	**130,000**
Fraser Valley Regional	n/a	121,992	136,970
Vancouver Public Library	54,190	203,281	32,906

Source: CALUPL

From 2000 to 2002, libraries have increased the number of electronic databases to which they subscribe. Winnipeg has shown steady growth in the number of electronic databases available through the library. If this growth continues Winnipeg will be close to the average number of electronic resources in about two years. While electronic databases seem to be the new way to research within the library, access to the resources from outside the library is less frequently available. The cost of allowing databases to be accessed from the Internet may be prohibitive. Over the past three years several libraries increased the number of databases that could be accessed from outside. Then these libraries reduced the number available a year later. The reason behind these shifts may be the inconsistent data on usage of electronic resources. CALUPL's library survey shows large variations year to year in the number of times databases

Table 6.10 Similar Canadian Library Staffing, 2001

Library	Population of Service Area	Number of Librarians	Other Staff	Total Staff	Population per Librarian	Population per Total Staff
Calgary Public Library	876,519	58.36	356.41	414.77	15,019	2,113
Ottawa Public Library	790,000	70.00	366.00	436.00	11,286	1,812
Edmonton Public Library	666,104	42.90	314.84	357.74	15,527	1,862
Mississauga Library System	623,500	70.00	282.00	352.00	8,907	1,771
Winnipeg Public Library	**619,544**	**36.00**	**238.30**	**274.30**	**17,210**	**2,259**
Fraser Valley Regional	605,668	37.80	160.80	198.60	16,023	3,050
Vancouver Public Library	571,708	121.70	367.00	488.70	4,698	1,170

Source: CALUPL

Library Participation, Circulation, and Programming

Of the libraries listed below, there are a number of library systems that have more borrowers than Winnipeg. The Winnipeg library system estimates that they have about 3 million visitors per year. Based on this approximation, Winnipeg would appear to have a relatively low number of visitors based on the population service area and average visits per borrower. However, since local officials do not precisely track visitation at libraries, the following table highlights general comparisons.

Table 6.11 Similar Canadian Public Library Participation, 2000

Library	Population of Service Area	Registered Borrowers	Borrowers as % of Population	Annual Visits
Calgary Public Library	860,749	384,617	44.7%	4,581,000
Edmonton Public Library	648,284	237,923	36.7%	4,123,705
Winnipeg Public Library	**621,000**	**286,085**	**46.1%**	**3,000,000**
Mississauga Library System	605,800	300,000	49.5%	3,374,488
Fraser Valley Regional	597,607	352,800	59.0%	2,740,981
Vancouver Public Library	559,736	379,016	67.7%	6,040,201

Source: CALUPL

Research also noted that the median level of circulation for similar size libraries in Canada is 6,802,688, which is significantly higher than what is experienced in Winnipeg. As shown in the following table, Winnipeg reached a high circulation of 5.8 million books in 1998, but decreased to as low as 5.4 million by 2000. However, by 2002, the circulation had increased by 4% to 5.7 million.

Table 6.12 Winnipeg's Library Circulation

Year	Adult	Child	Total	% Change
1998	3,615,856	2,190,639	5,806,495	-
1999	3,487,556	2,156,534	5,644,090	-3%
2000	3,269,063	2,155,289	5,424,352	-4%
2001	3,280,389	2,180,777	5,461,166	1%
2002	3,463,011	2,232,344	5,695,355	4%
2003	3,450,203	2,280,605	5,730,808	1%

Source: Winnipeg's Library Department

The following table highlights circulation trends. The table shows that the circulation per registered borrower is lower in Winnipeg than many libraries of similar size. It should be noted that the library system that offered the most annual hours also experienced the highest per capita and per borrower circulation averages.

Table 6.13 Similar Canadian Public Library Circulation and Hours, 2000

Library	Population of Service Area	Registered Borrowers	Annual Circulation	Circulation Per Capita	Circulation Per Borrower	Annual Hours
Calgary Public Library	860,749	384,617	11,448,902	13.3	29.8	44,950
Edmonton Public Library	648,284	237,923	7,243,960	11.2	30.4	42,916
Winnipeg Public Library	621,000	286,085	5,423,272	8.7	19.0	44,597
Mississauga Library System	605,800	300,000	6,361,376	10.5	21.2	43,150
Fraser Valley Regional	597,607	352,800	5,659,164	9.5	16.0	42,025
Vancouver Public Library	559,736	379,016	8,739,174	15.6	23.1	51,636

Source: CALUPL

Between 2000 and 2001 circulation expanded, but did not increase at the same rate as the number of registered borrowers. Annual hours of operation remain unchanged despite the increased number of borrowers, indicating that additional hours of operation would not directly correlate to an increase in circulation.

Table 6.14 Similar Canadian Public Library Circulation and Hours, 2001

Library	Population of Service Area	Registered Borrowers	Annual Circulation	Circulation Per Capita	Circulation Per Borrower	Annual Hours
Calgary Public Library	876,519	434,298	116,577,858	133.0	268.4	43,300
Edmonton Public Library	790,000	400,000	6,954,246	8.8	17.4	77,800
Ottawa Public Library	666,104	219,630	7,496,508	11.3	34.1	42,994
Mississauga Library System	623,500	259,407	7,030,576	11.3	27.1	46,325
Winnipeg Public Library	619,544	357,448	5,461,166	8.8	15.3	44,597
Fraser Valley Regional	605,668	361,919	5,955,800	9.8	16.5	47,525
Vancouver Public Library	571,708	379,178	8,779,651	15.4	23.2	53,275

Source: CALUPL

As shown in the following table, the Winnipeg Public Library system offers fewer programs per registered borrower than library systems of a similar size. Winnipeg's library programs have the lowest average attendance of the six similar library systems. According to the Winnipeg Library staff, this is more an indication of lack of facilities to support programming, as several libraries have inadequate multipurpose room space. Earlier in this report, it was noted that these

comparisons should be kept in perspective, as library programming appears to be more efficient compared to other Community Services facilities.

Table 6.15 Similar Canadian Library Programs and Attendance, 2001

Library	Population of Service Area	Registered Borrowers	Number of Programs	Programs Per Borrower	Total Program Attendance	Average Attendance
Calgary Public Library	876,519	434,298	6,466	0.015	221,620	34.3
Edmonton Public Library	790,000	400,000	9,387	0.023	na	na
Ottawa Public Library	666,104	219,630	4,186	0.019	139,661	33.4
Mississauga Library System	623,500	259,407	3,495	0.013	89,031	25.5
Winnipeg Public Library	**619,544**	**357,448**	**2,522**	**0.007**	**55,380**	**22.0**
Fraser Valley Regional	605,668	361,919	3,880	0.011	84,665	21.8
Vancouver Public Library	571,708	379,178	4,417	0.012	147,460	33.4

Source: CALUPL

As noted in the following table, since 1998, Winnipeg's Libraries have offered roughly 2,500 programs per year, but increased to as many as 2,800 in 2002. This represented a 13% increase in the number of programs being offered. In 1998, the attendance for the programming had a high of roughly 58,000. By 2001, the attendance had dropped to as low at 55,000, but by 2002, the attendance increased by 5% to about 57,500.

Table 6.16 Winnipeg's Library Programs and Attendance

	Programs	Attendance	Program % Change	Attendance % Change
1998	2,531	57,990	-	-
1999	2,489	57,737	-2%	0%
2000	2,492	56,135	0%	-3%
2001	2,522	55,064	1%	-2%
2002	2,841	57,581	13%	5%

Source: Winnipeg's Library Department

Audio Visuals and Libraries

Audio Visual materials purchases have not shown a consistent trend from 2000 to 2002. Winnipeg Public Library appears to be purchasing a competitive amount of audiovisual materials when compared to libraries that serve similar population sizes. As DVDs replace the role of VHS materials in Canadian homes, the library may need to consider updating its collection. Any such update would require much higher materials expenditure in this area. The Library began to purchase DVD's in 2003. Canadian Association of Large Urban Public Libraries (CALUPL) provides interesting numbers on materials expenditures.

were used. Perhaps more information will be necessary before libraries determine the appropriate number of databases to provide library patrons and the library's virtual visitors.

Table 6.19 Electronic Database Resources at Similar Canadian Public Libraries

Library	Access in Library 2000	Access from Outside 2000	Access in Library 2001	Access from Outside 2001	Access in Library 2002	Access from Outside 2002
Calgary Public Library	143	21	127	29	147	11
Edmonton Public Library	25	17	34	23	41	27
Ottawa Public Library	53	2	77	19	75	17
Mississauga Library	10	0	14	0	24	0
Winnipeg Public Library	8	4	20	12	30	23
Fraser Valley Regional	8	8	8	8	8	6
Vancouver Public Library	52	17	86	45	48	46

Source: CALUPL

Internet and Libraries

Digital access continues to be an important trend in Canada. In 2002, Statistics Canada found that 7.5 million Canadian households used the Internet, which is 62% of all Canadian households. In contrast, the Internet usage survey found that only 29% of Canadians used the Internet in 1997. Of these households, 6.3 million regularly used the Internet from home in 2002.

Internet usage rates are highest in Manitoba, Ontario, and Saskatchewan. While the growth in the number of Canadians using the Internet has flattened in the past couple of years, there is no reason to expect any future decline in usage. The majority of Canadians use the Internet for emailing or browsing, but a growing number are using the Internet for their information needs. This indicates that Canadians will expect more content to be available through library web sites as Internet usage continues to climb. Technological advancements affect many aspects of how libraries will provide services in the future.

Table 6.20 Households with at Least One Regular Internet User

	1998	1999	2000 Any location % of households	2001	2002
Canada	35.9	41.8	51.3	60.2	61.6
Newfoundland	28.8	35.2	45.5	50.2	50.8
Prince Edward Island	35.4	40.5	51.1	57.8	54.1[E]
Nova Scotia	37.8	41.1	52	57.4	58.1
New Brunswick	31	38	45.2	52.4	48.6[E]
Quebec	26.2	33.1	43.6	53.7	53.2[E]
Ontario	39.1	44.5	54.2	63.7	67.4
Manitoba	**33.3**	**38.3**	**49.8**	**56.7**	**60.1**
Saskatchewan	33.7	39.9	46.9	52.6	57.6
Alberta	45	50.8	58.8	65.3	64.3[E]
British Columbia	42	48.1	55.9	65.3	65.7

Source: Statistics Canada

Fewer households have Internet users in Winnipeg than many of the other cities with libraries that serve a similar population size. This affects the number of people who will access the public library's website.

Table 6.21 Canadian Households by Metropolitan Area with at Least One Internet User

	1998	1999	2000 Any location[1] % of households	2001	2002
Canada	35.9	41.8	51.3	60.2	61.6
Ottawa (Ont.)[2]	55.3	60.7	65.2	77.6	75.3[E]
Toronto (Ont.)	42	48.5	57.9	67	71.3
Winnipeg (Man.)	**37.9**	**42.1**	**53.9**	**61.8**	**65.8**
Edmonton (Alta.)	43.9	48.8	59.5	68.3	66.1[E]
Calgary (Alta.)	52.8	60.1	65.2	70.9	68.2[E]
Vancouver (B.C.)	45.7	49.7	60	69.1	69.4

1. Internet access from home, work, school, a public library or some other location.
2. Ontario portion only of the Ottawa–Hull census metropolitan area.

More Canadians access library materials online each year. Winnipeg has experienced the increased number of visits from 2000 to 2001, but it does not have the number of Internet visitors that would be expected for its population size. The rate of Internet usage in Manitoba is one of the highest out of all provinces, which suggests that Internet access rates for the online library services are unnaturally low. The library board should consider ways to raise awareness of library information and materials online.

Table 6.22 Number of Electronic Visits Via Internet Access

Library	2000	2001	2002	Visits per person	2002 Population
Calgary Public Library	1,037,000	1,110,232	1,325,589	1.46	904,987
Edmonton Public Library	436,786	921,003	1,230,504	1.85	666,104
Ottawa Public Library	252,461	570,406	847,378	1.07	790,000
Mississauga Library	540,240	1,042,488	1,657,424	2.62	633,700
Winnipeg Public Library	**348,200**	**420,208**	**519,460**	**0.84**	**619,544**
Fraser Valley Regional	215,000	235,500	2,441,627	4.00	610,664
Vancouver Public Library	486,180	7,642,552	2,493,001	4.31	577,772

Source: CALUPL

Canadian libraries have invested heavily in Internet stations since 2000. Winnipeg has similar ratios of population to Internet stations as other major libraries. Internet accessibility will continue to be an important library resource in the future, because it will allow Canadians to meet all of their research needs at a convenient location that combines print materials, electronic databases, and Internet services. Very small numbers of Canadians indicated that they used the library for Internet access or for library programs.

Table 6.23 Internet Stations at Similar Canadian Public Libraries

Library	2000	2001	2002	Number of people to workstations in 2002	2002 Population
Calgary Public Library	198	235	235	3,851	904,987
Edmonton Public Library	91	331	260	2,562	666,104
Ottawa Public Library	63	153	275	2,873	790,000
Mississauga Library	100	141	147	4,311	633,700
Winnipeg Public Library	**135**	**190**	**205**	**3,022**	**619,544**
Fraser Valley Regional	129	135	246	2,482	610,664
Vancouver Public Library	108	192	271	2,132	577,772

Source: CALUPL

Winnipeg has fairly steady Internet usage at its branch libraries. On average visitors log on the Internet user computer 1,000 times each day. Current data does not cover enough years to identify a trend, but in the future this data will allow the library branches to tailor the number of web stations to their visitors.

Table 6.24 Internet Use at Winnipeg Branch Libraries

Library	2002	2003
Centennial	80,484	69,765
Charleswood	6,398	6,569
Cornish	10,392	11,588
Fort Garry	12,044	13,858
Henderson	27,535	31,188
Louis Riel	10,836	12,949
Munroe	14,299	13,063
Osborne	13,688	14,834
Pembina Trail	20,360	22,557
River Heights	8,154	9,499
Sir William Stephenson	21,856	23,982
St Boniface	16,167	16,318
St James	20,023	22,682
St John's	11,640	14,844
St Vital	13,547	15,381
Transcona	11,522	11,636
West End	13,827	15,694
West Kildonan	20,094	22,928
Westwood	8,935	8,759
Windsor Park	5,749	7,259
Total	**347,550**	**365,353**

Source: Winnipeg's Library Department

Architecture and Libraries

Libraries today must consider their needs for the next twenty years and beyond. As future needs are uncertain, plan spaces to be flexible and to handle technology.

- Traditional areas of the library that are necessary:
    - Book stacks
    - Study stations
    - Staff work space
    - Librarians' offices
    - Administrative offices

- Create a flexible space:
    - Try to limit load bearing interior walls for future space needs
    - Illuminate rooms evenly so that space can be rearranged
    - No part of floor should be more than 3 feet from electrical outlet
    - Build easily accessible space in walls for cables

- New library areas:
    - Group study areas where talking is appropriate
    - Computer training classrooms
    - Teen areas that group magazines, music, and study tables
    - Genealogical studies sections
    - Meeting rooms available to public
    - Coffee shops for relaxation and revenue

- Comfort:
    - Welcoming colours
    - Clear signage
    - Natural light
    - Ultraviolet filters on windows in reading rooms
    - Comfortable sitting areas
    - Spacious, visitors feel ill at ease in small spaces

Several libraries have won awards for excellence in design. Libraries like Phoenix Central Library, San Francisco New Main Public Library, and The Great Northwest Branch Library in San Antonio, Texas offer examples of flexible and comfortable spaces.

Gloria J. Leckie and Jeffrey Hopkins in their article on public libraries as public space in Library Quarterly, found that well attended libraries had a large percentage of their patrons reading at any one point in time. For instance, the Vancouver Public Library had an average of 60 percent of patrons reading in the library. This indicates that newer buildings that are designed with comfortable seating encourage library patrons to stay and relax. Libraries should be designed for two basic kinds of patrons, "those for whom the library serves as an extension of their living room, and who visit on a daily or weekly basis, and those for whom quick and convenient access to collection is important, who visit less frequently and do not linger." It is crucial that libraries of the future take into account theories of public space so that the library will be a meeting and leisure destination for the community.

Leckie and Hopkins also found that many library patrons at successful libraries were planning to stop at nearby shops. This creates a positive relationship between the public space and private enterprise. Public libraries can increase the number of visitors to the library by being located near shopping districts, and in return frequent library patrons will be new potential customers to shopping areas.

New features in Libraries

Another challenge facing libraries are the new bookstore chains. Libraries may not currently stock enough new books and provide the same comfortable atmosphere as these new stores. According the to the Library Research Service, libraries should be designed to allow creative displays that have book covers facing outward rather than just book spines. Bookstore style displays improve circulation numbers, because they reduce the time required to see book cover and group themes of interest for easy visitor access. According to a study published by the Library Research Service, fiction books in creative displays were checked out 93 percent more than the same book shelved in library stacks.

Libraries must re-evaluate the demand for books at their location. In some areas visitors may need big print editions while others may want to focus economic resources on the newest reference materials and electronic resources. Branch library systems are particularly suited to specializing in interests of a specific community or demographic.

Library Programs

Libraries may want to re-evaluate and update program choices to attract more library visitors. Current programs only attract 1 percent of Canadians over 15 years of age. New programs may be appropriate to meet the new needs of Canadians. Leckie and Hopkins found that large numbers of library patrons were looking for employment opportunities or were learning how to

integrate into Canadian life. This suggests that Canadian libraries should offer job search, English and French as a second language, and cultural programs. Libraries can offer "bookstore like" programs like book signings, roundtables with popular authors, poetry readings, and other evening events that will draw in new visitors and larger groups. Programs that encourage new visitors to the library will simultaneously increase circulation statistics.

Branch Libraries

The 2003 ASM facilities study discussed the 20 branch libraries, which it concluded were small, crowded, and lack sufficient parking. The ASM Library Facility Study report suggests that 15 library facilities with an average space of 13,870 sq. feet will better serve the community. Using standards for per capita library space, the ASM report concluded that the current libraries do not adequately serve the population, shown in the table below. The table below does not include central library space so for more central locations, the disparity between necessary square footage and current space is overstated. The West Kildonan, Charleswood, Munroe, and St. Boniface branches exhibit the most urgent need for space, as each of these branches has 15,000 square feet less than necessary to serve the population. Each of these branch libraries needs additional space, except St. James Assiniboia.
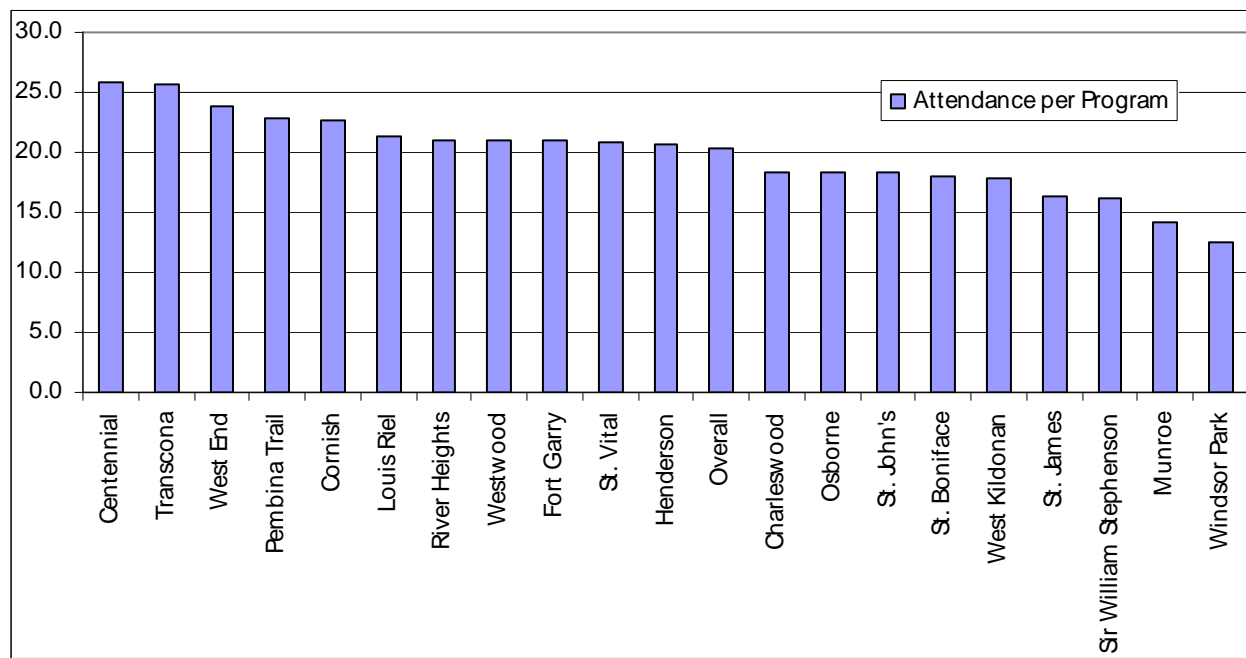

Table 6.25 Current and Appropriate Library Facility Size

Branch	Population served	Current Facility Space sq. ft.	Area Required Using the Standard of .6 sq ft.	Difference in sq. ft.
West Kildonan	55,054	11,832	33,032	-21,200
Charleswood	40,805	4,175	24,483	-20,308
Munroe	42,989	7,448	25,793	-18,345
St. Boniface	50,000	13,355	30,000	-16,645
River Heights	36,537	6,949	21,922	-14,973
West End	31,783	4,644	19,070	-14,426
Sir William Stephenson	44,506	12,291	26,704	-14,413
Westwood	32,842	6,544	19,705	-13,161
Transcona	32,900	6,939	19,740	-12,801
Henderson	39,000	11,070	23,400	-12,330
Windsor Park	28,081	5,613	16,849	-11,236
St. John's	27,340	5,354	16,404	-11,050
Pembina Trail	35,530	11,316	21,318	-10,002
Fort Garry	26,828	7,613	16,097	-8,484
Louis Riel	32,298	11,734	19,379	-7,645
Cornish	17,937	5,350	10,762	-5,412
Osborne	14,085	3,781	8,451	-4,670
St. Vital	27,271	13,582	16,363	-2,781
St. James Assiniboia	28,541	20,093	17,125	2,968
Total	**644,327**	**169,683**	**386,596**	**-216,913**

Source: ASM Library Facility Study Report for Winnipeg, 2003

The following figure highlights local library branches categorized by 2002 attendance per program. The chart shows that Centennial library has the highest annual attendance per program. Program attendance at the library branches can be categorized into three groups: greater than 4,200 participants, 4,200 to 2,000, and 2,000 or less participants. There are 11 branches between the 4,200 to 2,000 category and 8 branches between the 2,000 or less category. The overall average of participants per program is roughly 20 participants. The majority of the libraries are above the average with only nine that fall below this overall average.

Figure 6.1 Attendees Per Program by Library Branch – 2002

Source: City of Winnipeg

The ASM Library Facility Study identified other deficiencies present in the branch library system. Many of the buildings were not designed to house libraries, so they utilize inaccessible areas or put collections in the basement. Budget pressure has reduced the days of operation of the branch libraries. Over 75% of branch libraries are closed on Sundays, which means that it is harder for Winnipeg's working adults to access materials. Over half of the branch libraries are closed on Wednesdays, which creates the same problem. Budget pressures also create deficiencies in the amount of available staff, new books and materials, classes, and programming.

Library System Implications

As the role of the library has evolved, from being only a depository of books to a more active educational facility that supports varied programming, research, access to alternative media, and leisure activities, there are clear implications for facility design and operational adjustments. In library systems with older facilities, it can be more difficult to accommodate these new changes,

particularly when the competition, which includes larger format book stores, are offering the feel of a library combined with access to other lifestyle amenities.

It is also important to recognize and identify the markets that libraries compete in, to ensure that people in these markets (children, youth, adult, senior, for example) have access to libraries at convenient times. According to Gloria J. Leckie and Jeffrey Hopkins in their article on public libraries as public space in Library Quarterly, "highly successful public spaces exhibit several characteristics…[including that they] operate beyond the regular weekday working hours to accommodate visitors during evenings and weekends." Longer library hours are essential to accommodate the needs of busy working families (and their children).

While the ASM facilities and materials expenditure studies and related statistics in this section paint a picture of relative concern regarding the Winnipeg library system, the following points should be considered:

- Traditional statistics for circulation and visitation matter less compared to changing uses of libraries, which are becoming more important as places of research and leisure. It is more difficult to measure the value to the library in economic terms of providing space to allow research, either through printed materials, or the Internet, as well as access to leisure reading activity.

- Winnipeg's libraries are an important source of leisure and educational programming for all age groups. When compared to other Community Services facilities that provide recreational programming, the libraries appear to perform very well in terms of attendance and classes supported, with a stronger emphasis on educational programming for pre-school and child ages, as well as adults and seniors.

- In the US, libraries are seen as an important neighbourhood amenity, with related implications for enhancing property values. In 1998, Seattle Public Library won a US $196.4 million bond proposal for "Libraries for All." This proposal allowed the city to build a new central library, update 22 existing branch libraries and build five additional branches. As with other recreational facilities, city officials need to consider the broader social and economic benefits of reinvestment in these facilities.