

Impressions of features important for a new Central Library

Ottawa Public Library Focus Groups Summary

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> Objectives

Nanos Research was retained by Ottawa Public Library to gather impressions on factors they thought would be important to help with decision-making related to a new downtown Central Library. To this end, focus groups were conducted in order to identify similarities and differences in terms of the views of current customers, potential customers and the general population who would consider using the Main Library with regards to:

1. Advantages and concerns of having a new downtown Central Library in Ottawa;
2. Factors that the Ottawa Public Library should consider on the issue of a new downtown Central Library; and,
3. Public spaces in Ottawa.

> Objectives

Twelve focus groups were conducted on October 1st , 3rd and 4th, 2015 in Ottawa on behalf of the Ottawa Public Library.

Each focus group was 75-90 minutes in length and various different profiles were represented in each group: residents of Catchment area who have used Main Branch in the last year, residents of Catchment who have library cards but have not used Main Branch in the last year, residents not in catchment who have used the Main Branch in the last year, residents not in catchment who have library cards but have not used the Main Branch in the last year and residents from the general population who would consider using the Central Library.

They were comprised of up to 8 participants with 10 individuals recruited. A total of 94 Ottawa residents participated in the focus groups. Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study.

> At a Glance

Overall, participants thought that a new downtown Central Library would be an opportunity to improve upon the current facility, which many thought could use the improvement. However, some raised concerns with regards to insufficient funding to build all the necessary features, as they considered that the library should be a landmark cultural institution in the city and that it should be built with the future in mind. Others raised concerns about unnecessary spending. In terms of importance, the top three ranked factors to be considered when making decisions about the new downtown library were convenience of location, a safe and welcoming building, as well as access to public transit.

- **Advantages** – Many participants considered that it would provide an opportunity to improve upon many of the perceived shortcomings of the current Main branch, such as inadequate lighting, lack of access, especially for people with disabilities and unwelcoming layout and décor, thus making the new downtown library an Ottawa landmark. In addition, participants thought that a downtown location would be advantageous since it would allow good access for people who live, work or study downtown, while keeping the library close to other resources.
- **Concerns** – One of the main concerns participants had was that the library would not be built in accordance with a vision that would align with future library use, in view of technological and demographic evolution. In addition, participants were concerned that not enough funding would be available to build the library in keeping with such a vision or to implement all the required features. Some participants were also concerned that taxpayer money would be spent on something that is not essential and questioned the need for a new library. A few others raised concerns with regards to the impact a new library would have on the resources allocated to local libraries and underlined the importance of ensuring the new library would offer distinguishing services that would attract users.

Participants were asked to discuss and score potential characteristics for a downtown Central Library from 1 to 10, where 1 is not at all important and 10 is very important. Please note that 'mean' or 'average' refers to the number expressing the typical value in a set of data.

- **Convenient location** – This characteristic refers to easy access to participants. Having received a mean score of 9.03 out of 10 and having been ranked first by 39 of 94 participants, convenience of location was the most important factor when it came to making decisions about a new downtown library. Across all streams, participants agreed that the library would not be used unless it was located conveniently. Participants in the catchment area and those who worked downtown were more likely to emphasize the importance of being able to walk to the library or access it by public transit. General populous participants, as well as those outside the catchment area said they would like easy access by car and sufficient parking.
- **Welcoming and safe** – Participants gave this factor a mean score of 8.45 out 10 and 14 of the 94 participants ranked it first. Overall, the participants thought it was unquestionable that the library should be welcoming and safe. They defined welcoming as well maintained, with an attractive interior, friendly staff and welcoming to different groups such as homeless people, newcomers and people with disabilities. Participants agreed that some safety measures should be implemented, but some said they would like these to be subtle so that they do not feel supervised. There were no significant differences across the different streams.

- **Public transit** – Access to public transit was ranked first by 13 out of 94 participants, and received a mean score of 8.86. Participants across all streams said that good access to public transit would be important to students and youth, but also to those who want to avoid the inconveniences of downtown traffic, parking and the added cost of driving. Many participants said that they should be able to arrive at the library in 20 to 30 minutes and that a bus stop should be as close as on the same block, or no more than 10 minutes away at the farthest. Some participants noted that good access would also mean being able to connect to a variety of service and a good frequency of busses even during late hours.
- **LRT station** – This factor received a mean score of 7.62 out of 10 and was ranked first by 7 of 94 participants. Although participants were unsure of how the new LRT system would work, this was still considered an important factor since some participants said that the LRT could be the future of transportation in Ottawa, allowing people to travel faster and further. Participants said that it would be more difficult to ensure that an LRT station would be in close proximity to the library than a bus stop; therefore, they were willing to walk further between the two (five to 15 minutes).
- **Museums and other cultural institutions**– Four of the 94 participants ranked this factor first, and it received a mean score of 5.37 out of 10. Some participants thought that being close to museums would allow families with children to make a day of going to a library and the museum, while others said that they thought it unlikely that someone would do both activities in one day. A few noted that the library could become a cultural landmark in itself and that proximity to museums and other cultural institutions would be important because of the services the library offers, such as Internet access. Several participants pointed out that this is not feasible in Ottawa, since the museums are spread out throughout the city.

- **Open spaces for gathering** – Although two of the 94 participants ranked this factor first, it received a mean score of 7.54. Participants said that because of technological changes the function of the library would change in the future and many said that having a large atrium for events or smaller spaces for group work would be important. The number of people who would gather in such a space varied greatly depending on the envisioned activities (10 to 600 people). Participants agreed that this could be an in-between or noisy space, as long as other library users were not disturbed.
- **Shops and restaurants** – This factor received a score of 5.22 with one participant ranked it first. Participants said that this was not necessary, but several noted that a café would be important to have either in the library or nearby. Shops were considered less important, although participants from outside the catchment area were more likely to consider this to be important as they envisioned running multiple errands while downtown.
- **A nice view of the outside** – No participants ranked this factor first. It received a mean score of 5.73. Participants' view were divided, as several thought that, although not necessary, it would be pleasant to have a nice view of the outside, while others thought it would be distracting. However, many participants agreed that it would be important to have natural lighting in the library. A few said that, at a downtown location, the view outside would most likely be limited to traffic or other buildings and they would rather not see that.
- **Other factors** – Several other factors emerged that participants considered important. Three participants ranked architecture first, noting that the building should be a landmark in Ottawa and that the interior décor and atmosphere are very important to how the users feel inside the library. Three participants ranked technology first, saying that the library should be kept up to date. In addition, two participants ranked friendly for persons with disabilities first, noting that the current library is not, and a new building would be an opportunity to improve on this score.

- **Public spaces in Ottawa** – Many participants mentioned that they prefer aesthetically pleasant buildings such as the National Gallery, Parliament Hill or the Museum of History, while many others preferred outdoor spaces. In general, participants thought that public spaces should be beautiful, unique, artful, close to nature, multifunctional, accessible and safe. They thought such characteristics would also be applicable to a public library.
- **Travel time** – Most frequently, participants selected 15-24 minutes as the amount of minutes they would be willing to travel by public transit (39 of 94), by foot (35 of 94) or by car (46 of 94) to the library. 25-34 minutes was the second most frequent response for public transit (34 of 94) or by foot (26 of 94), while 0-14 minutes was the second most frequent response for car travel (28 of 94).

These observations are based on 12 focus groups conducted by Nanos Research on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. To follow is a synopsis of the feedback provided on each of the factors to be considered in the decision making process, including tabulations of the written comments of the participants.

Dashboard

Importance of Items (Scale of 1 to 10)	Mean Score (n=94)
Convenience in terms of location	9.03
Access to public transit	8.86
As a place where you feel welcome and safe	8.44
Distance from a new LRT station	7.62
Having open spaces for gathering	7.54
Having a nice view of the outside	5.73
Distance from museums and other cultural institutions	5.21

Willingness to Travel by Public Transit (Minutes)	Frequency (n=94)
15-24	41.5%
25-34	36.2%
0-14	11.7%
35-44	5.3%
45+	5.3%

Dashboard

Willingness to Travel by Car (Minutes)	Mean Response (n=94)
15-24	48.9%
0-14	29.8%
25-34	18.1%
45+	2.1%
35-44	1.1%
Willingness to Travel on Foot (Minutes)	Mean Response (n=94)
15-24	37.2%
25-34	27.7%
0-14	24.5%
45+	8.5%
35-44	2.1%

Other – Importance of Items (Scale of 1 to 10)	Frequency (n=80)
Architecturally unique/modern	20.0%
Parking	16.3%
Student/Study space	8.8%
Technology	8.8%
Staff resources/services	8.8%
Lighting	7.5%
Distance from housing/workplace	7.5%
Space for group activities	6.3%
Wide variety of books/other materials	6.3%
Friendly for persons with disabilities	5.0%
Mean Score	8.14

Highlights from Focus Groups



Module A: Advantages and Concerns



Advantages & Concerns

What would you say are the main advantages of having a new downtown Central Library in Ottawa?

Participants from all streams agree that there are many issues with the current downtown library. Some of the descriptors for the current Main Branch included outdated, ugly, cramped, not handicapped friendly, dark and uninviting. According to the participants, advantages would include the opportunity to improve on all these issues and update the library in terms of design and layout, access to technology, and accessibility for people with disabilities. In addition, participants said that a downtown location is an advantage, since a downtown library can be used not only by residents of the catchment area, but also by people who regularly commute downtown for work.

Participants also said such a location would likely provide good access to public transit and would be in proximity to the region's universities, facilitating student access. Participants from all streams mentioned that there should be a well defined vision for the new library, both in term of the library's purpose and architecture. Participants suggested that building a new library would be an opportunity to expand its purpose to make it a focal point for cultural events in order to keep up with the changing trends in the way people use books and technology, as well as to update the aesthetic of the building itself so it may become an Ottawa landmark. General populous and non catchment area participants said that building a new library could be an opportunity to add parking.

Advantages & Concerns

What concerns, if any, do you have about the City of Ottawa having a new downtown Central Library?

Participants from all streams were concerned that goals in terms of vision, accessibility in general and for people with disabilities, and parking would not be met. Particularly with regards to vision, participants suggested that it should be long term, looking at least 20 years down the road, to address changing needs in terms of the city's population and technology. In addition, focus group participants raised concerns about the cost of a new library. Many were concerned that there would not be sufficient funds to make the new downtown library all that it can be, while some users both inside and outside the catchment area questioned the necessity for a new library.

General populous and non catchment participants were concerned that investing in a new downtown library might divert resources from the smaller local branches. They also raised concerns about the viability of the new branch, stating that it should offer additional services not offered by other branches in order to attract clients from outside the downtown area to use the central branch. Traffic and parking were especially a concern for users outside the catchment area. Participants from the catchment area who have not used the library in the past year raised concerns about the impact construction might have on traffic and businesses in the area. Library users outside the catchment area also raised concerns that the new location would be too far from downtown, since they use the library on their work break and it would be too far to walk.



Advantages & Concerns

Sample of Participant Comments

“I think that the current library is uninviting and the layout is bad, especially with regards to the entrance. There is poorly used or unused space. It should incorporate more new digital technologies.” - **Catchment Not Used**

“I am concerned about the accessibility of location. I know that this is an issue and I think that depending on the demographic, it needs to be accessible by foot traffic and public transportation to make it accessible to other communities.” - **Catchment Not Used**

“I agree it’s time for a new library – everything needs an update.” - **Catchment Used**

“I think that a nice, well designed landmark building could improve Ottawa’s overall image.” - **Catchment Used**

“I think it’s important to consider necessity. Generally it’s not good for politicians or government to invest a lot of money in a project that is frivolous.” - **Catchment Used**

“There is also a large accessible public, because office buildings downtown are full of people who work there, the University of Ottawa is nearby and so on.” – **Genpop**

“It would also have good access to other library resources, such as the Library of Parliament.” - **Genpop**

“C’est une opportunité de bâtir un bel édifice pour les touristes.” - **Genpop**



Advantages & Concerns

Sample of Participant Comments

“It would be difficult to access for people who live in the suburbs, especially given traffic considerations.” – **Genpop**

“Will it take resources away from smaller libraries, for example, the best books?” – **Genpop**

“They have to be thinking long term. Where will we be 20 years down the line? How will the space be flexible enough?” – **Genpop**

“It would be easy to get to. The new building would have to be accessible to people with disabilities. The old one is not very accessible.” - **Non Catchment Not Used**

“Hopefully a larger facility with many more meeting spaces, spaces for public meetings and public presentations beyond what exists at the current library.” - **Non Catchment Not Used**

“I’m concerned that the city might not invest enough to make it the showcase piece that it needs to be.”- **Non Catchment Not Used**

“It makes the access to research materials more centralized because you have both of the universities but there is a lot research that can be done on the Hill.” - **Non Catchment Used**

“I think I’d be concerned about it moving too far from the current location. I walk there on my lunch break, but if it’s too far I’ll no longer be able to use it.” - **Non Catchment Used**

Module B:

Factors that are Important in Making Decisions



> What's Important: Ranked Overview

More than two fifths of participants (39 of 94 or 42%) said that convenience in terms of location would be the most important factor to consider with regards to a new downtown Central Library. Being a place where one would feel welcome and safe ranked second, as 14 of 92 (15%) participants thought this would be the most important feature. Access to public transit and the new LRT station were ranked first by 13 (14%) and seven of the 94 (seven percent) participants, respectively.

What's Most Important	Frequency (n=94)
Convenience in terms of location	39
As a place where you feel welcome and safe	14
Access to public transit	13
Distance from a new LRT station	7
Distance from museums and other cultural institutions	4
Architecturally unique/modern	3
Technology	3
Having open spaces for gathering	2
Friendly for persons with disabilities	2

Module C:

Drill Down on Factors



Convenience in Terms of Location

Mean Score	9.03
Ranked First	39 of 94

Important? Why?

More participants ranked this factor first in terms of importance.

Participants from all streams said that a convenient location is important because it would ensure increased usage of the library. Library users inside the catchment area found convenience of location to be important because they thought of the library as their local branch and they wanted it to be easily accessible either by foot or public transit.

Participants within the catchment area also mentioned the importance of access via the bike paths. Several non catchment area users seemed to be going to the library on their work breaks and emphasized the importance of being able to do everything quickly, otherwise they would use their local branches. Participants from the general populous and non-catchment, non-user streams raised concerns about parking and traffic downtown if the location were to be downtown. Other participants had a more holistic view of convenience, mentioning the importance of the hours of operation and of feeling safe at the new location.

What do you consider to be “convenient”?

Participants across all streams were willing to travel a maximum 30 minutes by any means of transportation in order to get to the library, but most said 15 to 20 minutes. In general people from all streams were willing to allot less time to walking and more to public transit. However, a few participants, especially those living within the catchment area who have used the library in the past year, also mentioned concerns about accessibility for people with disabilities, as they might have limited mobility. In addition, several participants said that they would be less willing to travel long distances in winter, due to harsh weather conditions.



Convenience in Terms of Location

Sample of Participant Comments

“Convenience is important to me but it’s tied in with all the other items. I think it’s extremely important to how much people will engage with the library. People think about how far they would have to walk, if it’s cold, etc.” - **Catchment Not Used**

“I drive, so I worry about parking. I go to branches that are easy access by car.” - **Catchment Not Used**

“I think it should also be near a bike trail. When I ride my bike or skateboard, I prefer not having to cross too many roads. And I think Ottawa should steer away from cars to avoid congestion.” - **Catchment Not Used**

“It should be no more than 15 minutes away, whether walking, taking transit or driving.” - **Catchment Not Used**

“I think that there are many reasons for it to be downtown. I mean, it will mainly be used by people who live downtown, but also it would be accessible for tourists as well.” - **Catchment Used**

“I think that it is absolutely essential to have vibrant and accessible libraries. You have to have it conveniently located to allow as many people as possible to have access to it.” - **Catchment Used**

“I will walk for 15 to 20 minutes. But because of my wife’s disability, I think it’s very important that I can park close enough to get her out of the car and to the library.” - **Catchment Used**

“I think of convenience in a more holistic sense, because time is so important today. I would like a library that will allow me to do everything I need to do quickly and comfortably.” – **Genpop**

“Moi j’ai deux autres bibliothèques plus proches de chez moi, donc dans ce sens, le centre-ville n’est pas nécessairement le plus pratique.” - **Genpop**



Convenience in Terms of Location

Sample of Participant Comments

"If it's a Central Library, having a location that's convenient for everybody in the city to access is clearly important."
Genpop

"I think about convenience in a very broad sense. I also think about people with disabilities. We should ensure proper access to elevators, if there are multiple stories and proper space between the book stacks, etc." - **Genpop**

"I think it should be a maximum 10 minute drive or 5 minute walk." – **Genpop**

"It is very important, because I think of how hard it is to get to the current library. I think that on transit it's not so bad, but it's hard to get there by car and it's hard to find parking." - **Non Catchment Not Used**

"In the wintertime I just won't come. I think it shouldn't take more than ten minutes on transit and five minutes walking." - **Non Catchment Not Used**

"I also think of my children when I think of walking. It can be harder if you have children." - **Non Catchment Not Used**

"I gave it a score of 9 and a rank of 2. I work across from the library and if it wasn't on the way I would probably not go and go to a local branch instead." - **Non Catchment Used**

"Convenience is very important because often you're just in and out; you drop off your books and pick up your new ones." - **Non Catchment Used**

"Convenience is a twenty minute walk, or public transit time. There is also a concern about how much it will cost to get there." - **Non Catchment Used**

Access to Public Transit

Mean Score	8.86
Ranked First	13 of 94

Important? Why?

Many participants, including participants who normally drive to go to the library, said that access to public transit was important especially for students and younger people. Participants, especially those from the general populous and non catchment streams, recognized that space is limited downtown, therefore driving is an inconvenience in terms of parking and traffic. Some participants suggested that increased use of public transit would ease congestion in Ottawa's downtown core. In addition they noted that using public transit is a cheaper option, thus improving access to the library. However, they also asked why they would use the downtown branch rather than their local branch. These participants said that access to public transit would not be as important if people would travel to the downtown location only for special events and not for regular use. In this regard, participants across different streams agreed that the Central Library should offer some distinguishing features. In addition, some participants living in the catchment area did not consider this to be the most important feature because a downtown library would implicitly have good access to public transit.

Access to Public Transit

Mean Score	8.86
Ranked First	13 of 94

What do you consider to be good access? Would that be in terms of time, distance, transit stops?

Participants defined good access in a variety of ways. A few said that the longest they would travel to get to the library would be 40 minutes, but most said 20 to 30 minutes. Across different streams, participants agreed that a bus stop should exist within five to ten minutes or two to three blocks of the library. A few suggested that the stops should be on the same block or in front of the library. In addition, users inside and outside the catchment area said that the buses should pass at a high frequency, connect to a wide range of locations in the city and offer good service even when the library is open late. One general populous participant was concerned that transit stops that are too close to the library would hamper parking.



Access to Public Transit

Sample of Participant Comments

“It guarantees that people will go there. There’s no need to park. It is also cheaper overall.” - **Genpop**

“It is a facility that’s used today by probably 1 million people, in 20 years probably 2 million, it’s most important to people who don’t have a lot of money to spend. Access to public transport seems important to me.” - **Genpop**

“I think it’s important for students and younger people.” - **Genpop**

“I think that this will not be a destination for the people in the suburbs, who will be using their local branches more. I think it will be a destination for events, and therefore access with public transit is probably not that important.” - **Genpop**

“Maybe transit stops shouldn’t be too close because it would make parking more difficult.” – **Genpop**

“A station or stop should not be more than two or three blocks away.” – **Genpop**

“As a student, I don’t have a car so this is my main concern. If I can’t use transit, then I won’t go. If people have accessibility by transit, they’ll be willing to go to central locations. I think it should be no further than 15 minutes by foot or 15 minutes by public transit.” - **Catchment Not Used**

“I don’t think that’s very important, because if it’s in the downtown core it will have access to public transit regardless and there are other things that are more important.” - **Catchment Not Used**

“Ça garantit la fréquentation de la bibliothèque. On n’a pas besoin de payer le stationnement et économiquement ça convient aussi.” - **Genpop**



Access to Public Transit

Sample of Participant Comments

“It isn’t all that important to me because I drive.” - **Non Catchment Not Used**

“It’s a public library and it should be open to everybody even if you don’t have a car it should still be open to you.”
- **Non Catchment Not Used**

“I think that this is important, but I prefer walking. I would rather walk for 30 minutes than take public transport – but that is just a personal preference. Of course it should be close to public transit otherwise people will not go.”-
Catchment Used

“I think that a quiet location is good, but it should still be close to a bus stop where there is a high frequency of buses running along different routes. There should also be good bus service during late hours.”- **Catchment Used**

“It’s critical that people can get there easily and inexpensively.” - **Catchment Used**

“I think about two blocks from the transit station.” - **Catchment Used**

“This is very important. Right now it’s not in the most convenient location. It’s great that the bike paths are there. I would say fifteen minutes for any mode of transportation should be the maximum time it should take to get there.”
- **Non Catchment Used**

“Very important, since I don’t think it’s realistic to have enough parking spaces for everyone who uses the library to go by car – and we should really discourage driving anyways.” - **Non Catchment Used**

“Moi je dirais un arrêt de bus à moins de 5 minutes. Et l’arrêt de train léger doit être proche.” - **Genpop**

Distance from a New LRT Station

Mean Score	7.62
Ranked First	7 of 94

Important? Why?

Participants associated the LRT with public transit and distance from a new LRT station was amongst the top four first ranked responses; however it scored lower than access to public transit. Participants' views were mixed on the topic as most were unsure where the new LRT stations would be in Ottawa, how the LRT would serve the city's different regions and how it would affect their commute. Some participants from outside the catchment area and the general populous streams noted that access to the LRT is important because the LRT might be the future of transportation in the city, as it would allow people to travel further, faster and it would reduce car use.

What do you consider to be good access? Would that be in terms of time, distance, transit stops?

A few mentioned that it would be harder to bring the LRT stations closer to the library than it would be to bring a bus stop, but others said that since the city is currently thinking about building both, they should be built close together. Most suggestions for the distance between a new LRT station and the Central Library ranged from up to four blocks to between 5 and 15 minutes, and a couple of participants said they would be willing to walk up to 20 or 30 minutes from an LRT station to the library. Finally, participants suggested that the library could be connected to the LRT station through an underground walkway, so that that people could avoid bad weather in the winter.



Distance from a New LRT Station

Sample of Participant Comments

“Not really; I don’t see myself using the LRT, because buses run very efficiently along that route.” - **Non Catchment Used**

“If it’s connected directly to the LRT, then in winter we won’t have to go outside. In Edmonton there are a bunch of buildings that are connected underground in that way.” - **Non Catchment Used**

“I gave it a score of 7 because LRT will become the new Transitway in the future.” - **Non Catchment Used**

“You would want it to be very close to the LRT; less than a 10 minute walk.” - **Non Catchment Used**

“I think that maybe 15 minutes is good. It also depends on the season, in winter it might be too long.” - **Catchment Used**

“For myself, I don’t find that really important because of where I live in the Glebe, I don’t think I’m close to any LRT stop so I wouldn’t be using it.” - **Catchment Used**

“I think ideally it should be one to four blocks away or a five minute walk.” - **Catchment Used**

“I think this is very important because it would probably be faster than the bus. It should take me there in 15 minutes and the station should not be more than five minutes away.” - **Non Catchment Not Used**

“I wouldn’t anticipate taking the LRT myself but it’s important for everyone else.” - **Non Catchment Not Used**

“C’est sûr que le train serait plus commode.” - **Genpop**



Distance from a New LRT Station

Sample of Participant Comments

“I gave it a score of 7. Access to public transit is more important and this all comes down to urban planning. Did they start this project with the LRT in mind? People will come as long as there’s a way to get there, either by bus or even walking underground.” - **Catchment Not Used**

“I don’t find this particularly important because I’m not sure it’s happening. The current LRT would not serve a comprehensive population because it is East-West focused.” - **Catchment Not Used**

“I think that if I’m on the train for thirty minutes, then I wouldn’t want to walk for more than fifteen minutes.” - **Catchment Not Used**

“I think less is more. If we are building the LRT and the Library, we should try to build them close together.” - **Catchment Not Used**

“Given the noise that a train station implies, I would say it is not extremely important. It could make travelling faster, but once again it depends on what type of access we have to the LRT.” – **Genpop**

“I think it’s important, because if we have a public vision for the city in the long term, we should take into account that the city will grow and we have to do away with cars as much as possible. I think the LRT will help in this respect.” – **Genpop**

“I would consider a five minute walk as good access. It would be a good distance for children and for the elderly as well, because for them 10 minutes might be too much.” – **Genpop**

“Il serait important que ça soit proche, car sinon on perd du temps encore pour faire le transfert au bus pour continuer le voyage.” - **Genpop**

Distance from Shops & Restaurants

Mean Score	5.22
Ranked First	1 of 94

Important? Why?

Participants across all streams said that distance from shops and restaurants was somewhat important but not necessary. Most participants said that having restaurants nearby is more important than having shops. However, participants who do not live in the downtown core said that if they were to make the trip downtown they would prefer to run multiple errands, so having shops and restaurants nearby would be useful. Some mentioned that if the location were downtown, then shops and restaurants would be available regardless. Most participants mentioned that having a café, in the style of a Starbucks at Chapters, in the library is important as it would allow people to meet and chat or take a break from their studies. In addition, a few noted that a café in the library or nearby shops could prove to be a revenue stream. A few others raised concerns about straying from the library's actual purpose.

What kinds of shops, e.g. boutique, chains, mall?

Participants did not consider proximity to shops to be overly important. However, they did mention that if there would be such shops, then they should be related to the library and showcase local art, music and crafts or allow people to purchase new or used books that they read at the library.

What kinds of restaurants, e.g. fast food, family restaurants, fine dining?

Participants unanimously agreed that fine dining or upscale restaurants would not be a good fit for the library. They suggested that the library could have a café, where one could pick up a quick snack. Although not all participants were completely adverse to fast food, most suggested that the café should provide healthy options with local ingredients that would be affordable to everyone. Examples such as Tim Hortons, Starbucks, Subway or the cafés inside museums were mentioned.



Distance from Shops & Restaurants

Sample of Participant Comments

“I may want to eat while at the library, but when I go to the library, I don’t think about shopping.” – **Genpop**

“In relation to this, I think we should be mindful not to stray from the library’s actual purpose.” – **Genpop**

“When I’m going to a Central Library, it means I’m downtown where I don’t live. When I come downtown it’s because I have more than one purpose so I make a day of it.” – **Genpop**

“The convenience of the shops just makes the library a little more convenient. I think the restaurants would be more important.” – **Genpop**

“I think it’s not important from the perspective of a suburbanite coming to an event. I’d only come for a specific reason and I wouldn’t need other shops or restaurants there.” – **Genpop**

“When I think of the library, I think of a building that houses archives and books. I’d go there to do my research, so I think the priority for shops and restaurants would be low.” – **Genpop**

“I think that there shouldn’t be any stores in a public library. Maybe a private library, like the university one, could sell related merchandise, like backpacks, notebooks, etc.” – **Genpop**

“I rated this item in the mid-range, but in hindsight I would say that we should consider the types of restaurants that are there. Don’t give large corporations the opportunity to step in and take over. We should have local restaurants. But don’t make the library into a restaurant – a café with healthy fare would be nice.” - **Catchment Not Used**

“Une place comme Subway serait génial.” - **Genpop**



Distance from Shops & Restaurants

Sample of Participant Comments

“From the perspective of a low income person, we have to make sure it’s affordable.” - **Catchment Not Used**

“Shops are less important, but restaurants are important because people have to eat.” - **Catchment Not Used**

“I think that restaurants would be more important to have than shops. It would be nice if we could grab something quickly and not have to walk too far.” - **Non Catchment Not Used**

“I think fast food would be best, or a sandwich place. I think it would be good if we could have local “mom-and-pop” shops, but fast food is fine too.” - **Non Catchment Not Used**

“If the library is downtown, there’s a plethora of shops and restaurants so it wouldn’t be that important to me.” - **Catchment Used**

“I would suggest something like a Tim Hortons. Nothing too upscale, because the people I usually see at the library are not very wealthy. Maybe we could have a restaurant nearby?” - **Catchment Used**

“I would like to say that maybe shops that allow purchasing books, used books or related merchandise might be a good idea.” - **Catchment Used**

“If you’re going to spend a lot of time at the library, a restaurant would be more important than shops.” - **Non Catchment Not Used**

“I think it’s important. You can multitask and run other errands when you go to the library.” - **Non Catchment Not Used**

“Une place pour prendre une petite collation dans le lobby serait bonne.” - **Genpop**

Distance from Museums and Other Cultural Institutions

Mean Score	5.37
Ranked First	4 of 94

Important? Why?

Overall, participants across all streams seemed to agree that proximity to museums and cultural institution is only somewhat important, saying that it would be nice in some cases but not necessary. They said that proximity would ensure access for tourists or would allow families with children to make a day of it, especially since the Ottawa Public Library provides museum passes. Although some noted that a library is not necessarily a tourist attraction, others pointed out that the library provides services, such as Internet access, that may be of interest to tourists. In addition, several participants said that the new Central Library could become a cultural attraction in itself. However, participants also noted that because museums in Ottawa are not located close to each other, ensuring proximity would be difficult from a logistics perspective. A few said that it is more important to keep the library central than to have it close to a museum and suggested that there could be a bus that would link it to the tourist route. Also, participants noted that a central location would already be close to Parliament, the National Gallery and other downtown libraries. Some said that it is not feasible to go to the library and the museum on the same day, since going to the museum is more of a full day activity and the two activities are not necessarily related. Library users inside and outside the catchment area suggested that the library should liaise or cross promote with museums and other cultural institutions.

Distance from Museums and Other Cultural Institutions

Mean Score	5.37
Ranked First	4 of 94

What kind of museums?

For the most part, participants across all streams did not have a preference in this regard. One participant mentioned the Science and Technology museum, while another suggested it should be a museum that offers interactive activities directed at youth.

What kind of cultural institutions?

One participant from the general populous stream suggested it could be near City Hall. Others in the same stream suggested it should be near a community centre where cultural activities could take place.



Distance from Museums and Other Cultural Institutions

Sample of Participant Comments

“We have already said that the library is part of our cultural heritage. Therefore, if there are tourists visiting nearby sites, they might be tempted to also visit the library.” – **Genpop**

“From a geographical perspective, I would say that it is impossible because museums in this city are very spread out.” – **Genpop**

“We should not forget that the library offers more than just books. Some people use the library to access the internet.” – **Genpop**

“Maybe it could be nearby something that attracts youth and has interactive activities.” – **Genpop**

“It should be near a community centre where cultural groups can gather.” – **Genpop**

“If I go to the museum, I tend to make a day of it so it really wouldn't be that useful.” - **Non Catchment Not Used**

“I know that the library provides museum passes, so it might be useful in that way, but I don't think it's that important.” - **Non Catchment Not Used**

“Always thinking about children, again making a day of it, going to the library then going to the museum..” - **Non Catchment Not Used**

“Je pense que forcément ça va être proche des institutions culturelles car c'est au centre-ville.” - **Genpop**



Distance from Museums and Other Cultural Institutions

Sample of Participant Comments

“I think that in the digital age, we have to think about what will bring people into the library. I think that the library itself could be a cultural institution. I would say that’s where the Ottawa writers’ festival should take place – there should be more public lectures and activities of this sort. I don’t think that it’s very important to have museums and institutions nearby though.” - **Catchment Used**

“There should be a cultural bus that does a loop between the museums and library.” - **Catchment Used**

“I think that it’s not feasible for people to see multiple museums in one day, plus the museums in Ottawa are not very close to each other.” - **Non Catchment Used**

“It is relatively important because it goes with the image of the library as being a place of learning but I wouldn’t prioritize it.” - **Non Catchment Used**

“There should be cross promotional opportunities between the museums and the library.” - **Non Catchment Used**

“Keeping the Library of Parliament in mind, having proximity between both would be convenient. It would help with conducting research.” - **Catchment Not Used**

“I scored it low because I see the activities associated with libraries as very discreet. We shouldn’t be spending extra millions to be closer to cultural institutions. It’s nice but not needed.” - **Catchment Not Used**

“S’il y a des gens qui font du tourisme, et on a parlé du fait que la bibliothèque fait partie du patrimoine culturel, ça pourrait amener les gens à visiter la bibliothèque.” - **Genpop**

Open Spaces for Gathering

Mean Score	7.54
Ranked First	2 of 94

Important? Why?

Participants interpreted open spaces as either a large atrium where events could take place or smaller rooms to hold meetings and have conversations. Many thought such spaces would be important to have in the library. Participants across all streams said that such spaces would ensure the library is a community and cultural hub or destination. However, among participants who had used the Main Branch in the past year, a few raised concerns about the impact this might have on others in the library, saying that this is unrelated to the purpose of a library. Some participants thought that such spaces would improve the aesthetics of the building and make it more inviting. They suggested that the spaces could be outdoor, such as a courtyard, or indoor with plants or even both.

How many people do you see gathering in an open space?

The number ranged depending on the purpose or function that people envisioned for the space. For meetings and smaller events, participants estimated that the space should hold about 10 to 50 people, while for larger events, suggestions ranged from 100 to 600 people. A few participants suggested that it should be possible to reconfigure the space into smaller or larger areas based on needs or that both types of spaces should be available.

Open Spaces for Gathering

Mean Score	7.54
Ranked First	2 of 94

What kinds of things would you see happening here?

What activities would you see yourself doing here?

Participants had a variety of suggestions for activities that could take place in the space, which ranged from group work, to a café style space for people to meet up, to book readings, lectures, spoken word events, open microphone nights, storytelling, workshops, exhibitions on a variety of topics, children's activities, after hours movie screenings and concerts and other cultural events. One participant suggested that the open space could hold exhibits dedicated to different topics of interest such as books, music, arts and crafts, with particular focus on local artists and writers. Another suggested that the space could be rented out for weddings and receptions.

Is this noisy, quiet or in-between space?

In general, participants agreed that this would be mostly an in-between space, and that the noise level would depend on the activities that would take place there. In addition, several participants suggested that different areas within the library could have designated noise levels in order to ensure everyone's needs are served.



Open Spaces for Gathering

Sample of Participant Comments

“I rated this quite high with a score of 8 and a rank of 5. I like the outdoors and it’s a beautiful part of Ottawa. Sometimes you don’t want to be cooped up in small corners. Does being multi-use take over some of the reasons why we have community centers?” - **Catchment Not Used**

“It should be public and like a living room. Coffee shops take up a big part of urban life and people seem to be looking for places to go read and be on their computer with other people. The library provides this in a very profound way without the necessity for commercial providers.” - **Catchment Not Used**

“About 150; I think that there is an opportunity to create a synergy. Not everyone reads and if we can provide activities that will get people motivated to read, like a competition for the best book, where the authors are invited or a presentation of a new acquisition of the library. It’s an opportunity, but it should be done in a separate space.” - **Catchment Used**

“I picture it as several different sized areas in an open space. The smallest could hold 50 people and the biggest could hold 250 people.” - **Catchment Used**

“I think that it would be a good idea if you could separate the spaces where people gather and are making noise, and those where people are reading and need quiet, so that the latter are not disturbed.” - **Catchment Used**

“There could be a space for people to hold meetings. Preferably using this space would be free, but it could have a small cost.” – **Genpop**

“Il faudrait le séparer des espaces silencieux car ça peut devenir le bordel.” - **Genpop**



Open Spaces for Gathering

Sample of Participant Comments

“I would like to be able to see an open space outside to look at the building. We don’t have enough small areas. It should be a community center as well as a Central Library.” – **Genpop**

“There should be flexibility to adapt to the different events that are organized. A poetry reading should be a small café atmosphere, but a lecture by Margaret Atwood or Remembrance Day activities should welcome 400 to 500 people.” – **Genpop**

“I think that it’s a double-edged sword. It could distract from traditional library activities, but it could also be a space to have arts shows or talks; things like that.” - **Non Catchment Not Used**

“There could also be a designated supervised space for children, while parents look for books or attend activities.” - **Non Catchment Not Used**

“The library has to be central community hub as a welcoming place where people can go and have space and to do activities and connect and it’s one of the big roles of the Central Library.” - **Non Catchment Not Used**

“In my perspective, a library is for quiet time – reading and studying. I think it would be good to have a room that people can rent for a gathering but it should not be all open spaces.” - **Non Catchment Used**

“I think that this is very important, because as people move away from reading traditional books, we should reevaluate what the purpose of the library should be. It’s important for people to see each other. There could be lectures there, TED talks, birthday parties, or other events; people get married at the Vancouver Library.” - **Non Catchment Used**

“J’ai plutôt pensé à une agora, mais des espaces pour le travail en groupe je trouve que c’est mieux.” - **Genpop**

A Nice View of the Outside

Mean Score	5.73
Ranked First	0 of 94

Important? Why?

The participants' views were divided on this score. While many said that they would appreciate a nice view of the outside even if it is not a priority, others said that a view of the outside would be distracting and lead to procrastination. In addition, participants from the catchment area noted that if the library were to be located downtown, it would not be feasible to have a nice view, as windows would look out onto other buildings. However, most participants, and especially those from the catchment area who have used the Main Branch in the past year, agreed that having good natural lighting in the building is important, as it would make the space more welcoming and less claustrophobic, as well as allow users to see the weather outside. A few participants said that the aesthetics of the indoor space would be more important than the view of the outside.

Knowing Ottawa, what do you want to see when you look outside?

Most participants would welcome having a view of nature and trees or a green space such as a garden or courtyard. Specific suggestions included Parliament Hill, the canal or the river. In addition, a few participants said that they would rather not look out onto traffic or buildings.



A Nice View of the Outside

Sample of Participant Comments

“I think it would be nice, but that would not be a priority.” - **Catchment Used**

“I think it’s important, but what is really important is getting natural light, especially in a city like Ottawa where we have extreme winter.” - **Catchment Used**

“There should be more natural materials inside so it doesn’t feel like a steel or concrete bunker.” - **Catchment Used**

“I think nature, like the river or the canal and trees. And I wanted to say something about the light; we should be aware of people who have light sensitivity or who have a hard time concentrating if there are things going on outside.” - **Catchment Used**

“I think that it would be great to have a great view of the outside, but also to let natural light in.” - **Catchment Not Used**

“I do not like old libraries that look like prisons. I feel a bit claustrophobic there. I would like to know where the exits are and see the world outside, but it is not a necessity.” – **Genpop**

“I can’t imagine any place that I would be less likely to go to look outside. Looking outside is absolutely irrelevant.” – **Genpop**

“Une vue du canal serait mieux que la rue.” - **Genpop**



A Nice View of the Outside

Sample of Participant Comments

“If we are trying to determine the location, we should focus more on distance rather than view.” – **Genpop**

“The Parliament building would be nice to see.” – **Genpop**

“I think it’s not very important because I’m there to use the interior of the building.” - **Non Catchment Not Used**

“I wouldn’t say the view is all that important, but I’d love to have some natural light. The building itself should be beautiful and attractive.” - **Non Catchment Not Used**

“Nature, whatever there may be downtown.” - **Non Catchment Not Used**

“I think that there are more important things, but if you’re going to use the space to rent out then it would be great to see a nice view of the outdoors.” - **Non Catchment Used**

“I gave it a score of 8 because to me, a nice view of the outside could be a big window to see the sun and sky. It doesn’t have to be a dramatic building or sculpture.” - **Non Catchment Used**

“I gave it a score of 4. In terms of all things and priorities, it would be nice to have but it may be hard to achieve.” - **Non Catchment Used**

“The river would be nice, right where the Portage Bridge is.” - **Non Catchment Used**

“Si je m’assois près d’une fenêtre c’est pour avoir la clareté du jour, pas pour la vue.” - **Genpop**

A Welcoming and Safe Place

Mean Score	8.45
Ranked First	14 of 94

Important? Why?

Participants across all streams thought this would be important and many said it is simply understood that the library should be safe and welcoming. Some participants stated that due to its central location, the presence of “shady characters” might make safety more of a concern. In this regard, they suggested that the area around the library should also feel safe. A few participants noted that the library should be welcoming and safe for children and seniors. Participants who have used the Main Branch in the past year said that they currently feel safe and welcome going to the library by themselves or with their families, and the same level of service should be maintained.

What does “welcome” mean to you?

Participants across all streams agreed that the library would be welcoming if it were clean and well maintained with friendly staff. Some suggested that it should have an attractive interior with art. In addition, several participants noted that the library should be welcoming and accessible to all groups, including homeless people, newcomers and people with disabilities.

What does “safe” mean to you?

General populous participants said that the library should be calm, quiet and relaxing. Across all streams, some participants said that they welcomed some security through cameras, mirrors or security patrols, while others said that just having staff around would be enough. Several participants said they would feel uncomfortable if they were constantly supervised, therefore safety measures should be subtle. A few participants noted that there should be clear views of all areas, lots of open spaces, and good lighting, especially so they could see their children at all times. Nonetheless, one participant mentioned that nooks and crannies would be good spaces for studying.



A Welcoming and Safe Place

Sample of Participant Comments

“I think that there are people who are new to Canada and we want to make sure that they are welcome and feel safe, so this is very important.” - **Catchment Used**

“I felt that this is in a different category. It just goes without saying that it should be safe and welcoming.” - **Catchment Used**

“At the end of the day, this is Ottawa and it’s relatively safe. Security should still be a main concern.” - **Catchment Used**

“I think there should be a lot of light, brightness, air, with no dark corners. We need to think of the surroundings; it’s shouldn’t be down some dark street, it should be a focal point.” - **Catchment Used**

“Being in a central location makes safety more of a concern.” - **Catchment Not Used**

“I think that what’s outside the library is also important. If the entrance to the library would make me unsafe I would never go there.” - **Catchment Not Used**

“I know there are a lot of homeless people who access library services to generate resumes for example; they should also feel welcome and safe.” - **Catchment Not Used**

“I wouldn’t want to go to the library and spend ten minutes to go through security.” – **Genpop**

“Je veux être tranquille à la bibliothèque.” - **Genpop**



A Welcoming and Safe Place

Sample of Participant Comments

“I think this is important. There are some shady characters who like to hang around open spaces.” – **Genpop**

“Accessibility throughout for someone in a wheelchair or with a walker. Even just making sure that they can get at the books.” – **Genpop**

“It should also be kid friendly. Maybe even have a daycare type space, so that parents can use the library while their children are entertained.” – **Genpop**

“I think that the library is safe right now. I go all the time with my kids – I think that the homeless issue is a different issue that needs to be addressed in its own right and not by relocating the library.” - **Non Catchment Used**

“I think that it is very important. I think that it should also be safe to travel and get in and out, no matter what mode of transportation one uses.” - **Non Catchment Used**

“I think that this is common sense. I wouldn’t know how to rate a library in particular on this measure. It’s important everywhere. I think it should not be isolated, there should be people around and it should be well lit.” - **Non Catchment Not Used**

“Staff should have good conversational skills so we don’t feel cut off from other people.” - **Non Catchment Not Used**

“Also there should be art to make the space more inviting.” - **Non Catchment Not Used**

“Je veux que la sécurité soit là, mais pas trop, pas visible, que ça soit subtile.” - **Genpop**

Other Factors

Other Factors	Frequency (n=80)
Architecturally unique/modern	16
Parking	13
Student/study space	7
Technology	7
Staff resources/services	7
Lighting	6
Distance from housing/workplaces	6
Space for group activities	5
Wide variety of books/other materials	5
Friendly for persons with disabilities	4
Other	4

Important? Why?

One of the most frequently mentioned factors that participants said should be added to the original list was related to the exterior architecture and interior design of the building. Participants said that the building itself should fit with the aesthetic feeling of the city, while the interior should be welcoming and appealing to users and potential users. In addition, several participants noted that the library should be accessible to people with disabilities with regards to access to elevators, signage, door size and operation, spacing between stacks and furniture and so on.

Several participants in the general populous and non catchment area groups said that proximity to parking is very important for commuters, but also for people with disabilities who have limited mobility getting from the car to the building. One participant said that proper and safe bicycle parking should also be available. Many participants across all streams said that the library should try to stay relevant by incorporating new technologies, electronic resources, and ensuring adequate access to computers and the Internet. Some participants also noted that it is important to have spaces that provide activities for children and youth, because it would allow them to become engaged with the library and it would give parents some time to conduct their own business at the library.

A few participants from the general populous stream said that the library could incorporate a retail aspect that would allow it to generate some revenue and support the local community. Another general populous participant suggested that the new Central Library could be built through a public private partnership.



Other Factors

Sample of Participant Comments

“The design of the building definitely affects your mood when you’re in the building.” - **Non Catchment Used**

“We want to draw people to the building with a nice view, outside light and good architecture to create a good atmosphere. This is the capital city; we should have something that’s not just a general office building but something impressive that we can be proud of.” - **Non Catchment Used**

“I think that parking for handicapped people is incredibly important, but parking for regular people is not that important. The rest of us can walk.” - **Catchment Used**

“I think architecture is important for the aesthetic feeling of the city.” - **Catchment Used**

“I think the elevators could be larger and better integrated into the building and more visible. There should be good and visible signage. The doors should have sensors so that people don’t have to reach for the buttons to open doors or deal with buttons that don’t work.” - **Non Catchment Not Used**

“There is nothing worse than driving all the way downtown and then your parking lot is full. You have to drive around for 20 minutes to find parking.” - **Non Catchment Not Used**

“I think that because it’s the Central Library, it should cater to commuters. Parking should be free on the weekends and maybe underground. ” - **Non Catchment Not Used**

“I envision a student space as a great space that is nearby where university students can study, but also a space for high school students. There could even be dedicated spaces for tutoring or other such activities.” - **Catchment Not Used**



Other Factors

Sample of Participant Comments

“Parking includes bicycles so there should be proper and safe bike parking.” - **Catchment Not Used**

“In that sense we should also think about connectivity, Wi-Fi and access to computers. In terms of layout, we should make things easy to find so that we do not have to travel between floors to find related material. We should consider the flow of the space and I think also of accessibility in terms of stairs, etc.” - **Catchment Not Used**

“I think that with regards to computers, internet access is important and there should be sufficient outlets.” – **Genpop**

“It could incorporate 3D printing and scanning and it could allow people access to expensive software that people need and find it difficult to buy as individuals. This would bring people in.” – **Genpop**

“There should be a day care for the children of parents who have gone back to school. It would be a good opportunity to engage the children as well.” – **Genpop**

“Architecture is important. Ottawa is blessed with a lot of architectural structures and the library could add to the character of the city. People would come to see it.” – **Genpop**

“Parking is very important because access by public transit is not a reality at this point.” – **Genpop**

“There could be some retail items that would be revenue generating, even if they are not very expensive and it would help the library be sustainable.” – **Genpop**

“Il devrait y avoir un stationnement d'accès facile, peut-être pas souterrain, mais proche.” - **Genpop**

Module D:

Public Spaces in Ottawa



Public Spaces in Ottawa

What's your favourite public space in Ottawa? Why is it your favourite?

One of the most frequently mentioned responses to this question was the National Gallery because of the great architecture, especially the large, airy and well lit entrance. Participants also mentioned that it has beautiful views, a nice coffee shop and courtyard, all of which make it a great place for people to get together. Many also said that their favourite public space in Ottawa is Parliament Hill and surrounding areas, such as Confederation Park and Major's Hill Park.

They noted that these are great open spaces that bring some nature into the downtown core and have great views of the river. In addition, participants mentioned that they appreciate the historical significance of these places, as well as all the activities that can be done there.

Access to nature and outdoor activities was a recurrent reason for liking public spaces such as many of Ottawa's parks, bike paths, the Rideau Canal, the Arboretum and the Experimental Farm. Several participants also mentioned the Museum of History, saying that it had beautiful architecture and that it blended well into the natural landscape of the riverbank and the urban setting. Other mentions included the Byward Market, City Hall, the World Exchange Plaza, the Governor General's Residence, the Supreme Court and LeBreton Flats.

Public Spaces in Ottawa

What characteristics make for a great public space? Any other characteristics come to mind?

Participants from all streams agreed that a great public space should be beautiful, unique and artful in terms of architecture and design, but also close to nature or green spaces and water. According to participants, it should be able to serve multiple purposes, while being open with lots of space, accessible, in terms of transportation and for people with disabilities, child friendly, safe, even after hours, clean and well maintained, as well as quiet but not isolated. In addition, participants said that such a space should be welcoming, relaxing and attractive with a lot of natural light. Several participants noted the importance of having an indoor public space where people can gather, given the harsh winters in Ottawa. Some said that seating is essential. A few noted that a great public space should be free and not very commercial.

Could those characteristics apply to a library? Which ones?

The general consensus was that the aforementioned characteristics could apply to a library, although some recognized that features such as green space might be difficult because space is at a premium downtown. Several participants said that the library should become a showcase piece in Ottawa and some said it should incorporate a distinguishing feature, such as a piece of art. One participant suggested that the library could incorporate a playground for children, if feasible.



Public Spaces in Ottawa

Sample of Participant Comments

“Museum of History. It has a great view of the river, access to nature, but it’s tied into the concrete jungle.” - **Non Catchment Used**

“The Byward Market, because it’s so representative of Ottawa. There are shops, restaurants, art galleries. There are things to do year round.” - **Non Catchment Used**

“The Champlain Lookout has incredible view in the distance and I love that I can go there anytime.” - **Non Catchment Used**

“If you think of the National Gallery and the Museum of History, they have such a great personality to them.”
Catchment Used

“I like the National Gallery in terms of an enclosed space. As an open space, it would be the Rideau Canal because it’s a really stimulating conjunction between urban space and history with some of the nicest views of Ottawa.” - **Catchment Used**

“Something that is not too crowded, and has a lot of space and nature around it. These features would make it comfortable, but we have to keep in mind the tradeoffs with being downtown.” - **Catchment Used**

“It should be multifunctional. City Hall has Mac and Cheese Fest on now, but during the winter it’s a skating rink.” - **Catchment Used**

“The Museum of History. I love the inside, but the exterior on the river is superb and very unique.” - **Genpop**

“Un espace ouvert, proche d’un espace vert.” - **Genpop**



Public Spaces in Ottawa

Sample of Participant Comments

“I like the National Art Gallery. It is grand, well lit. We don’t feel rushed there. I think people look happy there.” – **Genpop**

“The Experimental Farm because it’s welcoming to everybody. Open spaces, fresh air.” – **Genpop**

“I think just having people around makes for a great public space.” – **Genpop**

“I think my favourite space is Major’s Hill Park. I think it’s a very nice downtown space with a great view. It’s close to restaurants and other amenities. It’s very well maintained.” - **Non Catchment Not Used**

“The World Exchange Plaza. I loved the belugas that were hanging from the ceiling; it was a relaxing space away from the shops.” - **Non Catchment Not Used**

“Rideau Canal because I find having that waterway going through the city changes the dynamic and of course you can use it in the winter.” - **Non Catchment Not Used**

“Parks because of the nice views and being able to sit and enjoy being quiet in the open space.” - **Catchment Not Used**

“I think that it should be accessible, open, welcoming, active. If there are people around, it’s safe even after hours, well lit. A nice view.” - **Catchment Not Used**

“Pour moi c’est le Marché By car je travaille là-bas. C’est proche des restaurants et aménités, c’est facile d’y marcher. Mais ce n’est pas un endroit pour une bibliothèque.” - **Genpop**

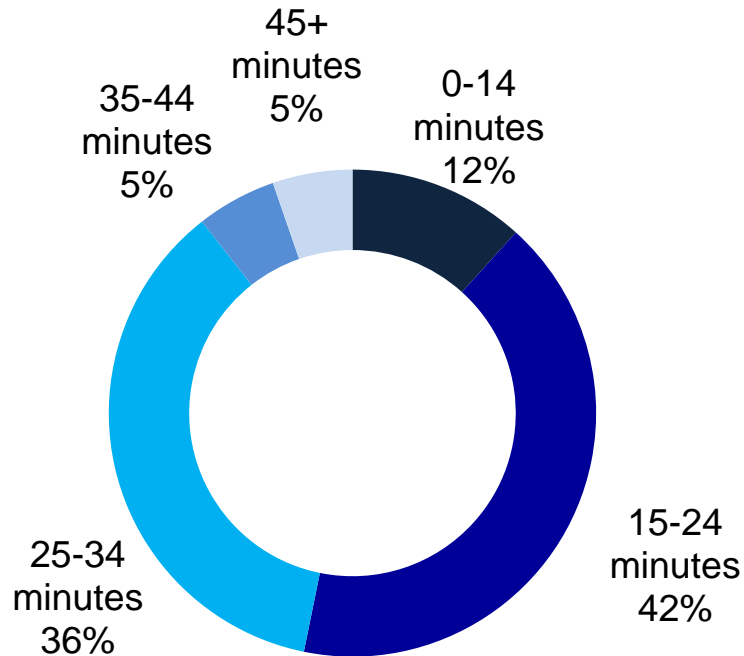
Handout Results

Travel Time to the Library



Getting to the Library by Public Transit

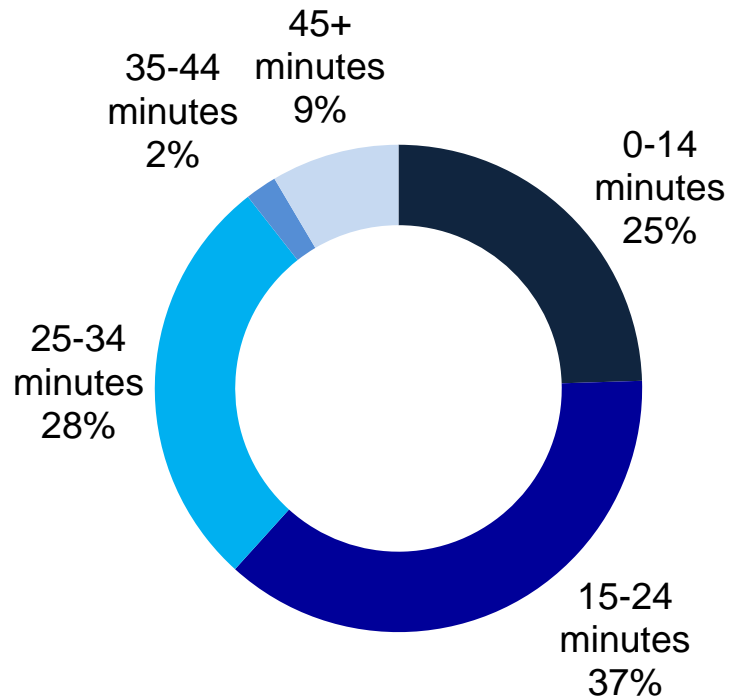
QUESTION – How many minutes by public transit would you be willing to travel to a downtown Central Library?



	Frequency (n=94)
0-14 minutes	11
15-24 minutes	39
25-34 minutes	34
35-44 minutes	5
45+ minutes	5

Getting to the Library by Foot

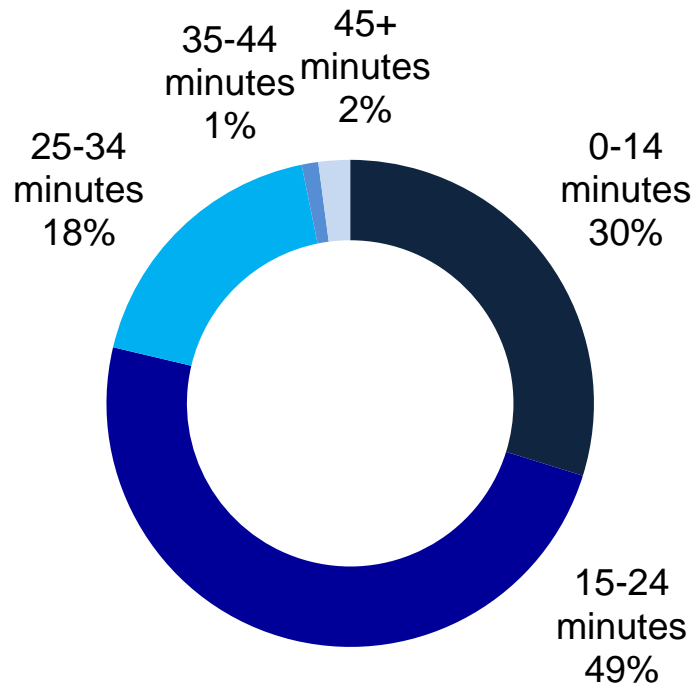
QUESTION – How many minutes by foot would you be willing to travel to a downtown Central Library?



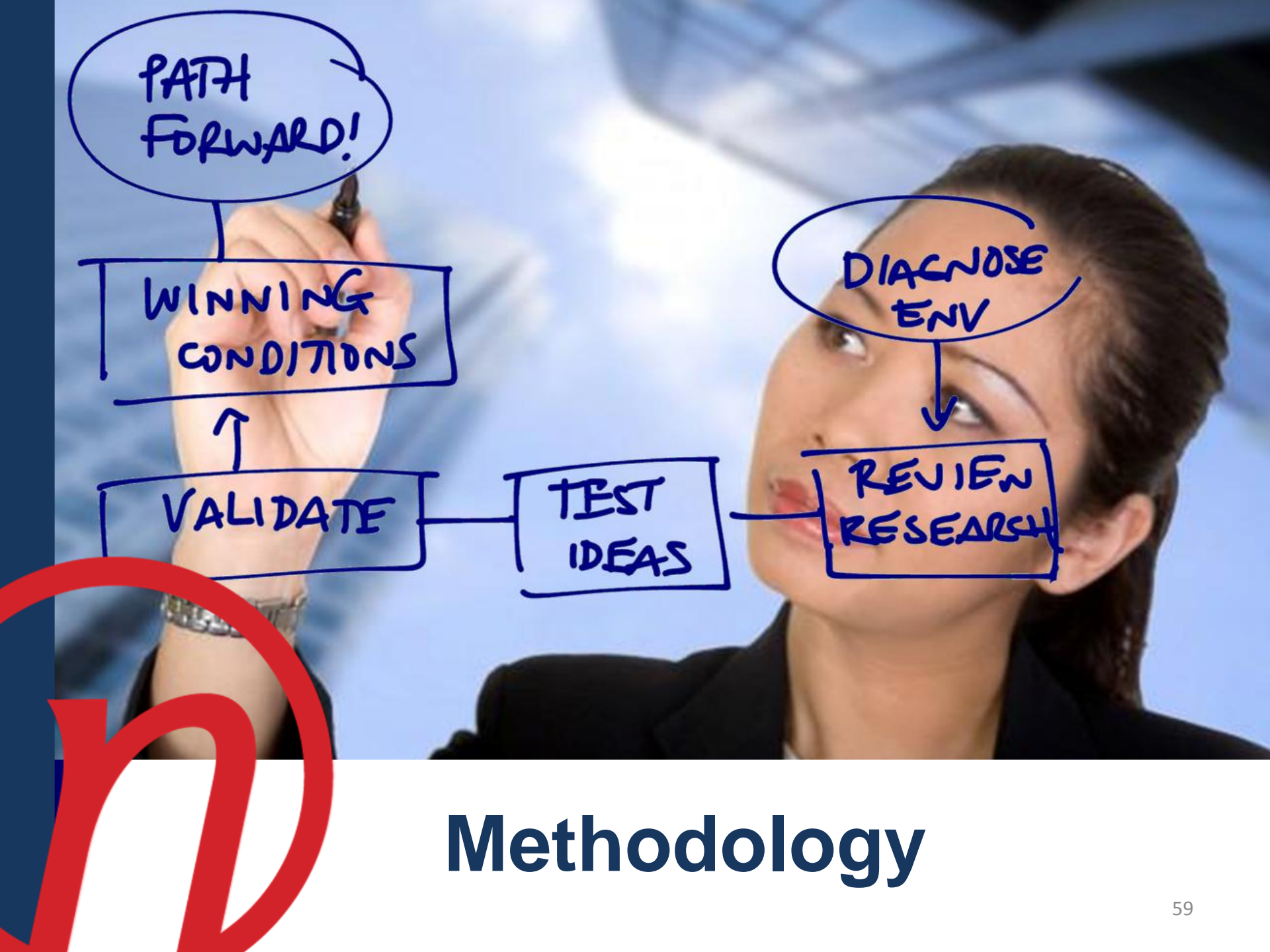
	Frequency (n=94)
0-14 minutes	23
15-24 minutes	35
25-34 minutes	26
35-44 minutes	2
45+ minutes	8

Getting to the Library by Car

QUESTION – How many minutes by car would you be willing to travel to a downtown Central Library?



	Frequency (n=94)
0-14 minutes	28
15-24 minutes	46
25-34 minutes	17
35-44 minutes	1
45+ minutes	2



Methodology

> Methodology

Twelve focus groups were conducted between October 1st and 4th, 2015 in Ottawa on behalf of the Ottawa Public Library. The groups were divided into five streams of participants, as follows:

- Residents of catchment who have used Main Branch in the last year (two groups)
- Residents of catchment who have library cards but have not used Main Branch in the last year (two groups)
- Residents not in catchment who have used the Main Branch in the last year (two groups)
- Residents not in catchment who have library cards but have not used the Main Branch in the last year (two groups)
- Residents from the general population who would consider using the Central Library (two English and two French groups)

Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study.

> Methodology

The purpose of the qualitative research was to gather participant's impressions on factors they thought would be important to help with decision-making related to a new downtown Central Library.

Each focus group was 75-90 minutes in length and was comprised of up to 8 participants with 10 individuals being recruited for each group. A total of 95 Ottawa residents participated in the focus group project. The participants were offered a \$75 incentive.

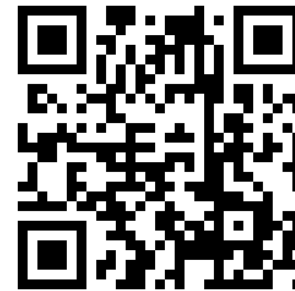
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Tabulations



2015-731 Ottawa Public Library – STAT SHEET

Statistics

		Q1 - Convenience in terms of location	Q2 - Access to public transit	Q3 - Distance from a new LRT station	Q4 - Distance from shops and restaurants	Q5 - Distance from museums and other cultural institutions	Q6 - Having open spaces for gathering	Q7 - Having a nice view of the outside	Q8 - As a place where you feel welcome and safe	Q9 - Other
N	Valid	94	94	93	93	93	94	94	94	77
	No answer	0	0	1	1	1	0	0	0	17
Mean		9.0319	8.8617	7.6237	5.2151	5.3656	7.5426	5.7340	8.4468	8.1429

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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2015-731 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 1 - Convenience in terms of location				
Not at all important (1)	1	1.1	1.1	1.1
5	1	1.1	1.1	2.1
6	2	2.1	2.1	4.3
7	3	3.2	3.2	7.4
8	23	24.5	24.5	31.9
9	14	14.9	14.9	46.8
Very important (10)	50	53.2	53.2	100.0
Total	94	100.0	100.0	

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.



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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 - Access to public transit	3	3.2	3.2	3.2
	4	1.1	1.1	4.3
	7	3.2	3.2	7.4
	8	23	24.5	31.9
	9	25	26.6	58.5
	Very important (10)	39	41.5	100.0
Total	94	100.0	100.0	

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.



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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 - Distance from a new LRT station				
Not at all important (1)	1	1.1	1.1	1.1
2	2	2.1	2.2	3.2
3	2	2.1	2.2	5.4
4	4	4.3	4.3	9.7
5	5	5.3	5.4	15.1
6	7	7.4	7.5	22.6
7	13	13.8	14.0	36.6
8	26	27.7	28.0	64.5
9	14	14.9	15.1	79.6
Very important (10)	19	20.2	20.4	100.0
Total	93	98.9	100.0	
No answer	1	1.1		
Total	94	100.0		

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 4 - Distance from shops and restaurants	Not at all important (1)	4	4.3	4.3	4.3
	2	7	7.4	7.5	11.8
	3	13	13.8	14.0	25.8
	4	8	8.5	8.6	34.4
	5	17	18.1	18.3	52.7
	6	14	14.9	15.1	67.7
	7	18	19.1	19.4	87.1
	8	8	8.5	8.6	95.7
	9	3	3.2	3.2	98.9
	Very important (10)	1	1.1	1.1	100.0
	Total	93	98.9	100.0	
	No answer	1	1.1		
Total		94	100.0		

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 5 - Distance from museums and other cultural institutions	Not at all important (1)	8	8.5	8.6	8.6
	2	4	4.3	4.3	12.9
	3	7	7.4	7.5	20.4
	4	8	8.5	8.6	29.0
	5	23	24.5	24.7	53.8
	6	13	13.8	14.0	67.7
	7	10	10.6	10.8	78.5
	8	15	16.0	16.1	94.6
	9	3	3.2	3.2	97.8
	Very important (10)	2	2.1	2.2	100.0
	Total	93	98.9	100.0	
	No answer	1	1.1		
Total		94	100.0		

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 6 - Having open spaces for gathering	2	3	3.2	3.2	3.2
	3	2	2.1	2.1	5.3
	4	2	2.1	2.1	7.4
	5	4	4.3	4.3	11.7
	6	11	11.7	11.7	23.4
	7	16	17.0	17.0	40.4
	8	27	28.7	28.7	69.1
	9	15	16.0	16.0	85.1
	Very important (10)	14	14.9	14.9	100.0
Total		94	100.0	100.0	

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 7 - Having a nice view of the outside	Not at all important (1)	8	8.5	8.5	8.5
	2	9	9.6	9.6	18.1
	3	3	3.2	3.2	21.3
	4	7	7.4	7.4	28.7
	5	16	17.0	17.0	45.7
	6	11	11.7	11.7	57.4
	7	10	10.6	10.6	68.1
	8	15	16.0	16.0	84.0
	9	10	10.6	10.6	94.7
	Very important (10)	5	5.3	5.3	100.0
Total		94	100.0	100.0	

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 2	2	2.1	2.1	2.1
8 - As a place	3	2.1	2.1	4.3
where you feel	4	2.1	2.1	6.4
welcome and safe	5	5.3	5.3	11.7
	6	4.3	4.3	16.0
	7	7.4	7.4	23.4
	8	12	12.8	36.2
	9	18	19.1	55.3
Very important (10)	42	44.7	44.7	100.0
Total	94	100.0	100.0	

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Question 9 - Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Architecturally unique/modern	16	17.0	20.0	20.0
	Parking	13	13.8	16.3	36.3
	Student/study space	7	7.4	8.8	45.0
	Technology	7	7.4	8.8	53.8
	Staff resources/services	7	7.4	8.8	62.5
	Lighting	6	6.4	7.5	70.0
	Distance from housing/workplaces	6	6.4	7.5	77.5
	Space for group activities	5	5.3	6.3	83.8
	Wide variety of books/other materials	5	5.3	6.3	90.0
	Friendly for persons with disabilities	4	4.3	5.0	95.0
	Other	4	4.3	5.0	100.0
	Total	80	85.1	100.0	
Missing	No answer	14	14.9		
Total		94	100.0		

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Question 10 - How many minutes by public transit would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	11	11.7	11.7	11.7
	15-24 minutes	39	41.5	41.5	53.2
	25-34 minutes	34	36.2	36.2	89.4
	35-44 minutes	5	5.3	5.3	94.7
	45+ minutes	5	5.3	5.3	100.0
	Total	94	100.0	100.0	

Question 11 - How many minutes by foot would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	23	24.5	24.5	24.5
	15-24 minutes	35	37.2	37.2	61.7
	25-34 minutes	26	27.7	27.7	89.4
	35-44 minutes	2	2.1	2.1	91.5
	45+ minutes	8	8.5	8.5	100.0
	Total	94	100.0	100.0	

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Question 12 - How many minutes by car would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	28	29.8	29.8	29.8
	15-24 minutes	46	48.9	48.9	78.7
	25-34 minutes	17	18.1	18.1	96.8
	35-44 minutes	1	1.1	1.1	97.9
	45+ minutes	2	2.1	2.1	100.0
Total		94	100.0	100.0	

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Ranking of Library Aspects - First ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience in terms of location	39	41.5	41.5	41.5
	As a place where you feel welcome and safe	14	14.9	14.9	56.4
	Access to public transit	13	13.8	13.8	70.2
	Distance from a new LRT station	7	7.4	7.4	77.7
	Distance from museums and other cultural institutions	4	4.3	4.3	81.9
	Architecturally unique/modern	3	3.2	3.2	85.1
	Technology	3	3.2	3.2	88.3
	Having open spaces for gathering	2	2.1	2.1	90.4
	Friendly for persons with disabilities	2	2.1	2.1	92.6
	Distance from shops and restaurants	1	1.1	1.1	93.6

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Parking	1	1.1	1.1	94.7
Lighting	1	1.1	1.1	95.7
Student/study space	1	1.1	1.1	96.8
Staff resources/services	1	1.1	1.1	97.9
Distance from housing/workplaces	1	1.1	1.1	98.9
Unsure	1	1.1	1.1	100.0
Total	94	100.0	100.0	

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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Ranking of Library Aspects - Second ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	19	20.2	20.4	20.4
	As a place where you feel welcome and safe	19	20.2	20.4	40.9
	Convenience in terms of location	18	19.1	19.4	60.2
	Having open spaces for gathering	9	9.6	9.7	69.9
	Having a nice view of the outside	9	9.6	9.7	79.6
	Distance from a new LRT station	5	5.3	5.4	84.9
	Distance from museums and other cultural institutions	3	3.2	3.2	88.2
	Distance from shops and restaurants	2	2.1	2.2	90.3
	Parking	1	1.1	1.1	91.4
	Lighting	1	1.1	1.1	92.5
	Space for group activities	1	1.1	1.1	93.5
	Architecturally unique/modern	1	1.1	1.1	94.6

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Distance from housing/workplaces	1	1.1	1.1	95.7
Technology	1	1.1	1.1	96.8
Wide variety of books/other materials	1	1.1	1.1	97.8
Staff resources/services	1	1.1	1.1	98.9
Unsure	1	1.1	1.1	100.0
Total	93	98.9	100.0	
No answer	1	1.1		
Total	94	100.0		

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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Ranking of Library Aspects - Third ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	17	18.1	18.5	18.5
	Unsure	15	16.0	16.3	34.8
	Having open spaces for gathering	12	12.8	13.0	47.8
	As a place where you feel welcome and safe	11	11.7	12.0	59.8
	Distance from a new LRT station	9	9.6	9.8	69.6
	Convenience in terms of location	8	8.5	8.7	78.3
	Distance from museums and other cultural institutions	4	4.3	4.3	82.6
	Having a nice view of the outside	4	4.3	4.3	87.0
	Distance from shops and restaurants	3	3.2	3.3	90.2
	Parking	2	2.1	2.2	92.4
	Wide variety of books/other materials	2	2.1	2.2	94.6

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1st, 3rd and 4th, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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Space for group activities	1	1.1	1.1	95.7
Architecturally unique/modern	1	1.1	1.1	96.7
Student/study space	1	1.1	1.1	97.8
Friendly for persons with disabilities	1	1.1	1.1	98.9
Distance from housing/workplaces	1	1.1	1.1	100.0
Total	92	97.9	100.0	
No answer	2	2.1		
Total	94	100.0		

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