

# Preferred Ottawa Public Library hours of operation

## Focus Groups Summary – Document 1

submitted by Nanos to Ottawa Public Library, June 2017  
(Submission 2017-1007)



# Table of Contents



Objectives

Highlights from the discussions

Module A: General impressions of OPL

Module B: Impressions of OPL hours

Module C: Willingness to travel to another branch

Module D: Wrap up

Methodology



# Objectives

As part of a broader long term strategy to support their customer service model and fulfill customer demand, the Ottawa Public Library was interested in consulting with the public to determine hours of operation that will meet the needs of customers and communities, while ensuring the current fiscal environment is respected.

Nanos Research was retained by the Ottawa Public Library to conduct public consultations among residents of the City of Ottawa to help identify the optimal hours of operation for each of its branches. As part of this analysis, Nanos facilitated focus groups with OPL cardholders.

Six focus groups were conducted on May 25<sup>th</sup>, 27<sup>th</sup> and 31<sup>st</sup>, 2017 in Ottawa on behalf of the Ottawa Public Library. Each focus group was 75-90 minutes in length and different profiles were represented in each group: large branch, high intensity users (2); large branch, low intensity users; large branch, mixed intensity users (FR); small branch, high intensity users; and mixed branch, mixed intensity users.

A total of 60 cardholders from 25 branches participated in the focus groups. They were comprised of up to 10 participants. Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study.

# Highlights from the discussions







# At a glance

- **Module A – General impressions of OPL – PARTICIPANTS FEEL ADVERTISING IS THE KEY TO ENCOURAGING NEW CARDHOLDERS**
  - **Participants like a broad range of services from the Ottawa Public Library –** Asked what they like about OPL, participants mentioned a variety of things including the extensive and diverse catalogue, both in terms of books and DVDs/CDs, as well as the friendly and helpful librarians and staff, and the resources and services offered at various branches, including 3D printers, kids programs, and courses. Also mentioned by participants was the inviting atmosphere of the OPL, and the community feel that it has.
  - **Participants dislike the OPL's inconsistent hours of operation and long wait lists –** In terms of what they dislike about the OPL, participants often mentioned the long wait lists for books and e-books, and unprompted, the hours of operation at their respective branches, specifically their branch being closed on Sundays or the view that hours are inconsistent throughout the week. Participants also dislike the lack of selection at their branch (more often a complaint from those with small primary branches). Several participants said they dislike the OPL website and find it difficult to navigate.
  - **Participants say advertising and promoting the services offered would encourage people to become cardholders –** Asked what they think might encourage people to become OPL cardholders, participants often stressed they feel there is a need for the OPL to promote and advertise its services, and especially to emphasize that a library card is free. Several participants suggested outreach to new Canadians, and outreach to children and youth by partnering with schools and school boards. Also mentioned was emphasizing the role of the library as a community and social hub and ensuring it is accessible to all.



# At a glance

- **According to participants the OPL should continue to provide the services currently offered and to prioritize books** – Asked what the OPL should continue to do in five years, participants often said the OPL should continue to offer all of the programs and services that it currently does. Participants also mentioned that books should be made a priority, including maintaining the selection of books, e-books and magazines and focusing on the essentials. Participants once more brought up the waitlists for books, saying the OPL should continue to purchase more copies of popular books to try and reduce wait times.
- **Participants say the OPL should start obtaining more books and providing various services** – Participants say that in five years the OPL should start offering a number of services, such as programming for seniors, offering book resale programs, and adding to the Human Library. Participants mentioned wanting the OPL to improve its hold system, for example having the ability to delay picking up a hold if multiple holds become available at once. Several participants mentioned wanting the OPL to improve the hours of operation. Also mentioned was obtaining more books and e-books, and improving the functionality of the OPL's website. Other mentions included adding a café or an outdoor space, a space for teens, and expanding services like 3D printers to attract teens.
- **Participants say they do not feel comfortable recommending service cuts** – Asked what the OPL should stop doing in five years participants often said they do not feel comfortable recommending any cuts to programs or services, even if they don't use them. They also mentioned concerns related to the balance of tax dollars invested to the services provided. In the case of insufficient funding they preferred the OPL's primary functions be prioritized, although others think that we should be revisiting what a library's mandate is in today's society.



# At a glance

- **Module B – Impressions of OPL hours** – A MAJORITY OF PARTICIPANTS ARE SATISFIED OR SOMEWHAT SATISFIED WITH THE HOURS OF OPERATION OF THEIR PRIMARY BRANCH
  - **The majority of participants are satisfied or somewhat satisfied with the hours of operation at their primary branch** – Forty-two of 60 participants said they are satisfied or somewhat satisfied with the hours of operation at their primary branch. Among the reasons for being dissatisfied, participants mentioned a lack of consistency in the hours between branches, especially on Fridays. Most participants wanted longer hours in the evenings. Sunday hours were frequently mentioned, with many saying that this would fit their schedule well.
  - **Saturdays and Mondays are the most frequently first ranked days for participants to visit the OPL** – Asked to rank the days of the week where rank 1 is the most important day for the OPL to be open, rank 2 is the second most important day and so on, 13 of 60 participants ranked Saturday first, while 12 of 60 ranked Monday first, and 10 ranked Sunday first. Participants frequently mentioned that their first ranked day best fits into their personal schedule. Those who selected Saturday or Sunday often mentioned being busy during the week and needing the weekend to run errands and visit the library. Several participants said they selected their first ranked day due to programming offered at the library on that day. Sunday (26 of 60), Monday (9 of 60) and Friday (8 of 60) were most frequently ranked seventh or least important.



# At a glance

- **Participants like visiting on weekdays, want longer weekend hours** – Participants had varied preferences for visiting the OPL, with some mentioning they prefer to visit on weekdays, especially mornings as they are quieter than other times. Others said they prefer to visit in the evenings due to their work schedule. Those who mentioned weekends said they would prefer the OPL have longer weekend hours, including having earlier opening and later closing times.
- **Evenings are the most important Monday to Thursday time slot for the OPL to be open for participants** – Asked to rank time slots where rank 1 is the most important potential time slot for the OPL to be open, rank 2 is the second most important time slot and so on, 22 of 60 participants selected 6-9pm as their first ranked time slot, followed by 9am-12pm (16 out of 60). Ten participants selected 3-6pm, while nine selected 12-3pm. Timeslots of 6-9pm (21 of 60 participants) and 9am-12pm (20 of 60 participants) were most frequently ranked fourth, or least important. Several participants mentioned a preference for evenings since they work during the day and enjoy visiting the OPL after work. Participants also mentioned preferring mornings due to their personal schedule and finding it easier with young children. Several participants said consistency in the hours is more important than the hours themselves, and others said the hours should meet the needs of the community.
- **Mornings are the most important Friday time slot for the OPL to be open for participants** – Seventeen of 60 participants selected 9am-12pm as the most important potential time slot, followed by 6-9pm (14 of 60 participants), 3-6pm (10 participants), and 12-3pm (nine participants). The 6-9pm timeslot (19 of 60 participants) and 9am-12pm time slot (18 of 60 participants) were most frequently ranked fourth, or least important. Participants often mentioned wanting their respective branches to open earlier on Friday morning, and wanting consistency with other weekdays. Several participants said they would prefer the library stay open later on Fridays as they feel that would accommodate the most people.





# At a glance

- **Participants say 12-3pm is the most important time slot for the OPL to be open on Saturdays** – In terms of their first ranked potential time slot for Saturdays, 22 of 60 participants selected 12-3pm, while 18 participants selected 9am-12pm. Six participants selected 3-6pm, while three participants selected 6-9pm. Participants most frequently ranked 6-9pm (32 of 60 participants) fourth, or least important. Participants mentioned wanting Saturday to have hours consistent with weekdays, and several said they just want their branch to be open 9am-5pm on Saturdays.
- **Participants say early afternoon is the most important time slot for the OPL to be open on Sundays** – In terms of their first ranked potential time slot for Sundays, nearly half of the participants selected 12-3pm (26 out of 60 participants), while 11 participants selected 3-6pm, nine selected 9am-12pm, and two participants selected 6-9pm as their first ranked potential time slot. Participants most frequently ranked 6-9pm (29 of 60 participants) as the fourth ranked or least important timeslot. Many participants said they would prefer Sunday afternoons and early evenings, with several saying they would be fine to forgo mornings if it meant the branch could stay open later. A few participants mentioned a preference for mornings, saying the opening time should be the same as weekdays.



# At a glance

- **The majority of participants are interested or somewhat interested in the OPL being open on Sundays during the summer** – Forty-one of 60 participants said they would be interested or somewhat interested in the OPL being open on Sundays between June and September, while 18 said they would be somewhat not or not interested. Participants mentioned the convenience of having the Sunday open for families with young children, as well as students needing the library while studying for exams. Several participants mentioned they often forget the OPL closes on Sundays in the summer and will frequently show up only to discover its closed, and some recommended that the busiest branches be open Sundays. Participants raised the issue of needing to staff the extra hours, and some mentioned that it makes economical sense to be closed on Sundays.
- **Module C – Willingness to travel to another branch** – MOST PARTICIPANTS ARE WILLING TO TRAVEL TO ANOTHER BRANCH, BUT SOME FEEL THEY ALREADY TRAVEL FAR ENOUGH
  - **Participants are generally willing to visit another branch if the need was urgent** – Asked if they would be willing to visit another branch if the hours of operation at their current branch could not be adjusted, participants were generally willing to go to another branch, although most said they would only do so if the need was urgent.



# At a glance

- **Participants who are not willing to visit another branch say they already travel far enough** – Asked why they would not visit another branch if the hours at their primary branch remained unchanged, a number of participants mentioned they already travel fairly far to get to their current branch and are not willing to travel more. A few participants said they are flexible and would still use their primary branch regardless of the hours, and others said they live in walking distance to a few branches and have no issue getting to a different one. Several participants are already users of multiple branches.
- **Participants are generally willing to travel 20-30 minutes to another branch** – Participants who said they are willing to travel are generally willing to travel 20-30 minutes to get to another branch, although several noted that it depends on the mode of transport. A few participants said they would be willing to drive up to 30 minutes, while several said they are already able to walk to multiple branches.

These observations are based on six focus groups conducted between May 25<sup>th</sup> and May 31<sup>st</sup>, 2017 at two locations in Ottawa on behalf of the Ottawa Public Library. A total of 60 OPL cardholders participated in the focus group project.

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

# Most important time slot by day

Time	Monday to Thursday First ranked (n=58)	Friday First ranked (n=58)	Saturday First ranked (n=58)	Sunday First ranked (n=54)
6-9pm	22	14	3	2
9am-12pm	16	17	18	9
3-6pm	10	10	6	11
12-3pm	9	9	22	26
Unsure	1	8	9	6

# Module A: General impressions of OPL





# Likes about the OPL

## PARTICIPANTS LIKE A BROAD RANGE OF SERVICES OFFERED BY THE OPL

Participating cardholders mentioned a variety of things they like about the Ottawa Public Library, with many mentioning the electronic catalogue/online system, the friendly and helpful staff/librarians, the variety of books and DVDs available, and the resources and services offered at various branches (ex. 3D printer, homework help, preschool programs).

Participants also mentioned the social/inviting atmosphere and community feel, the automated book checkout, as well as the kid/teen sections, ability to buy/order books, and access to magazines and newspapers.



*I like that it has the newspapers and magazines that I don't subscribe to. It is very convenient for me to drop by the library and catch up on news and articles.*

*Le système de réservations est très efficace (system inter-bibliothèque, système de prêt). Il est parfait pour les gens qui ne peuvent pas se déplacer.*

*I've never come across a location that hasn't been friendly and clean. The staff is always very helpful.*

*OPL offers services to seniors and people with disabilities which is really wonderful.*



**QUESTION** - What do you like, if anything, about the Ottawa Public Library? [Open-ended]

# Dislikes about the OPL

## PARTICIPANTS DISLIKE HOURS, LONG WAITING LISTS FOR BOOKS AT OPL

In terms of what they dislike about OPL, participants frequently mentioned the long wait lists for books, including e-books, as well as the hours of operation of their various branches, with several mentioning they dislike that their branch is closed on Sunday mornings or has inconsistent hours throughout the week. Overall participants were conflicted about the changing role of libraries, with some seeing the shift to a social hub as a positive development and others preferring a more traditional mandate.

Other participants said they dislike the amount of noise in their branches, some mentioning the children's programs being too loud, and others mentioning people talking on cell phones. Several participants mentioned they dislike people eating food in the library and leaving behind a mess. A few participants mentioned a lack of academic resources, and suggested the OPL look into a partnership with the Carleton University and University of Ottawa libraries.

Others had complaints related to the OPL website, saying they find it difficult to navigate and return e-books. Participants mentioned a lack of computers at their branch and a short time limit imposed on computer use. Other dislikes mentioned by participants included magazines being out of date, CDs and DVDs having scratches, and a lack of space for programs.



*The waiting lists are long too. If you order a book online and it is a popular one, you can be 300<sup>th</sup> on the list.*

*My local library is not open on Sundays so I have to go to a farther branch. It would be convenient for my local branch to be open on Sundays.*

*L'équilibre sur la disponibilité des magazines dans les deux langues.*

*The reduction of material on the shelves. I like to browse and introduce myself to something new.*



**QUESTION** - What do you dislike, if anything, about the Ottawa Public Library? [Open-ended]

# Encouraging OPL cardholders

## PARTICIPANTS SAY ADVERTISING SERVICES IS KEY TO REACHING NEW USERS

Asked what would encourage people to become OPL cardholders, many participants stressed a need for advertising and promotion of the library and the services and programs offered by the OPL. They suggest advertising through social media, the Mayor and City Councillors, and advertising campaigns throughout the city.

Many participants mentioned a need to reach youth and children and turn them into cardholders at a young age, with participants suggesting OPL partner with schools and school boards to do outreach to students. Several participants mentioned OPL should improve the hours of operations, and make them more flexible to allow more people to use the library.

Other participants suggested reaching out to new Canadians, as well as ensuring the library is accessible to all. Several participants mentioned ensuring the library is a hub and a social gathering place.

Several participants suggested the OPL stress that a library card is free to encourage people to get them.



*Parler plus de la bibliothèque à l'école, surtout au primaire, dans les écoles anglophones et francophones. Il faut sensibiliser les enfants.*

*Form partnerships with the schools, have field trips to the library.*

*Publicity and outreach are really important. There are a lot of really good programs offered by the library and some of them are not all that well attended.*

*Is there any advertising done on Facebook? Social media advertising might encourage people to become more aware.*



**QUESTION** - What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder? [Open-ended]

# The Library in five years – Continue to do...

## PARTICIPANTS SAY THE OPL SHOULD CONTINUE PROVIDING SERVICES AND MAKE BOOKS A PRIORITY

In terms of what the OPL should continue to do in five years, participants mentioned a variety of things, such as making books a priority, maintaining the selection of books, e-books, and magazines, and continuing to offer all the services and programs currently offered. Several participants emphasized they want OPL to focus on the essentials, including ordering books, to reduce the long waitlists for materials.

Several participants suggested that OPL have the hours of operation for branches fit the needs of the community.

Participants also mentioned continuing to offer computer courses to older adults, kids programs, conversation groups, and allowing people the ability to rent out OPL rooms for other purposes, such as meetings.



*The essentials are not provided well enough. There is a huge waiting list on digital rentals.*

*The courses offered by the library. Those are really very good such as computer courses.*

*All of them. Maybe increase the number of books in other languages.*

*La possibilité de louer des salles pour des services communautaires. C'est gratuit et offert au public.*



**QUESTION** - The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:

**What should we continue doing? [Open-ended]**

# The Library in five years – Start doing...

## PARTICIPANTS WANT OPL TO OBTAIN MORE BOOKS AND IMPROVE HOURS

Asked what OPL should start doing in five years, participants often mentioned offering a number of services, such as programming for seniors, offering book resale programs, and adding to the Human Library.

Several participants mentioned wanting the OPL to improve the hours of operation. Also mentioned was obtaining more books and e-books, and improving the functionality of the OPL's website and the hold system, for example having the ability to delay picking up a hold when multiple come in at once.

Other mentions included looking into adding a café or an outdoor space to draw people into the library, as well as a space for teens, and to support a bigger variety of computer operating systems. Participants in the French group mentioned wanting the library to increase the amount of French materials and services available.



*I think that they need to upgrade the online system and make it easier to use.*

*It would be nice if they opened on Sundays between June and September.*

*Teens need an area where they can be a bit noisier and work together.*

*It would be nice if they could bring the library to them out in the rural areas. I like that idea with marketing but I think it shouldn't be just in newspapers, it should be on social media or on bus sides.*

*Je veux plus de services en français, mais aussi des disponibilités plus équitables en ligne et en succursales en français.*



**QUESTION** - The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:

**What should we start doing? [Open-ended]**



# The Library in five years – Stop doing...

## PARTICIPANTS SAY OPL SHOULD IMPROVE CURRENT SERVICES

In terms of what the OPL should stop doing in five years, participants generally said they do not feel comfortable recommending services and programs to cut, even if they don't use them. Also mentioned was improving the current services, including the online catalogue.

Participants raised concerns related to the balance of tax dollars invested to the services provided. In the case of insufficient funding they preferred the OPL's primary functions be prioritized, and that some services, for example providing free museum passes, should be cut, although others think that we should be revisiting what a library's mandate is in today's society.



*Not necessarily to stop doing...what I was going to say is: continue what you do now but do it better.*

*Not really. I don't partake in all the services so it wouldn't be fair for me to say to cut the children's programs for example.*

*[Arrêter de] Fermer le dimanche.*

*I think now you've figured the central library out, and I think the focus should be on branches in communities and allowing families and teens real access to library.*



**QUESTION** - The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:

**What should we stop doing? [Open-ended]**

# Module B: Impressions of OPL hours



# Satisfaction with branch hours - handout

Branch	Satisfied/ Somewhat satisfied	Somewhat dissatisfied/ Dissatisfied
Alta Vista (n=4)	3	1
Carlingwood (n=2)	1	1
Carp (n=1)	-	1
Centennial (n=1)	1	-
Cumberland (n=1)	1	-
Elmvale Acres (n=3)	1	2
Emerald Plaza (n=1)	-	1
Greely (n=2)	-	2
Greenboro (n=4)	4	-
Main (n=1)	-	1
Manotick (n=1)	1	-
Metcalf (n=2)	2	-
Nepean (n=6)	6	-

**QUESTION** – Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?

# Satisfaction with branch hours - handout

Branch	Satisfied/ Somewhat satisfied	Somewhat dissatisfied/ Dissatisfied
North Gloucester (n=2)	2	-
North Gower (n=1)	-	1
Orleans (n=2)	2	-
Osgoode (n=1)	1	-
Richmond (n=2)	1	1
Rideau (n=2)	-	2
Rockcliffe Park (n=4)	3	1
Rosemount (n=3)	2	1
Ruth E. Dickinson (n=1)	1	-
Stittsville (n=5)	5	-
St-Laurent (n=5)	3	2
Sunnyside (n=3)	2	1
Total (n=60)	42	18

**QUESTION** – Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?

# Satisfaction with branch hours - discussion

## PARTICIPANTS WANT MORE FLEXIBLE AND CONSISTENT HOURS

Forty-two of the 60 focus group participants say they are satisfied or somewhat satisfied with the hours of operation of their primary branch.

Asked why they gave those satisfaction levels, many participants mentioned a lack of consistency in the hours at their respective branches, especially on Fridays.

Participants mentioned wanting their branch to open earlier to accommodate their schedule, while others wanted later hours in the evenings or to have their branch open between 5-6pm. Participants from smaller branches also frequently expressed a desire for their branch to be open on Sundays, as they often run errands and this would better suit their schedule.

A few participants said the hours should fit the needs of the community, Other participants said they are more flexible, with a few saying they are retired and so the hours are not very important to them.



*I think that Sundays is one of the days where people want to go spend time and pick up something and they're just not open.*

*I would say that I think the library needs to be open early hours for people who have busy schedules who can come into the library before their work day.*

*Branches in the city have different needs than the ones outside. Outside the center core please respect the needs of the market.*



**QUESTION** - Why do you have that opinion? [Open-ended]



# Importance of days for OPL to be open - handout

Day	First ranked (n=59)	Second ranked (n=58)	Third ranked (n=57)	Fourth ranked (n=57)	Fifth ranked (n=57)	Sixth ranked (n=57)	Seventh ranked (n=57)
Saturday	13	12	5	2	2	15	3
Monday	12	3	7	11	3	8	9
Sunday	10	10	-	2	-	4	26
Tuesday	9	12	8	9	7	6	3
Wednesday	6	8	11	7	15	6	-
Thursday	4	1	10	14	12	8	3
Friday	1	8	12	7	13	5	8
Unsure	4	4	4	5	5	5	5

**QUESTION** – Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.

# Importance of days for OPL to be open - discussion

## PARTICIPANTS OFTEN CITE THEIR SCHEDULES FOR THE REASON BEHIND THEIR RANKINGS

Asked why they chose those rankings, two types of participants emerged. There were those who are retirees or self-employed who are very flexible in terms of when they can visit the library. There were also participants with regular working hours who most often said they need evening and weekend hours to visit the library.

Participants often mentioned that the day they selected as the most important fits their schedule and works best for them. Several participants who selected Sundays said they are often busy all week and running errands Saturday, so Sunday is their preferred day to visit OPL to browse and pick up their books.

A few participants noted that they want flexible weekend hours, since weekends are the only time they can visit the OPL. Several participants said they have no preference, they simply pick up their holds when they come in.



*I work Monday to Friday, Saturday is busy doing errands, and Sunday I can relax and go pick up my books*

*I attended a few courses at the library on Wednesdays; I'm going anyway so I usually like to spend time there. It coincides with other programming.*

*Most people are off work on Saturdays so convenient to get in there. That way it can be flexible; people can go in mornings or afternoons.*

*If it's closed on Sunday please keep everything open on Monday.*



**QUESTION** - Why did you rank the days in that order? [Open-ended]

# General preferred hours to visit OPL

## PARTICIPANTS WANT LONGER WEEKEND HOURS

Participants from all streams mentioned a variety of preferences for visiting the OPL. Many said they prefer to visit the OPL on weekdays, as that fits best with their personal schedule. A few said that mornings specifically are the most convenient on weekdays as they are less busy, while others said evenings because they work regular hours and can't go before work.

In terms of weekends, a number of participants said they want longer weekend hours, including earlier opening times and later closing times.

Participants said that students may also prefer evenings hours so they can do their homework after school.



*I think Saturday mornings. A lot of this is personal habit, not inconvenience. I often forget that it's not open on Friday mornings.*

*I want longer hours on the weekends because it's easier for everyone to get to the library on weekends.*

*My preference would be somewhere between 5:00pm and 9:00pm after most people leave work.*

*I'm a retiree, and I'd sooner go during the week because it's less busy. I often go during the morning or mid-afternoon and it's empty. It's great for me, but I don't feel it's the best way to spend tax payers' money.*



**QUESTION** - Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference? [Open-ended]

# Preferred hours from Monday to Thursday - handout

Time	First ranked (n=58)	Second ranked (n=58)	Third ranked (n=55)	Fourth ranked (n=54)
6-9pm	22	10	4	21
9am-12pm	16	7	6	20
3-6pm	10	20	17	5
12-3pm	9	16	22	3
Unsure	1	5	6	5

**QUESTION** – Please rank the importance of each potential time slot for your Ottawa Public Library Branch where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

# Preferred hours from Monday to Thursday - discussion

## PARTICIPANTS SAY HOURS SHOULD MEET THE NEEDS OF THE COMMUNITY

In terms of when they would want their OPL branch to open and close from Monday to Thursday, participants from all streams gave a variety of responses. A number of participants said they prefer mornings because they are less busy.

Several participants said they prefer evenings (6-9pm), as they work during the day and enjoy visiting after work, as well as there being less of a rush after dinner.

A few participants mentioned that the hours themselves are not important, and it is more important that they be consistent.

A number of participants said that the hours should fit the needs of each community, and should be branch by branch.



*I put evenings just because people are typically off work in the evenings and have the opportunity to go to the library.*

*Especially for rural kids, we don't have high speeds, the teachers always tell the kids to go to the library to download stuff but often it's closed.*

*Having it publicized so people know when it is open and when it is closed.*

*Mornings are a good time because they are not as busy. There aren't many people or children there and you'll have more availability to look at things.*



**QUESTION** - Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close from Monday to Thursday? Why do you have that preference? [Open-ended]



# Preferred hours on Friday - handout

Time	First ranked (n=58)	Second ranked (n=57)	Third ranked (n=53)	Fourth ranked (n=52)
9am-12pm	17	5	8	18
6-9pm	14	7	6	19
3-6pm	10	19	11	5
12-3pm	9	17	19	2
Unsure	8	9	9	8

**QUESTION** – Please rank the importance of each potential time slot for your Ottawa Public Library Branch where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

# Preferred hours on Friday - discussion

## PARTICIPANTS WANT CONSISTENT FRIDAY HOURS, EARLIER MORNINGS

Asked when they would want the OPL to open and close on Fridays, many participants said they just want consistency with the other weekdays, with several questioning why Friday has different hours to begin with.

Several participants said they want their respective branches to open earlier on Friday mornings, with some suggesting 8am or 9am. A few also mentioned being open until 9pm, as they feel that would work for most people.

**QUESTION** - Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?



*I take books back on Friday morning, I may not always remember that it's closed. I always see people there banging on the door; they think that it's open after 10am.*

*Un bon horaire pour le vendredi serait le même que pour le reste de la semaine. Il faut tenter l'expérience pendant quelques mois pour voir l'achalandage du vendredi soir et du vendredi matin.*

*Personally I'm not constrained by hours but being open 6-9pm on Fridays would work for people.*

*I think considering library users, extended hours on Fridays would be a lot better. A lot of shops and banks are open later on Thursdays and Fridays, so I think the library should be as well.*



# Preferred hours on Saturday - handout

Time	First ranked (n=58)	Second ranked (n=55)	Third ranked (n=52)	Fourth ranked (n=52)
12-3pm	22	19	6	-
9am-12pm	18	8	10	12
3-6pm	6	17	21	1
6-9pm	3	3	8	32
Unsure	9	8	7	7

**QUESTION –** Please rank the importance of each potential time slot for your Ottawa Public Library Branch where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

# Preferred hours on Saturday - discussion

## PARTICIPANTS HAVE VARIED PREFERENCES FOR SATURDAY HOURS

In terms of their preferred Saturday hours of operation, several participants said they just want 9am-5pm hours for their respective branches. A few participants mentioned that the hours should just be the same regular hours as weekdays.

Several participants said they prefer afternoons, with one saying it is ideal because they are able to have a full five hours or so between lunch and dinner at the library.



*My idea is regular hours. Whatever regular hours are during the week should be the same hours on Saturday.*

*I don't see a lot of people hanging there Saturday evenings. There are enough hours in the day for people to go.*

*I prefer afternoons.*

*I found that afternoons on Saturdays are best just because if you're looking at meals, people are typically eating lunch at 12pm and eating dinner at 6:00pm so between those meals it gives you at least a full 5 hours at the library.*

**QUESTION** – Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Saturdays? Why do you have that preference? [Open-ended]



# Preferred hours on Sunday - handout

Time	First ranked (n=54)	Second ranked (n=53)	Third ranked (n=51)	Fourth ranked (n=52)
12-3pm	26	13	5	-
3-6pm	11	19	15	-
9am-12pm	9	8	14	14
6-9pm	2	5	9	29
Unsure	6	8	8	9

**QUESTION** – Please rank the importance of each potential time slot for your Ottawa Public Library Branch where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

# Preferred hours on Sunday - discussion

## PARTICIPANTS GENERALLY PREFER SUNDAY AFTERNOONS

In terms of their preferred hours of operation for Sunday, several participants said they would prefer Sunday afternoons and early evenings and would be fine without mornings if the branch could stay open later. A few participants said they would prefer hours similar to weekdays and to have it be open in the mornings.

Participants also raised the issue of staff during extended hours, with one mentioning longer hours with minimal staff to save money which led to a participant raising concerns about losing staff at their branch.

Some participants were okay with this idea, while several participants said that at least two staff members would be needed for safety, and another participant said staff are needed to assist people in using the computers.



*I'd rather it open later and be open later.*

*I'd say Sunday noon until 6 or 7pm. So more afternoon/evenings.*

*My personal preference would be earlier than 9 every day of the week, like 6 or 7am. I know that there are a lot of folks like me. When the library opens at 10am, there is a line of seniors. If it was open earlier, I would be there earlier. As a policy, I would close every Sunday.*

*I would like it to be open late on Sunday.*



**QUESTION –** Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?

# Interest in OPL being open Sundays over the summer - handout

Branch	Interested/ Somewhat interested	Somewhat not interested/ Not interested	Unsure
Alta Vista (n=4)	3	-	1
Carlingwood (n=2)	2	-	-
Carp (n=1)	-	1	-
Centennial (n=1)	1	-	-
Cumberland (n=1)	1	-	-
Elmvale Acres (n=3)	2	1	-
Emerald Plaza (n=1)	1	-	-
Greely (n=2)	-	2	-
Greenboro (n=4)	3	1	-
Main (n=1)	1	-	-
Manotick (n=1)	-	1	-
Metcalfe (n=2)	1	1	-
Nepean (n=6)	4	2	-

**QUESTION** - As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested, somewhat interested, somewhat not interested or not interested in the OPL being open on Sundays between June and September?



# Interest in OPL being open Sundays over the summer - handout

Branch	Interested/ Somewhat interested	Somewhat not interested/ Not interested	Unsure
North Gloucester (n=2)	2	-	-
North Gower (n=1)	1	-	-
Orleans (n=2)	2	-	-
Osgoode (n=1)	-	1	-
Richmond (n=2)	2	-	-
Rideau (n=2)	1	1	-
Rockcliffe Park (n=4)	1	3	-
Rosemount (n=3)	2	1	-
Ruth E. Dickinson (n=1)	1	-	-
Stittsville (n=5)	2	3	-
St-Laurent (n=5)	5	-	-
Sunnyside (n=3)	3	-	-
Total (n=60)	41	18	1

**QUESTION** - As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested, somewhat interested, somewhat not interested or not interested in the OPL being open on Sundays between June and September?

# Interest in OPL being open Sundays over the summer – discussion

## MOST PARTICIPANTS ARE INTERESTED IN SUMMER SUNDAY HOURS

Generally participants across all streams showed a fair amount of interest in having the OPL be open on Sundays in the summer, with 41 of the 60 participants saying they are interested or somewhat interested. Participants who are interested mentioned it being convenient for families with young children who would like to use the library, as well as for students who may still need the library during their exams, especially in June.

Several participants said they often forget the library closes on Sunday beginning in June and often go to their branch only to discover it is closed.

Participants who are not interested often said it makes economic sense to be closed Sundays.

Participants raised the issue of staffing the extra hours, with several participants agreeing that only security guards would be needed, not full staff. Several participants said it should be up to the branches, and should be decided based on the needs of each community.



*I like the idea of the Rideau St and Main branches being open because they're downtown and might be used more often compared to the branches in rural areas.*

*You need it just as much then as the rest of the year. There is no reason to close on Sundays in the summer.*

*Why not just close it Sunday at all times? Again, I don't feel the need to go on Sunday.*

*Some parents like to come in with their children and spend time with them.*



**QUESTION** – As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why? [Open-ended]

# Module C: Willingness to travel to another branch



# Willingness to visit another branch

## MOST PARTICIPANTS WOULD BE WILLING TO VISIT ANOTHER BRANCH

Participants generally say that they would be willing to visit another branch if the hours of operation at their primary branch could not be adjusted to better meet their needs. Some participants said they would if they had an urgent need, such as heading up to the cottage and needing DVDs to borrow.

Some participants said maybe if they just wanted a quiet place to sit, while another said maybe if they needed to photocopy something.

**QUESTION** – If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?



*Initially I said no, but if it's something I desperately need, there are two libraries close to me that I could go to.*

*I mean what would the purpose be? I don't think on Sunday mornings I have an urgent need to read the paper? What would force me to travel even by car from home to another branch?*

*I like libraries so I like to travel and visit each branch.*

*A library to me is something that builds community, if you can't get to a community resource that is an issue.*



# Reasons for unwillingness to visit another branch

## PARTICIPANTS NOT WILLING TO TRAVEL OFTEN SAID THEY ALREADY TRAVEL FAR ENOUGH

Asked why they would not be willing to visit another branch, several participants said they place holds at a specific location, and picking up those holds is often the only reason they visit the library. A few participants said they are flexible, and so they would just visit the next day.

A few participants commented that they already feel they travel far to get to their primary branch, and are not inclined to travel further.



*For us in rural areas, if you're asking us to go to another branch you're asking us to go to another town.*

*Moi non, parce que mes livres seraient en « stand by » à ma succursale.*

*I wouldn't go to another branch; I would just go another day because I have flexibility in my schedule.*

*I put a book on hold for a specific location, and unless that was adjusted I can't go pick it up somewhere else, so I wouldn't travel.*



**QUESTION** – If no, why not? [Open-ended]

# Minutes willing to travel to alternate branch

## **PARTICIPANTS ARE GENERALLY WILLING TO TRAVEL 20 TO 30 MINUTES TO ANOTHER BRANCH**

In terms of how far they would be willing to travel to another branch, the general consensus across all streams was 20-30 minutes. Several participants noted that it depends on the mode of transport, with a few saying they would walk 30 minutes, but wouldn't want to drive. A few participants mentioned they can already walk to several branches with ease.



*This branch was 25 minutes away from the one I use and if the one I use closes early I might find it long to drive 25 minutes.*

*Within the city, it doesn't really matter. Depending on where I can comfortably walk.*

*If I'm in that neighborhood, I'll go to that specific branch, but 30 minutes is fine.*

*I think there are 4 libraries I can drive to in 5 minutes, but you have to consider people who don't have cars.*

*If you are using public transit, then no, but if you have access to a car, then 20 to 30 minutes.*



**QUESTION** – If yes, how far, in minutes, would you be willing to travel? [Open-ended]



# Module D: Wrap up





# Additional comments



*It would be interesting if the library could act as a hub where people could find these things, like the maker space for tools.*

*Que fait la bibliothèque pour promouvoir sa mission? Les gens qui connaissent, connaissent et ceux qui ne connaissent pas, ne connaissent pas, et on les laisse faire. On doit inciter les gens.*

*I've been in Ottawa for 13 years and I've never seen a campaign encouraging the use of libraries. A lot of my friends read and buy their books. I just don't remember a campaign in the recent history as to why you should use the library. You're paying for it, might as well use it.*

*When I suggest a book and they decide to buy it, I want to put my name right away on the waitlist but they don't let me. So by the time I get to it there are 20 people ahead of me even though I requested the book.*

*To a certain extent, I think we're spoiled in Ottawa in terms of hours of operation. In some cities, libraries only open 1 or 2 days per week and not for full days.*



*Lots more French books for children. There are more and more French immersion kids and the school library runs out of French books. Increase the amount of French books. It does depend on which branch you're going to.*

*I find the app could really be improved. The website is great but the app itself needs work.*

*Il faudrait un kiosque lors du salon du livre. Je serais prêt à travailler bénévolement à ces kiosques pour parler des services de la bibliothèque.*

*Librarians are fantastic. They help a lot. Volunteers are also amazing. If you don't want to be #89 on a waiting list for a best seller, if you want your book very quickly, you can buy it. It's a library, not a store.*

*Better promotion of what the library does offer. People don't know. I didn't know about the museum pass and I've been a card holder since I was five years old.*





# Methodology



# Methodology

Six focus groups were conducted between May 25<sup>th</sup> and May 31<sup>st</sup>, 2017 at two locations on behalf of the Ottawa Public Library.

Groups were conducted at the following OPL branches:

**Emerald Plaza at 1547 Merivale Rd, Ottawa**

**Elmvale Acres at 1910 St Laurent Blvd, Ottawa**

Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study. The purpose of the qualitative research was to explore participants' impressions of Ottawa Public Library hours of operations, and gauge how to better meet their needs.

Each focus group was 75-90 minutes in length and was comprised of up to 10 participants with 12 individuals being recruited for each group. A total of 60 OPL cardholders participated in the focus group project. The participants were offered a \$75 incentive. Participants were recruited from a list of library cardholders provided by the OPL. All cardholders were invited to participate in the research by the OPL, those who opted in were sent a link to an online survey. Cardholders who completed the survey were invited to participate in the focus groups. Participants were selected on a first come, first serve basis.

Various different profiles were represented in each group: large branch, high intensity users (2); large branch, low intensity users; large branch, mixed intensity users (FR); small branch, high intensity users; and mixed branch, mixed intensity users. Please see below for definitions of these streams.

## Definitions

The Ottawa Public Library defines a large branch as one that is open for 40 or more hours per week, while a small branch is open fewer than 40 hours.

A high intensity user is defined as a cardholder who has greater than 0.025 average card uses per day since their card became active, while a low intensity user was defined as a cardholder who has less than 0.025 average card uses per day since their card became active.

# Notes from the Sessions







Tabulations

# Contact

## **Nanos Research**

North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)



Visit our website

# The Nanos Research Group

Our group of companies is a national team of like-minded research and communications professionals bound by a common commitment to quality service and superior outcomes. Whether it's a local, national or global research or communications project—Nanos can be your trusted partner.

## NANOS RUTHERFORD McKAY & Co.



nanos dimap analytika







**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 1 - Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?	Valid	Satisfied	17	28.3	28.3	28.3
		Somewhat satisfied	25	41.7	41.7	70.0
		Somewhat dissatisfied	10	16.7	16.7	86.7
		Dissatisfied	8	13.3	13.3	100.0
		Total	60	100.0	100.0	

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (first ranked response)	Valid	Monday	12	20.0	20.3	20.3
		Tuesday	9	15.0	15.3	35.6
		Wednesday	6	10.0	10.2	45.8
		Thursday	4	6.7	6.8	52.5
		Friday	1	1.7	1.7	54.2
		Saturday	13	21.7	22.0	76.3
		Sunday	10	16.7	16.9	93.2
		Unsure	4	6.7	6.8	100.0
		Total	59	98.3	100.0	
	Missing	No answer	1	1.7		
	Total		60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 ( second ranked response)	Valid	Monday	3	5.0	5.2	5.2
		Tuesday	12	20.0	20.7	25.9
		Wednesday	8	13.3	13.8	39.7
		Thursday	1	1.7	1.7	41.4
		Friday	8	13.3	13.8	55.2
		Saturday	12	20.0	20.7	75.9
		Sunday	10	16.7	17.2	93.1
		Unsure	4	6.7	6.9	100.0
		Total	58	96.7	100.0	
	Missing	No answer	2	3.3		
Total			60	100.0		

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (Third ranked response)	Valid	Monday	7	11.7	12.3	12.3
		Tuesday	8	13.3	14.0	26.3
		Wednesday	11	18.3	19.3	45.6
		Thursday	10	16.7	17.5	63.2
		Friday	12	20.0	21.1	84.2
		Saturday	5	8.3	8.8	93.0
		Unsure	4	6.7	7.0	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (Fourth ranked response)	Valid	Monday	11	18.3	19.3	19.3
		Tuesday	9	15.0	15.8	35.1
		Wednesday	7	11.7	12.3	47.4
		Thursday	14	23.3	24.6	71.9
		Friday	7	11.7	12.3	84.2
		Saturday	2	3.3	3.5	87.7
		Sunday	2	3.3	3.5	91.2
		Unsure	5	8.3	8.8	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (Fifth ranked response)	Valid	Monday	3	5.0	5.3	5.3
		Tuesday	7	11.7	12.3	17.5
		Wednesday	15	25.0	26.3	43.9
		Thursday	12	20.0	21.1	64.9
		Friday	13	21.7	22.8	87.7
		Saturday	2	3.3	3.5	91.2
		Unsure	5	8.3	8.8	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (Sixth ranked response)	Valid	Monday	8	13.3	14.0	14.0
		Tuesday	6	10.0	10.5	24.6
		Wednesday	6	10.0	10.5	35.1
		Thursday	8	13.3	14.0	49.1
		Friday	5	8.3	8.8	57.9
		Saturday	15	25.0	26.3	84.2
		Sunday	4	6.7	7.0	91.2
		Unsure	5	8.3	8.8	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		

**Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 (Seventh ranked response)	Valid	Monday	9	15.0	15.8	15.8
		Tuesday	3	5.0	5.3	21.1
		Thursday	3	5.0	5.3	26.3
		Friday	8	13.3	14.0	40.4
		Saturday	3	5.0	5.3	45.6
		Sunday	26	43.3	45.6	91.2
		Unsure	5	8.3	8.8	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (first ranked response) - Monday to Thursday	Valid	9am - 12pm	16	26.7	27.6	27.6
		12-3pm	9	15.0	15.5	43.1
		3-6pm	10	16.7	17.2	60.3
		6-9pm	22	36.7	37.9	98.3
		Unsure	1	1.7	1.7	100.0
		Total	58	96.7	100.0	
	Missing	No answer	2	3.3		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (second ranked response) - Monday to Thursday	Valid	9am - 12pm	7	11.7	12.1	12.1
		12-3pm	16	26.7	27.6	39.7
		3-6pm	20	33.3	34.5	74.1
		6-9pm	10	16.7	17.2	91.4
		Unsure	5	8.3	8.6	100.0
		Total	58	96.7	100.0	
	Missing	No answer	2	3.3		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (third ranked response) - Monday to Thursday	Valid	9am - 12pm	6	10.0	10.9	10.9
		12-3pm	22	36.7	40.0	50.9
		3-6pm	17	28.3	30.9	81.8
		6-9pm	4	6.7	7.3	89.1
		Unsure	6	10.0	10.9	100.0
		Total	55	91.7	100.0	
	Missing	No answer	5	8.3		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (fourth ranked response) - Monday to Thursday	Valid	9am - 12pm	20	33.3	37.0	37.0
		12-3pm	3	5.0	5.6	42.6
		3-6pm	5	8.3	9.3	51.9
		6-9pm	21	35.0	38.9	90.7
		Unsure	5	8.3	9.3	100.0
		Total	54	90.0	100.0	
	Missing	No answer	6	10.0		
Total			60	100.0		





**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (first ranked response) – Friday	Valid	9am - 12pm	17	28.3	29.3	29.3
		12-3pm	9	15.0	15.5	44.8
		3-6pm	10	16.7	17.2	62.1
		6-9pm	14	23.3	24.1	86.2
		Unsure	8	13.3	13.8	100.0
		Total	58	96.7	100.0	
	Missing	No answer	2	3.3		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (second ranked response) – Friday	Valid	9am - 12pm	5	8.3	8.8	8.8
		12-3pm	17	28.3	29.8	38.6
		3-6pm	19	31.7	33.3	71.9
		6-9pm	7	11.7	12.3	84.2
		Unsure	9	15.0	15.8	100.0
		Total	57	95.0	100.0	
	Missing	No answer	3	5.0		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (third ranked response) – Friday	Valid	9am - 12pm	8	13.3	15.1	15.1
		12-3pm	19	31.7	35.8	50.9
		3-6pm	11	18.3	20.8	71.7
		6-9pm	6	10.0	11.3	83.0
		Unsure	9	15.0	17.0	100.0
		Total	53	88.3	100.0	
	Missing	No answer	7	11.7		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (fourth ranked response) – Friday	Valid	9am - 12pm	18	30.0	34.6	34.6
		12-3pm	2	3.3	3.8	38.5
		3-6pm	5	8.3	9.6	48.1
		6-9pm	19	31.7	36.5	84.6
		Unsure	8	13.3	15.4	100.0
		Total	52	86.7	100.0	
	Missing	No answer	8	13.3		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (first ranked response) – Saturday	Valid	9am - 12pm	18	30.0	31.0	31.0
		12-3pm	22	36.7	37.9	69.0
		3-6pm	6	10.0	10.3	79.3
		6-9pm	3	5.0	5.2	84.5
		Unsure	9	15.0	15.5	100.0
		Total	58	96.7	100.0	
	Missing	No answer	2	3.3		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (second ranked response) – Saturday	Valid	9am - 12pm	8	13.3	14.5	14.5
		12-3pm	19	31.7	34.5	49.1
		3-6pm	17	28.3	30.9	80.0
		6-9pm	3	5.0	5.5	85.5
		Unsure	8	13.3	14.5	100.0
		Total	55	91.7	100.0	
	Missing	No answer	5	8.3		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (third ranked response) – Saturday	Valid	9am - 12pm	10	16.7	19.2	19.2
		12-3pm	6	10.0	11.5	30.8
		3-6pm	21	35.0	40.4	71.2
		6-9pm	8	13.3	15.4	86.5
		Unsure	7	11.7	13.5	100.0
	Total		52	86.7	100.0	
	Missing	No answer	8	13.3		
	Total		60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (fourth ranked response) – Saturday	Valid	9am - 12pm	12	20.0	23.1	23.1
		3-6pm	1	1.7	1.9	25.0
		6-9pm	32	53.3	61.5	86.5
		Unsure	7	11.7	13.5	100.0
	Total		52	86.7	100.0	
	Missing	No answer	8	13.3		
	Total		60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (first ranked response) – Sunday	Valid	9am - 12pm	9	15.0	16.7	16.7
		12-3pm	26	43.3	48.1	64.8
		3-6pm	11	18.3	20.4	85.2
		6-9pm	2	3.3	3.7	88.9
		Unsure	6	10.0	11.1	100.0
		Total	54	90.0	100.0	
	Missing	No answer	6	10.0		
Total			60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (second ranked response) – Sunday	Valid	9am - 12pm	8	13.3	15.1	15.1
		12-3pm	13	21.7	24.5	39.6
		3-6pm	19	31.7	35.8	75.5
		6-9pm	5	8.3	9.4	84.9
		Unsure	8	13.3	15.1	100.0
		Total	53	88.3	100.0	
	Missing	No answer	7	11.7		
Total			60	100.0		



**2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET**

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (third ranked response) – Sunday	Valid	9am - 12pm	14	23.3	27.5	27.5
		12-3pm	5	8.3	9.8	37.3
		3-6pm	15	25.0	29.4	66.7
		6-9pm	9	15.0	17.6	84.3
		Unsure	8	13.3	15.7	100.0
	Total		51	85.0	100.0	
	Missing	No answer	9	15.0		
	Total		60	100.0		

**Please rank the importance of each potential time slot for your Ottawa Public Library Branch, where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.**

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 (fourth ranked response) – Sunday	Valid	9am - 12pm	14	23.3	26.9	26.9
		6-9pm	29	48.3	55.8	82.7
		Unsure	9	15.0	17.3	100.0
	Total		52	86.7	100.0	
	Missing	No answer	8	13.3		
	Total		60	100.0		



2017-1007 – Ottawa Public Library – Focus Groups - STAT SHEET

			Frequency	Percent	Valid Percent	Cumulative Percent
Question 4 - As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested, somewhat interested, somewhat not interested or not interested in the OPL being open on Sundays between June and September?	Valid	Interested	28	46.7	46.7	46.7
		Somewhat interested	13	21.7	21.7	68.3
		Somewhat not interested	7	11.7	11.7	80.0
		Not interested	11	18.3	18.3	98.3
		Unsure	1	1.7	1.7	100.0
Total		60	100.0	100.0		

Six focus groups were conducted by Nanos Research on behalf of the Ottawa Public Library, between May 25<sup>th</sup> and 31<sup>st</sup>, 2017 in Ottawa. A total of 60 individuals who are cardholders with the Ottawa Public Library participated in the focus groups.

[www.nanosresearch.com](http://www.nanosresearch.com)



**Stream: Large branch, high intensity**

**Date and time: Thursday May 25<sup>th</sup>, 2017 at 1:00pm**

**Location: Emerald Plaza, 1547 Merivale Road**

**MODULE A: GENERAL IMPRESSIONS OF OPL**

1. What do you like, if anything, about the Ottawa Public Library?

- The availability of books, media, just whatever they have that you can borrow.
- Online ordering of books. It is huge and saves a lot of time.
- I like the e-books, cleanliness, and staff friendliness.
- I've never come across a location that hasn't been friendly and clean. The staff is always very helpful.
- I like its integration in the community. It feels like it's an integral part of the neighbourhood.
- You can find a lot of different content that isn't available anywhere else.
- At the Nepean CentrepoinTE, the public can have access to 3D printing, which was amazing.
- I like the general availability of extra things aside from reading.
- When I talk to people from America, they are floored by the extensiveness of services.
- I like the focus on students and accommodations for that age group, especially tutoring.
- My sister volunteers for free homework help and it's available at the library.
- Preschool programs for my grand-daughter are great.
- The used books section is great because you can buy cheap books.

2. What do you dislike and, if anything, about the Ottawa Public Library?

- It is not open on Sunday mornings and the Friday hours are very short (1-5pm). It would be nice if it was open longer. But not all of them are 1-5 on Fridays as Greenboro is open 10am-5pm.
- The purpose of the library is for people to do some research and educate. Also, it's not open on Sundays.
- The waiting lists are long too. If you order a book online and it is a popular one, you can be 300<sup>th</sup> on the list.
- I think it also has to do with funding; whether they have enough.

- When you're just browsing paperbacks, the bar code is always on the description of the book. Everybody I talk to loathes that and I don't know if it's just the OPL. This also occurs with DVDs.
  - It doesn't support Kindle.
  - It is really difficult to return an e-book; you often have to keep it for the 21 days even if you're done the book.
  - For me, I'd rather see an hour extension on Friday. Sunday hours don't bother me all that much.
  - A lot of people would appreciate longer hours.
  - Hours don't mean anything if you're retired; it's for people who work.
  - Personally, Sundays are a day of worship, so I don't want them open in the morning.
  - I don't think you can focus on religion because if you did, this would apply to Fridays and Saturdays if we take into consideration religions other than Christianity.
3. What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder?
- More publicity.
  - Better integration of schools, for example reading programs.
  - Certain schools take their students to the library every few weeks to get books.
  - Publicity and outreach are really important. There are a lot of really good programs offered by the library and some of them are not all that well attended. If people knew about them, they might go.
  - Is there any advertising done on Facebook? Social media advertising might encourage people to become more aware.
  - A lot of people don't know that you can order books online; you don't have to physically go in the library. Now they will bring the books in from anywhere.
  - Saving money and time with online books.
  - Just getting people into the library for them to see what is available. They will progressively want to have access to more of its services.
4. The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:
- What should we continue doing?
    - I didn't know until recently that if you want a book and the library doesn't have it, they have the budget to get it for you. That's a great feature. You can do this online as well.

- They do have a form for ordering books online, but it's not one of their better features. That form could be improved and should be simpler.
- Does the library make seniors groups? I know they are involved with schools, but do they make a point of going to see seniors? Where seniors would be capable to go in for books?
- Book Mobile is still online: it goes to various schools and students can go in if they want.
- The courses offered by the library. Those are really very good such as computer courses. I think a private organization comes to the library and teaches about computer security.
- What should we start doing?
  - It would be nice if they opened on Sundays between June and September.
  - Summer hours. In the suburban areas, you can go on Sunday afternoon and not see anybody except staff. I think once the children go back to school, they might as well open, but in the summer when, children go outside, it is not as important.
  - I would like to see the Human Library Project expand somehow. Also, more variety and availability.
- What should we stop doing?
  - Stop testing new technology with library members. The staff spends a lot of time assisting people with technology. An example would be the new laser printers that were set up, the staff spent a lot of time helping people learn how to use with.
  - When we're thinking about what makes some outlets successful and others not as much, what sparks me about Greenboro is that it's part of a community centre and I can't help but think that that draws people in. But this one (Merivale location) doesn't have anything around so I don't think it attracts people as much. I'm not suggesting that they close down this unit, but I think it answers the question of what draws people in. If other businesses are open around the unit, it should entice people.
  - Would it then come down to demographics? Tailoring the library's format to demographics of local community and paying more attention to demographics that are in the branches' areas.
  - I think there should be a suggestion box so people can always leave comments.
  - Libraries should stop doing fines (laughter).

**MODULE B: IMPRESSIONS OF OPL HOURS**

1. Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied or dissatisfied with the hours of operation of that branch? Why do you have that opinion?

- We have 5 out of 11 that are satisfied.
- The Sunday morning is a bit of a problem for me, but overall I am satisfied.
- I wish it was open longer on Fridays maybe 12-7pm and maybe do a 12-5pm on Sundays.
- I'm retired so even if they only open one hour a day I would be satisfied.
- I'm satisfied; I'm semi-retired so I can tailor my day. My wife loves Sundays though.
- I think it's great to have more hours so people with children can come and sort of mosey-through and get themselves familiar with the library. For myself, if you're just interested in getting a book, you can see where it is online, you can reserve it and you can just pop in and out. It's convenient if you just want a book. Well done.
- How involved are the library staff with this process? Means more cost, more split shifts? AA: I don't have an answer for you on that. I'm not sure what kind of demands this will place on library employees. The idea would be what would most benefit library customers.
- At the same time it's the City of Ottawa and it's our tax dollars. We're paying for it. There many professionals working for the OPL and you have to consider that people are trying to cover all the bases. We need to do programming. How is that going to work? They are not retail workers, many of them are professionals. We can express an opinion but people need a work-life balance.
- Since they've introduced the self-checkout, the number of staff has gone down from 3 to 1. I think the OPL is actually saving money with the new system.

2. Please look at how you ranked the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth. Why did you rank the days in that order?

- Mondays: 2 people.
- Mondays are important to me.

- Personally, Monday to Thursday ranks are important hours for the library to be open.
  - Tuesdays: 1 person.
  - Purely because it follows Mondays, when they have all the children over and parking is chaos.
  - Wednesdays: 3 people.
  - I attended a few courses at the library on Wednesdays; I'm going anyway so I usually like to spend time there. It coincides with other programming. I think we should make a note of the courses, they're very good courses.
  - Wednesdays are mid-week and things have to go back, it's just the routine.
  - Basically Monday to Thursday would be the same to me. I put Wednesday as number one because it's middle of the week. The preference of Monday to Thursday would be rated the same to me but Friday and Saturday are the most important days.
  - Friday is not a big pick personally.
  - Saturdays: 3 people.
  - I have no preference, but I could see Saturday as a good option for people with kids and a steady schedule. It could be a main stop in their routine.
  - Sundays: 1 person.
  - I live in Manotick and I have a pretty busy work schedule. During the week, I'm working and I'm usually away Friday and Saturdays so Sundays is when I'm definitely in Manotick and would like to go to the library.
3. Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference?
- I go in the morning and that's my daily schedule.
  - I think Saturday mornings. A lot of this is personal habit, not inconvenience. I often forget that it's not open on Friday mornings.
  - Is there a reason why it would close on Friday morning?
4. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close Monday to Thursday? Why do you have that preference?
- 3-6pm was my number one.
  - 3-4 people say mornings.
  - Hours need to be consistent.

- Mornings are a good time because they are not as busy. There aren't many people or children there and you'll have more availability to look at things. Kids are usually there after school doing homework.
- I think it's very inconvenient that some branches are only open at 10am. Maybe close an hour earlier and open at 9am. I guess for working people that extra hour in the evening is important.
- As a working person, the only time for a lot of working people in the real world is from 6pm until 9pm.
- In the Main library, we see people coming in at 7:30pm with their briefcases. Some simply can't always make it in the day hours.
- It's a tricky thing.
- It is a question of educating the public. The whole society does better with a better educated public. Society does better with educated people.
- There are a bunch of people that are early birds. They like to go early before work and then go home after work.
- When I was working, I would be at the office at 6am. If the library had opened earlier I would have gone before work. Just a general observation: no one size is going to fit all.

5. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Mondays to Thursdays? Why is [INSERT TIME SLOT] the least important time slot for Mondays to Thursdays?

- I find our branch is extremely noisy. The noise is normally the staff, not library patrons. I'm at the Orleans branch. They leave doors open during conferences. They like to re-arrange the library a couple times a month. I go there to read that's why I need it quiet.
- The library on St-Laurent introduced some quiet rooms and I completely agree with you that it's noisy. Especially after 4pm, it gets noisy when children work together.
- I'd like to see cell phones turned off for both staff and patrons.
- I think we're going to have to compromise. Libraries are certainly going to be community hubs and quiet rooms are going to be necessary. Main branches and some of the suburban branches are having issues with homeless people being there. The staff have to work with that system and so do the patrons. Quiet rooms, quiet areas. The library is not primarily for going and doing quiet things anymore, it's a real adjustment process.
- My wife is a librarian, and the biggest challenge she faces is electronic media. Everything is going electronic. What is the focus of the library? Is it a



community center or does it provide people with material? I think that's a philosophical debate that's going to have to take place.

6. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?

- 9am-5pm would be good or 9am-9pm. I see it as 10am-6pm because realistically I don't see many people going to the library on Friday evenings, especially younger people. You can look at different age groups, look at people at school and maybe it's noisy at home and they're going to work during the day. Some people like to come in after work and use the library. I don't use the suburbs very much but the main library if you around 6-7pm on a Friday there will be people.
- What is the objective? Is it to provide facilities so people can educate themselves? If so, the more accessible it is, the more people are going to come. Then it's a duty for accessibility. On Sundays at the Main branch, some staff are just students and it's O.K.
- 12-7pm.
- My understanding is that when they open there has to be a librarian.
- If the objective is to educate people, you have to provide access.
- Personally I'm not constrained by hours but being open 6-9pm on Fridays would work for people.
- I think it would be logical to do an analysis to see where the traffic flow is in each branch and tailor hours according to that.
- It makes you wonder in the future how many books are going to be kept in a library or if everything will be e-books. You won't even have to leave home to get it. Means less people needed to work, less space.
- I hope not. You need a break from technology.

7. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Fridays? Why is [INSERT TIME SLOT] the least important time slot for Fridays?

8. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Saturdays? Why do you have that preference?

- 9am-9pm.
- 3 people would say 9am-5pm.

9. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Saturdays? Why is [INSERT TIME SLOT] the least important time slot for Saturdays?
- I don't see a lot of people hanging there Saturday evenings. There are enough hours in the day for people to go.
10. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?
- 12-5pm.
  - I do like the mornings so maybe 9am-5pm. I can see Saturday and Sunday being 9am-5pm and every other day of the week being 9am-9pm to open accessibility.
  - My personal preference would be earlier than 9 every day of the week, like 6 or 7am. I know that there are a lot of folks like me. When the library opens at 10am, there is a line of seniors. If it was open earlier, I would be there earlier. As a policy, I would close every Sunday.
11. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Sundays? Why is [INSERT TIME SLOT] the least important time slot for Sundays?
12. As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why?
- You need it just as much then as the rest of the year. There is no reason to close on Sundays in the summer.
  - I would say the students who are in school should be given a bit of a priority, so it makes sense in the summers for it to close. A lot of times, students may need to access the library much later, until 9pm. I guess it would make economic sense if you're cutting hours to do it on a Sunday, but there will always be people willing to access it on Sundays. There should be enough time in a work week to access the library. If Sundays are so critical, something is wrong with your schedule.
  - Some parents like to come in with their children and spend time with them.
  - There are just as much demands for different groups on a Sunday.
  - I think it's a regional area.
  - Why not just close it Sunday at all times? Again, I don't feel the need to go on Sunday.



- How does a library choose hours? Is it based on amount of traffic they have had in the past? How do they come up with these arbitrary hours?
- I think it has to do with budget allocation and traffic. AA: I don't have an answer.
- OPL observer: it's tied to historical, partly to Christian religion. This is one of the reasons why we're asking these questions. The last time OPL looked at hours it was 2004, and we were fine-tuning it based on past practice of all locations including Sundays. That's why we're asking questions to see if our historical perspective is still relevant.

### **MODULE C: WILLINGNESS TO TRAVEL TO ANOTHER BRANCH**

1. If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?
  - It depends on hours of other branch. AA: I think we're assuming the other branch is open during the hours you want.
  - Initially I said no, but if it's something I desperately need, there are two libraries close to me that I could go to.
  - 9 out of 11 would travel.
  - I wouldn't go to another branch; I would just go another day because I have flexibility in my schedule.
  - I like libraries so I like to travel and visit each branch.
  - If you travel, you can go to libraries in different countries.
  - I found the actual computer system used here the same as when I lived in Darby. I'm getting off track.
2. If no, why not?
  - I wouldn't go to another branch; I would just go another day because I have flexibility in my schedule.
  - I like libraries so I like to travel and visit each branch.
  - If you travel, you can go to libraries in different countries.
  - I found the actual computer system used here the same as when I lived in Darby. I'm getting off track.
3. If yes, how far, in minutes, would you be willing to travel?
  - 20 minutes to half an hour. If you have transportation.
  - Doesn't it depend if you're driving or taking the bus?
  - If you are using public transit, then no, but if you have access to a car, then 20 to 30 minutes.
  - I think there are 4 libraries I can drive to in 5 minutes, but you have to consider

people who don't have cars.

### **MODULE D: WRAP UP**

Additional comments – Please note here.

- Libraries also include environmental reports. That would be something that could be expanded for the public.
- Outside of genealogy, city history, those sorts of life reports. Access to the work of the community.
- I believe we can have access to city Archives through OPL.
- For both high-school and university students, links to technical databases would be useful.
- To a certain extent, I think we're spoiled in Ottawa in terms of hours of operation. In some cities, libraries only open 1 or 2 days per week and not for full days. We have a library open every day and don't have to go far.
- Toronto is proposing 2 branches that will be totally automated and there will be no one there. You would access it with a card. That's terrifying.
- When I discuss libraries with people in other cities and countries, especially in America, we are pretty fortunate with what we have. We are doing fairly well in comparison to them.

### **OPL OBSERVER: If you had a choice of library being open with no staff or keep hours as is fully staffed?**

- Open no staff.
- Open with staff.
- I would say open with no staff but I think you need minimal staff to keep someone monitoring it.
- It's interesting because it's a matter of a different business model.
- The library is not about picking up and getting book it's about community hub.
- I wouldn't say that the library is a community hub per say.
- I think staffing is important but not everybody needs to be super qualified. You need somebody there who knows where the stuff is and who understands the system.
- Minimal do-able staff would be a smart halfway. Shouldn't really be having one or the other.
- Maybe adjust staff to hours of the day.
- All I'm saying is maybe from 7-10pm twice a week you have no staff and other nights you do. The library in the university is a place of learning, knowledge and it's not a community centre. So it's a difficult thing to do.

- When I think of the Main branch, third floor includes computers and many people who need to access those computers to do research might need technical people and supervision. It's a whole floor of computers; they're researching stuff.
- They're providing services to residents who need them and are vulnerable.
- That's not really what the role of the library is, but it's a nice feature.
- We used to have reference in libraries where we did research.
- It's going to look at people who use libraries in different areas.
- There are vital things that people need to access in a library.
- AA: Just to sum up all of the ideas, I think what we're thinking is that some people have specific needs and we have to address those needs in areas where they are and adjust the hours so they receive the help needed.

**OPL: What would you think of running a pilot project with extended hours? So it's extended hours where they don't have staff but where people could go collect their books.**

- 3-4 people: Great idea!
- I still think you need one person for security purposes.

**OPL: All being monitored with camera and swipe access so no staff needed.**

**Stream: Large branch, high intensity**

**Date and time: Thursday May 25<sup>th</sup>, 2017 at 3:30pm**

**Location: 1910 St Laurent Boulevard**

**MODULE A: GENERAL IMPRESSIONS OF OPL**

1. What do you like, if anything, about the Ottawa Public Library?

- I like the access to computers and the interlibrary loan system.
- I use the online holding and online book request systems.
- There is a great selection of French language books.
- Films and TV shows. All the DVDs are really wonderful.
- The express counter is nice.
- It is open until 9pm most days; mine is open until 9pm Monday to Saturday.
- I like the availability of rooms; there is the possibility of holding French conversation groups. The community uses and accesses the library for everything.
- I like their newspapers and magazine selection, as well as their used books for sale.
- Having comfortable chairs to sit on and read, just relax.
- I like the great selection of databases, for instance Lynda.com. With that one, you need to get your own subscription to it and it allows you to learn programming.
- The kids and teen sections are good.
- I enjoy the book suggestion feature.
- I like that my branch has the kids section in the basement so they can scream and not interrupt others. That's a big deal. In other words, everybody can use the library and the children don't bother other people. The section for younger children should be away from the main body of the library. Actual programs are great too.
- I have two questions: under interlibrary loans, do we refer to between branches of OPL or loans from the library in another city? For me, I would add that we have access to books from all around the city as opposed to just your own branch, and that's a big plus.
- For whoever said express counter: do you mean that there are a certain number of books that are designated as express?
- Yes - when I flip through the DVD selection, I get the recent ones which are to be returned sooner. The service is express, meaning there's a specific counter.

- You can get your books anywhere in Canada and don't have to pay. If you want to get them from the US, you would have a fee but they tell you right away so you are informed.

2. What do you dislike, if anything, about the Ottawa Public Library?

- There are not enough computers.
- Many CDs and DVDs available have scratches on them.
- I would put express counter under this column simply because you have to be able to physically go to your branch to be able to access any of those books. If you're someone who has easy access to an automobile or who is walking distance it's easier. If you're more mobility challenged, any of those books that are designated as express are mostly out of your reach, except maybe if you go once every two weeks or if you happen to be there. My request would be to get books from other library systems. Personally, I would like to have more academic books and journals with citations and peer-reviewed stuff. These academic sources wouldn't have to be in every single library, I would drive to whichever branch offered it.
- Doesn't the main library currently have academic sources?
- If OPL could pull books from Carleton U and/or Ottawa U, I think that would solve the problem.
- I think there's an agreement between city libraries that university ones may not be part of. When I lived in the Hawkesbury area, I could get books from anywhere in Ontario because of the agreement they had. They even brought in a specific book I requested.
- If you're putting a request for a list of Carleton and Ottawa books, I believe we should get OPL to give us access to library archives as well.
- I suspect that it may not be all that feasible to hook up with universities, because they pay money for access to those online journals and the universities are paying that money for their students so they may not be willing to or have the ability to share those academic sources unless OPL would be willing to kick in money for that service.
- I dislike the shrinking number of physical books and shrinking number of reference groups.
- Personally, I dislike the times. In my opinion, it should just be from 10:00am to 8:30pm Monday to Friday or Monday to Saturday. At the moment, my branch is open 10:00am-8:30pm Monday to Thursday and then on Friday it's not open until 1pm and then on Saturday it's another different hour. OPL should just pick constant hours Monday to Saturday so that you don't have to remember what hours are for which day of the week. Consistent hours is what I want.

- There are some great programs for youth such as camps or computer programming, but I feel that the library is ignoring a whole demographic of older folks such as myself who want to learn about computers and want to get their feet wet (not get a whole degree in it). From what I recall, there was a guy in the states who worked together with the library to learn about computers and I think OPL should extend those programs to older adults who are interested. I tried to look into it and even called the information hotline, but they told me they don't offer services like that. Personally, I think you're ignoring a whole group of people.
- You brought up a good point with the computer program for older adults, I never considered that one. I would also like to add that I used to be frustrated with the varying hours of different branches, but then I think it depends on the community it's in. Some branches are in a community with a lot of young families and children are usually at school and there are limited hours at the library so you don't want staff sitting around twiddling their thumbs during the non-peak times. I think it depends on the community I'm going to and it depends on the size of the library. I would say that if you're out in Carp, it's not a huge library audience. Yes, it did frustrate me until I thought about it. In terms of archives, funny you should mention that. I went there just last week and asked one of the librarians the hours and asked if you needed to book an appointment and all you have to do is go on their website, get a user number and then they get back to you and their hours are from 6am to 11pm. I went in the archives and they issued me a card that was good for 2 years and 7 days a week so it's relatively easy. There is also a lot of online stuff that you can use. There are a lot of rules, for example you can't use ink on the third floor so you have to keep that in mind when thinking about archives. Archives are more accessible than I thought so maybe check it out. I don't really see the need for the OPL to tap into that because the archives offer it in a separate entity and it's nationwide.
- I complained to a librarian about this a year and a half ago. I am older, I taught in a public school system in Quebec for many years so that might taint my perception of behaviour of children. But, people eating their food at the tables and leaving behind soiled napkins really frustrate me. Also adults, not so much children or adolescents, were having conversations on their cell phones and sometimes if you understand their language you might not want to listen. I don't think the library is the place for cell phones. When I complained, the librarian told me it's what happens in modern life. With regards to people eating at the library, I thought about students and I checked out the shopping center. There is a closed spot here outside of Loblaws where you can sit down comfortably and eat so there's no reason for the library to accept students eating.



- I think the younger generation carries a lunch with them, sit down and work on their stuff.
  - I'm wary of going home with oil or food stains on books. I examine a used book and decide not to borrow or buy it because of the stains.
  - I think it's more about educating people to clean up after themselves.
  - I would expect certain behaviour in public institutions.
  - I would really like to go to the library. In the survey, you talked about hours...they start at 9am and there's nothing earlier than that. Now I'm not working at a regular job so I do have more flexibility, but for most of my professional life it was hard to pick up some thing or be able to go in. I think that opening at 7am or 6am for people would be appreciated. Most of the community works and people usually have to be at the office by 9am. That leads to my second point, we're a multi-cultural society so we should be able to find people who are willing to work on Christmas day. Also, is the library trying to be more than a library? Is it trying to be something like what community centers are trying to be? My observation is that we have a whole network of community centers in the city. Are we duplicating existing services by trying to make the library be a part of that set of service?
  - I also want to mention as a negative that I find the policy bizarre. I've been frustrated a few times where they say they will not purchase a certain book because it is a textbook and in fact it wasn't a textbook so you have to call back. Sometimes they reconsider, but sometimes they don't. Also, you can't ask in advance for a book before it's out (been published) which is bizarre. I find it strange that you have to go back and resubmit your suggestion or question on a date after publication.
  - You can put it on hold through the system, if needed.
  - You can't flag if it's a forthcoming publication, can only flag it after it's been published.
3. What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder?
- Advertise. The Toronto library can't advertise within the library. Library cards are free. Advertise the fact that library cards are free: go on to the Internet or go into OPL branches themselves and put in 'your library card is free' in plan sight. Put it on the side of a bus. You can advertise in English, French Portuguese. Advertise it. Go nuts.
  - Just circulate around schools. Maybe have field trips to the library. If you want to attract new cardholders and have to keep libraries in society, you have to keep kids interested in the library. Tell them they can get books and CDs for free.



- I remember seeing Tom Hanks at an award ceremony and he pulled his union card out of his pocket, maybe do a campaign like that. Somebody well known could pull out a library card out of their pocket and say something along the lines of: "What power can you have with this card?" There is access to all kinds of things with this card!
  - I just got my tax bill this morning and now it breaks down what the library charges. I think that the library for one thing should be able to get access to data that comes out of the online system so that you can tell who took out which book, what the age group is, what demographics are using which services. What you wouldn't find out from that are how many people are just walking around, not getting books but simply using computers and such. We need to consider the fact that the city is on a budget so we can't assume that we can ask for more and more.
  - Well, I believe that as far as Library board is concerned and the number of city council, there must be some way to get counsellors to promote the library. Go talk to the mayor and get him to promote. Maybe they could talk the mayor into doing some promotional work and you wouldn't have to pay. Could come up with a city-wide advertising campaign.
  - If you're sitting around the municipal table and trying to cut back, it won't work.
  - To me, the ideal combination would be for some of the people in the city affiliated with school boards to educate schools, get students involved and make sure students are aware that the library is there and they can get a free card. If we can get connections between city and school boards then you wouldn't have to necessarily pay for a huge advertising campaign.
4. The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:
- I don't have internet at home so I like to drop-in daily to check my emails. What I like is that sometimes if it's not too busy you can get an additional hour. Usually we get 60 minutes but sometimes we can get 2 hours. That's my prime focus in terms of services offered by the library. I also rent DVDs so I like the fact that they will bring them in and hold them for me. I like that service. I do like looking through the express even if there's not too much there. Sometimes I have more time during the summer, and I know when librarians have done cataloguing and when the fresh batch will be out so I like to go at that time.
  - I use everything, books, CDs, DVDs, computers. I ask for 2-3 hours at computers; mine is a quiet branch. Like I said, the French conversation groups that are available are really fantastic.

- I don't spend a lot of time in the library, I mostly use the online service to request books and then go in and pick up the things that I've requested. The only things that I would say that I browse are DVDs. We get DVDs a lot and I go in to see what they have.
- I just want to restate that I use the online services a lot. I also like to walk down aisles and look for interesting subjects to read about or music or movies.
- I like to go in and take books out but sometimes when I'm downtown there's nowhere to sit so I use the library as a point of rest. I'm transitioning from work to retirement and I'm looking at all the programs they offer and I love it. I love the opportunity to contribute to volunteering; teaching English to people who want to learn it is an example.

a) What should we continue doing?

- I like to see evening programming. As you get older, it's hard to go out to night clubs and restaurants and it's nice to go somewhere like the library. Maybe the OPL could put on evening movies or presentations. When you go out, there's nobody older out there.
- I'm sure you have demographics telling you what usage you have at this branch and other branches. In a sense, you know the answer already and if you don't, you should because it should exist in the records. Almost everyone here has a different experience in a library. I think I used a computer one time when mine was down. The point is it's as if you're asking me, when you go to Loblaw's what do you buy? That's not important. What's important is that it's there. I enjoy frequenting the branch when I feel like it. The only problem is the hours and Saturdays are especially a problem because they close at 5pm and on Fridays they close at 6pm. The problem was that I saw 3 young boys of visible minority being hustled out the door and they were in the library. As an ex-teacher, as an ex-parent and as a current grand-parent, the most important thing is conditioning kids to use the library. If you're trying to find out where to cut I don't have an answer.
- I would want all of these services to continue. I'm using magazines, catalogues and computers. I'm talking to people, borrowing films and records.
- I think all the services seem to be appropriate but I think the target issue is how to modify the hours and the tricky part is we're all from different communities and like I said earlier, every community has its own rhythm so the hours are going to have to adapt to that particular rhythm. That's the tricky part. You have to look at how each community is developing over the next few years and project that. It's a vague answer but it comes down to the hours.

b) What should we start doing?

- I think that they need to upgrade the online system and make it easier to use. It's difficult to find specific things online and the recommendations for that are crappy and old. I think the online area needs to be upgraded.
- They should buy more books. In Alta Vista, there are shelves that are completely empty. You know where they have a system that they check for books they have in stock? It's not even that - they have empty shelves because they don't have enough physical books.
- They should have more scan-in books where you just browse through the online search and see that's the book you want. By scan-in, I mean being able to see a table of contents, an index and see if it's relevant to you.
- I would suggest getting more e-books that we can put on our iPad to read.

c) What should we stop doing?

- Not necessarily to stop doing...what I was going to say is: continue what you do now but do it better. There are things that they do now such as the online catalogue where it seems that every time you revise it, it gets worse. It's a great idea and wonderful tool especially for people who are mobility challenged, but the search system is terrible in my opinion. If you could just do some of the things you already do but better that would be great.
- Not really. I don't partake in all the services so it wouldn't be fair for me to say to cut the children's programs for example. I'm not that target group so it wouldn't be fair for me to say I want this service stopped.
- I'm very concerned that we have far fewer readers of books and I hate to admit that but that means we won't have the same kind of resources to pay for those books.
- Why did we spend time to make the branch more modern? Now when you walk in, it looks normal for this generation but suddenly we were told we had to get in the electronic age and save money. We've done that. We've saved money or have we not?
- I just add to that, I don't know if every branch is the same. In mine, we just have 2 desks, which are the circulation and information desk. The circulation desk looked after easier things and now we only have one desk and the people with the more complicated cases that should have been at the information desk are at the circulation desk and there's a huge line-up. Most people in the line-up give up, walk out or get annoyed. And I think this is supposed to be this new thing that saves money. If you're ever worried about staff sitting around and doing nothing, we have none of that there. We are under-staffed. The staff at Orleans is so busy. There are always lineups.

**MODULE B: IMPRESSIONS OF OPL HOURS**

1. Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied or dissatisfied with the hours of operation of that branch? Why do you have that opinion?
  - 3 people out of 10 that are satisfied.
  - I use the Rideau St library and it's closed Sunday and Friday afternoon and Saturday afternoon and my heart really goes out to the homeless people. They have nowhere to go. Libraries are closed on holidays. They need somewhere to go and they should be part of the social services budget, not just the library budget. It breaks my heart to think of these people sitting on the steps of the library that can't go inside.
  - My library is closed Friday and Saturday night and closed Sunday.
  - I want the library open from 10:00am to 8:30pm Monday to Saturday or at least Friday until 8:30pm. Don't play around with the hours on Friday because it's confusing. It's hard to keep track. If you have your day planned and you're forgetting all the hours then you have to go to another branch. If all the branches were the same hours I think it would be easier.
  - I think in a city like Ottawa that's growing you need a library at least one branch that's open every day of the year. There is one library like that in Montreal. I think the hours are from 10:00am to 10:00pm so you know exactly that you can go there and it will always be open even on holidays. They staff a lot of part-time people. There are so many branches, what's happening on a Tuesday morning? I don't think anything is happening so cut hours there and invest it in a 365 days a year open branch.
  - I would say that I think the library needs to be open early hours for people who have busy schedules who can come into the library before their work day. Early hours are needed because people who are very busy are used to keeping track of things so even if it's only one day a week where the library opens at 7:00am these working people will know.
  - Figure out who your target audience is, who are you trying to reach out to? Who do you want to join? It may seem harsh but there are people in society that need the library more than others and it may be a question of managing services in different ways. The library might not have to be a community center, might become a more focused place that is just there for books, CDs and DVDs. Anything beyond that, they can go to the community center.
  - I don't know, I come in often and I haven't seen anyone just sitting around and not doing library things. Younger people are running around with their parents. The ones older than 7 years and up, including seniors are sitting around reading something or checking something out. There might be someone who is homeless but when they come to the library, they are doing

library things. I'm not so sure I would agree about one branch being open 24 hours every day. I lived in Montreal and I'm trying to think of someone accessing the branch by public transit. I did it by car and never knew where it was. You can imagine having one branch open, I'm more interested in this branch or any other branch because it's in a shopping center. You have a small bus terminal here, and there's a complete "shopping experience". When I arrive, I get off the bus, I go buy my milk and then I go to library. If the hours are in accordance with those in the shopping center it's perfect for me. We have a problem with finances; the mayor keeps telling us that he won't raise taxes because it is an example of socialism. To say that we're going to cut the hours is absurd if already you've heard from people that hours are not necessarily fulfilling our needs.

2. Please look at how you ranked the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth. Why did you rank the days in that order?
  - Monday: 2 people
  - Tuesday: 1 person
  - Wednesday: 0 people
  - Thursday: 0 people
  - Friday: 0 people
  - Saturday: 4-5 people
  - Sunday: 1 person
  - Mondays and Saturdays in this group are more heavily used.
  - I picked Monday because I assumed that they would keep everything closed on Sunday. If it's closed on Sunday please keep everything open on Monday. My preference is Saturday and Sunday. Those would be my first 2 choices but seeing as though they already closed on Sundays half the year, I suspect they won't revisit that decision. It would be a minor miracle if they did.
  - If they want to save money why don't they just let library board members go? What is the library board all about? How many hours do they work a week and let's have a focus group about that. There's a million dollars saved right there.

3. Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference?
- I want longer hours on the weekends because it's easier for everyone to get to the library on weekends. Preferably open until later so if you're doing something with your family can still get there in the evening.
  - Monday and Thursday I ranked as first because with summer hours coming up, I understand why my particular branch is closed June to September because it is next to a college, lots of children are near and it's summer so Sundays are mostly family days where people spend time outdoors and don't use the library as much. I also think that the staff might want to enjoy Sundays as well. I can see that the library is not in use so why spend money to keep it open. I put Monday as key because if it's limited hours then I want to get there Monday as part of my schedule. And Thursday is the last day of the week at my branch that's open until 9pm so it's a good day for me to return and pick up things. I'm not likely to spend Friday-Sat nights in libraries especially during the summer and Friday after work I can kick back because I went to the library Thursday so that's one last thing I have to do. I have my material for 7 days that's why I chose those 2 days.
4. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close Monday to Thursday? Why do you have that preference?
- Until 9pm. I never use it in the morning so as long as it's open in the evenings, it's good for me.
  - Somebody mentioned early hours and I appreciate the fact that you find the need for that but I find that there wouldn't be that many people early in the morning. At the liquor store they have a sign that says: good news we're open earlier in the morning. It would be very hard to buy a bottle of wine in the morning and bring it in your car. For most people opening earlier in the morning would not ring the bell so my vote is to open later but stay open until 9pm.
  - I would just like to respond to that. We're a fairly similar demographic in this group but if you did have a job you need it early. Maybe what the library will find is that school-aged kids don't go to the library because they have a library in their school that they go to and maybe working people don't use the library all that much. I'm not sure it's helpful to ask retired people what they want but people that are working are not necessarily able to come to library. Something else I want to add in is that not every community is going to be the same in terms of their wishes. So it might be wise to let the community around the branch pick what they want.



- I worked for 40 years and I have 3 children so come morning I had to go to school, my children had to go to school and I'll be honest, the last thing on my mind was to go to the library because I wanted to get to school on time. After school I would go to a library because I had the time available. I find that a working person usually focuses on their job in the morning.
5. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Mondays to Thursdays? Why is [INSERT TIME SLOT] the least important time slot for Mondays to Thursdays?
  6. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?
    - I think considering library users extended hours on Fridays would be a lot better. A lot of shops and banks are open later on Thursdays and Fridays, so I think the library should be as well. That way, you can make a quick stop on your way home. I do see the point for some branches opening earlier.
    - It's still primarily rural branches communities and they have different needs for their libraries I would say so maybe Fridays would benefit most communities to have extended hours (past 6pm) whether its 8:30pm or 9:00pm.
    - I agree with that. Why is Friday shorter? Is it meeting the needs of the library workers?
    - I can see Sunday being shorter because it's a family day so you don't really feel like you have to get up.
  7. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Fridays? Why is [INSERT TIME SLOT] the least important time slot for Fridays?
  8. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to and close on Saturdays? Why do you have that preference?
    - Saturday evening, afternoon.
    - Saturday morning.
    - My idea is regular hours. Whatever regular hours during the week should be the same hours on Saturday.
    - 2 strong voices for regular hours.



9. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Saturdays? Why is [INSERT TIME SLOT] the least important time slot for Saturdays?
10. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?
11. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Sundays? Why is [INSERT TIME SLOT] the least important time slot for Sundays?
  - I would like it to be open late on Sunday.
12. As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why?
  - Some of them but not all of them.
  - I like the idea of the Rideau St branch being open and Main branches because they're downtown and might be used more often compared to the branches in rural areas.
  - The community of each branch should decide hours of that particular branch.
  - I agree but also - it just crossed my mind - a bunch of us are multi branch users so it's hard to pick one. Sometimes I see something in express at a branch and will pick it up.
  - The only way to find out is, on a temporary basis, you make it open seven days a week for everyone and then each after 90 days you could see trends for each branch. That would be the way to do it. In your case you would use different branches but globally that branch would know the usage on a daily basis.
  - If we are looking at hours due to finances which could then result in fewer hours, it occurs to me that sometimes you only need a couple of security guards. The library doesn't have to be fully staffed. And it's understood that there are less staff.
  - I think the whole point of library is having good services, but sometimes all you want is quiet place. At home you get distracted, maybe you just want to be at the library and concentrate. For that reason, reduced staffing is fine.
  - Even if you had something like lockers outside which your requested hold could be placed in and which would open by scanning your card...a system

- like that would be good for when the library is closed. That would allow access to people at all times for people who can't make it to the regular hours.
- I wrote to the library but it sounds like there are two groups of people; the first group uses the library as a place of transaction; they're not hanging out. The second group just hangs out at the library. Have to consider both of those groups.
  - At the library have conveyor belt system that looks quite cool, if there was an automated system with lockers that scans so it's a slot that drops of books and maybe you can swipe card and say ok give me all my requests and then your requested books come out. That way you wouldn't have to worry about hours at all and you could just pick up your books.
  - Isn't that a bit impersonal?
  - I personally don't care that it's impersonal.
  - I need the quiet place that's why I visit different branches but I also sometimes just do it to see what each place looks like.
  - I just want to add that maybe individual branches should have some say in their own hours. I'm a grand-father but I know that in the Orleans branch which I use there are a lot of children's programs in the morning. The demand for those children's programs is in the morning because that's when everyone wants to bring their children (these are all pre-schoolers). Maybe there are other branches with pre-school programs and for me that's an important role for the Orleans branch. And it's used.
  - There are a few libraries that are like that.
  - The enrollment for those pre-school programs is high.
- a) Would you be interested in using library for extended hours if there were minimal or no staff?
- Yes.

### **MODULE C: WILLINGNESS TO TRAVEL TO ANOTHER BRANCH**

1. If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?
  - 9 out of 11 would visit another branch.
  - I mean what would the purpose be? I don't think on Sunday mornings I have an urgent need to read the paper? What would force me to travel even by car from home to another branch? What urgent moment is there? Many places are closed one day a week and I don't think it's because it's a day of rest. It's to save money.
  - For my family, sometimes we are in need of the library right away. For

example, we head off to the cottage and we're looking for someplace to get movies and we start looking for libraries near the Queensway. We have library cards in Carleton Place and in Perth but we can have a library card anywhere just to get movies. We will go wherever they happen to be open that's on our route. It's the movies that are the most pressing need for my family though.

- If they need a place to photocopy, or quiet place. I know a lot of people are rowdy at home or need a change of scenery and need a specific resource. There are a lot of students that would benefit from knowing different libraries. I was blessed when I went to Ottawa U, I studied English lit and saved a lot of money on books because I had a library card and my colleagues didn't know. If you don't have a car, being on a bus route is key. All the students have free passes and they will go wherever there's a bus stop. There are advantages.

2. If no, why not?

3. If yes, how far, in minutes, would you be willing to travel?

- 20 minutes (most people).
- 45 minutes (one person).
- Within the city, it doesn't really matter. Depending on where I can comfortably walk.
- More urgently, it would be someone who only has a bus stop, no more than a 5-10 min walk from bus stop.

#### **MODULE D: WRAP UP**

- When I suggest a book and they decide to buy it and I want to put my name right away on the waitlist they don't so by the time I get to it there are 20 people ahead of me and I requested the book.
- E-books or streaming is something that we forgot to mention. We didn't talk about we can't keep talking about spending money, need to find source of revenue and I don't have the foggiest idea of what it is.
- Newspapers are desperate for subscribers; some have to get with libraries and somehow that generates more revenue. Consumer reports are no longer available online. I'm talking about library. I could be wrong.

**Stream: Large branch, low intensity**

**Date and time: Thursday May 25<sup>th</sup>, 2017 at 6:00pm**

**Location: 1910 St-Laurent Boulevard**

**MODULE A: GENERAL IMPRESSIONS OF OPL**

1. What do you like, if anything, about the Ottawa Public Library?

- I like that it has the newspapers and magazines that I don't subscribe to. It is very convenient for me to drop by the library and catch up on news and articles.
- I think it's a public space and it's very inviting for teens and children
- The location is very convenient; the branch is close to me and the main library is also close to where a lot of people work downtown.
- The access to the digital magazines and media is amazing. I also use OverDrive for books, but I still like going to the physical library because it's such a welcoming space and ours is attached to a community space, which makes it a one-stop shop.
- I really love e-books.
- If I have heard about a book I would like to read, I can check the card catalogue and can check if it's in stock and usually go get the book if it is.
- Availability to place holds.
- Ordering books.
- Also, one friend mentioned that book mobile is really great.
- OPL offers services to seniors and people with disabilities which is really wonderful
- Just to add on the first point mentioned, I also really like the option which lets you see the magazines online and read them.
- They have workshops at my branch, our library staff will actually teach you how to use your tablets and you can use OverDrive on tablets.
- The website, you can look up what's available easily and put it on hold and then go pick it up.
- The checkout process is easy (automated process).
- Having passes for museums and things like that is great.

2. What do you dislike, if anything, about the Ottawa Public Library?

- I live fairly close to Vanier and the actual selection at the library is pretty slim so I often order books, but I also understand why there isn't a full library in each branch.
  - I used to go to the one on Metcalfe and there were a lot of homeless people, I didn't like that.
  - The reason that there's this focus group primarily is that the hours are a really big problem.
  - I would say that if a title is new or really popular sometimes you're 230<sup>th</sup> on a list and it's a bit daunting.
  - To speak to hours again, the reason why this is my branch is because the hours fit my schedule after work as opposed to the branch closer to my home.
  - For the e-books, I don't know what the issue is but you can be 230<sup>th</sup> waiting and when you do get it, the pressure is on because you only have 21 days to read. If it's a popular book you can't renew it.
  - I found that I used e-books for years and since I have Windows 10, I'm facing technical difficulties and for months I haven't gone in to have my computer working with e-books because I haven't found time in my schedule.
  - My local library is not open on Sundays so I have to go to a farther branch. It would be convenient for my local branch to be open on Sundays.
3. What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder?
- I think the OPL needs a face lift. Libraries have been the same for a really long time. It would be difficult to implement change but it's possible. In Detroit and Boston, I went to the library and there was a café in it, which was great as a tourist. I felt, in those cases, that the libraries were better than a bookstore. I think something like that would help.
  - They don't realize that people actually go to libraries. I was telling my mother I went to the library and she was surprised people still go there. There might need to be some information out there to people; they might use it more if they're more aware of what's available and what goes on.
  - Somebody from the library came into the school to talk about the library and asked how many children had library cards etc. which was great. This was out in Kanata when there was closure of one library for a little while so they brought services into the school and I think that doing things like that encourage kids to utilize information. Going into schools would be great for families that haven't used it before. Could we maybe bring those families into a library and get them a card? Particularly for people with children, if a child is asking you to go to the library it is almost certain that parents will go and will get more familiar with services offered.

4. The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:

- When I go to the physical library I love to browse the shelves on subjects I don't know anything about. I don't know enough about the subject to pick it from electronic list so I browse the physical copies instead and love that service.
- I rent DVDs and books.
- I'm an in and out kind of person, I'm pretty busy. I put books on hold and I'm in and out in a few seconds. My local branch is small so I've browsed a few times and nothing changes.
- Physical books, if you don't have e-book version and sometimes DVDs.
- I'm just glad the libraries are around because it saves me money.
- Children programming in libraries is very excellent. With museums costing money now the library is a good thing for families to do now. I feel that it's an important service. As a teacher, being able to go and take out things on my subject is also very useful. Sometimes as a teacher you find that depending on area you might need to brush up on your knowledge and the library is where I go to do that.
- When I was a kid, I needed a place to hang out especially in the winter and that place for me was the library. It saved me.
- I find the library branches associated with venues are great. I moved away from that complex so I hop into those places because I'm there for other reasons.

a) What should we continue doing?

- We have English conversation groups and that's really heavily used. And if I want to learn French I can also join a group. I find that service important.
- Children's programs.
- Don't lose the physical books for browsing.
- The magazines are quite useful, good selection. I came across the Discover magazine haven't read it before and find it interesting.
- Expand e-books.

b) What should we start doing?

- Well I really like everything that the library is doing, they are taking fantastic initiatives. The whole concept of learning from our comments is a good initiative. I don't think that people want to lose the library feel either, there are a lot of things happening in technology opportunities. In schools, libraries are no longer called libraries. Instead, they are called learning



complexes, which makes it seem like they're trying to make the environment more multi-use. They still have all the books but have all the iPads and other sections. Structurally it's set up a little bit differently.

- Just to build on that, libraries don't tend to be teen friendly. Teens need an area where they can be a bit noisier and work together. Most branches don't offer that.
- The space at Nepean is good for teens and there's also 3D printing but that's only one branch. Maybe incorporate that to more branches.
- I think they have a venue library in Halifax and I was thinking that that was probably a direction people would be looking at. Also includes a café, things that draw people in. When you have a book, you want to go to an outdoor space where you can sit outside, maybe even sit on the rooftop. I would recommend that newer libraries should think of venues.
- I would like to see the availability to hold your hold because when you have a bunch of books on hold and all come up at the same time, I don't have the time to read all of them in 2 weeks. I'm busy at work so it would be nice to have that book and hold your spot if you're busy.
- Maybe improve the existing tool by pushing me 10 people down not 300.

c) What should we stop doing?

- Well, the first thing that comes to my mind in particular is our library is 10 years old. They built a play structure and my grand-children couldn't care less about the books, they could well do without that play structure and some of the noise it generates.
- I don't know what to suggest because I only go to library to pick up holds and I use the online system which I quite like. I don't have any suggestions.
- I know I've been sort of speaking too much but the central library there has been a lot of focus on that. I think you've figured the central library and I think the focus should be on branches in communities allowing families and teens real access to library. It doesn't matter where the books are physically located. The focus should be placed more on community branches not just central.

### **MODULE B: IMPRESSIONS OF OPL HOURS**

1. Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied or dissatisfied with the hours of operation of that branch? Why do you have that opinion?
  - 5 people out of 11.
  - I was dissatisfied because I wish it was open Friday mornings and Sundays.
  - I am dissatisfied because it's not open late enough to my taste.



- I think that Sundays is one of the days where people want to go spend time and pick up something and they're just not open.
2. Please look at how you ranked the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth. Why did you rank the days in that order?
- Monday: 1 person with top choice (I would put Monday to Friday on same level as other days of the week). During the week my life is repetitive so whenever I can squeeze library in I do it.
  - Tuesday: 2 people. I'm already in a community center on Tuesdays so it lines up with my personal schedule.
  - I have a lot of downtime Tuesdays.
  - Wednesday: No one
  - Thursday: 1 person. Thursdays is when I'm most often near that location
  - Friday: No.
  - Saturday: 2 people. Most people are off work on Saturdays so convenient to get in there. That way it can be flexible; people can go in mornings or afternoons.
  - Same thing and I also think its family time on Saturday. Both Saturday and Sunday just as important.
  - Sunday: 3 people. I think that Saturdays can be even busier than Monday to Friday because there are more activities; people who are working have more chores that they should get done on Saturdays. Sunday of all the days of the week is probably when more people have more downtime. I really also like the comment that kids need the weekend to do school work. That's often the only time they have to do their homework and if we're talking about teenagers, they're usually not planning ahead so it's often crunch time for them on Sunday. That would be when they most need the library.
  - For me it's basically weekends where I can get to the library. Sundays are a better choice because Saturdays are typically busier. I have more downtime on Sundays.
3. Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference?
- My preference would be somewhere between 5:00pm and 9:00pm after most people work. I have regular hours so I can't speak for those with irregular hours.
  - 3pm to 9pm would be a good time for me.

- For all days I felt that 3-9 but on weekends as much time as possible. Opening earlier on the weekends would be great. It's just probably on weekends maybe not as important on Saturday at night a lot of people have things. But in evening on Sundays a lot of people won't have anything planned and want to get something done for work/school. I put daytime as the most important on Saturday.
4. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close Monday to Thursday? Why do you have that preference?
- My preference Mondays to Thursdays would be mornings because it just jives with my personal schedule.
  - I put evenings just because people are typically off work in the evenings and have the opportunity to go to the library.
  - In this group, there seems to be a stronger preference for evenings than mornings
  - I prefer evenings because I can more easily make the time available to go to the library.
  - I'm worried too that we have a bias in the group because we're all here from 6:00pm-7:30pm.
  - I prefer afternoons and many of my friends are retired so afternoons work best for most of us.
5. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Mondays to Thursdays? Why is [INSERT TIME SLOT] the least important time slot for Mondays to Thursdays?
6. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?
- Personally on Fridays I don't go to the libraries, it's not one of the activities I do. Maybe it's my age group and maybe others would use it on Friday evening. I would rather the library close early on Friday and open during the day on Sunday.
  - I think that Monday and Fridays are probably interchangeable, Monday mornings I don't think is quite busy.
  - I wouldn't be there Friday; it's not part of my routine.
  - For my library the kids are often outside waiting by the library they would prefer it being open all day, specifically for PE days.

- Hours that make sense for me would be either lunch hours where I'm just zipping in to pick up my holds or after work. I don't usually go to the library on weekends unless it's on my personal route.
7. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Fridays? Why is [INSERT TIME SLOT] the least important time slot for Fridays?
  8. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Saturdays? Why do you have that preference?
    - I found that afternoons on Saturdays are best just because if you're looking at meals, people are typically eating lunch at 12pm and eating dinner at 6:00pm so between those meals it gives you at least a full 5 hours at the library. Imagine if you could have lunch at the library!
  9. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Saturdays? Why is [INSERT TIME SLOT] the least important time slot for Saturdays?
  10. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?
    - I'd say Sunday noon until 6 or 7pm. So more afternoon/evenings.
  11. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Sundays? Why is [INSERT TIME SLOT] the least important time slot for Sundays?
  12. As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why?
    - Yes interests us. (9 out of 11)
    - I'm not interested because it's not necessary.
    - Sometimes I forget that it's closed and waste a trip going to the library which is never pleasant.
    - Sometimes I go and think: "Aww, I can only return a book since it's closed so I will have to come back on Monday."
    - It often happens where we get to the library and realize it's not open.

- a) Extended hours with minimal or no staff, would that interest you?
- If I was a teenager I would definitely say yes.
  - I was kind of contemplating why do we even have hours? There are certain gyms that are 24 hours so maybe adopt similar methods and have a higher pass that would allow people to go to later hours and check for verification.
  - I would say that I don't ordinarily interface with employees there. If I do it would just be one of the librarians and it would just be to specifically ask about a book, but really I don't think you need much staff as long as the property is ok and people feel safe.
  - You might need someone on-site. Some of the branches do have trouble with homeless people using it more as a station.
  - I previously worked at a community center and I know that personally I didn't like working with minimal staff so I can see why that wouldn't necessarily work. I don't know if I would feel safe in a giant building full of books with only one staff.
  - I don't use staff very often. The only times where I interact with staff is when my Internet is out at home and I then use the Internet at the library.
  - Monday and Tuesday mornings I'm sure staffing could be adjusted on the times where it's not as popular. After school there should probably be some staff there, especially when children need to use the library. On Monday/Tuesday mornings OPL can adjust the staff based on who is using it at that time. If there are more teenagers and children might require more staff but if there are less children and teenagers you require less staff.

### **MODULE C: WILLINGNESS TO TRAVEL TO ANOTHER BRANCH**

1. If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?
  - 5 out of 11 say YES.
  - It's convenience because I can walk so I wouldn't want to travel.
2. If no, why not?
  - For me because I put books on hold, so I put a book on hold for a specific location unless that was adjusted at this time can't go pick it up somewhere else so I wouldn't travel.
  - The two libraries I use are because it's walking distance, I wouldn't get in my car.
  - I take two buses to go to the one library I go to so I don't want to go farther.

3. If yes, how far, in minutes, would you be willing to travel?

- Half an hour walking maximum.
- Same for me.
- This branch was 25 minutes away from the one I use and if the one I use closes early I might find it long to drive 25 minutes.
- I already adjusted from home it's a 20 minute drive but from work it's just a few minutes away.

#### **MODULE D: WRAP UP**

- I guess revisiting what I already said, a very large portion of society are students and unlike adults who have very varying schedules, all students are in school somewhere between 8:30am and 3:30pm. They are also the ones that probably need those resources the most and they're the ones we need to target. We need to get them interested in the library so they would continue to use it as adults. I think a lot of consideration needs to be placed for their needs.
- What got me hooked on libraries is when I was young I needed a place to stay warm during winter and when I discovered the library, I was hooked for life.
- I've been in Ottawa for 13 years and I've never seen a campaign encouraging the use of libraries. A lot of my friends read and buy their books. I just don't remember a campaign in the recent history as to why you should use the library. You're paying for it, might as well use it.
- I think we spoke about teens and younger adults are into apps and there should be an app to replace library cards and expand the availability. An OPL app that would also function as a library card seems very neat.
- I find the app could really be improved. The website is great but the app itself needs work.
- I think I deleted it because the OPL app doesn't do what the OverDrive app does (app for audiobooks)
- I couldn't figure out how to find the description of the book from the app.
- Another really important part of our community are the new Canadians and the available resources for them so once again we should focus on that area. Try to get these people services and just having for example a free place where they could access the Internet and services at no cost is really

super.

- The only reason I found out there was an app is because I forgot my library card so they told me I could use the app otherwise I wouldn't have known.
- I propose that OPL partners with Carleton to use the single session to help people use some of the tools (Learning and Retirement sessions at Carleton University).

Stream: Large branch, mixed intensity, FR

Date and time: Saturday, May 27<sup>th</sup>, 2017 at 11:00am

Location: Emerald Plaza – 1547 Merivale Rd, Ottawa

### **MODULE A: IMPRESSIONS GÉNÉRALES SUR LA BPO**

1. Qu'est-ce qui vous plaît, le cas échéant, à propos de la BPO?
  - Le niveau de service pour moi. Je trouve que lorsque j'ai besoin d'un livre, que ce soit le service électronique pour les réserver ou les livres qui sont sur les rayons, les personnes sur place sont disponibles.
  - La possibilité de voir ce qui se trouve sur les rayons grâce au service électronique.
  - Les bibliothécaires sont superbes, ils sont connaisseurs et toujours disponibles.
  - Le programme d'achat de la bibliothèque, la suggestion de livres à vendre et à acheter.
  - La variété de ce qui est disponible à la bibliothèque.
  - Le système de réservations est très efficace (system inter-bibliothèque, système de prêt). Il est parfait pour les gens qui ne peuvent pas se déplacer.
  - Sur le compte de taxes, on peut voir ce qu'on paye pour chacun des systèmes. La bibliothèque est seulement 130\$. Ce n'est pas cher, ça représente une semaine de livres à peu près.
  - La rapidité d'achat de livres. Les livres récents sont présents à la bibliothèque.
  - Il y a peu de livres en français à la bibliothèque, mais beaucoup sur internet.
  - Dans certaines succursales, on a accès à des banques de données qui ne sont pas disponibles à la maison, et ce sans avoir à payer davantage.
  - En tant que parent de jeunes enfants, l'emplacement, situé à la même place que les services sportifs comme à St-Laurent, est très pratique.
  - Press-Reader en ligne (journaux en ligne).
  - Pour les enfants, le coin enfants et les activités à l'heure du conte. C'est bon pour les enfants, mais aussi pour les parents afin de socialiser et rencontrer d'autres parents.
  - La publicité pour les programmes bilingues, c'est pratique.
  - J'aime beaucoup l'aspect social de la bibliothèque, on s'y sent accueillis.
  - J'aime l'internet, les imprimantes et le scanner gratuit, c'est très bien.



2. Qu'est-ce qui vous déplaît, le cas échéant, à propos de la BPO?
- La fermeture le dimanche et l'ouverture à 13h00 le vendredi.
  - Je suis occupé durant la semaine et la fin de semaine, on veut aller à la bibliothèque mais c'est fermé.
  - Je n'ai jamais pu télécharger des livres sur ma tablette. J'ai rencontré plusieurs personnes et elles ne sont pas capables de m'aider. Elles disent que la personne ressource est absente. Il n'y a pas assez d'experts en informatique.
  - J'ai appliqué pour des cours de « computer », mais les personnes responsables de l'inscription ne m'ont jamais rappelé ou réécrit. Je n'ai jamais pu suivre le cours.
  - L'équilibre sur la disponibilité des magazines dans les deux langues.
  - Le temps alloué pour Internet. C'est un maximum de 3 heures même s'il n'y a personne à la bibliothèque.
  - Les magazines ne sont pas à jour. La dernière édition date de décembre et on ne sait pas s'ils ont arrêté de s'abonner à un tel magazine ou si c'est parce que le magazine ne publie plus.
  - Il n'y a pas assez de magazines à télécharger en français. Sunnyside est plus anglophone. Je me demande si à St-Laurent, par exemple, il y en a plus en français.
  - J'aimerais avoir un meilleur service en français dans les succursales. Il n'y a pas assez d'effort pour le français à Sunnyside.
  - Les sessions d'activité bilingue pour les enfants et bambins sont seulement en anglais. Les animateurs demandent même la permission à tout le monde pour pouvoir dire quelques mots en français. On doit faire beaucoup de démarches pour pouvoir avoir des activités en français pour les enfants.
  - Les programmes pour tous petits font relâches assez souvent, surtout durant l'été. On dit que c'est à cause de l'école, mais les tous petits ne vont pas à l'école.
  - Un café annexé à la bibliothèque serait pratique.

#### Les services utilisés

- Internet.
  - C'est un endroit tranquille pour lire (journaux, revues, livres).
  - Le service électronique. Je fais de la recherche pour ce que je veux, je commande des livres. Il est rare que je cherche dans les rayons.
  - L'imprimante.
  - Le service de prêts de DVDs et films.
  - Le rayon de nouveautés.
3. Qu'est-ce qui, selon vous, pourrait encourager les résidents à se procurer une carte de la BPO?

- Des meilleures heures d'ouverture. Pour moi, c'est un milieu d'éducation pour les enfants.
  - Parler plus de la bibliothèque à l'école, surtout au primaire, dans les écoles anglophones et francophones. Il faut sensibiliser les enfants.
  - Parler de la bibliothèque dans les maternités. Les parents recherchent des interactions. Ils ne savent pas quels sont les services offerts à la bibliothèque.
  - Mettre des plus grandes affiches sur le lieu de la bibliothèque.
  - Amener les enfants avec lesquels on travaille à la bibliothèque. L'enfant peut avoir un problème de lecture parce qu'il ne va pas à la bibliothèque.
  - Les gens ne savent pas ce qu'il y a à la bibliothèque. Ils ne connaissent pas ses services.
  - Des visites à la bibliothèque devraient faire partie du curriculum des écoles. Prendre l'habitude de lire à 3-5 ans.
  - Il faut montrer que la bibliothèque est un endroit social et qu'elle offre des activités. Il faut exploiter davantage la plateforme électronique. « Reach out » auprès des écoles. Les enfants amèneront les parents.
  - Les nouveaux arrivants sont introduits davantage à la bibliothèque. C'est comme un mini centre communautaire mais avec inspiration de savoir. Si on peut le faire avec les nouveaux arrivants, on peut le faire avec les résidents.
4. La BPO propose toute une gamme de services, de collections, de programmes et d'espaces. Imaginez la BPO dans cinq ans et dites-nous :
- Que devrions-nous continuer de faire?
    - Les programmes pour enfants et les tous petits. Cela a aidé ma femme. Les habitudes commencent là.
    - Le bibliobus et les services à domicile.
    - Les prêts en ligne.
    - La possibilité de louer des salles pour des services communautaires. C'est gratuit et offert au public.
    - Inviter le conseiller de la ville à venir à la bibliothèque et discuter avec lui pendant une heure.
    - Des conférences comme la fois avec un avocat qui avait 8 enfants ou une femme bipolaire. C'est un genre de speed-dating. Ils font ça une fois par année.
  - Que devrions-nous commencer à faire?
    - Ouvrir le dimanche et ouvrir plus tard le vendredi.
    - Une présence dans les écoles.
    - Plus de publicité.

- Changer de journée de congé au lieu du vendredi et du dimanche. Le lundi serait mieux.
  - J'ai voulu offrir mes services comme bénévole, mais on m'a découragé de le faire à cause des postes de syndiqués. Il y a sûrement une place pour les bénévoles. Il faut utiliser les ressources du milieu.
  - Je veux plus de services en français, mais aussi des disponibilités plus équitables en ligne et en succursales en français.
- Que devrions-nous arrêter de faire?
    - Des projets grandioses comme une bibliothèque centrale éloignée et où il n'y a personne. Les itinérants vont là pour dormir. La succursale du centre-ville va fermer pour ça.
    - Fermer le dimanche.

### **MODULE B: IMPRESSIONS SUR LES HORAIRES DE LA BPO**

1. En ce qui concerne la succursale de la BPO que vous fréquentez le plus souvent, diriez-vous que vous êtes satisfait ou insatisfait de ses heures d'ouverture? Qu'est-ce qui justifie cette opinion?
  - Il y a 5 personnes satisfaites sur 9.
  - C'est à cause des heures d'ouverture. Le dimanche, c'est fermé et le vendredi, ça ouvre trop tard. L'été, on se cherche des choses à faire, les enfants s'ennuient et la bibliothèque ferme.
  - La bibliothèque est un milieu d'accès. Elle doit être accessible à tout le monde. Les heures ne cadrent pas selon mes besoins et ma famille.
2. Vérifiez l'importance que vous avez accordée personnellement quant aux heures d'ouverture de la BPO pour chaque jour de la semaine, où 1 correspond au jour le plus important, 2 au deuxième jour le plus important, etc. Pourquoi avez-vous choisi cet ordre?
  - 2 personnes : le lundi est une journée importante en remplacement du dimanche.
  - C'est sûr que quelqu'un à la retraite a une préférence différente que quelqu'un qui travaille, qui a des enfants ou pas d'enfants.
  - 1 personne : le mardi, il y a des programmes pour enfants comme le mercredi et le jeudi. Avant d'avoir un enfant, je venais plutôt la fin de semaine.
  - 2 personnes : la fin de semaine.
  - 1 personne : le vendredi.
  - C'est une question difficile à répondre. On ne peut pas choisir juste une journée.

- Ils ont voulu fermer le dimanche parce qu'ils disaient que l'été, le dimanche était la journée la moins achalandée. Il faut penser à leur budget et leurs ressources. Ça serait « fun » que ce soit ouvert tous les jours, mais c'est nos taxes. On doit penser à ce qu'on veut payer en tant que payeurs de taxes.
3. Indépendamment des horaires de votre succursale préférée, à quel moment aimeriez-vous visiter la BPO? Pourquoi avez-vous cette préférence?
- Je suis retraité et j'utilise beaucoup le côté électronique, donc ça n'a pas d'importance pour moi.
  - C'est plus important pour les gens qui travaillent et qui ont des familles.
  - Moi, je dirais le lundi au jeudi 9 :00am à 20 :00pm.
  - Le matin surtout, car c'est le temps où les enfants sont le plus éveillés. À partir de 10 :00am. Quand ils vont à l'école, c'est différent. Lorsqu'ils sont adolescents, pour faire les devoirs, la bibliothèque est comme un refuge, surtout le soir.
  - Les heures de soir et fin de semaine sont ce qui m'importe.
4. Indépendamment des horaires de votre succursale préférée, à quel moment aimeriez-vous que la BPO soit ouverte et fermée du lundi au jeudi? Pourquoi avez-vous cette préférence?
5. Dans votre document de travail, pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la plus importante du lundi au jeudi? Pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la moins importante du lundi au jeudi?
6. Indépendamment des horaires de votre succursale préférée, à quel moment aimeriez-vous que la BPO soit ouverte et fermée le vendredi? Pourquoi avez-vous cette préférence?
7. Dans votre document de travail, pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la plus importante le vendredi?
- Un bon horaire pour le vendredi serait le même que pour le reste de la semaine. Il faut tenter l'expérience pendant quelques mois pour voir l'achalandage du vendredi soir et du vendredi matin.
  - La mission de la bibliothèque est d'attirer les gens. Même si on ouvre le vendredi ou le dimanche, on doit attirer les gens, les pousser à venir et démontrer les services offerts.
  - Il faut faire l'essai sur une longue période de temps pour que les gens sachent ce qui se passe. Au moins un an. On peut aussi voir ce qui se passe dans les grandes villes, c'est quoi leurs horaires. Les nouveaux

arrivants n'ont pas de milieu social et la bibliothèque est un service public accessible et gratuit pour eux.

- Les gens pensent encore que la bibliothèque, c'est plate. Beaucoup de choses ont changé depuis 10 ans, mais personne ne le sait.
8. Pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la moins importante le vendredi?
9. Indépendamment des horaires de votre succursale préférée, à quel moment aimeriez-vous que la BPO soit ouverte et fermée le samedi? Pourquoi avez-vous cette préférence?
10. Dans votre document de travail, pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la plus importante le samedi? Pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la moins importante le samedi?
11. Indépendamment des horaires de votre succursale préférée, à quel moment aimeriez-vous que la BPO soit ouverte et fermée le dimanche? Pourquoi avez-vous cette préférence?
12. Dans votre document de travail, pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la plus importante le dimanche? Pourquoi la période [INSÉRER LE CRÉNEAU HORAIRE] est-elle la moins importante le dimanche?
- Samedi : même horaire que maintenant.
13. Comme vous le savez peut-être, la BPO est fermée le dimanche de la première semaine de juin à la semaine suivant la fête du Travail. Aimeriez-vous que la BPO soit ouverte le dimanche de juin à septembre? Pourquoi?
- Dimanche : comme le samedi, minimalement de 10h00 à 17h00.
  - Moins de personnel, mais plus d'heures comme ils le font à l'Université d'Ottawa. Un seul gardien, mais la bibliothèque est ouverte 24h pendant les examens. C'est une idée très intéressante. Elle vaut un essai.
  - Moi, la sécurité m'inquiéterait. En tant que femme, aller à la bibliothèque lorsqu'il n'y a pas de personnel m'inquiète. Peut-être que s'il y avait un système électronique pour contrôler qui entre et sort, ou au moins un employé, je me sentirais plus en sécurité. S'il n'y a personne, je n'irais pas. Aussi, n'importe qui pourrait voler des livres!

**MODULE C: CONSENTEMENT À SE RENDRE À UNE AUTRE SUCCURSALE**

1. Si les heures d'ouverture de votre succursale préférée ne pouvaient pas être ajustées pour mieux répondre à vos besoins, seriez-vous disposé à vous rendre à une autre succursale?
  - Oui. En voiture, 15-20 minutes. En ce moment je vais à d'autres succursales parce qu'ils ont plus de livres.
  - Cela dépend. Je vais chercher le livre que je veux, peu importe la succursale. Les livres en français se trouvent surtout à l'est de la ville.
2. Sinon, pourquoi?
  - Moi non, parce que mes livres seraient en « stand by » à ma succursale.
3. Le cas échéant, combien de temps, en minutes, seriez-vous prêt à consacrer pour vous y rendre?

**MODULE D: CONCLUSION**

Additional comments – Please note here.

- Ne sommes-nous pas censés garder le silence à la bibliothèque ? Les gens dînent à la bibliothèque et c'est le party. Je ne peux pas me concentrer pour lire.
- Les ados viennent manger à la bibliothèque et je ne sais pas s'il y a des règlements pour ça. Ils se servent de la place et non de la bibliothèque. Au moins, ils y viennent et savent qu'elle est là. Quand ils seront parents, ils reviendront. C'est un endroit public et sécuritaire.
- Chaque fois qu'il y aura des focus group en français, les services en français reviendront toujours dans la discussion. Il faut leur accorder plus de temps.
- Que fait la bibliothèque pour promouvoir sa mission? Les gens qui connaissent, connaissent et ceux qui ne connaissent pas, ne connaissent pas, et on les laisse faire. On doit inciter les gens. Les gens me trouvent anormal d'aller passer mon temps à la bibliothèque.
- Est-ce qu'il y a un programme pour les itinérants ? Beaucoup d'itinérants viennent à la bibliothèque parce que c'est un endroit chaud. Qu'est-ce qu'on peut faire avec eux?
- Il y a des préoccupations au sujet de la salubrité des livres pour certains gens. Au sujet des chaises aussi et des puces de lit sur les fauteuils de la bibliothèque.
- Il faudrait un kiosque lors du salon du livre. Je serais prêt à travailler bénévolement à ces kiosques pour parler des services de la bibliothèque. Il faut être présents lors de manifestations et des regroupements publics.



**Stream: Small branch, high intensity**

**Date and time: Saturday May 27<sup>th</sup>, 2017 at 1:30pm**

**Location: Elmvale Acres - 1910 St Laurent Blvd, Ottawa**

**MODULE A: GENERAL IMPRESSIONS OF OPL**

**1. What do you like, if anything, about the Ottawa Public Library?**

- Lots of things. I like the English and French books. I love the librarians; they're awesome, and they always answer my weird questions.
- It's moving ahead with information technology, electronic books, and new technology.
- The electronic catalogues so you can browse online are very useful.
- I like the community based feel; we have to get away from the idea that the library is just for books. It's a cultural centre, a chance for a child to get books, access computers; it has a much wider function that the community needs to recognize.
- I like the variety. There are books, DVDs, CDs, even special events at times.
- The programming is good, especially for children. For example story time, reading clubs, and book clubs.
- Kids come to do homework. Public access to computers is huge.
- I like the community notice boards. You can find out what is going on just by looking at the board and there are great events and activities.

**2. What do you dislike, if anything, about the Ottawa Public Library?**

- They are closed from 5-6pm when everybody drives past it.
- Nice new building at Richmond, but no disability accessibility, community space or area.
- The reduction of material on the shelves. I like to browse and introduce myself to something new.
- In a small branch there is a very limited pool of books. If you want a different book, you have to go to a different branch.
- It takes a lot of time to receive your book when you order it online.
- They need a kind of Canada Post tracking system to see where the book is when you order a book online.
- The waiting list and the holds for a book are very long. It seems like every best seller has one.
- The amount of discussions within the library; people are talking out loud. Some are the librarians, but it's mostly readers.



- In a small library branch the story time for kids is loud, and everybody hears it.
- People eating at the library, especially at the computers, and keyboards get dirty. It is disturbing because of the smell. The library changed the rules, it's now like a Chapters or a Starbucks. They want to become a community space but it's not as calm and silent as before. It's a good free community space for kids. It is not an actual library anymore.

What kind of activity do you do at the library?

- I mostly go there to pick up books.
- I spend some time doing readings.
- Small kids are a turn off; they are too loud. I don't stay here long.

3. What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder?

- Improve the hours.
- More outreach in terms of people who are so used going to Chapters and picking up a book. They are not sure what the value of the library is.
- Librarians are the most important value of a library.
- Museum passes, nobody knows they can get these. All the magazines you can read online. All of these things are available and nobody knows.
- Send out the property tax bills and write what is offered in the library, then people will know.
- You need a huge strategy to take it out to all kinds of people. They've come to understand that their medium is used by educated people, but it has failed for 40 or 50 years. Some things appeal to some people and some don't. That's where the hook is. Some of my friends only use the library because they have kids.
- Blanket communication may not be the right way. I have kids, ok I have bedtime stories. But there are so many services to hook some moment in people's lives.
- It is a question of accessibility. Have libraries in small communities, accessible, and close to them. Have a main branch downtown that is accessible for everyone living and working downtown, even if the new library opens. Don't deprive a large demographic of their library.
- Demographics. A lot of people in this room are part of the Baby Boom. There won't be any libraries in the future if we don't bring in younger users.
- Libraries are very important in low socio-economic areas. At the beginning of the school year we bring the kids to the library. There are lots of visible

minorities or immigrants using the library right now. We need to show kids the value of the library.

- Form partnerships with the schools, have field trips to the library. A small minority of kids have ever been to the library. Make sure a lot of kids get cards too. It's a great resource and few people know about it.
- OPL is introducing some programs for immigrants and refugees to improve their language skills and show them their resources, so something similar should be done for schools too. But some school boards resist this. One school has one book program and the school won't respond or get back to the OPL person because they say they don't have the resources for it. Encourage teachers to take their class to the library. It needs to be a cooperative thing between the schools and the library.
- Summer reading club, kids programming, and do a lot of outreach with schools. It has to be both ways.

4. The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:

a) What should we continue doing?

- The essentials are not provided well enough. There is a huge waiting list on digital rentals.
- How much the library pays to get a free copy of the New York Times for people, but I have to wait six months on a waiting list for a new book.
- I put a priority on books. I want them to spend more money on books.
- The electronic catalogue is filled with long waiting lists. They need more books to rent.
- The purchasing of new books.

b) What should we start doing?

- Prioritizing where the money is spent.
- If the hours increase, then they need more librarians or more bodies. More bodies are cheaper, really just to make sure no one steals.
- More people are ordering books online; the big issue is I can't go pick up my book. They need some system where we can go at any time of the day or night to pick up the book. Restrict hours to more community stuff.
- Add rules like no drinking, eating, talking.

c) What should we stop doing?

- Everything has a cost to it. If we had unlimited funds, then keep everything as it is. But the reality is there are not unlimited funds. Things like free skate passes, free entrance to museums, free Internet. Those things cost money to the library and naturally to the tax payers and they could be paid by the individual.

- I disagree; it is a danger to make the library elitist.
- Before, nothing was free. If people want to open the library from time to time for people with fewer funds, they can. Balance cost with services offered.
- It frustrates me when people say we need community spaces and they live downtown. They have a library every 3kms. Outside of downtown, they are 16 to 20km apart.
- Be responsible with our taxes.

### **MODULE B: IMPRESSIONS OF OPL HOURS**

1. Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied or dissatisfied with the hours of operation of that branch? Why do you have that opinion?
  - Satisfied. (1 person)
  - Dissatisfied because it is frustrating that they [Rockcliffe, Rideau] are closed Friday mornings. I am going away for the weekend and it's not open. It's a shame that with long weekends, the library is closed. For the kids, it's shameful, especially with the weather.
  - They close for the dinner hour, right when people are driving past the library. Dealing with the community, you need to tie the hours with the reality of the community. Five to 6pm is the worst time to close.
  - They are not open on Sundays. As a family, we want to go but it's closed.
  - They need a compromise.
  - Branches in the city have different needs than the ones outside. Outside the center core please respect the needs of the market.
2. Please look at how you ranked the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth. Why did you rank the days in that order?
  - Monday : 2 mentions
  - Tuesday : 1 mention
  - Saturday : 3 mentions
  - Sunday : 2 mentions
  - It is unimportant for me. I order my book online, and when it's ready, I'll pick it up.

3. Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference?
  - Well the weekends, because the kids are at school during the week.
  - I'm a retiree, and I'd sooner go during the week because it's less busy. I often go during the morning or mid-afternoon and it's empty. It's great for me, but I don't feel it's the best way to spend tax payers' money. But when I want to go with my kids, it's full, which is great.
4. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close Monday to Thursday? Why do you have that preference?
  - In the afternoon every day of the week. It should be open for dinner hours.
  - Morning is usually better than mid-afternoon for young kids. Having it publicized so people know when it is open and when it is closed. They don't need consistent hours, but they need to make sure everybody knows about them.
  - Libraries that are close to schools need to be open later than 5 pm.
  - With an inconsistent schedule, we never know when it's open or not. It's confusing. I have the schedule on my fridge but when I'm on the road, I don't know if it's open or closed. It's nonsense, so I go to another one because the hours are more consistent.
5. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Mondays to Thursdays? Why is [INSERT TIME SLOT] the least important time slot for Mondays to Thursdays?
6. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?
  - The same as in the week. Friday morning it needs to be open.
7. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Fridays? Why is [INSERT TIME SLOT] the least important time slot for Fridays?
8. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to and close on Saturdays? Why do you have that preference?
  - The same, I prefer afternoons.

9. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Saturdays? Why is [INSERT TIME SLOT] the least important time slot for Saturdays?
  - Same thing, afternoons.
10. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?
  - Special activities on weekends or holidays, and story time.
11. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Sundays? Why is [INSERT TIME SLOT] the least important time slot for Sundays?
12. As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why?
  - Yes I want it to be open.

### **MODULE C: WILLINGNESS TO TRAVEL TO ANOTHER BRANCH**

1. If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?
  - I already do. When one is not open, I go to the other. (Richmond to Centerpoint)
  - It is a luxury to go to another branch to pick up my book. But you never know if it will take two weeks or six months.
  - To pick up my holds. Everything is there.
  - Just for picking up holds. Put your card in something and get the book. The only purpose of a library without a librarian is to pick up your holds.
  - If I am doing a transaction and I want to use or ask for some services, then I need a librarian.
  - The public library is part of the community center, so if you want to have access to the holds, the staff in the community center might be able to give library users access to their holds.
  - Not if it is a reduction of staff. Only for more hours. If they are expanding access, then it is fine to have less staff. But it is important to have access to librarians.

2. If no, why not?
  - I already drive 30kms to get to one; I'm not going to drive another 20kms.
3. If yes, how far, in minutes, would you be willing to travel?
  - It takes me 30 minutes now.
  - If I'm in that neighborhood, I'll go to that specific branch, but 30 minutes is fine.

#### **MODULE D: WRAP UP**

- A mobile service to enhance card ownership. If you take it to the school, liability issues. Mobile library.
- Mobile library for the ones who can't go to the library.
- Special events, children festivals. Working with schools to have better books.
- Lots more French books for children. There are more and more French immersion kids and the school library runs out of French books. Increase the amount of French books. It does depend on which branch you're going to.
- Librarians are fantastic. They help a lot. Volunteers are also amazing. If you don't want to be #89 on a waiting list for a best seller, if you want your book very quickly, you can buy it. It's a library, not a store. We don't need 20 copies of best sellers but you need more than one to reduce the waiting list.
- The best use to my tax dollars is the library.
- Better promotion of what the library does offer. People don't know. I didn't know about the museum pass and I've been a card holder since I was five years old.
- I have a suggestion on how to promote services: do something with every kid at the beginning of the school year. Whenever you can partner with somebody, with an email list, schools, gyms, community, senior centres, and scouts then do it. Send something along with the tax bills. Put something in the paper. Councillors can promote, promote on Facebook and social media.

**Stream: Mixed branch, mixed intensity**

**Date and time: Wednesday May 31<sup>st</sup>, 2017 at 6:00pm**

**Location: Emerald Plaza - 1547 Merivale Rd, Ottawa**

**MODULE A: GENERAL IMPRESSIONS OF OPL**

1. What do you like, if anything, about the Ottawa Public Library?

- Everything.
- Free access to books.
- Inter-branch borrowing.
- Online resources/resources/borrowings.
- DVDs.
- Large and diverse collection materials, they keep older stuff it's not only new.
- Good communication, quick responses.
- I like the website, I like to see my holds and I can work away at whether I want to pause any. I like that I can read my newspapers and digital materials online. I can use resources, I can join a group. I can register online. I find it very easy to use, not difficult at all.
- I really like the CNC machine (similar to a stencil) and 3D printers they have out in the Nepean branch, I would love to see more outside of the norm materials like that that are difficult to own individually. They aren't very portable, but having them in multiple places would be awesome.
- I love the automated book checkout.
- I like that the automated checkout allows the librarians a chance to deal with the people there.

2. What do you dislike, if anything, about the Ottawa Public Library?

- Horrible search engine, trying to eliminate things from my search is very difficult. I had to ask via email how to eliminate children's books from my searches
- The problem with the catalogue and website and that the catalogue makes you click and click and click again to see anything, you can see like two holds at a time. I should be able to see 25 holds at a time. There are studies that show that the more you make people click the less likely they are to stick around. It should be simple to see. The website itself, there are things that I feel are really difficult to find. Like finding the books that I had suggested they buy it's buried into my profile. Or when I want to find the Ottawa Citizen I have to look it up every time.



- We have a small branch, not allowed to have any programming. No separate room to put it in and we can't have it out in the open.
- One of the things that really disturbs me is that they've cut out shelving and put in chairs. They've put in just a few chairs that are extremely uncomfortable. They're taking out the most valuable resources, their books. There is this idea that they have to create some sort of coffee shop environment, but it's not a coffee shop. There isn't enough space to have a lot of people sitting. This is important for small branch people. When the shelves are gone the resources are disappearing, which leads to the problem with the catalogue. I'm seconding that idea, the catalogue doesn't list things that are actually in the library. You have to search a number of different ways for the same resource, often I can't find something under the author name but instead the title. I don't like that they will eliminate librarians.
- The book check-in is so convoluted that they can't even have volunteers check them in, it needs to be the library that does the check-in. It's like this out in the smaller country branches.
- I don't like the automated checkouts, it's the human interaction and for a lot of people they don't have a lot of that in their day. I find it very cold.
- When they rebuilt our library they gave us more space but no more shelving or resources. We go in to The construction of the new library
- Hours are horrible.

### 3. What do you use at the library?

- I use a lot of the programming.
- I like the social innovation work, you can use the meeting rooms. I used to be able to have meetings at the Sunnyside branch. If there was a blend of the library system with Black Squirrel (café and bookstore) books, they've got a great buzz in there. It's not a library but there is always a lot of people in there.
- I go back to the back corner and take a little piece of the reference material for historical stuff that they won't lend out. I love the local history books, I can sit there for about two hours.
- I would assume everyone here are multi-dimensional users. I go in, I want to browse, I order all my books online, and then I want to see what's new. Again the space was destroyed at Nepean Centerpointe, somebody decided that the shelves were obscuring the vision of something. They took out the shelves where books were being displayed visually. A lot of the books I borrow are on a whim, they used to have the seven day thing and that was a great thing to do.

4. What, if anything, do you think would encourage people to become an Ottawa Public Library cardholder?
- Approaching new Canadians. I think the particular demographic in this room makes sense, have and read email quickly. It skews to a specific age. Everyone here is white. A thing that comes up often is that library users are representative of the people in that community. There are a lot of people for whom they wouldn't be able to understand and know their way around the library.
  - It would be wonderful if the image of the library wasn't so conservative. I think that's still the perception. If you go to a hub, I think the library could have that kind of approach. Get a younger demographic, a better pulse.
  - I don't think a lot of people are aware of the resources that the library has. I had no idea that the library had DVDs. I think maybe some advertising would help. Maybe ¼ page ad in the Citizen and show what the library provides
  - I think one of the problems is you don't get people from the high tech sector etc. and the rooms are so expensive. If there were more places for people to meet then they could come see the space and become engaged. If the library sponsors it it's free, but the groups that I know had to pay and then couldn't get the room back in a while
  - I agree with the advertising. Letting people know that there are CNC machines, DVDs. You said there was a resource section? To me that doesn't mean that, I didn't even know that was available.
  - Are there any kind of programs, like the programs in the school where classes went to the library?
  - Yes, they still come by. My class is still going this year.
  - I think marketing is a decent idea. I think an actual marketing firm would actually be wise. You're trying to service a really large demographic, there are so many people to make happy. For example if you make a really accessible website could create barriers to people who aren't web savvy.
  - I'm thinking there are ways to use the space that hasn't been thought of after hours. Like the Nature Nocturne, but obviously not DJs and drinking, that's not happening.
  - They could attach new buildings to community centers. Like building it next to a basketball court.
5. The Library offers a wealth of services, collections, programs, and spaces. Imagine the Library in five years and tell us:
- a) What should we continue doing?

- All of them. Maybe increase the number of books in other languages.
- b) What should we start doing?
- Hours are challenging in more remote communities.
  - Change the hours.
  - I'm happy with the library, except there's a problem in my library with homeless people. I don't know what they can do about that though. It's the demographics of that neighborhood now.
  - I think supporting a wider range of computer operating systems. The library tends to be so focused on Microsoft, they should have more with Linux and different operating systems. There is that frustration if you can only run things on different operating systems.
  - What do they do for senior citizens? What about in Carp where the hill is so big? It would be nice if they could bring the library to them out in the rural areas. I like that idea with marketing but I think it shouldn't be just in newspapers, it should be on social media or on bus sides.
  - This is a detailed thing. The library, after saying that we need more resources and books, books need to be culled all the time. It seems to me that the library is missing an opportunity, I've been to the used books and they're offloading these books at 50 cents a book. It seems to me, that with permission, I would pay 10\$ for that book. They could direct the marketing of books like this to people who have already borrowed it, like you've got two weeks, first come first served". They'd have to do a cost benefit analysis.
  - That when they buy a book from a series they buy every book in a series, not just 3-7 of them.
  - Another issue with the website is finding that inter-library loan form. Every time you have to click through and find the link again.
- c) What should we stop doing?
- It would be interesting to know if anything was really underutilized. But it would be good to know why it was underutilized.

### **MODULE B: IMPRESSIONS OF OPL HOURS**

1. Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied or dissatisfied with the hours of operation of that branch? Why do you have that opinion?
  - Sat: 2/10
  - Somewhat, I'm busy during the week. I work full time, I want better hours on the weekend.

- It really frustrates me that the Friday hours are so bad. My friend commented that she hated it that the library was closed Friday evenings. You could go right after work.
  - My branch is closed all day Friday, open sat morning, closed all day Sunday.
  - It would just be great to have Sunday open. There's so much there.
  - I go out and do my errands, I do all of these things together. And I often forget that my library doesn't open until 1pm on Fridays, I find it hard that it's not consistent. I get annoyed that every other day it's open at 10am and then Friday not until 1pm?
  - I concur, I think they should be open Friday same as the other days. Sometimes you only have Sunday to get to the branch, even if they were only open 1-5pm or whatever.
2. Please look at how you ranked the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth. Why did you rank the days in that order?
- Tuesday: 3
    - Mondays are finishing up whatever I have on the weekend. Tuesday I usually get my holds in, I can usually go grab my books. Sometimes on the weekends I'm really busy.
    - For me it's a weekday where I'm not so busy, getting to the library in the evening after work.
    - It just fits with everything else I do. I'd love Friday too but my branch isn't open then.
  - Wednesday: 1
  - Thursday: 0
  - Friday: 0
  - Saturday: 1
  - Sunday: 3
    - I work Monday to Friday, Saturday is busy doing errands, and Sunday I can relax and go pick up my books.
    - For me it's my only day, I farm during the week and do the farmers market on Sunday
    - I'd think maybe for high school students in June, to take it away when they have exams seem silly.

3. Regardless of the hours of your primary branch, when would you want to visit the Ottawa Public Library? Why do you have that preference?
4. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close Monday to Thursday? Why do you have that preference?
5. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Mondays to Thursdays? Why is [INSERT TIME SLOT] the least important time slot for Mondays to Thursdays?
  - All of them are important.
  - It's 10-8:30 Mon-Thurs which works great for me.
  - I'd prefer it to go until 9pm; I find I'm rushing after dinner. It used to be nine but stopped from budget cuts.
  - I'm ok with it going to 8:30pm, but hearing from friends with high school age children they would prefer it to be open until 9pm.
  - Especially for rural kids, we don't have high speeds, the teachers always tell the kids to go to the library to download stuff but often it's closed. The more hours it's open the better.
6. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Fridays? Why do you have that preference?
  - 10-9am.
  - Consistency is something else. You forget which day of the week it is.
  - I take books back on Friday morning, I may not always remember that it's closed. I always see people there banging on the door; they think that it's after 10am.
7. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Fridays? Why is [INSERT TIME SLOT] the least important time slot for Fridays?
8. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Saturdays? Why do you have that preference?
  - Six would be nice.
  - We have 10am-2pm.

9. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Saturdays? Why is [INSERT TIME SLOT] the least important time slot for Saturdays?
10. Regardless of the hours of your primary branch, when would you want the Ottawa Public Library to open and close on Sundays? Why do you have that preference?
- 1-5pm.
  - 12-5pm.
  - If they cut out the morning that's ok, the assumption that people are going to church is outdated.
  - I'd rather it open later and be open later.
  - One idea that came up in other groups was longer hours with no/minimal staff.
  - You need at least two staff for safety.
  - Who funds the library? (City, municipal) So all the hours are driven by cost?
  - In my library I think there are at least eight computers, it seems like the library staff are spending a lot of their time with those people. Showing them how to use the system, I don't know how many staff they need for that.
  - I know the computer system is challenging.
  - I wouldn't want to see our branch lose any staff.
  - I don't know if they could get enough volunteers, maybe just have one staff and many volunteers.
  - Could be reduced staff, always at least two though.
11. Looking at your handout, why is [INSERT TIME SLOT] the most important time slot for Sundays? Why is [INSERT TIME SLOT] the least important time slot for Sundays?
12. As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested or not interested in the OPL being open on Sundays between June and September? Why?
- Yes.
  - No, I'm not in town during the summer.
  - People with young families, especially people who are working, where both people are working. Saturday mornings were the days where programs were run for young children but they can't go because they're working. To

have programs on Sunday mornings would be the day they could go, that's the way that you get the next generation in.

- With my children, they have things every night except nothing happens on Friday nights. Friday night and the weekends are the times to go.

### **MODULE C: WILLINGNESS TO TRAVEL TO ANOTHER BRANCH**

1. If the hours of operation at your primary branch could not be adjusted to better meet your needs, would you be willing to visit another branch?

- No.
- No.
- No.
- Yes.
- I go to other branches but not to replace my current branch.
- I order everything online; I just go in and pick it up. I don't use the library for much else.
- A library to me is something that builds community, if you can't get to a community resource that is an issue.

2. If no, why not?

- Often our parking lot is full, if I go to the next branch what if theirs is full too? I think they need to address the parking situation before they suggest we go to different branches. Especially if you have children or any issues with getting there it could be challenging.
- There isn't ever enough parking as you need, the Nepean center sometimes fills up during the day with other programs at the center.
- For us in rural areas, if you're asking us to go to another branch you're asking us to go to another town.
- I find I often just want to magazines and those aren't available online.

3. If yes, how far, in minutes, would you be willing to travel?

- I can get to two branches within 10 minutes.

### **MODULE D: WRAP UP**

- If there were more 3D printers and maker spaces and that could attract more people, then definitely evening hours would be crucial. Going back to what we'd like to see, I'd like to see more of that. Us being more of a sharing as opposed to consumer societies, especially in these community spaces.
- Mainly the Nepean centre, partnered with the US embassy, they've just



reopened it and they're seeing how and when people use them. One of the things that the libraries can do is to be a site for shared resources, for them to look at things that are difficult to own and keep in your house. All things like toys, tools, appliances.

- It would be interesting if the library could act as a hub where people could find these things, like the maker space for tools. I belong to the spinning guild and we have classes and tools and it would be great to have that advertised through the library.
- I'd like to see more passes for the museums and the art galleries. Mine doesn't even take a waitlist, there should be more of those. How do you let them know, those families who can't afford to take their whole families there.
- How can electronic books can possible be out? But if they have six licenses why can't six people read it at the same time? If they have a license to read it say 20 times, then you have to wait until someone else finishes it up.
- We pay royalties for books that are borrowed, so I'd imagine there are royalties for books that are listened to as well. Say if you've got 1000 people who can read it and you've got budgeted for it for 300 and all 1000 read it you.
- Why is the library doing this? Are they looking to reduce it or to increase them? (Purpose is to see what would serve you and your community's best). There are always some trade-offs, what's the trade-off here?
- Don't close branches in order to give other people more hours. I'd keep my hours happily if it means that others stay open.
- It's important for me that my branch is walking distance.
- I don't think it matters that it's small, if you really want to research something then go to the main library. But otherwise we keep the smaller branches, they're plenty
- What is it about the NY library that is so cool?
- You walk in and there's a great focus on books, it's a very visually appealing thing. Once again it's about the collection, they come to see books that they can't see anywhere else. People think you can replace a book with an eBook and you can't.
- I like eBooks but suddenly it stopped working, that total frustration you just don't have to deal with when you're using real books.

- I heard that the Halifax library is one of the nicest.
- When I think back to the Main library before it became what it is today, the best thing was the stacks. When you went back there, so few people knew it was there, I remember going back and it was magnificent. You can't go back there anymore and see any of these fantastic books.
- Out of all the stuff, stacks, and websites. I found the staff at the branches are really phenomenal, they helped me look up stuff they dragged me all over and they were wonderful.