

Report to / Rapport au:

**Ottawa Public Library Board
Conseil d'administration de la bibliothèque publique d'Ottawa**

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**Submitted by / Soumis par:
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File Number: OPLB-2016-0124

SUBJECT: Central Library Development Project: Public Opinion Research

**OBJET: Projet de construction de la Bibliothèque centrale : recherche sur
l'opinion publique**

REPORT RECOMMENDATION

**That the Board receive the Central Library Development Project: Public Opinion
Research report for information.**

RECOMMANDATION DU RAPPORT

**Que le Conseil d'administration prenne connaissance du rapport sur le Projet de
construction de la Bibliothèque centrale : recherche sur l'opinion publique, à titre
d'information.**

BACKGROUND

On June 9, 2015, the Board received Central Library Development Report OPLB-2015-0061 on recommended next steps for Central Library planning. In response, the Board approved Motion No. 20150609/3 which included in part:

“...That an onsite survey be made at the Main Library during several time periods to determine existing users of the Central Library, including how each person reaches the library (e.g. walk from work, in the area for another primary reason, destination using transit or cycling or walking etc.); their purpose (e.g. to obtain materials, to take part in a program, to use the computers etc.) and non-personal information such as their residential area, level of education, comments on location of the library and any other item that would provide useful information on the present clients for the Central Library; and, That a survey also be done to gain some information on future users of the new library as described in this report; and, That staff report back no later than Q1 2016.”

The purpose of this report is to present the Board with the results of this direction.

DISCUSSION

To respond to the Board’s direction, Nanos Research was engaged in August 2015 as a call-up through the City of Ottawa Standing Offer No. 26414-91522-S01/Category 2 – Marketing and Opinion Research. Nanos Research previously completed a similar study, “Public Opinion on the Ottawa Public Library’s Main Branch,” which was presented to the Board in September 2012.

As part of a broad long-term plan, OPL collected the views of current customers of the existing Main Library facility and potential customers of the new Central Library facility. The information gathered will be used to support the emerging needs of Ottawa residents and to inform the next stages of Central Library Development Project planning. The scope of work in 2015 was delivered in four phases:

- Phase 1: Intercept Survey of Visitors to the Main Library (Document 2)
- Phase 2: Focus Group Outreach to Stakeholders (Document 3)
- Phase 3: Survey of Card Holders – Primary Users of the Main Library (Document 4)
- Phase 4: General Population Market Study (Ottawa Residents) (Document 5)

A summary report (Document 1) prepared by Nanos Research summarizes the data collected through all phases. Phases 1, 3, and 4 included some questions asked in 2012, providing longitudinal data.

CONSULTATION

There was no internal or external consultation associated with this report.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts related to this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications related to this report.

BOARD PRIORITIES

Central Library Development is a 2015-2018 approved strategic priority for both the Board and City Council.

SUPPORTING DOCUMENTATION

Document 1 – Summary Report (All phases)

Document 2 – Intercept Survey of Visitors to the Main Library

Document 3 – Focus Group Outreach to Stakeholders

Document 4 – Survey of Card Holders – Primary Users of the Main Library

Document 5 - General Population Market Study (Ottawa Residents)

Accessible versions of Documents 2 – 5 are available.

DISPOSITION

Information gathered will be considered in the development of the staff report on Stage 1 of the Central Library Development Project approved implementation process.