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### Measuring the Impact of the Edmonton Public Library

#### EPL’s Total Economic Impact

Nordicity values EPL’s total economic impact at $187 million dollars annually.

- **Value of using library collections:** $107 million
- **Value of attending programs:** $55.8 million
- **Value of accessing technology:** $6.4 million
- **Value of using the library space:** $8.8 million

**EPL’s Economic Impact = Value of using collections + programs & services + operations impact**

#### Key Performance Indicators

**EPL is the best place to LEARN**

**Classes & Events**

- **Overall Attendance:** 483,329 (-3%)
- **22,637 Classes and Events Offered (+2%)**
- **Outreach Attendance:** 234,129 (-7%)  
  **In-House Attendance:** 246,401 (+2%)

**Digital Literacy**

- **Class Attendance:** 19,377 (+30%)  
  **1,672 Classes and Events Offered (+42%)**
- **28 volunteers contributed 270 hours to Digital Literacy classes**
- **eLearning Sessions:** 758,415 (+4%)  

**Early Literacy**

- **Class Attendance:** 158,585 (+0.5%)  
  **6,735 Classes and Events Offered (+0.3%)**
- **Welcome Baby Bag Deliveries:** 9,280 (+3%)  
  **338 volunteers contributed 2,426 hours to Early Literacy classes**
- **44 volunteers contributed 271 hours to kit preparation delivery**
- **Children’s Material Borrowing:** 2,433,400 (-2%)  
  *Print materials only*
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### Key Performance Indicators

#### Memberships
- **New Memberships**: +6%  
  - **60,100**
- **Active Memberships**: +6%  
  - **292,528**  
  
  *Active in the last 12 months*

#### Visits
- **Total Visits**: +4%  
  - **14,234,991**
- **In Person Visits**: +5%  
  - **5,788,099**
  
  **15,858 Average Daily Visits** (+5%)

#### Digital
- **Computer Hours Used**: +1%  
  - **839,593**
- **Website Visits**: +3%  
  - **8,446,892**
- **App Sessions**: +16%  
  - **2,151,239**
  
  **203.8 Terrabytes of Data Used** ( +30%)
  
  *Equivalent to streaming about 34,000 HD movies on Netflix.*

#### Settlement Services
- **Clients**: -15%  
  - **1,926**
  
  Top 5 Countries of Origin: Eritrea, India, China, Nigeria and Ethiopia

#### Outreach Services
- **Interactions**: +5%  
  - **2,301**

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**EPL's Total Economic Impact**

Nordicity values EPL's total economic impact at $187 million dollars annually.

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations Impact</td>
<td>$107 million</td>
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<tr>
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</tr>
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11Operations impact = direct impact + indirect & induced impact.  Direct impact: the impact generated in the economy as a result of the library's direct spending related to its activities. Indirect impact: the impact generated in the economy as a result of the increase in economic activity that occurs at businesses that supply goods and services to EPL. Induced impact: impact generated as a result of the re-spending of labour income earned by Edmonton households from both direct and indirect employment generated by the library and supplier industries. As the library is publicly funded, operational impact is a value that would be transferred to any other publicly funded organizations, if funding were to be shifted to them from the library.
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**EPL'S ECONOMIC IMPACT**

- **Value of using library collections**: $107 million
- **Value of attending programs**: $55.8 million
- **Value of accessing technology**: $6.4 million
- **Value of using the library space**: $8.8 million
- **EPL'S TOTAL ECONOMIC IMPACT**: $187 million

**Operations Impact**

- **Direct + Indirect + Induced Impact**: $8.6 million

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**KEY PERFORMANCE INDICATORS**

**JANUARY TO DECEMBER 2019 vs 2018**

- **EPL is the best place to WORK**
  - Staff Course Attendance: -26%
  - 1,860

- **EPL is the best place to CREATE**
  - Makerspace Classes and Events Attendance: -1%
  - 2,048
  - 178 Classes and Events Offered (-11%)
  - 3D Printed Objects: +63%
  - 4,655
  - Sound Booth Sessions: +4%
  - 5,836

- **FOUNDATIONAL**
  - **Borrowing**
    - Total Borrowing: +2%
    - 11,493,592
    - Physical Borrowing: -4%
    - 7,434,746
    - eResource Usage: +16%
    - 4,058,846
  - **epl2go Literacy Vans**
    - Classes & Events Attendance: -12%
    - 21,813
    - 1,251 Classes and Events Offered (-8%)

- **Fundraising**
  - Total Received and Committed: $10,516,113
  - Net Goal: $10,000,000
  - Cash Received: $9,385,955
  - 315 volunteers contributed 3,589 hours to raising $155,164 in donations.

*Does not include contributions from EPL reserves or government funding.
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**EPL’S ECONOMIC IMPACT**

\[
\text{EPL’S ECONOMIC IMPACT} = \text{VALUE OF USING COLLECTIONS} + \text{PROGRAMS \& SERVICES} + \text{OPERATIONS IMPACT*}
\]

- **$187 MILLION**
- **$107 MILLION**
- **$55.8 MILLION**
- **$6.4 MILLION**
- **$8.8 MILLION**
- **$8.6 MILLION**

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**KEY PERFORMANCE INDICATORS JANUARY TO DECEMBER 2019 vs 2018**

**FOUNDATIONAL**

**IT Services**

- **Unplanned Service Outages** -13% 
  - **102**

**Community Led-Services**

- **Organization Interactions** +35% 
  - **1,184**

**Volunteer Services**

- **Service Hours** +2% 
  - **7,603**

- **Number of Volunteers** -2% 
  - **842**