Get to know your neighbours:
Create a dynamic branch profile to help inform design and delivery of library services and programs

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Brampton Library: Inspiring Connections

- a strong community presence
- a neighbourhood champion
- a place for belonging

- a respected leader
- a great service experience
What is a Neighbourhood Profile?

A concise, dynamic document designed to provide a detailed understanding of the branch’s catchment area and the groups living there.
Why a Neighbourhood Profile?

- Inform the design and delivery of services, programs and events
- Commonalities/differences among neighbourhoods
- Underpin planning
- Identify neighbourhood strengths, capacities and resources
- Onboarding tool
- Advocacy
Assembling the Team and Creating a Plan
Project Timeline

1

2 3 4 5 6 7 8 9 10 11

Project is underway!
The Anatomy of a Profile

Where is the neighbourhood?

Who lives there?

What is in the area?

What do we (and could we) provide?
Neighbourhood Location

Where is the branch and the Neighbourhood?

Interactive maps were made with Google’s My Maps feature.
Neighbourhood Demographics

Who lives here?

- Median Age
- Household Income
- Immigration
- Language
- Employment
- Education Levels
Living in [INSERT YOUR BRANCH HERE]

What else is in the neighbourhood?

- Housing
- Shopping and Commercial
- Transportation services
- Schools
- Faith Communities
PITFALL AHEAD!
Set your Threshold for Inclusion

Everything about the area

Unique or relevant to library service
Avoid Research Rabbit Holes!
Branch Performance Indicators

What do we provide?

- Gate Count
- Program Attendance
- Circulation Stats
- New memberships
Inspiring Connections
Exploring actual and potential partnerships
Data Selection

Before you get started:

What questions do you want to ask?

What data do you want to include?

- Census Data
- Key Performance Indicators
- Neighbourhood data

What boundaries do you want to use for your catchment areas?

What do you need at the end of the process? (Visuals? Changes over time?)

Getting Your Data

Where can you get all your data?

- City/municipality
- Open data site
- Statscan
- Community Data Program
Getting Your Data

Search on city or individual census tract or census subdivision as appropriate

Download your data in a spreadsheet

Check out the map to make sure you’ve got the right area

Census Profile, 2016 Census

5350572.01 [Census tract], Ontario and Toronto [Census metropolitan area], Ontario

<table>
<thead>
<tr>
<th>Topic: All data</th>
<th>Download your data in a spreadsheet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Check out the map to make sure you’ve got the right area</td>
</tr>
</tbody>
</table>

Source: [https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CT&Code1=5350572.01&Geo2=CMACA&Code2=535&SearchText=5350572.01&SearchType=Begins&SearchPR=01&B1=All&TABID=3&type=0](https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CT&Code1=5350572.01&Geo2=CMACA&Code2=535&SearchText=5350572.01&SearchType=Begins&SearchPR=01&B1=All&TABID=3&type=0)
Working with your data - Map

My Maps - Google
Import “layer”
- CVS
- XLS
- Google sheets
- **KML** (geographic shape file)

KML file of Census Tracts
Working with your data - Map

You can also give census tracts your own description, add other pieces of relevant information, and you can pull all of the data out in a KML file if you want to save it & recreate the map again elsewhere.
What does it all mean?
- Population Size
  - Increasing or decreasing?
- Demographics
  - Age of population
  - Families/seniors
- Household size
- Economics
  - Low income population
- Languages spoken

The new SouthWest branch has the second youngest demographic
Working with your data - Visualize

- What kinds of information will your profile display?
- How is that information best displayed?
- If you have more than one profile will all show the same visuals?
- Who else might be seeing this profile?

47% of the Springdale area population 15 and over has some kind of post secondary education
Key Performance Indicators

What you might want to include:
- Circulation
- In Person Visits
- Programs (# and Total Attendance)
- Top Programs
- New Customer Registrations
- Anything that tells the story of your branch

Top Three Programs in 2019:
1. Family Storytime
2. Movers & Shakers
3. Baby Storytime

Mount Pleasant Village Library supports many families with young children.

Mount Pleasant Village Library Program attendance has risen for the last three years in a row

<table>
<thead>
<tr>
<th>Year</th>
<th># of People Attending Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>11110</td>
</tr>
<tr>
<td>2017</td>
<td>13994</td>
</tr>
<tr>
<td>2018</td>
<td>16392</td>
</tr>
</tbody>
</table>
Project Timeline

Prototype complete

Project is underway
Project Timeline

1. Project is underway
2. Prototype complete
3. Rollout to branches
PITFALL AHEAD!
Resource Guide

- Context
- *My Maps* tutorial
- Resource List
Getting ALL the Profiles Written

- Host (another) Kickoff meeting with all the new contributors
- Introduce the project, the deliverables, important dates, and share relevant documents
- Allow space for conversation!
Project Timeline

1. Project is underway
2. Prototype complete
3. Rollout to branches
4. Profiles collected, editing begins
5. Profiles collected, editing begins
Editing Process

- Different writing styles
- Documents all **looked** the same, but didn’t **sound** the same.
Project Timeline

1. Project is underway
2. Prototype complete
3. Rollout to branches
4. Profiles collected, editing begins
5. Editing finished, all profiles complete!
How have we used our Neighbourhood Profiles

- Onboarding new staff
- Making informed decisions about programs and services at our branches
- New board member orientation
- An advocacy tool with new city councilors
Next Steps

- Continue to update and use as a tool for planning, onboarding staff and advocacy
- Build Brampton Library’s online presence
Neighbourhood Profile

Link to shared drive
Questions?

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