

## Spruce Grove Public Library - Social Return on Investment 2018

SROI Indicator Template	Economic benefit of individual indicators	Total of all indicators																																				
<p><i><u>Note</u> : An Indicator is a quantifiable measure used to monitor progress or impact in a given area or sector.</i></p> <p><i><u>Data</u>: The most recently completed Annual Report, Annual Survey, Audited Financial Statements, and Needs Assessment have been used in the calculations. Actual counts are pulled directly from the ILS and gate counter etc. SGPL used the 2018 Annual Report, Survey, circulation count and Financial statements as well as the 2017 Needs Assessment.</i></p> <p><i><u>Circulation</u> : For indicators requesting circulation, the annual circulation numbers and circulation statistics have been used. Circulation statistics are not double counted, when there is circulation totals in a specific area, they are removed from other areas.</i></p> <p><i><u>Costing</u>: Thorough research has been done to calculate cost comparisons on other similar programs/materials in the region. In most cases library programs are devalued based on the perceived lower value for borrowing vs. ownership and expertise in instruction for example.</i></p>																																						
<h3>1. Cultural Integrity and Regional Identity</h3>																																						
<h4>1 A. Economic benefit of special collections and other materials related to the culture and the history of the area (e.g., Indigenous, French, immigrant languages, snowshoes, fishing rods, GPS, etc.)</h4>																																						
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<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Item</th> <th style="width: 15%;">Cost of item</th> <th style="width: 15%;">No. of items</th> <th style="width: 50%;">Economic Benefit</th> </tr> </thead> <tbody> <tr> <td>Board games, puzzles</td> <td style="text-align: right;">\$10.00</td> <td style="text-align: center;">180</td> <td style="text-align: right;">\$1,800.00</td> </tr> <tr> <td>Material in other languages</td> <td style="text-align: right;">\$6.85</td> <td style="text-align: center;">972</td> <td style="text-align: right;">\$6,658.20</td> </tr> <tr> <td>Indigenous resources</td> <td style="text-align: right;">\$26.84</td> <td style="text-align: center;">725</td> <td style="text-align: right;">\$19,459.00</td> </tr> <tr> <td>Local History Collection</td> <td style="text-align: right;">\$20.12</td> <td style="text-align: center;">201</td> <td style="text-align: right;">\$4,044.12</td> </tr> <tr> <td>Canadian Heritage Doll Kits</td> <td style="text-align: right;">\$368.88</td> <td style="text-align: center;">8</td> <td style="text-align: right;">\$2,951.04</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: right;">\$0.00</td> </tr> <tr> <td>Databases: YRL provides Databases so are not included.</td> <td style="text-align: center;">Annual subscription cost</td> <td style="text-align: center;">N/A</td> <td style="text-align: center;">Economic Benefit</td> </tr> <tr> <td colspan="3" style="background-color: #ffff00;"><b>Subtotal</b></td> <td style="text-align: right; background-color: #ffff00;"><b>\$34,912.36</b></td> </tr> </tbody> </table>	Item	Cost of item	No. of items	Economic Benefit	Board games, puzzles	\$10.00	180	\$1,800.00	Material in other languages	\$6.85	972	\$6,658.20	Indigenous resources	\$26.84	725	\$19,459.00	Local History Collection	\$20.12	201	\$4,044.12	Canadian Heritage Doll Kits	\$368.88	8	\$2,951.04				\$0.00	Databases: YRL provides Databases so are not included.	Annual subscription cost	N/A	Economic Benefit	<b>Subtotal</b>			<b>\$34,912.36</b>		
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## Spruce Grove Public Library - Social Return on Investment 2018

### 1 B. Economic benefit of the promotion of local cultural and historical events, programs, advertising space and information services about local area

Formula: [Average cost of a 2-week radio campaign/newspaper/leisure guide promotion] x [2 events or the actual number of cultural events] = Economic Benefit

Average cost for a non-profit to run a 2-week newspaper/radio campaign in Spruce Grove is \$277

Event	Cost of Service	No. of Events	Economic Benefit	
<b>Subtotal</b>	\$277.06	2	\$554.12	<b>\$554.12</b>

### 1 C. Economic benefit of cultural events

Formula: [Total attendance] x [Cost of program] = Economic Benefit

Average cost of a cultural program in Spruce Grove is \$18.00

Event	Total Attendance	Cost of Program	Economic Benefit	
Art exhibitions - TREX	3,530	\$18.00	\$63,540.00	
Culture Days - 3 days	1,867	\$18.00	\$33,606.00	
Writing programs	1,042	\$18.00	\$18,756.00	
First Nations programs	2,696	\$18.00	\$48,528.00	
Listening Circle	23	\$18.00	\$414.00	
Culture Storytimes	185	\$18.00	\$3,330.00	
Ukranian Easter Eggs	80	\$18.00	\$1,440.00	
<b>Subtotal</b>			<b>\$169,614.00</b>	<b>\$169,614.00</b>

**Total of economic benefit of Cultural Integrity & Regional Identity indicators**

**\$205,080.48**

## 2. Social Inclusion

### 2 A. Economic benefit of accessible collections (i.e., Braille, large print books, Talking Books on CD, etc.)

Formula: [Cost of item] x [No. of items] = Economic Benefit

Item	Cost of item	No. of items	Economic Benefit	
Braille	\$9.00	37	\$333.00	
Daisy CDs, CELA/NNELS requests	\$10.00	6	\$60.00	
Daisy Readers	\$400.00	3	\$1,200.00	
Large print books	\$20.20	774	\$15,634.80	
Sensory Backpacks	\$152.63	11	\$1,678.93	
<b>Subtotal</b>			<b>\$18,906.73</b>	<b>\$18,906.73</b>

## Spruce Grove Public Library - Social Return on Investment 2018

### 2 B. Economic benefit of inter-library loans

Formula [Cost of service + \*Average shipping cost] x [No. of items borrowed] = Economic Benefit

Cost of service = [Staff hourly rate of pay] x [1.14 for benefits] / [60 minutes] x [27 minutes, which is the average length of time spent on task]

\*Shipping costs are zero because YRL and the province incur these costs

Staff Hourly Rate	Cost of Service	Average Shipping cost/item	No. of Items Borrowed	Economic Benefit	
\$20.11	\$10.32	\$0.00	63,544	\$655,547.23	
<b>Subtotal</b>				<b>\$655,547.23</b>	<b>\$655,547.23</b>

### 2 C. Economic benefit of internet access

Formula: [No. of users] x [Cost of service] = Economic Benefit

Cost of internet access is \$5

Type of service	No. of users	Cost of service	Economic Benefit	
Number of people using workstations	25,302	\$5.00	\$126,510.00	
Number of people using wireless connection	17,665	\$5.00	\$88,325.00	
<b>Subtotal</b>			<b>\$214,835.00</b>	<b>\$214,835.00</b>

*Total economic benefit of Social Inclusion indicators*

**\$889,288.96**

## 3. Cognitive & Literacy Development

3 A. Economic benefit of Children and Youth circulation (incl. books, audio books, DVDs, databases and other materials directed at this age, E-Books are all captured in Adult)

Formula: [Collection value] x [Annual circulation] + [Total circulation value] = Economic Benefit

Item	Collection value (average cost/item)	Annual Circulation	Total circulation value	18% in-library use	Economic Benefit	
Audio Books	\$14.16	1,894	\$26,819.04	N/A	\$26,819.04	
DVDs	\$12.94	22,511	\$291,292.34	N/A	\$291,292.34	
Music CDs	\$10.00	1,321	\$13,210.00	N/A	\$13,210.00	
Fiction/non-fiction	\$8.37	54,862	\$459,194.94	N/A	\$459,194.94	
Graphic novels	\$9.23	9,565	\$88,284.95	N/A	\$88,284.95	
			\$0.00	N/A	\$0.00	
Databases - YRL provides Databases so are not included.	Annual subscription cost	N/A	N/A	N/A	Economic Benefit	
<b>Subtotal</b>					<b>\$878,801.27</b>	<b>\$878,801.27</b>

## Spruce Grove Public Library - Social Return on Investment 2018

### 3 B. Economic benefit of Children and Youth Programing (excludes Culture programs and includes half of all ages programming)

Formula: [Total attendance] x [Cost of program] = Economic Benefit

Cost of service is \$13.65

Type	Total attendance	Cost of program	Economic Benefit	
Early literacy & Early Learning	7,812	\$13.65	\$106,633.80	
Teen/Juvenile programming	6,857	\$13.65	\$93,598.05	
		\$13.65	\$0.00	
<b>Subtotal</b>			<b>\$200,231.85</b>	<b>\$200,231.85</b>

### 3. C. Economic benefit of class instruction at a library or a school - SGPL School visits & tours are calculated with programs

Formula: [Total attendance] x [Cost of program] = Economic Benefit

Cost of service based on an honorarium for professional services

Description of program	Total attendance	Cost of program	Economic Benefit	
School Visits & Tours are covered under programs		\$0.00	\$0.00	
		\$0.00	\$0.00	
<b>Subtotal</b>			<b>\$0.00</b>	<b>\$0.00</b>

### *Total economic benefit of Cognitive and Literacy Development indicators*

**\$1,079,033.12**

## 4. Health and Wellness

### 4 A. Economic benefit of health-related programming delivered at the library

Formula: [Total attendance] x [Cost of program] = Economic Benefit

Cost of program is \$13.65

Program type	Total Attendance	Cost of program	Economic Benefit	
Alberta Health Information Sessions	59	\$13.65	\$805.35	
MADD/FASD awareness program	60	\$13.65	\$819.00	
Domestic Violence awareness program	20	\$13.65	\$273.00	
		\$13.65	\$0.00	
<b>Subtotal</b>			<b>\$1,897.35</b>	<b>\$1,897.35</b>

## Spruce Grove Public Library - Social Return on Investment 2018

### 4 B. Economic benefit of Health and Wellness related collections outside of regular materials such as books, E-books, DVD's

Formula: [Collection value] x [No. of items] = Economic Benefit

Average cost of specialized wellness/health kits is \$28.

Item	Collection value (average cost per item)	No. of items	Economic Benefit		
Bibliotherapy Kits	\$230.37	24	\$5,528.88		
			\$0.00		
Databases: YRL provides databases so are not included.	Annual subscription cost	N/A	Economic Benefit		
<b>Subtotal</b>			<b>\$5,528.88</b>		<b>\$5,528.88</b>

### 4 C. Economic benefit of in-library information requests

Formula: [No. of requests] x [Cost of service] = Economic Benefit Cost of Service is the average wage of professional library staff (MLIS/Technician) who provide this advanced reference service.

Cost of Service is the average wage of professional library staff (MLIS/Technician) plus 14% Mandatory Benefit costs. \$32.07

Service	No. of Requests	Cost of Service	Economic Benefit		
Reader's Advisory	1,600	\$32.07	\$51,309.12		
Reference: Electronic and Standard	250	\$32.07	\$8,017.05		
Information Communication Technology, software and social media support requests	150	\$32.07	\$4,810.23		
<b>Subtotal</b>			<b>\$64,136.40</b>		<b>\$64,136.40</b>

**Total economic benefit of Health and Wellness indicators** **\$71,562.63**

## Spruce Grove Public Library - Social Return on Investment 2018

### 5. Engaged Citizens and Safer Communities

#### 5 A. Economic benefit of a library membership

Formula: [No. of library members] x [Average cost of an annual recreation membership] = Economic Benefit

Average cost of an annual recreation membership at the TLC in Spruce Grove is \$339

	No. of library members	Average cost of rec membership	Economic Benefit	
	6,109	\$339.00	\$2,070,951.00	
<b>Subtotal</b>			<b>\$2,070,951.00</b>	<b>\$2,070,951.00</b>

#### 5 B. Economic benefit of volunteer hours (incl. adults, board members, community hours and student coops)

Formula: [Total No. of volunteer hours] x [Minimum wage + benefits] = Economic Benefit

Minimum hourly wage is \$15.00 plus 14% mandatory benefits \$17.10

Item	Total number of volunteer hours	Minimum wage + benefits	Economic Benefit	
Operational Volunteers	915	\$17.10	\$15,646.50	
Board members	1,984	\$17.10	\$33,926.40	
Friends of the Library	713	\$17.10	\$12,192.30	
<b>Subtotal</b>			<b>\$61,765.20</b>	<b>\$61,765.20</b>

#### 5 C. Economic benefit of community development workshops

Formula: [Total attendance] x [Cost of program or service] = Economic Benefit

Cost of program or service is \$21.07

Type	Total attendance	Cost of program or service	Economic Benefit	
Technology, social media and computer literacy workshops; Maker space, Digital media lab, Self-publishing	56,380	\$21.07	\$1,187,926.60	
<b>Subtotal</b>			<b>\$1,187,926.60</b>	<b>\$1,187,926.60</b>

**Total economic benefit of Engaged Citizens and Safer Communities indicators**

**\$3,320,642.80**

## Spruce Grove Public Library - Social Return on Investment 2018

### 6. Entertainment and Enjoyment

#### 6 A. Economic benefit of Adult Circulation (ALL materials)

Formula: [Collection value] x [Annual circulation] = Economic Benefit

Item	Collection value (average cost per item)	Annual circulation	Total circulation value	in-library use is tracked in circulation stats	Economic Benefit
Audio books	\$16.68	6,085	\$101,497.80	N/A	\$101,497.80
E-Books	\$19.80	19,002	\$376,239.60	N/A	\$376,239.60
Graphic novels	\$15.49	1,766	\$27,355.34	N/A	\$27,355.34
DVDs	\$10.95	51,265	\$561,351.75	N/A	\$561,351.75
Equipment: Projector	\$297.00	10	\$2,970.00	N/A	\$2,970.00
Playaway	\$14.00	296	\$4,144.00	N/A	\$4,144.00
Fiction/Non-fiction	\$19.36	62,683	\$1,213,542.88	N/A	\$1,213,542.88
Paperbacks	\$6.35	8,732	\$55,448.20	N/A	\$55,448.20
Periodicals (all titles)	\$2.69	4,347	\$11,693.43	N/A	\$11,693.43
			\$0.00	N/A	\$0.00
<b>Databases: All Databases are provided by YRL. However, we contribute \$ to econtent which is reflected below</b>	<b>Annual subscription cost</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>Economic Benefit</b>
OverDrive	\$17,000.00	N/A	N/A	N/A	\$17,000.00
<b>Subtotal</b>					<b>\$2,371,243.00</b>

#### 6 B. Economic benefit of Adult programming and services (Excludes culture, writing, etc. & includes half of all ages programming)

Formula: [Total attendance] x [Cost of program or service] = Economic Benefit

Cost of program is \$13.65

Type	Total attendance	Cost of program or service	Economic Benefit
Adult Programming	17,850	\$13.65	\$243,652.50
		\$13.65	\$0.00
<b>Subtotal</b>			<b>\$243,652.50</b>

## Spruce Grove Public Library - Social Return on Investment 2018

### 6 C. Economic benefit of library visits

Formula: [Total No. of visits to the library in person] x [Cost of service] = Economic Benefit

Cost of service is \$5

SGPL is a space for things other than materials or information, it is also for using the space itself for tutoring, studying, operating a business, connecting with community, seeking refuge, etc.

No. of Visitors	Cost of service	Economic Benefit
218,396	\$5.00	\$1,091,980.00

<b>Subtotal</b>	<b>\$1,091,980.00</b>
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### Total economic benefit of Enjoyment and Entertainment indicators

**\$3,706,875.50**

### 7. Economic Development

#### 7 A. Economic benefit of funds leveraged from outside the community (incl. library-specific funding e.g. capacity building, pay equity, provincial grants)

Formula: [Total funds] = Economic Benefit

Source	Total Funds	Economic Benefit
First Nation Supplement Grant - Province of Alberta via YRL	\$7,560.00	\$7,560.00
Ministry project grants (e.g., culture, etc.)	\$5,204.00	\$5,204.00
Alberta Parenting for the Future Grant	\$4,750.00	\$4,750.00
<b>Subtotal</b>	<b>\$17,514.00</b>	<b>\$17,514.00</b>

#### 7 B. Economic benefit of self-generated revenue (incl. contracts, donations, employment funding, fees, grants, room rental). Project funding available only through application.

Formula: [Total self-generated funds] = Economic Benefit

Source	Self-Generated Funds	Economic Benefit
Donations (Friends revenue, community foundations, private donations)	\$34,860.00	\$34,860.00
Employment grants (YI, Provincial student employment, Young Canada Works, etc.)	\$22,550.00	\$22,550.00
Self-generated revenue (fees, fines, room rental, etc.)	\$73,470.00	\$73,470.00
<b>Subtotal</b>	<b>\$130,880.00</b>	<b>\$130,880.00</b>

## Spruce Grove Public Library - Social Return on Investment 2018

### 7 C. Economic benefit of Employment, Training and Development

Formula: [Total salaries + benefits] + [Training + development costs] = Economic Benefit (Multiplier effect not used at SGPL)

Item	Total salaries + benefits	Multiplier Effect	Economic Benefit	
Salaries + benefits	\$101,349.00	N/A	\$101,349.00	
Training + development costs	\$15,891.00	N/A	\$15,891.00	
<b>Subtotal</b>			<b>\$117,240.00</b>	<b>\$117,240.00</b>
<i>Total Economic Benefit of Economic Development indicators</i>				<b>\$265,634.00</b>
<b>Total Economic Benefit of the 7 Indicator Areas</b>				<b>\$9,538,117.49</b>

### Totaling Indicators

Indicators	Economic Benefit
1. Cultural Integrity & Regional Identity	\$205,080.48
2. Social Inclusion	\$889,288.96
3. Cognitive Literacy	\$1,079,033.12
4. Health & Wellness	\$71,562.63
5. Engaged Citizens & Safer Communities	\$3,320,642.80
6. Entertainment & Enjoyment	\$3,706,875.50
7. Economic Development	\$265,634.00
<b>Subtotal</b>	<b>\$9,538,117.49</b>
<b>Total Economic Benefit of the 7 indicator areas</b>	<b>\$9,538,117.49</b>

## Spruce Grove Public Library - Social Return on Investment 2018

<b>Residents in catchment area</b> (Use 2018 census data). <b>As per the 2017 Needs Assessment, 20% is added to Spruce Grove population for catchment calculation.</b>	42,919
<b>Households in catchment area</b> (Use 2018 census data). <b>As per the 2017 Needs Assessment, 20% is added to Spruce Grove households for catchment calculation.</b>	16,352
<b>Impact of an Open hour</b> (This calculation only includes benefits that require an open library)	
Economic benefit of the circulation of all physical materials for all ages, excludes eresources (Indicators 3A & 6A)	\$2,839,804.67
Economic benefit of all programs & services (Indicators 1C, 2B, 3B, 3C, 4A, 4C, 5C, 6B, 6C)	\$3,614,985.93
Economic benefit of internet access (Indicator 2C)	\$214,835.00
<b>Total</b>	<b>\$6,669,625.60</b>
Number of hours the library is open, less statutory holidays	3,150
<b>Impact of an Open Hour</b>	<b>\$2,117.34</b>
<b>Municipal/Provincial Contributions</b> (Audited Financial Statements: City of Spruce Grove, Parkland County, Province of Alberta funding).	\$ 1,199,003.00

<b>Social Return on Investment Calculations</b>		<b>Economic Benefit</b>
Total Economic Benefit	Economic Benefit of the 7 indicator areas	\$9,538,117.49
Benefit per Resident	Total Economic Benefit divided by number of residents in catchment area	\$222.23
Benefit per household	Total Economic Benefit divided by the number of households in catchment area	\$583.29
Impact of one Open Hour	Economic Benefit of the circulation of all materials for all ages, plus the total economic benefit of all programs and services, plus the economic benefit of internet access, divided by the total number of open library hours, not including the statutory holidays. (See Impact of an open hour above)	\$2,117.34
Total Social Return on Investment	Total Economic Benefit divided by the Municipal and Provincial government operating grants	\$7.96
Total Social Return on Investment as Percentage	Total Social Return on Investment expressed as a percentage (Total SROI x 100)	796%