

Sweeney, Lola

From: Brooks Avni, Lynn
Sent: Tuesday, April 20, 2021 7:24 AM
To: Rachel Lampen
Cc: Sweeney, Lola
Subject: FW: NEW New Canaan Library and Town Green
Attachments: New Canaan Library Economic Contributions Study Final.pdf; IMG_1759.JPG

Importance: High

Rachel,

Thank you for your correspondence. We will circulate your comments and attachments to the Commission, post on the website and put a copy in the record file.

Lynn

Lynn Brooks Avni, AICP | Town Planner/Sr. Enforcement Officer | Co-Director of Land Use | Planning & Zor
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From: Rachel Lampen [mailto:rachel@lampen.co.uk]

Sent: Monday, April 19, 2021 7:27 PM

To: Brooks Avni, Lynn <lynn.brooksavni@newcanaanct.gov>; Moynihan, Kevin <kevin.moynihan@newcanaanct.gov>; Corbet, Kathleen <kathleen.corbet@newcanaanct.gov>; Williams, Nick <Nick.Williams@newcanaanct.gov>; Board of Finance <BoFDistribution@newcanaanct.gov>; TCDistribution <tcdistribution@newcanaanct.gov>; Audit Committee <Audit.Committee@newcanaanct.gov>

Subject: NEW New Canaan Library and Town Green

Importance: High

CAUTION: EXTERNAL EMAIL: This email originated from outside of the organization. DO NOT Click Links or Open Attachments unless you recognize the sender and know the content is safe.

Dear All,

I am writing in support of the 'NEW' New Canaan Library, as designed, including the Town Green outside space. Please approve and fund without conditions regarding the original structure. The 1913 building is not historically significant, full of asbestos and will cost far too much to preserve. The proposed Town Green will be of far more benefit to all in our community. The attached 2020 Economic Impact Report states that the new library and green will drive \$6mm new dollars into downtown.

Those who want to save the 1913 are nostalgic and many of the letters I have seen sent to you are from people who are NO LONGER New Canaan residents. One lady wrote to you from Peru? I sincerely trust that those will be discredited, as they are not New Canaan taxpayers.

It is clear from the kids, businesses, and individuals, who have taken the time to sign the 'New' New Canaan Library it is transparently weighted in favor of passing the plans for the new library in their entirety, without compromise.

I will finish by sharing this picture with you as it speaks volumes. The supporters of the 1913 building have zero vision for our future and clearly won't compromise when it was suggested the building be moved elsewhere. This poster is sitting in a window of a property that has sat empty for years – just as the 1913 building will if it is not removed.

Kind regards,

Rachel Lampen
6, Kimberly Place, New Canaan

Library Contributions to the Local Economy

Prepared for New Canaan Library

Prepared by Connecticut Economic Resource Center, Inc.

January 2020



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Economic
Resource Center



Collaboration at work

Call 1-800-392-2122

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The Connecticut Economic Resource Center, Inc. (CERC) is a nonprofit corporation and public-private partnership that drives economic development in Connecticut by providing research-based data, planning and implementation strategies to foster business formation, recruitment and growth. CERC has proven and relevant expertise providing clients with the knowledge and insight they need to gain a competitive advantage. CERC is a pioneer in the development of programs, technologies and capabilities to support effective economic development and offers a complete range of services from economic impact analysis, strategic planning, data gathering and communications, to outreach, site selection and business assistance. CERC has earned a reputation for excellence in Connecticut's economic development community through our accomplished, professional staff, commitment to customer service, and connection to a network of strategic partners.

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EXECUTIVE SUMMARY

Today's public libraries are important economic development anchors and have the potential to provide significant economic benefits to a community. These institutions provide learning programs such as literacy, workforce training, small and local business support, and technology training, and contribute to vibrant placemaking through supporting local arts, music and culture and serving as an important community gathering place. Visitors to the Library also typically support other local establishments while on these visits.

The New Canaan Library is an illustrative example of a modern public library. It currently attracts 800 to 1,000 visitors daily, providing both materials borrowing and a wide array of cultural and educational programs. The Library employs almost 50 people, with more than half having professional level qualifications. The Library also spends a portion of its \$3 million annual budget locally and does business with an average of 56 New Canaan-based vendors each year.

The planned library (New Library) enhancements are expected to contribute significantly to New Canaan's placemaking initiatives, providing an important public amenity and urban gathering space. Additional programming, a café and a planned Town Green should notably increase foot traffic and enhance local economic activity.

Surveys conducted by the project team indicated that 88% of Library members combine their trips to the library with other errands or activities at least some of the time. Members and visitors who patronized local businesses during their trips to the library spent an average of \$97-138 per visit. If the New Canaan Library experiences a post-construction increase in annual visits similar to that experienced by other Connecticut libraries post-construction, the Library could see an additional 82,000 visits per year. If spending at local businesses during those additional visits is similar to existing patrons' spending, as reported by survey respondents, this could mean an increase in annual spending associated with the New Library of up to \$6.6 million at local establishments.

BACKGROUND

The New Canaan Library (Library) is entering an exciting phase, with the construction of a new facility that will contain a significant increase in meeting space, a business center, a co-working area, an expanded maker lab and a café, among other upgrades.¹ In addition, the location of the New Library will be complemented by an expansive Town Green integral and adjacent to the facility, which will provide the public with an attractive and centrally located community gathering space.

In connection with implementation of the New Library project, the Library requested that the Connecticut Economic Resource Center, Inc. (CERC) analyze the economic development contributions of the current Library as well as the impacts to be anticipated from the New Library.

VALUE OF LIBRARIES

Across the United States, there are over 9,000 public libraries that provide services online and through nearly 17,000 branches.² The libraries of today are not passive recreational reading and research institutions. Modern libraries are active economic development agents, as they impact the economy through programs such as literacy especially early literacy), workforce training and retraining, and support to small businesses and through the physical development that often

¹ This new, expanded facility and programming is referred to herein as the "New Library." Additional information on the New Library can be found at: <https://www.newcanaannewlibrary.org>

² Institute of Museum and Library Services, <https://www.ims.gov/research-evaluation/data-collection/public-libraries-survey>; accessed 11/22/2019.



surrounds their locations.³ US libraries received more than 1.32 billion visits in 2017 (the most recent year for which data is available).⁴

Research reveals that community libraries contribute to these categories of economic development and others via various mechanisms. Libraries act as community anchors, attracting visitors to their locations. They also engage in many other activities that contribute to the local economy, such as employing staff, providing projects for local tradespeople, purchasing from local businesses, hiring local talent in the arts, and educating local residents, including students and current and future members of the workforce.⁵

Libraries also contribute significantly to the local quality of life and act as a focal point for placemaking initiatives. Today's libraries are continuously evolving to achieve their mission of supporting learning, literacy and cultural activities in their communities. They are using advances in technology and increasing the number and variety of their offerings and delivery channels to reach the widest possible audience. This evolution has led to increasing demand for their services and increasing economic development contributions.

Libraries across the United States and around the world have endeavored to quantify the economic impact that they have on their communities. For example, researchers in South Carolina found that public libraries there had an impact of \$4.48 for every dollar invested in them by local and state governments.⁶ The State of Victoria, Australia, estimated that the state's public libraries supported \$722 million in income and \$120 million in value-added (or net new wealth in the state) and

³ For more information on the contributions of libraries to economic development, see reports by the Urban Libraries Council: *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities*, published in 2010 and available at https://icma.org/sites/default/files/303033_Sustainability_FullReport_CopyRight_2010%20%282%29.pdf; and *Making Cities Stronger: Public Library Contributions to Local Economic Development*, published in 2007 and available at <https://www.urban.org/sites/default/files/publication/46006/1001075-Making-Cities-Stronger.PDF>. **Studies have also shown that public libraries increase the sales value of nearby homes;** see, for example, Fels Research and Consulting, University of Pennsylvania Fels Institute of Government, *The Economic Value of the Free Library in Philadelphia*, October 21, 2010; http://stephenslighthouse.com/wp-content/uploads/2013/08/Fels_Report.pdf.

⁴ Institute of Museum and Library Services, *Public Libraries Survey, Fiscal Year 2017*, June 2019; https://www.ims.gov/sites/default/files/fy2017_pls_tables.pdf.

⁵ Labovitz School of Business and Economics, Bureau of Business and Economic Research, *Minnesota Public Libraries' Return on Investment*, December 2011; http://melsa.org/melsa/assets/file/library_final.pdf.

⁶ School of Library and Information Science, University of South Carolina, *The Economic Impact of Public Libraries on South Carolina*, January 2005; <http://www.libsci.sc.edu/sceis/final%20report%2026%20january.pdf>.



generated an estimated 4,430 full-time equivalent jobs.⁷ A study of the London, Ontario Public Library, meanwhile, found that “For every dollar invested Londoners received \$6.68 in value.”⁸

NEW CANAAN LIBRARY LOCAL ECONOMIC CONTRIBUTIONS

Existing Library

In its current form, the New Canaan Library attracts 800 to 1,000 visitors daily.⁹ In addition to materials borrowing, these visitors participate in a robust calendar of programming, with more than 500 cultural and learning opportunities for adults and more than 600 literacy and learning programs for children. These cultural and educational programs help build stronger bonds among community members and provide a pivot point for local economic development.

One of the most direct contributions a public library makes to its local economy is as an employer. Of the almost 50 employees of the New Canaan Library, more than half have professional level qualifications.¹⁰ The Library also employs local youth in part-time jobs, contributing to longer term economic development through training the future workforce. Approximately 40% of the Library’s employees reside in New Canaan, earning a total of \$694,000 per year; and these employees spend

⁷ SGS Economics and Planning, *Dollars, Sense, and Public Libraries*, March 2011;

<https://www.slv.vic.gov.au/sites/default/files/Dollars-sense-public-libraries-technical-report.pdf>

⁸ London Public Library, *A Perspective on the Economic Impact of the London Public Library on the City of London*, November 2015;

http://www.londonpubliclibrary.ca/sites/default/files/Economic%20Impact%20of%20London%20Public%20Library_final_long%20version_web_0.pdf. A 2014 report by the Arts Council England titled “Evidence

review of the economic contribution of libraries” reviews other library impacts and is available at

https://www.artscouncil.org.uk/sites/default/files/download-file/Evidence_review_economic_contribution_libraries_2014.pdf.

⁹ Unless otherwise indicated, all data in this section was provided by the New Canaan Library. Library visitor counts are taken from electronic counters on the Library doors. Library financial statements are audited.

¹⁰ It is well established by economic development studies that the knowledge and skill level of workers in a labor supply is a key component of economic growth in that labor market. For example, see Berger, Noah and Peter Fisher, “A Well-Educated Workforce is Key to Economic Prosperity,” Economic Policy Institute, August 22, 2013; <https://www.epi.org/publication/states-education-productivity-growth-foundations/> and Hanushek, Eric A. and Dongwook Kim, “Schooling, Labor Force Quality, and Economic Growth,” National Bureau of Economic Research, December 1995; <https://www.nber.org/papers/w5399>.



at least some of their wages at local businesses. In addition, Library staff who live outside of New Canaan report regularly patronizing New Canaan cafes, restaurants and shops.

The Library has an annual budget of approximately \$3 million and it reports spending those funds locally when it is cost-effective to do so. This local spending includes hiring tradespeople, patronizing local shops, and contracting for professional services. The Library also hires local people to staff its programs as speakers and performers. In fact, the Library reports doing business with over 200 New Canaan-based businesses and individuals.

Like Library employees' spending of wages, Library spending at local businesses has a direct strengthening impact on the local economy and its resiliency. It also creates a ripple effect as dollars continue to circulate through the local economy. Over the five-year period from FY 2015 to FY 2019, the New Canaan Library spent \$1.25 million for local contractors and at local businesses, averaging \$250,469 per year.

The New Canaan Library provides an economic value to the town through attendance at hundreds of programs; hundreds of thousands of books borrowed; and the use of meeting spaces by community groups; as well as longer term benefits to the community from access to technology and resources (such as computers, internet connectivity, and proprietary and specialty databases). The planned enhancements in the New Library (including more meeting space, a business center, a co-working area, and an expanded maker lab) will support local entrepreneurs, businesses, nonprofits, students, parents, and workers, further increasing the Library's contributions to the local economy.

Local residents have cited both the Library and New Canaan's parks as their most visited community assets; a Town newcomers' survey conducted in July 2019 showed that new families are attracted to New Canaan in part due to its public amenities. The survey showed that over 90% of respondents were younger than 45 years old when they moved to New Canaan, indicating the likelihood of families with younger children, and over 70% of them ranked the "downtown experience" in New Canaan as a significant factor in their move to town. The only factor scoring higher was "quality of schools" (95%). When asked how often they visit the Library, approximately 60% indicated frequently, approximately 34% indicated less frequently and only 6% indicated that they had not visited the Library.

Planned Library Enhancements

In addition to the long-term impact of salaries and direct spending in town, when the New Library constructs its facility, there will be a notable impact from the construction and other workers who are on site daily. These individuals are likely to consume goods and services from local businesses during the 18-24 months that the project will be underway.



The New Library is also expected to contribute significantly to New Canaan's placemaking initiatives. "Placemaking," a term used by planners to refer to the process of creating quality places where people want to live, work and play, is an increasingly important aspect of economic development. Effective placemaking "capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well-being."¹¹ Public spaces act as a stimulus to the local economy, and community libraries often act as the anchor institutions of such efforts, due to their high level of foot traffic.

There are many examples of the successful integration of libraries into placemaking plans, such as the inclusion of a library in one city's downtown revitalization, which ultimately increased the number of retail spaces and jobs in the downtown.¹² Through development of cultural institutions like libraries, "creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety."¹³ Such spaces also provide the public amenities and urban gathering spaces that both the Millennial workforce and downsizing Baby Boomers desire.¹⁴

The New Library will have spaces for more program opportunities, thus attracting more people into downtown. Adding the planned Town Green at the new downtown site will attract even more people to the central business district. Both the New Library and the Green will provide the public with a central gathering place, where citizens can meet and interact, building social capital. The town is working on a number of projects to implement concepts of placemaking to encourage both increased tourism and greater use of community assets. As anchors, the New Library and Town Green will make significant contributions to achieving these outcomes.

In addition, the inclusion of a café in the New Library will provide a new, central location for an existing local business and create a new revenue stream for the New Library through a lease agreement. This model has been successful both nationally and internationally.¹⁵

¹¹ Project for Public Spaces, "What is Placemaking?" <https://www.pps.org/article/what-is-placemaking>.

¹² Urban Libraries Council, *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities*, January 1, 2011; <https://icma.org/documents/partners-future-public-libraries-and-local-governments-creating-sustainable-communities>.

¹³ Ann Markusen and Anne Gadwa, *Creative Placemaking*, 2010; <https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf>. The Urban Land Institute also identified "Ten Principles for Developing Successful Town Centers," available at http://uli.org/wp-content/uploads/ULI-Documents/TP_TownCenters.ashx.pdf.

¹⁴ Okulicz-Kozaryn, Adam and Rubia R. Valente, "Nor urban malaise for Millennials," Routledge Taylor & Francis Group, Feb 22, 2018; <http://faculty.baruch.cuny.edu/rvalente/files/millennials.pdf>.

¹⁵ Harris, Cathryn, "Libraries with Lattes: The New Third Place," *Aplis*, December 2007; <http://illinois-online.org/krassa/ps410/Readings/Third%20Places/Libraries%20with%20Lattes.pdf>; and Rapson, Rip, "Creative Placemaking: Rethinking the Role of Arts and Culture in Strengthening Communities," *The Kresge Foundation*, July 18, 2013; <https://kresge.org/sites/default/files/library/creative-placemaking-rethinking-the-role-of-arts-and-culture.pdf>.



SURVEY RESULTS

To understand how people utilize the Library as well as what other establishments they visit during their trips to the Library, the project team conducted two surveys. The first survey was emailed to all of the members on the Library's mailing list ("**email** survey") and completed online. This survey asked generally about what establishments the respondents typically visit on their trips to the Library and how much they spent at those establishments on their most recent trip to the library. Data for this survey was collected from early-June 2019 through mid-July 2019, and 906 responses were received. The email survey questions can be found in Appendix A.¹⁶

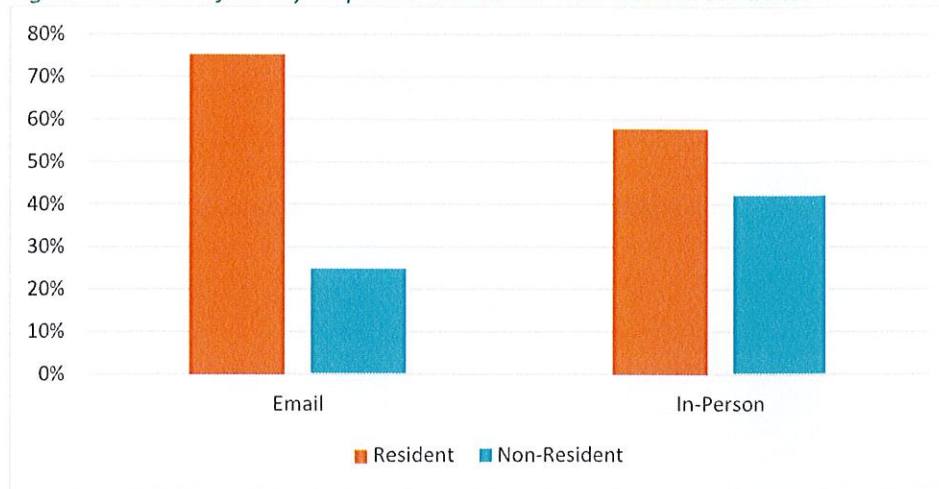
The second survey ("**in-person** survey") collected data from Library visitors, from mid-June 2019 through end-July 2019. Survey takers were stationed near the Library entrance or at evening programs, and respondents were asked questions about what other establishments they had visited or planned to visit in connection with their trip to the library that day, as well as how much money they spent or planned to spend. In-person survey responses totaled 220. The in-person survey questions can be found in Appendix B.

The email and in-person surveys asked respondents whether they are New Canaan residents, and the results are shown in Figure 1. In the **email** survey, 75% of respondents were New Canaan residents, while in the **in-person** survey, 58% of respondents were New Canaan residents.¹⁷

¹⁶ The data from each survey has both advantages and limitations. The **in-person** visitor survey benefits from being a random sample of Library visitors (representative of those willing to respond), while respondents to the **email** survey were self-selecting, and may not be representative of the entire population of library visitors. The **in-person** survey also has the benefit of being more current; spending data is more accurate the closer it is collected to the time the spending occurred, while the more time that has passed, the less likely someone is to recall accurately how much they spent. However, in the in-person survey, the responses of those who visit the library frequently would be over-represented, compared to those who visit less frequently. Those who visit less frequently may not have been at the library on the day(s) the in-person survey was conducted but would have still had a chance to respond to the email survey. Additionally, the **email** survey was able to capture a significantly larger number of responses than the in-person survey (906 in the email survey versus 220 in the in-person survey).

¹⁷ The New Canaan Library indicated that book borrowing from the library consists of 88% New Canaan residents (as of 2019). It is unclear if the higher portion of non-residents in the in-person survey is typical, or if there were more out-of-town visitors at the time the survey was administered due to the time of year, a particular library event, or other reason.

Figure 1: Portion of survey respondents that are New Canaan residents



Similarly, respondents were asked how frequently they had visited the Library in the last 30 days. As seen in Figure 2, 36% of respondents to the **email** survey reported visiting the Library four or more times during the last 30 days, while 47% of respondents to the **in-person** survey reported visiting the Library four or more times in the last 30 days. Forty nine percent of respondents to the email survey and 53% of respondents to the in-person survey reported visiting the Library 1-3 times during the last 30 days, and 15% of respondents to the email survey indicated they had not visited the Library in the last 30 days.

Figure 2: How many times respondents have visited the library in the last 30 days



Survey respondents were also asked about how often they conduct other errands or activities on their visits to the Library. Respondents to the **email** survey were asked whether they typically conduct other errands or activities on their trips to the Library, while respondents to the **in-person** survey were asked whether they were planning any other errands or activities that day. Results are shown below in

Figure 3 and Figure 4, respectively. In the email survey, 51% of respondents reported they always or often engage in other activities or errands in connection with visiting the Library; 38% reported they sometimes do so, and 12% reported they rarely or never conduct other errands or activities in connection with visiting the Library. Fifty eight percent of respondents to the in-person survey indicated they planned other errands or activities that day, while 42% reported they did not.

*Figure 3: Respondents to the **email** survey who typically conduct other errands or activities in connection with trips to the Library*

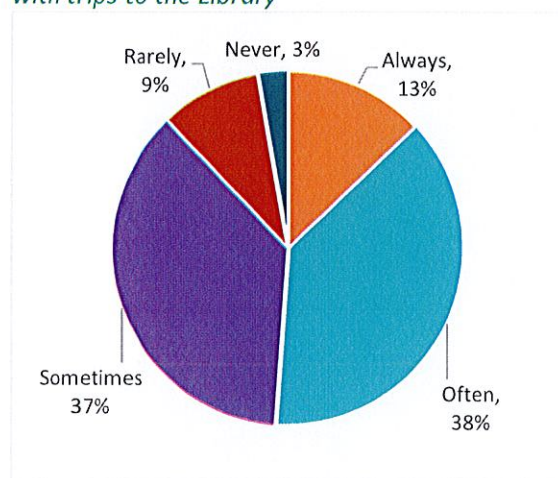
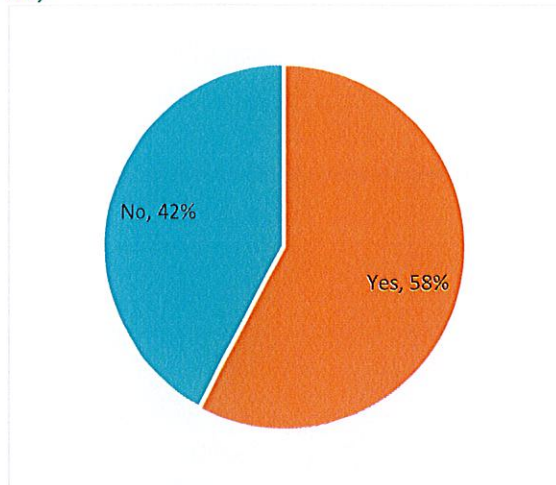


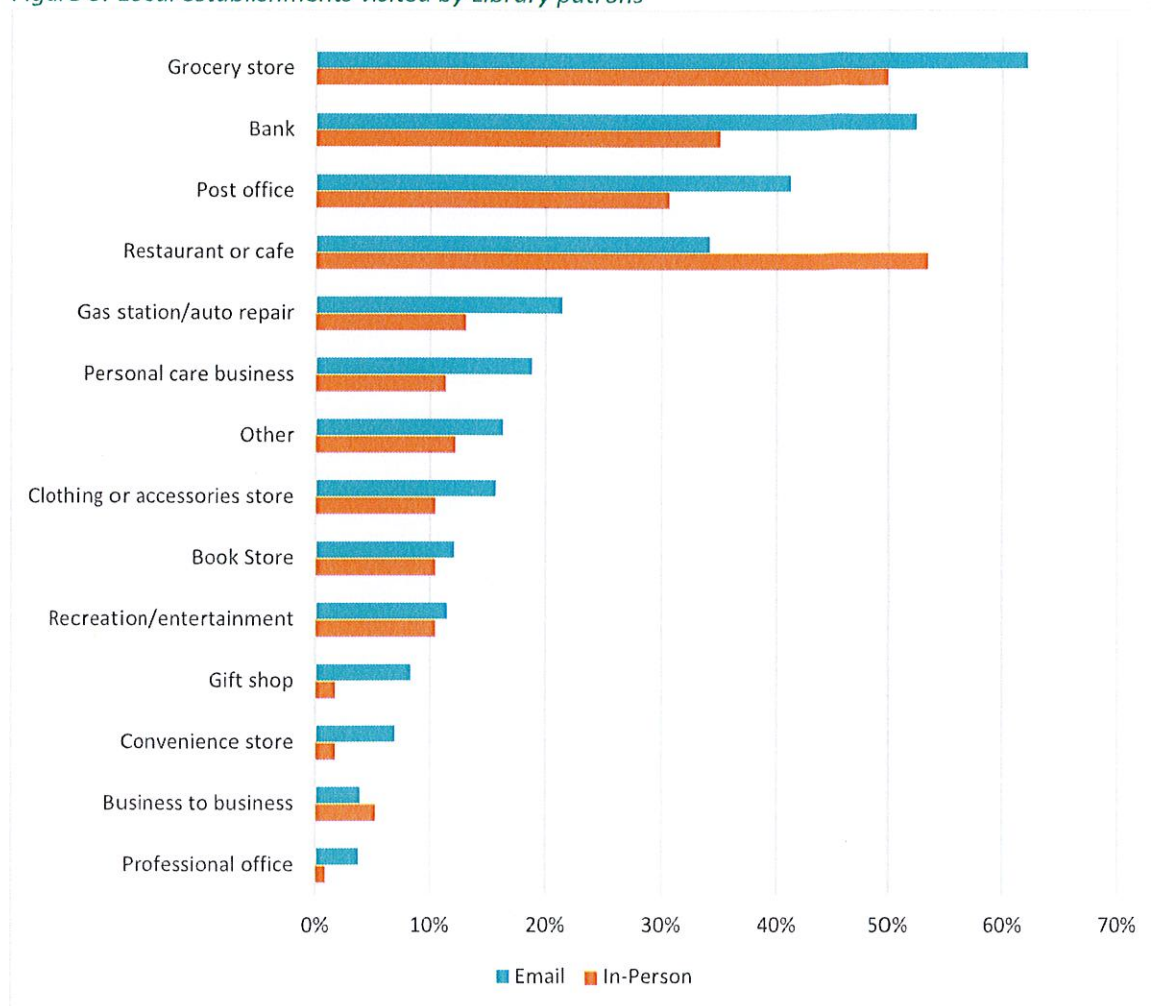
Figure 4: Respondents to the *in-person* survey who planned to conduct other errands or activities that day



Survey respondents were then asked what other local establishments they visit on their trips to the Library. Respondents to the **in-person** survey were asked only about where they had visited or planned to visit *that day* in connection with their visit to the library, while respondents to the **email** survey were asked which other establishments they *typically* visit in connection to their trips to the Library. The responses are shown below in Figure 5.¹⁸ Of respondents to the email survey, the largest portion, 62%, indicated they typically go to the grocery store, followed by 52% who typically go to the bank, 41% who go to the post office, and 34% who go to a restaurant or café. Of respondents to the in-person survey, the largest portion, 54%, indicated they planned to go or had been to a restaurant or café that day, followed by 50% who had gone or planned to go to the grocery store, 35% to the bank, and 31% to the post office. In the “other” category, respondents were asked to specify where else they visit, and the top responses included: farmers’ market; drugstore or pharmacy; school; transfer station; and a park or playground.

¹⁸ Responses do not total 100% as respondents could choose more than one option.

Figure 5: Local establishments visited by Library patrons



*"Personal care" includes salons, barbers, nail salons, gym/fitness centers, or other personal care businesses.

"Professional office" includes accountants, attorneys, and the like. "Business to business" refers to individuals conducting business on behalf of their company or employer, rather than personal transactions.

For each of these establishments, respondents were also asked how much money they typically spend (**email** survey) or how much they spent or planned to spend today (**in-person** survey). These results are shown in Figure 6 and Figure 7, respectively. Of respondents to the email survey, the average spending per visit was \$138, and the median was \$80. For the in-person survey, the average spending per visit was \$97 and the median was \$77 (including only those who indicated they spent money in at least one local establishment).

Figure 6: Spending at local establishments by respondents to the **email** survey in connection with their most recent visit to the Library

	Number of responses	Range	Mean	Median
Total spending by the respondent	499	\$2-3,540	\$138	\$80
<i>Spending by category:</i> ¹⁹				
Restaurant or cafe	221	\$2-800	\$43	\$30
Grocery store	340	\$4-300	\$77	\$55
Bank	20	\$5-1,000	\$158	\$100
Personal care business	87	\$5-550	\$77	\$50
Clothing or accessories store	54	\$10-500	\$116	\$100
Convenience store	35	\$2-200	\$29	\$20
Gas station/auto repair	121	\$6-800	\$53	\$45
Post office	125	\$2-55	\$15	\$10
Professional office	4	\$150-1,000	\$380	\$185
Recreation/entertainment	21	\$10-100	\$40	\$40
Book store	43	\$5-100	\$37	\$35
Gift shop	29	\$10-300	\$72	\$50
Business to business	0	n/a	n/a	n/a
Other	42	\$2-250	\$39	\$30

¹⁹ Total spending by the respondent in Figure 6: Spending at local establishments by respondents to the email survey in connection with their most recent visit to the Library

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Convenience store	35	\$2-200	\$29	\$20
Gas station/auto repair	121	\$6-800	\$53	\$45
Post office	125	\$2-55	\$15	\$10
Professional office	4	\$150-1,000	\$380	\$185
Recreation/entertainment	21	\$10-100	\$40	\$40
Book store	43	\$5-100	\$37	\$35
Gift shop	29	\$10-300	\$72	\$50
Business to business	0	n/a	n/a	n/a
Other	42	\$2-250	\$39	\$30

Figure 7 and Figure 6 represent the total for each individual who indicated they spent money at one or more local establishments. The spending by category summarizes the responses including only those respondents who visited that type of establishment, and therefore the "total" line is not a sum of the lines below.

Figure 7: Spending at local establishments by respondents to the *in-person* survey in connection with this visit to the Library

	Number of responses	Range	Mean	Median
Total spending by the respondent	98	\$2-655	\$97	\$77
<i>Spending by category:</i> ²⁰				
Restaurant or cafe	60	\$2-150	\$41	\$30
Grocery store	50	\$2-200	\$71	\$50
Bank	5	\$60-200	\$112	\$100
Personal care business	13	\$5-160	\$53	\$30
Clothing or accessories store	6	\$30-100	\$63	\$50
Convenience store	4	\$10-50	\$24	\$18
Gas station/auto repair	10	\$20-90	\$48	\$43
Post office	21	\$4-35	\$13	\$10
Professional office	0	n/a	n/a	n/a
Recreation/entertainment	7	\$12-200	\$63	\$25
Book store	7	\$10-30	\$22	\$20
Gift shop	2	\$25	\$25	\$25
Business to business	0	n/a	n/a	n/a
Other	7	\$10-123	\$59	\$50

ESTIMATED CONTRIBUTIONS OF NEW LIBRARY

To estimate how construction of the New Library might impact New Canaan's downtown, the project team used attendance data from other libraries that had undergone new construction or major renovation projects to estimate the number of additional annual visits the Library might receive, and used the results of the survey to understand what other establishments Library visitors typically patronize on their trips to the Library and how much money they spend. An extrapolation formula was then applied.

Annual Visits Estimate

The Connecticut State Library statistical profile and data provided by the New Canaan Library were used to estimate how the number of annual visits to the Library might be impacted post-

construction.²¹ Fifty-three libraries in Connecticut that had a new construction or major renovation from 1998 to 2017 were analyzed, a summary of which can be seen in Figure 8. (The full listing of libraries can be found in Appendix C.) The median time to the peak number of visits was 5 years, and the median increase was 31%.

²⁰ Total spending by the respondent in Figure 6: Spending at local establishments by respondents to the email survey in connection with their most recent visit to the Library

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Gas station/auto repair	121	\$6-800	\$53	\$45
Post office	125	\$2-55	\$15	\$10
Professional office	4	\$150-1,000	\$380	\$185
Recreation/entertainment	21	\$10-100	\$40	\$40
Book store	43	\$5-100	\$37	\$35
Gift shop	29	\$10-300	\$72	\$50
Business to business	0	n/a	n/a	n/a
Other	42	\$2-250	\$39	\$30

Figure 7 and Figure 6 represent the total for each individual who indicated they spent money at one or more local establishments. The spending by category summarizes the responses including only those respondents who visited that type of establishment, and therefore the “total” line is not a sum of the lines below.

²¹ Data provided by the New Canaan Library included the years of construction/major renovation from 1998 to 2018 for 53 libraries across the state; number of visitors per capita 2 years prior to construction; peak number of visitors per capita post-construction; length of time from construction to peak number of visitors; and total visits in 2018. Seventy nine libraries were identified with major construction projects, but 23 were eliminated due to unreliable pre-construction door count data. Data from the Connecticut State Library Statistical Profile can be found at: <https://libguides.ctstatelibrary.org/dld/stats>.



Figure 8: Summary of Connecticut Libraries with Major Construction between 1998 and 2017

Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

	Range	Median Value	New Canaan
2018 Visits	640-822,199	109,489	205,024
Per Capita Visits Count 2 Years Prior to Construction	0.2-19.9	5.3	10.1
Peak Per Capita Visits, Post-Construction	0.7-21.8	7.2	n/a
Number of Years from Construction to Peak Visits	0-17	5	n/a
Percent Change	-38%-500%	31%	n/a

It was noted, however, that New Canaan already has notably higher usage rates (in terms of visits per capita) than most of the other libraries; and has a very different demographic profile (using the AENGLC rank) than many of the other communities.²² So, the libraries most similar in usage rates and affluence rank to New Canaan were also examined.

In looking at the libraries by visits per capita prior to construction, libraries with 7.1 to 13.1 visits per capita, which included 10 libraries, were included in the chart shown in Figure 9. (The listing of these libraries can be found in Appendix D.) Among these libraries, the median time post-construction to reach peak visits was 6.5 years and the median increase in visits per capita was 20%.²³

²² If added to the list of 53 libraries, New Canaan would rank #10 in terms of number of visitors per capita pre-construction and #2 in affluence rating in 2018. Affluence was measured using the Adjusted Equalized Net Grand List Per Capita (AENGLC) rank, a measure of town wealth calculated annually by the State Department of Education, Grants Management Division. The lower the number, the wealthier the town.

²³ This increase is much smaller than the overall median, because the libraries with the largest increases tended to be smaller libraries with low pre-construction utilization rates.

Figure 9: Summary of Connecticut libraries with pre-construction visits per capita between 7.1 and 10.1
Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

	Range	Median Value	New Canaan
2018 Visits	64,460-757,802	183,276	205,024
Per Capita Visits Count 2 Years Prior to Construction	7.5-12.6	9.1	10.1
Peak Per Capita Visits, Post-Construction	5.3-21.6	11.2	n/a
Number of Years from Construction to Peak Visits	1-12	6.5	n/a
Percent Change	-38%-113%	20%	n/a

Similarly, in looking at the libraries by AENGLC rank, libraries with a ranking in the top 10 are included in Figure 10, totaling 5 libraries. (The full listing of these libraries can be found in Appendix E.) For this group, the median time to reach peak visits was 2 years and the median increase in visits per capita was 15%.

Figure 10: Summary of Connecticut libraries with AENGLC rank in the top 10 in 2018
Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

	Range	Median Value	New Canaan
2018 Visits	62,563-757,802	340,083	205,024
Per Capita Visits Count 2 Years Prior to Construction	5.9-19.9	14.6	10.1
Peak Per Capita Visits, Post-Construction	6.1-21.8	16.8	n/a
Number of Years from Construction to Peak Visits	1-6	2.0	n/a
Percent Change	3%-40%	15%	n/a

Based on these estimates, a 3% to 40% increase in the number of annual visits was assumed, with a time range from 2-6 years to reach the peak. Since data over time was not provided, the analysis assumes that the increase in visits is linear from construction to peak attendance; similarly, no long-term analysis of library visits post-construction (to determine whether the number of annual

visits remained high, or declined over time) was conducted. This method results in an expected increase of approximately 6,200 to 82,000 visits per year based on library usage alone. Please note, this figure does not include estimates of increased foot traffic from the proposed Town Green park or other planned New Library enhancements. Additionally, the analysis did not examine the type of construction project conducted or whether it was paired with an increase in programming and services, as is planned for New Canaan, which would likely increase visitor numbers more than, for example, a renovation of an existing space with no accompanying changes.

Library Visitor Spending Estimates

As noted from the surveys, approximately 58% of Library visitors engage in activities or errands at local businesses in connection with any particular visit to the Library.²⁴ On each visit, average spending is approximately \$97-138, for those patrons who reported spending money locally in conjunction with their trip to the library. Assuming that this spending is typical for all Library visits year-round, that the Library experiences increases in visitor volume comparable to other libraries post-construction (as calculated in the prior section), and that those additional visits also incur local spending at levels similar to that reported by survey respondents, over the 2-6 years after construction spending at local business establishments could increase by up to \$6.6 million per year. Please note these are broad ranges, and some libraries experienced increases in number of visits significantly higher or lower than modeled here.

Figure 11: Estimated increase in downtown spending from New Library 6 years post-construction

Year (post-construction)	1	2	3	4	5	6
Increase in number of visits, low range	1,025	2,050	3,075	4,100	5,126	6,151
Increase in spending, low range	\$57,673	\$115,347	\$173,020	\$230,693	\$288,366	\$346,040
Increase in number of visits, middle range ²⁵	11,020	22,040	33,060	44,081	44,081	44,081
Increase in spending, middle range	\$751,022	\$1,502,043	\$2,253,065	\$3,004,086	\$3,004,086	\$3,004,086

²⁴ The in-person survey indicated that 58% of library visitors planned to visit other local establishments in conjunction with their visit to the library that day, which figure was used for the calculations herein. While the email survey was less specific about how often respondents visit other local establishments (e.g. using the terms “always,” “often,” “sometimes,” “rarely,” and “never”), assuming people who “always” buy do so 100% of their visits, “often” at 75% of their visits, “sometimes” at 50% of their visits, “rarely” at 25% and “never” at 0%, the weighted average would indicate that approximately 62% of patrons visit another local establishment on any particular visit to the library, which is very similar to the 58% reported by actual library visitors who completed the in-person survey.

²⁵ This scenario assumes the peak number of visits is achieved by year 4, so that figure remains the same in years 5-6.



Increase in number of visits, high range ²⁶	41,005	82,010	82,010	82,010	82,010	82,010
Increase in spending, high range	\$3,282,024	\$6,564,048	\$6,564,048	\$6,564,048	\$6,564,048	\$6,564,048

However, these estimates, and the research provided herein, illustrate the importance of key anchor institutions such as libraries in maintaining vibrant downtown areas. Libraries provide an important community amenity and have the potential to significantly impact the foot traffic and consumer spending in the surrounding retail and commercial areas.

²⁶ This scenario assumes the peak number of visits is achieved by year 2, so that figure remains the same in years 3-6.

APPENDIX A: EMAIL SURVEY QUESTIONS

- 1) Are you a resident of New Canaan?
Yes
No
- 2) How old are you?
Under 18 years old
18 – 29 years old
30 – 49 years old
50 – 69 years old
70+ years old
- 3) How often have you visited the Library in the last 30 days?
Not at all
1 -3 times
4+ times
- 4) When you visit the Library, do you typically go alone or with others?
I typically go alone.
I typically go with child(ren).
I typically go with adult(s).
I typically go with child(ren) and adult(s).
- 5) When you visit the Library, do you typically combine that trip with other errands or activities while you are out?
Always
Often
Sometimes
Rarely
Never
- 6) If yes, please specify which other establishments you typically visit during your trip to the Library. Select all that apply.
 - Restaurant or cafe
 - Grocery store



- Bank
- Salon, barber, nail, gym/fitness or other personal care business
- Clothing or accessories store
- Convenience store
- Gas station/auto repair
- Post office
- Professional office (accountant, attorney, etc)
- Recreation/entertainment
- Book Store
- Gift shop
- Business to business
- Other (specify)

7) How much did you spend at these businesses on your most recent trip to the Library?

- Restaurant or cafe
- Grocery store
- Bank
- Salon, barber, nail, gym/fitness or other personal care business
- Clothing or accessories store
- Convenience store
- Gas station/auto repair
- Post office
- Professional office (accountant, attorney, etc)
- Recreation/entertainment
- Book Store
- Gift shop
- Business to business
- Other (specify)

8) What additional programs or services would you attend if they were offered by the library?

APPENDIX B: IN-PERSON SURVEY QUESTIONS

- 1) Including today's visit, how often have you visited the Library in the last 30 days?
1 -3 times
4+ times

- 2) Do you plan to combine today's Library trip with other errands or activities while you are out?
Yes
No

- 3) If yes, please specify which other establishments you plan to visit in combination with your trip to the Library. Select all that apply.
 - Restaurant or cafe
 - Grocery store
 - Bank
 - Salon, barber, nail, gym/fitness or other personal care business
 - Clothing or accessories store
 - Convenience store
 - Gas station/auto repair
 - Post office
 - Professional office (accountant, attorney, etc)
 - Recreation/entertainment
 - Book Store
 - Gift shop
 - Business to business
 - Other (specify)

- 4) How much do you plan to spend today at these businesses in combination with your trip to the Library?
 - Restaurant or cafe
 - Grocery store
 - Bank
 - Salon, barber, nail, gym/fitness or other personal care business
 - Clothing or accessories store



- Convenience store
- Gas station/auto repair
- Post office
- Professional office (accountant, attorney, etc)
- Recreation/entertainment
- Book Store
- Gift shop
- Business to business
- Other (specify)

5) What additional programs or services would you attend if they were offered by the library?

6) Are you a resident of New Canaan?

Yes

No

APPENDIX C: CONNECTICUT LIBRARIES WITH MAJOR CONSTRUCTION OR RENOVATION PROJECTS

Figure 12: Connecticut libraries with major construction or renovation projects, 1998-2017

Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

Construction Year	Name of Library	2018 Visits	Per Capita Visits 2 Years Prior to Construction	Peak Per Capita Visits, Post-Construction	Number of Years from Construction to Peak Visits	Percent Change
2005	Scotland	7,687	1.2	7.2	5	500%
2011	Hartland	640	0.2	0.7	5	250%
2003	Winchester	21,275	0.6	1.8	8	200%
2000	Derby	139,650	2.7	7.9	17	193%
2001	Stafford	69,725	2.8	7.4	8	164%
2015	Plainfield	19,598	0.5	1.3	5	160%
1998	Durham	79,603	7.5	16	10	113%
2001	Cornwall	16,000	6.2	12.9	14	108%
2012	West Hartford	437,580	4.6	9.4	2	104%
2007	Woodstock	12,650	0.4	0.8	7	100%
2001	North Haven	111,124	2.6	5.1	4	96%
1999	Orange	87,182	3.8	7.3	12	92%
2004	Plainville	112,699	4.7	8.8	10	87%
2003	Old Saybrook	109,517	12.6	21.6	7	71%
2008	Wallingford	384,059	6.5	11.1	4	71%
2006	Willington	36,262	3.7	6.1	12	65%
2000	Redding	79,820	5.8	8.8	17	52%
2015	East Hartford	109,296	1.6	2.4	2	50%
2008	Guilford	143,200	4.4	6.4	9	45%
2006	Norwalk	676,841	5.3	7.5	6	42%
2008	Simsbury	372,334	11.1	15.6	9	41%
1998	Westport	340,083	15.6	21.8	6	40%
2017	Norfolk	32,140	14.8	20.2	2	36%
2002	West Haven	194,113	2.6	3.5	16	35%
2007	Monroe	109,489	5.6	7.4	10	32%

2006	Essex	64,460	7.5	9.8	5	31%
2002	North Canaan	13,455	3.6	4.7	2	31%
1999	Chaplin	4,835	2.6	3.3	1	27%
2005	Fairfield	514,858	9.6	11.9	7	24%
2013	Hampton	4,214	1.9	2.3	5	21%
2017	Hartford	822,199	5.8	7	2	21%
2009	Greenwich	757,802	10.8	12.6	1	17%
2006	Ashford	9,690	3.1	3.6	4	16%
2008	Wethersfield	153,878	6.3	7.3	3	16%
2000	Mansfield	75,170	5.2	6	0	15%
2006	Wilton	273,257	14.6	16.8	5	15%
2010	North Branford	55,120	6.6	7.5	3	14%
2014	Lyme	16,529	6.7	7.6	3	13%
2014	Vernon	64,708	4.6	5.2	4	13%
2009	Somers	56,502	5.6	6.3	3	13%
2016	Torrington	73,687	1.9	2.1	2	11%
2009	Darien	383,264	19.9	21.4	1	8%
2016	Bridgeport	329,658	2.9	3.1	1	7%
2012	East Haven	123,200	4.1	4.3	4	5%
2016	Weston	62,563	5.9	6.1	2	3%
2013	Bethel	123,407	7.5	7.7	1	3%
2011	Sprague	2,416	2.6	2.6	0	0%
2013	Bristol	216,064	5.8	5.8	1	0%
2014	Norwich	152,421	3.9	3.9	6	0%
2010	Farmington	222,928	10.5	10.4	2	-1%
2010	Stamford	697,189	8.3	6.4	6	-23%
2006	Windsor	257,779	14	9.8	1	-30%
2006	New London	143,623	8.6	5.3	12	-38%

APPENDIX D: LIBRARIES WITH PRE-CONSTRUCTION VISITS PER CAPITA BETWEEN 7.1 AND 10.1

Figure 13: Connecticut libraries with pre-construction visits per capita between 7.1 and 10.1

Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

Construction Year	Name of Library	2018 Visits	Per Capita Visits 2 Years Prior to Construction	Peak Per Capita Visits, Post-Construction	Number of Years from Construction to Peak Visits	Percent Change
2013	Bethel	123,407	7.5	7.7	1	3%
1998	Durham	79,603	7.5	16	10	113%
2006	Essex	64,460	7.5	9.8	5	31%
2010	Stamford	697,189	8.3	6.4	6	-23%
2006	New London	143,623	8.6	5.3	12	-38%
2005	Fairfield	514,858	9.6	11.9	7	24%
2010	Farmington	222,928	10.5	10.4	2	-1%
2009	Greenwich	757,802	10.8	12.6	1	17%
2008	Simsbury	372,334	11.1	15.6	9	41%
2003	Old Saybrook	109,517	12.6	21.6	7	71%

APPENDIX E: LIBRARIES WITH AENGLC RANK IN THE TOP 10 IN 2018

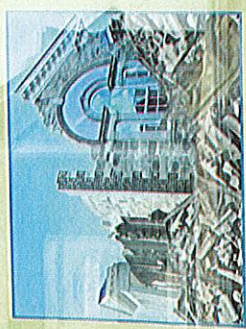
Figure 14: Connecticut libraries with AENGLC rank in the top 10 in 2018

Source: Connecticut State Library Statistical Profile 2018; New Canaan Public Library; CERC calculations.

Construction Year	AENGLC Wealth Rank	Name of Library	2018 Visits	Per Capita Visits 2 Years Prior to Construction	Peak Per Capita Visits, Post-Construction	Number of Years from Construction to Peak Visits	Percent Change
2009	1	Greenwich	757,802	10.8	12.6	1	17%
1998	3	Westport	340,083	15.6	21.8	6	40%
2009	4	Darien	383,264	19.9	21.4	1	8%
2016	5	Weston	62,563	5.9	6.1	2	3%
2006	6	Wilton	273,257	14.6	16.8	5	15%



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