

[Aylmer Library Survey Results]

July 8, 2025



Agenda

1

Background

2

Public Open House

3

Engage Elgin

4

Promotional Materials

5

Survey & Survey Results

6

Questions & Comments

Background

COUNCIL DIRECTION

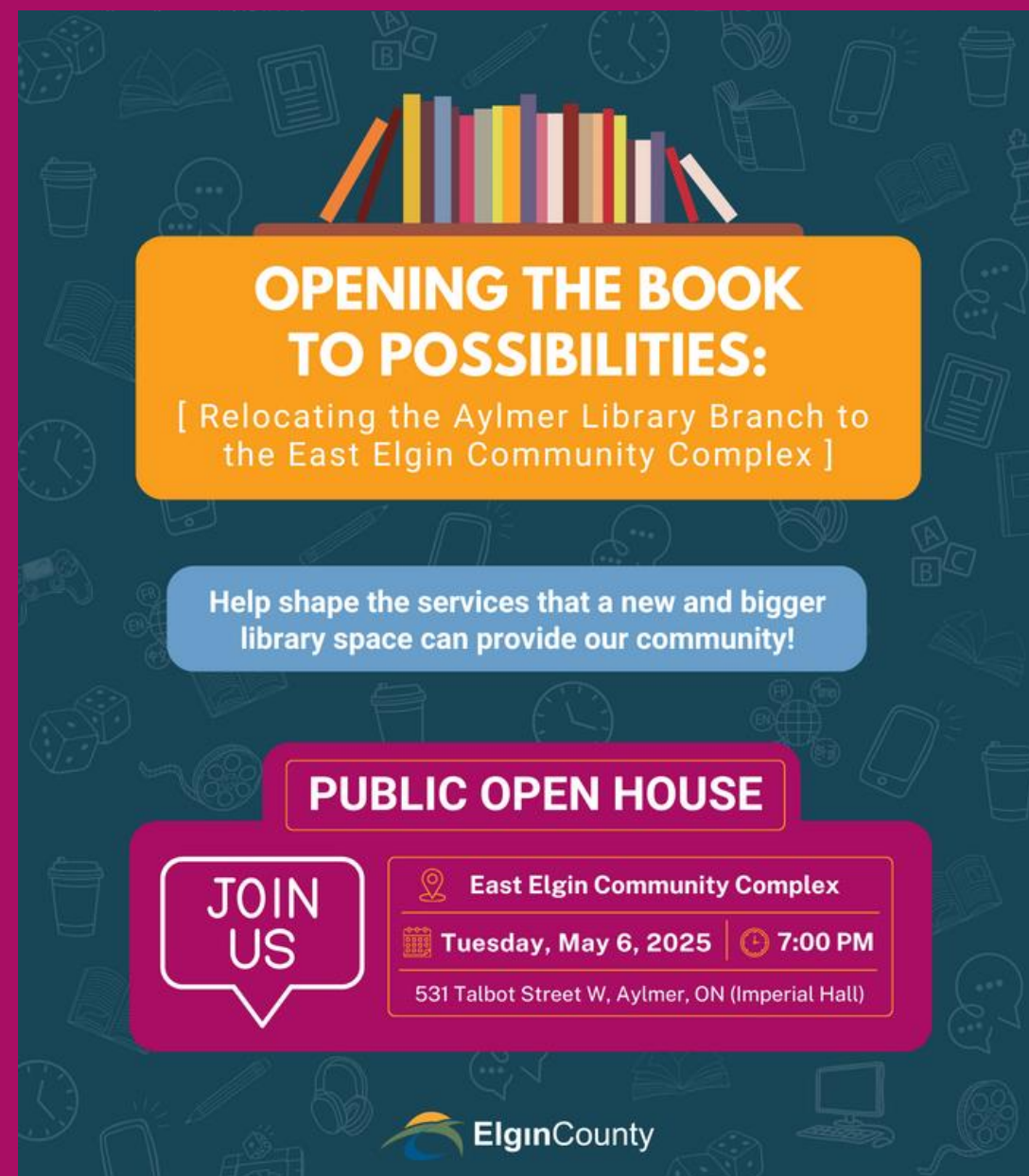
At its meeting on March 11, 2025, Council directed staff to engage the community in the Aylmer Library Relocation process and to seek feedback regarding the move to the East Elgin Community Complex.

WHY IS PUBLIC ENGAGEMENT IN THE AYLMER LIBRARY RELOCATION PROCESS IMPORTANT?

Public engagement is important to ensure that the voices of Aylmer and Malahide residents are heard, helping Elgin County Council better understand community needs, concerns, and expectations around the proposed relocation. This input will help shape a solution that reflects both current challenges and future opportunities for the Aylmer branch.

Public Open House

May 6, 2025 - East Elgin Community Complex



A Public Open House was held on May 6, 2025, to share information about the proposed relocation of the Aylmer Library to the East Elgin Community Complex.

The event provided an opportunity for residents to learn from staff about the plan, ask questions, and offer feedback to help ensure the new library space reflects community needs.



56

Attendees to the Open House

Engage Elgin

Online Engagement Website

WEBPAGE : EngageElgin.ca/AylmerLibrary

The project page outlines the proposed relocation of the Aylmer Branch Library to the East Elgin Community Complex.

It includes:

- Background information
- Concept plans
- Public engagement details
- Opportunities for community feedback
- Key supporting documents to keep residents informed and involved.

WEBPAGE RESULTS:
MAY 6, 2025 - MAY 28, 2025

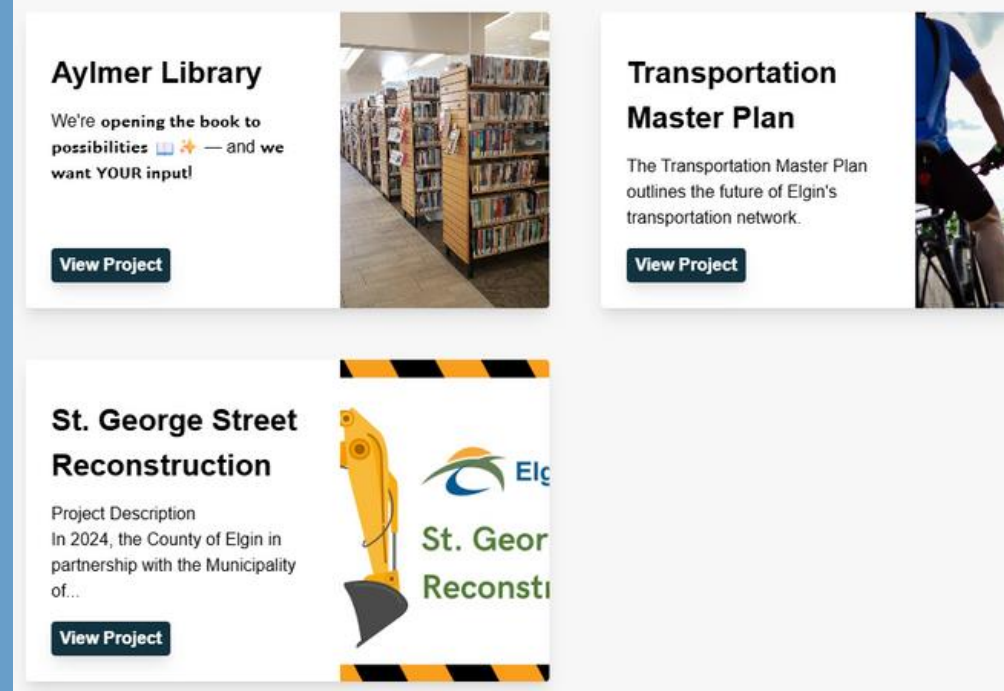


1.2K

Total Webpage Visits

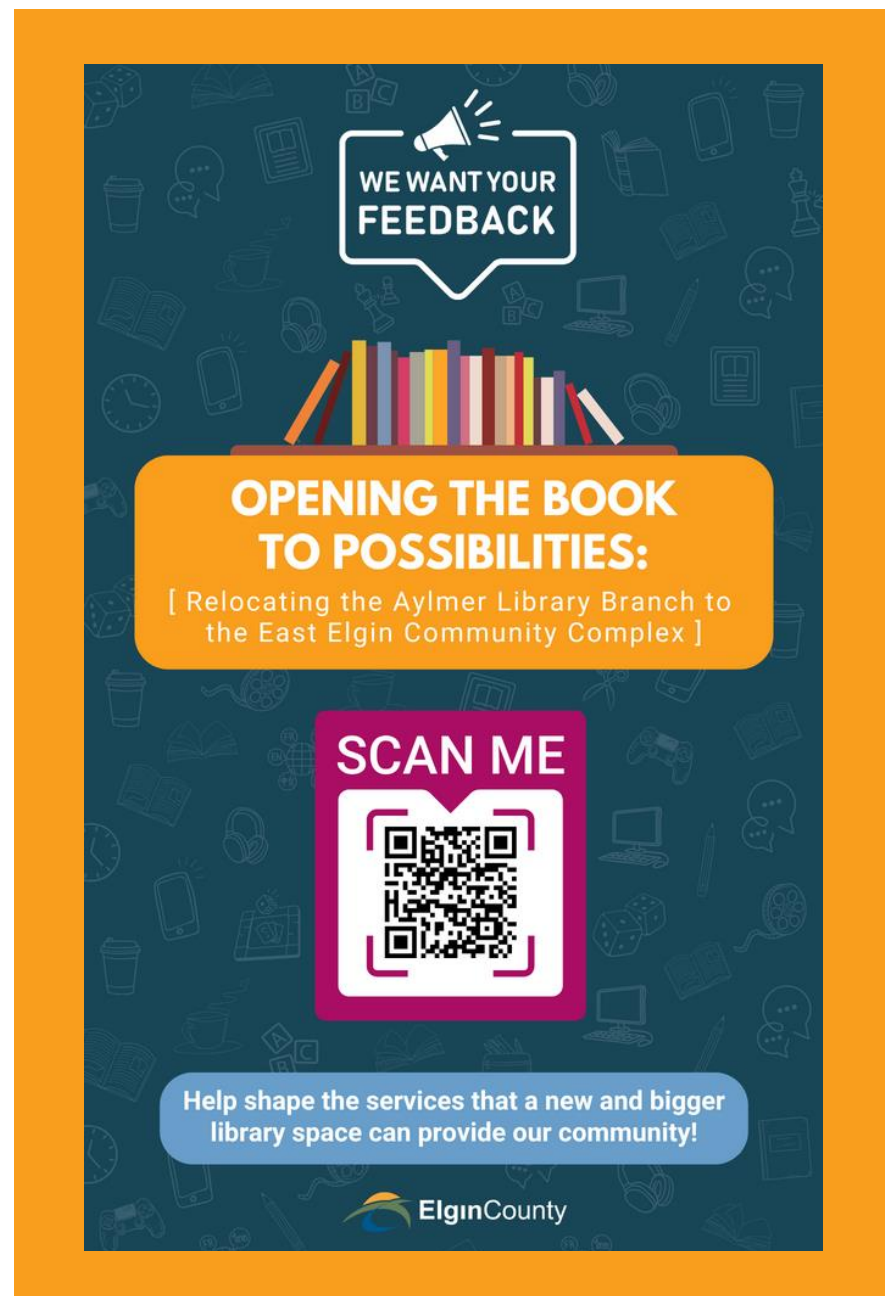


Featured Projects



Promotional Materials

Print Communication Materials



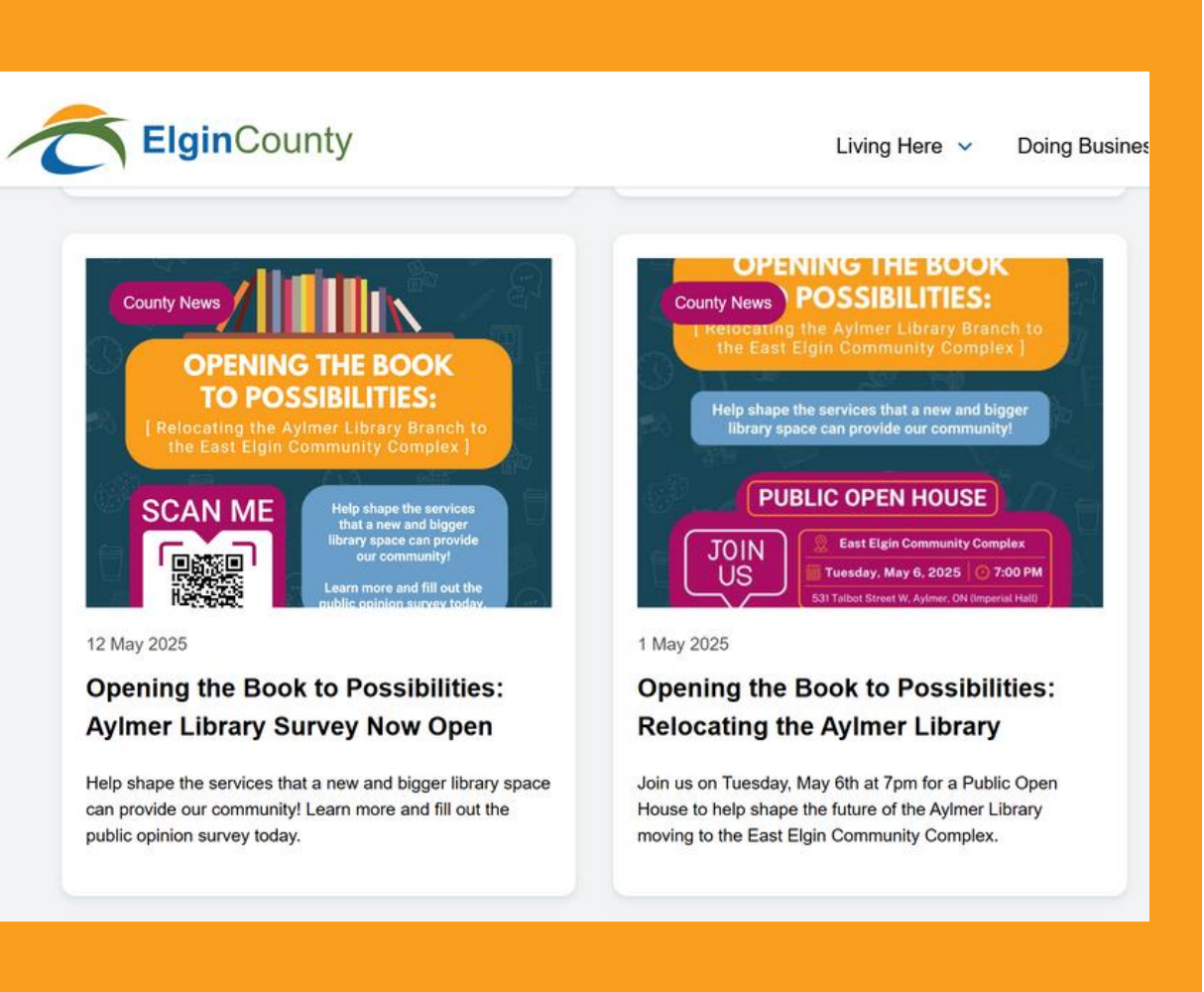
Posters placed within the Branch



3 Ads in the Aylmer Express

Promotional Materials

Digital Communication Materials



Added to the County’s website in the news section (May 12)



Included in the Aylmer & Area Chamber Of Commerce’s E-Newsletter (May 20)



Included in the Aylmer Library’s E-Newsletter

Promotional Materials

Elgin County Facebook



3 posts on the County Facebook Page

Total Views*: 67,195

Total Reach*: 18,064

Total Link Clicks: 675



Shared by the Elgin County Library Facebook Page (May 8)

- * Total Views: The number of times your content was played or displayed.
- * Total Reach: This metric counts reach from the organic or paid distribution of your post, including if it was boosted.
- * Total Impressions: Views when the post is at least 50% on screen, or when it is clicked, whichever comes first.

Survey & Survey Results



224 Surveys Completed

A full list of survey questions and comments received are linked in the Council Report as well as at the link below.

<https://www.elgincounty.ca/resources/aylmer-library-2025-survey-results/>

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Survey Results

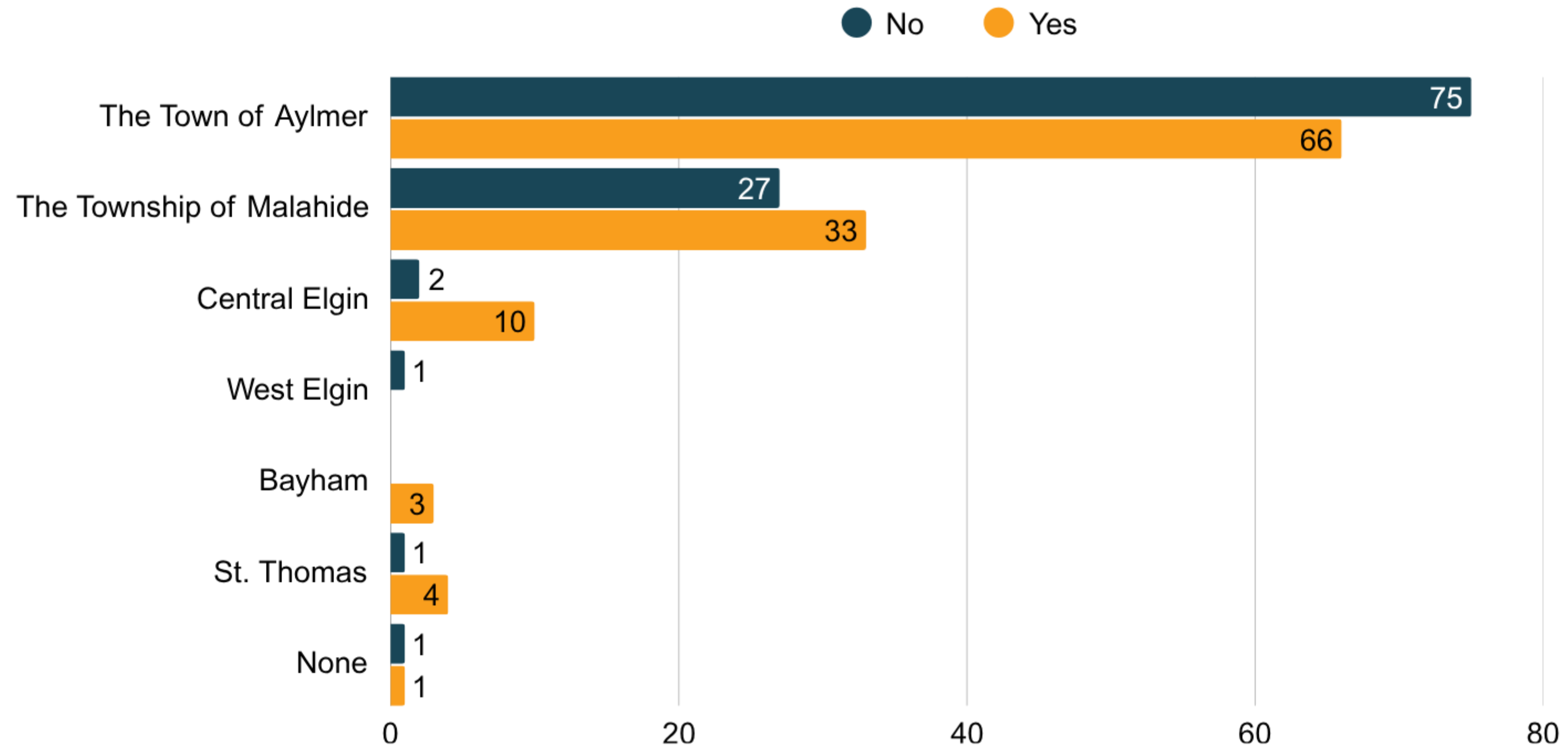
Do you support moving to the complex?

224 Surveys Completed



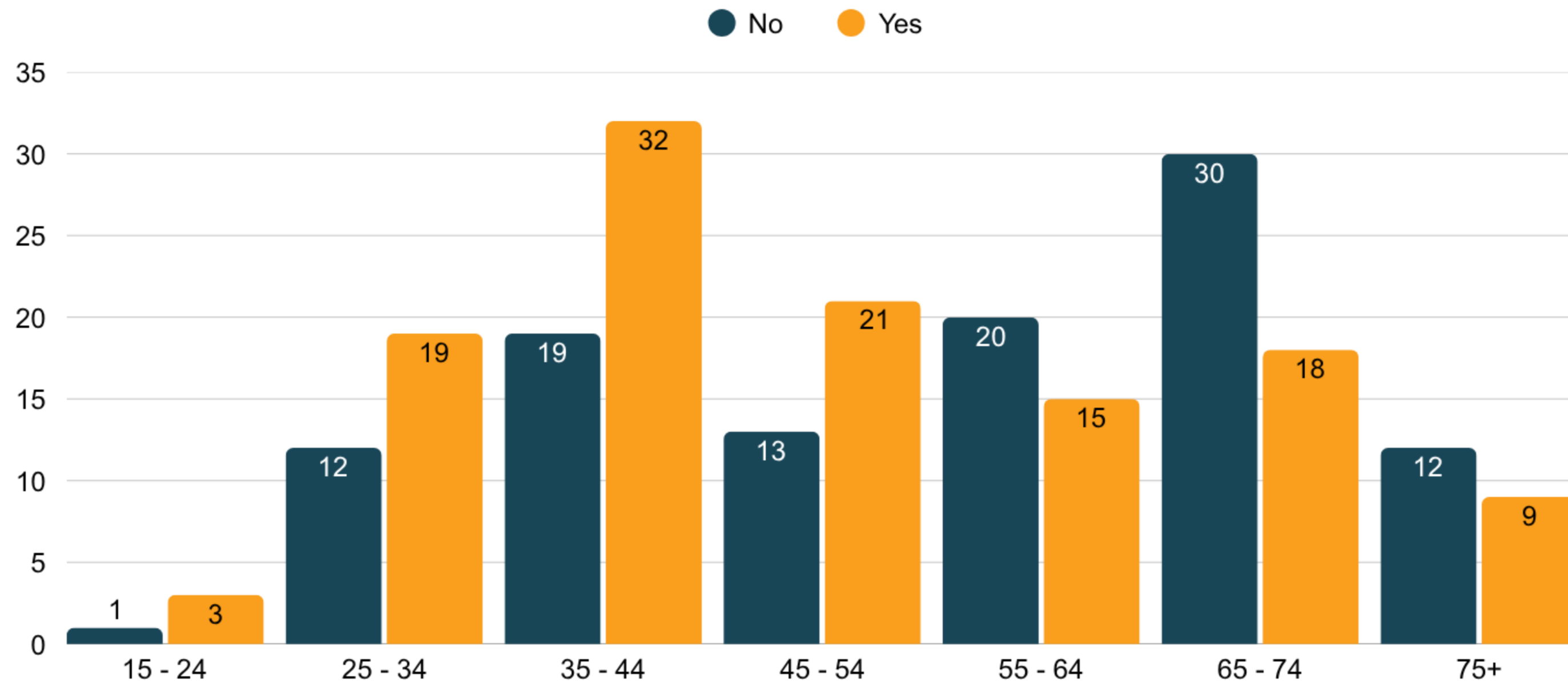
Survey Results

Do you support moving to the complex? - By Municipality



Survey Results

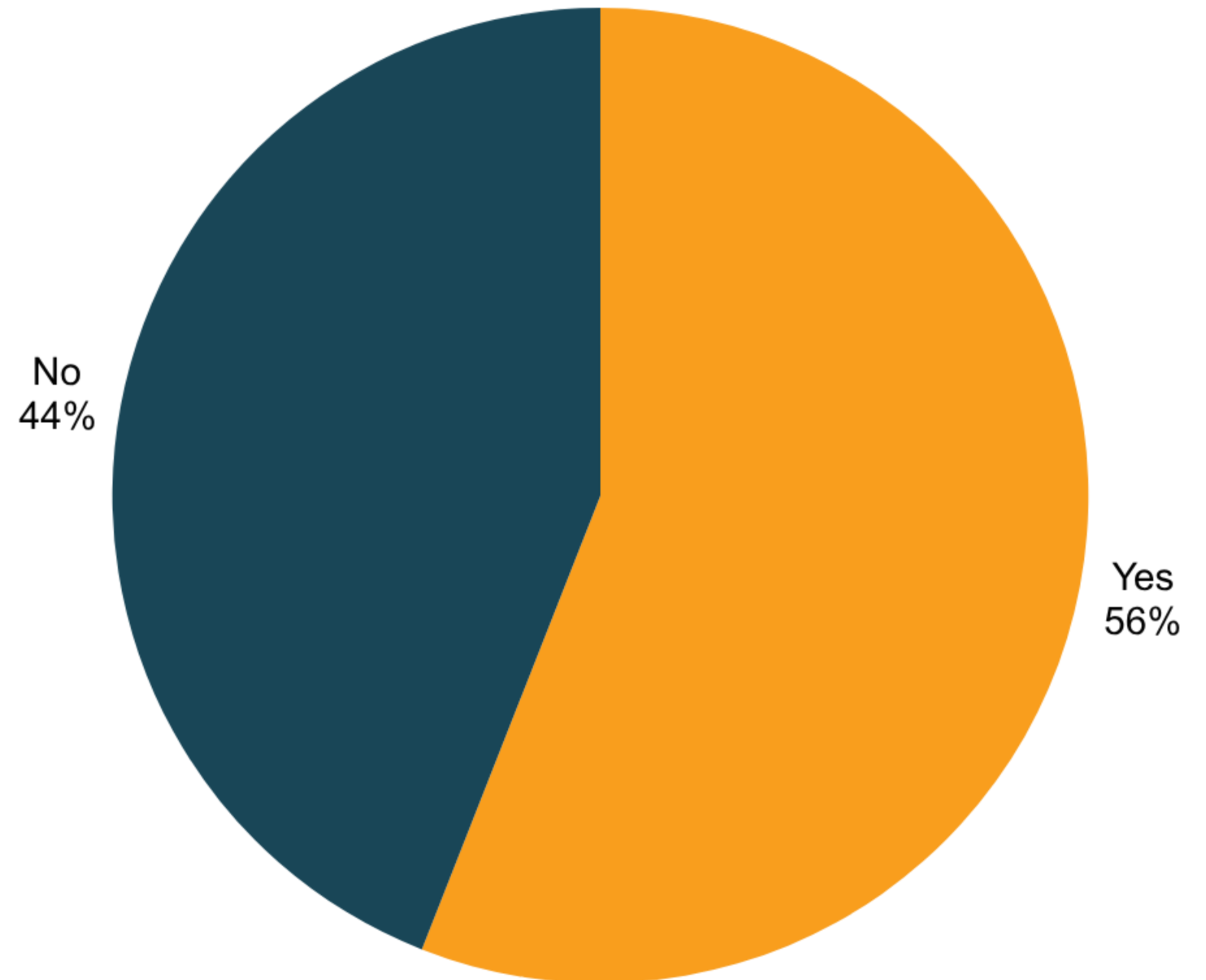
Do you support moving to the complex? - By Age



Survey Results

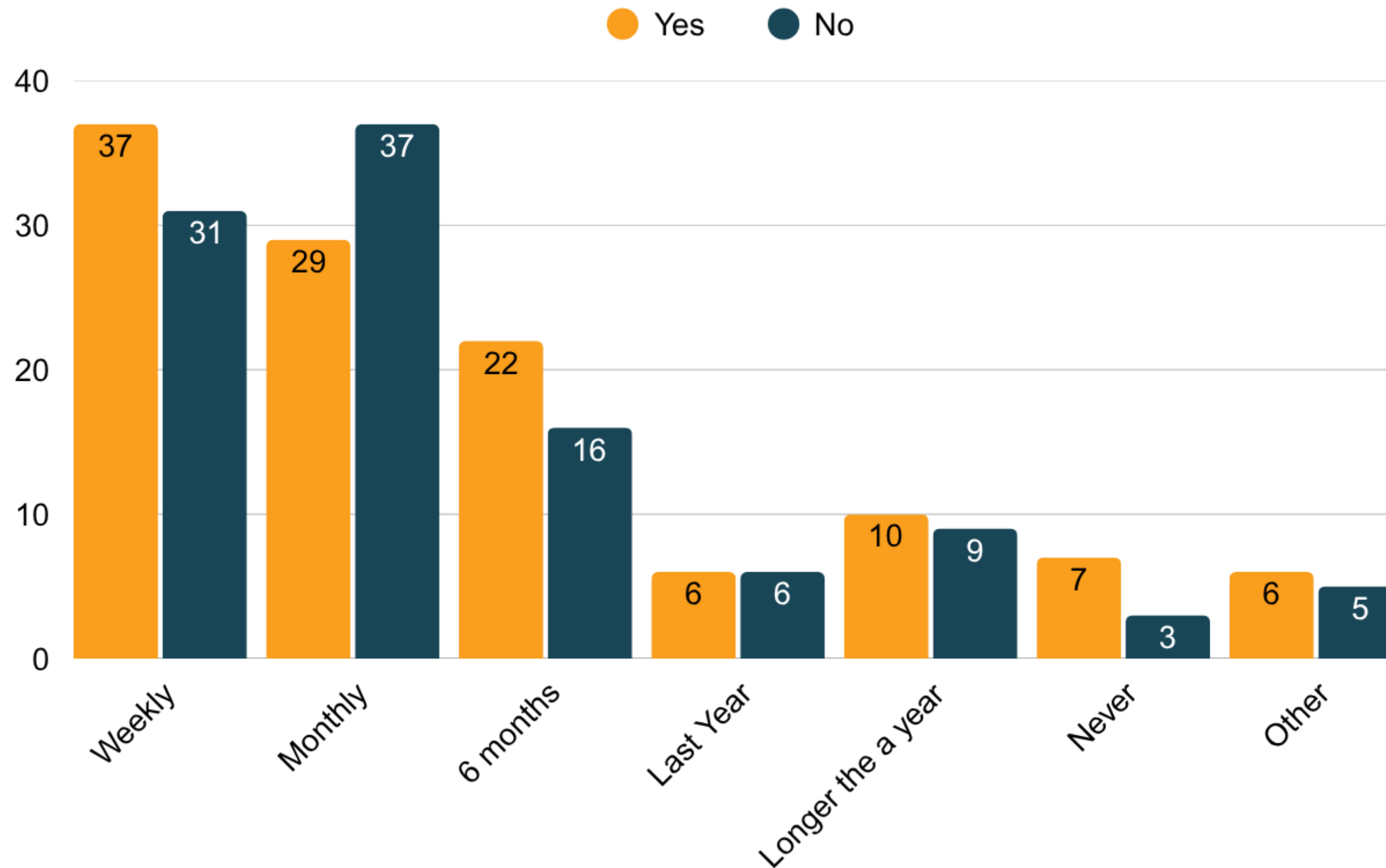
Do you support moving to the complex? - By Responders with Children

109 respondents have children, 61 of them support moving the Library to the complex



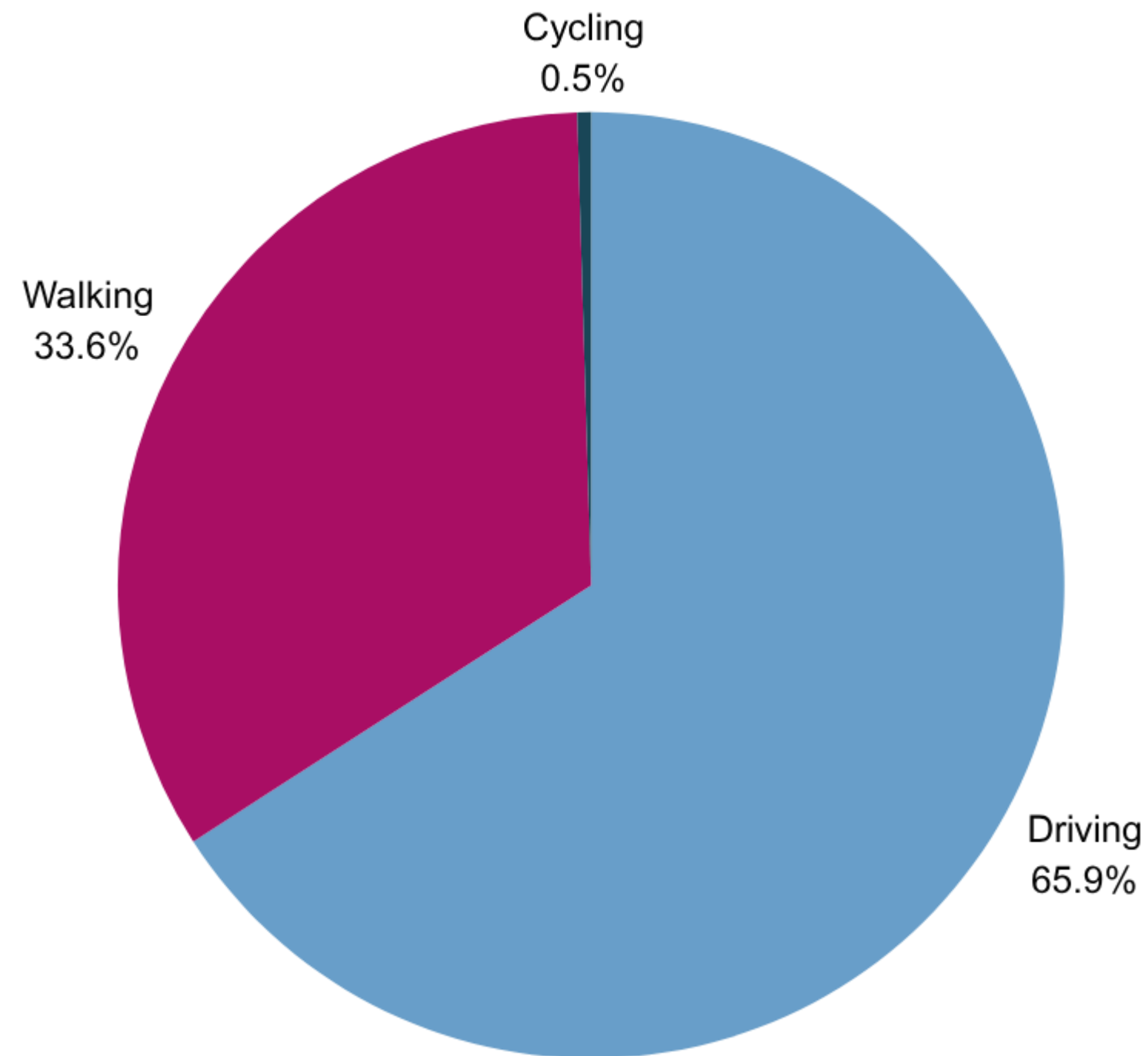
Survey Results

Do you support moving to the complex? - By How Often they Visit the Aylmer Library

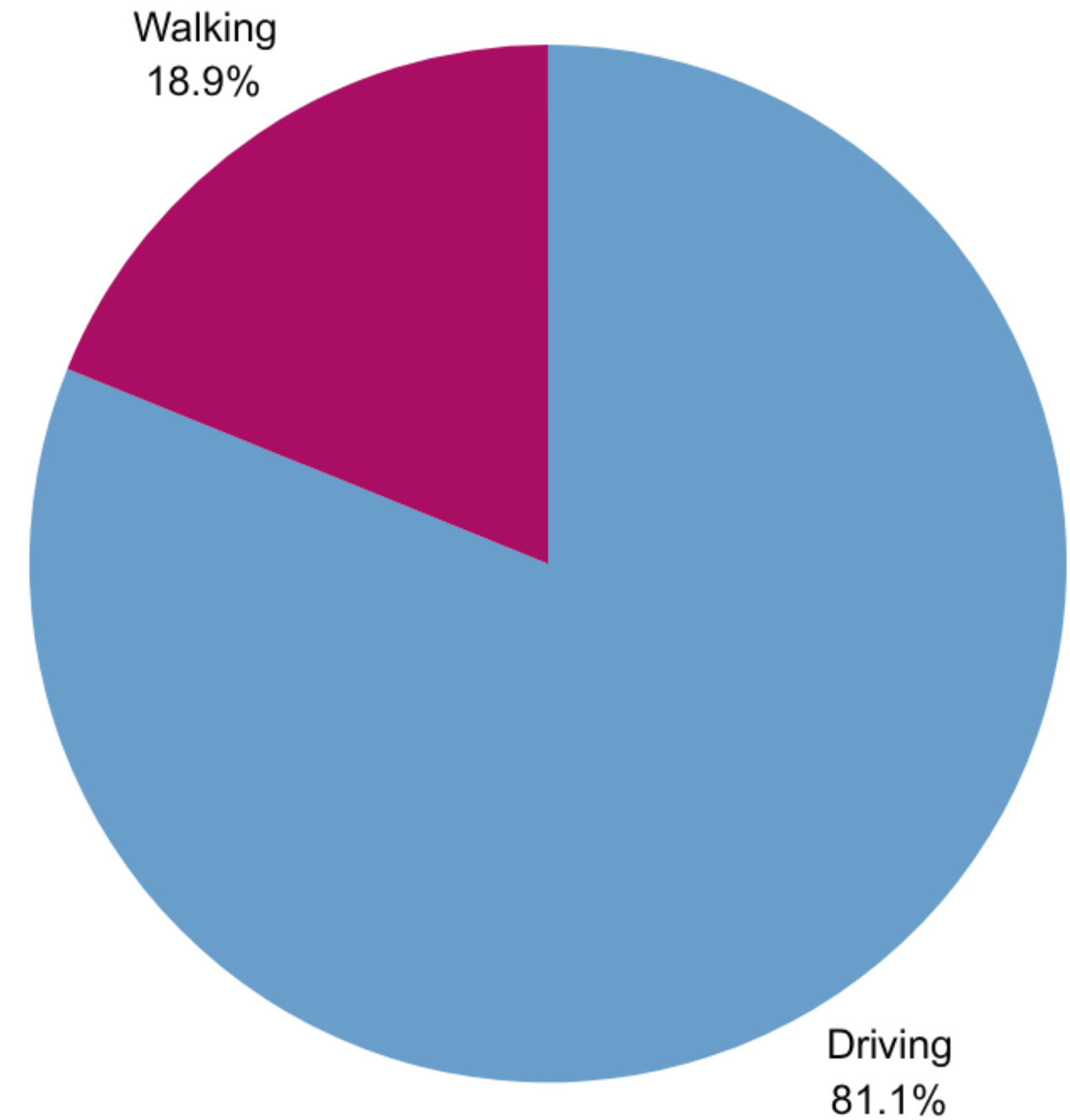


Survey Results

If you visited the Aylmer Library within the last year, how did you get there?



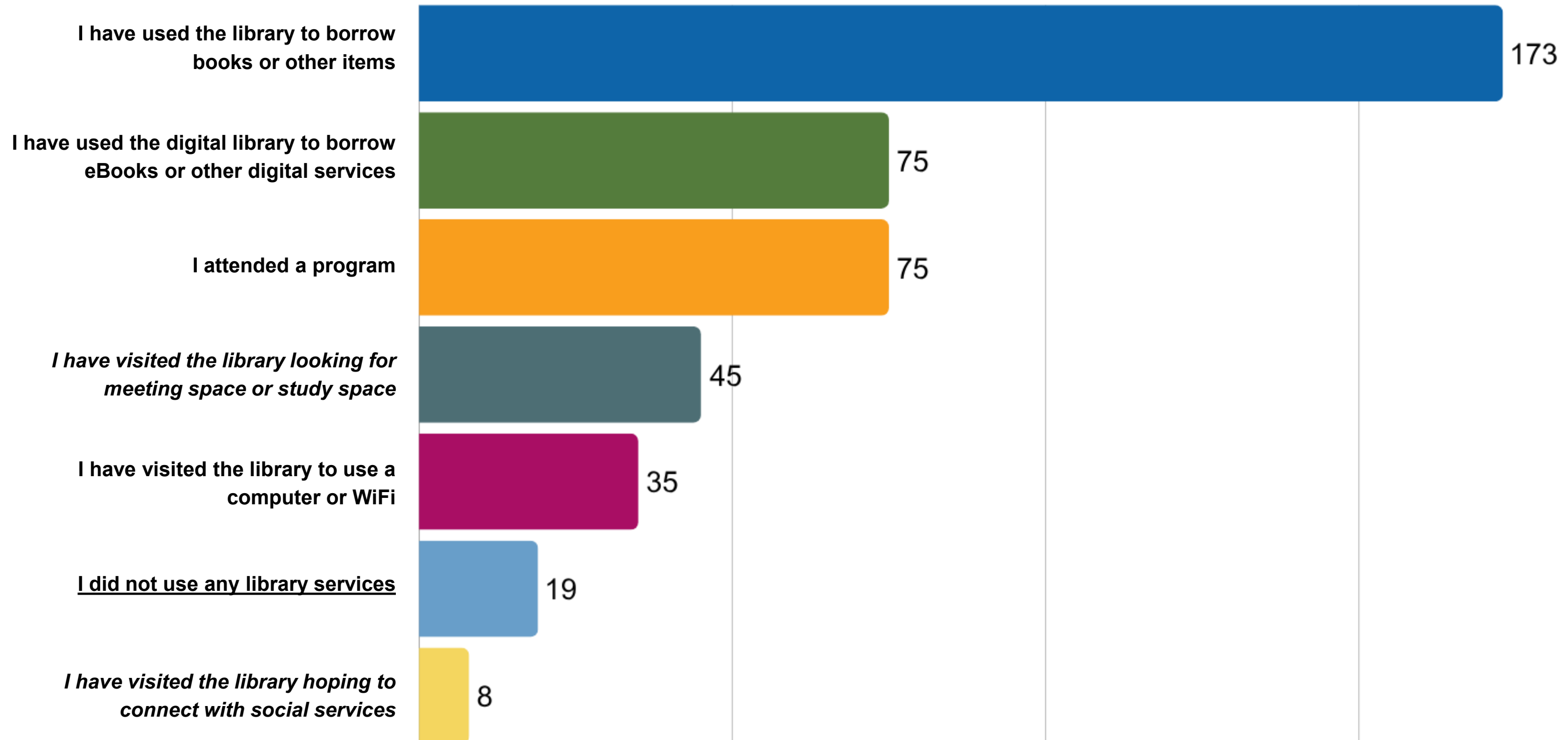
How did you get to the Aylmer Library today?



Survey conducted by Aylmer Library
staff from April 10 - May 5

Survey Results

Services Accessed at the Aylmer Library in the Last Year



Survey Results

The service I was looking for at the library wasn't there:

Looking for more children activities

Programming for seniors

Early on programs, maker space, general programs and events lacking

Programs during the evenings

I often have to go to the St Thomas Library because they have a large selection of books and we use their maker space

Just a quiet space to browse but its cramped and noisy because the space is too small

Attend theatre

Children's programs in a larger space

Questions & Comments

