



Carnegie Library of Pittsburgh Economic Impact Study Highlights

Carnegie Library of Pittsburgh (CLP) has been a venerable presence in the Pittsburgh region for 110 years. At the core of Andrew Carnegie’s objective in donating \$1 million to construct a Main Library and seven branches at the turn of the 20th century was his intent to “bring books and information to ordinary people” at no cost to individuals or families. Today, with 19 neighborhood locations including the Main Library and Library for the Blind and Physically Handicapped, Carnegie Library of Pittsburgh (CLP) is just as dedicated to that idea: “People from every walk of life should have equal and ready access to the world of information.” To that end, the library has been actively engaged in the community offering a range of services to the public as they seek out knowledge, information, and entertainment. While sweeping technological changes have transformed the way people acquire information, accessible libraries still form a primary information hub with new technologies and resources.

Moving forward with the momentum of a renewed vision, and generating striking changes at many of its community branches, CLP is more important to the region than ever before. With more than two million visitors annually, Carnegie Library of Pittsburgh is the area’s most visited regional asset.

Despite its long history, there has been little understanding beyond qualitative observations about the value of Carnegie Library’s contributions to the region and what that impact means in quantifiable terms. As public resources have become scarcer while usage of the library continues to grow, this economic impact study was commissioned to explore the many ways that Carnegie Library of Pittsburgh impacts the economic vitality of the region.

The report examines both the library’s value to the economy in terms of return on investment as well as its contributions to people and their communities. Such community benefits include literacy and learning, quality of life issues, and activities for children and teens, among others. Exploration of usage and demographic statistics help inform discussions on market penetration within the City of Pittsburgh and Allegheny County. This includes the numbers of people served and the types of materials and technology being used, especially in response to the renewed investment the library is making in renovating its neighborhood facilities.

The study used various data collection and analysis methods including an online survey completed by more than 1,300 individuals, two focus groups conducted with business users and community stakeholders, cost-benefit analyses, and an economic impact model (IMPLAN) to measure library impact on jobs and economic output.

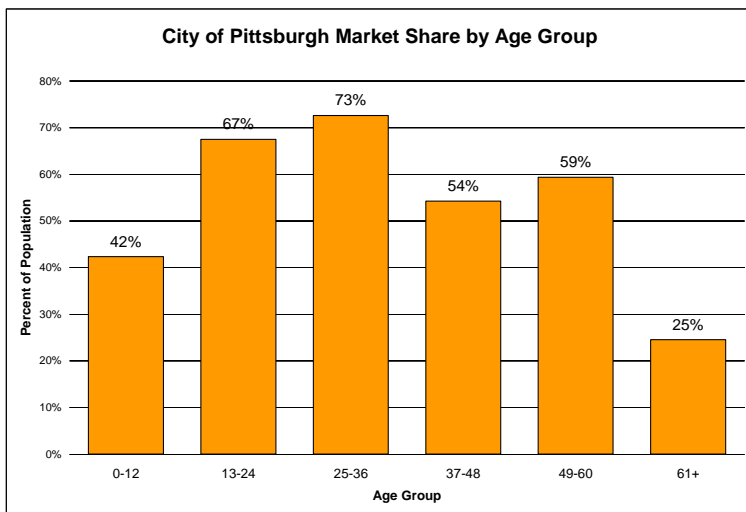
This report demonstrates that the public is receiving excellent value for the contributions it makes in funding the services and programs of Carnegie Library of Pittsburgh.

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Summary of Economic Impacts

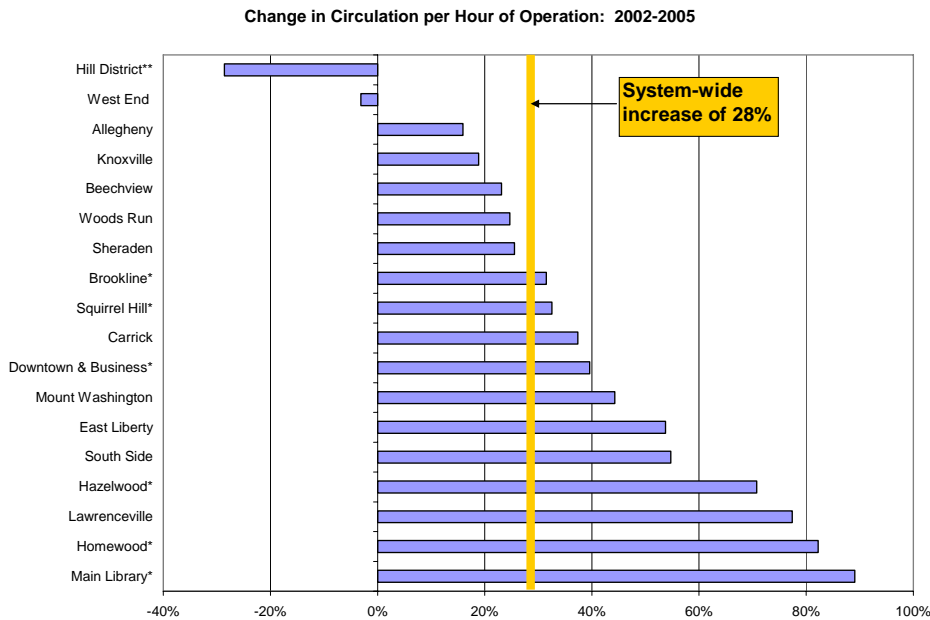
- Carnegie Library of Pittsburgh (CLP) is the area’s most visited regional asset. The Main Library in Oakland alone is the second most visited destination in the City. (See Table, page 5)
- Carnegie Library of Pittsburgh serves customers well beyond the borders of the City. In fact, CLP reaches customers in nearly every ZIP Code in Allegheny County.
- Annually, CLP generates a return of more than \$91 million in combined economic output (\$63 million) and customer value (\$28 million) and sustains more than 700 jobs. During its current capital improvement program, the numbers are even higher due to jobs and spending generated by renovations and construction.
- For every dollar provided by the City of Pittsburgh and the Allegheny Regional Asset District, the library provides more than \$6 worth of benefits.
- The library provides more than \$75 worth of benefits per capita for every resident of Allegheny County.
- Accounting only for circulating books, DVDs and videos as well as databases, the library provides an estimated value of \$41million to library customers each year:
 - If library customers were to purchase the books they borrow, the estimated cost to them would be \$27 million.
 - If library customers were to pay \$3 to rent the DVDs and videos they borrow, the estimated cost to them would be \$2 million.
 - The library provides free access to databases that in many cases would not be available to the public, providing as much as \$12 million in value to the community in databases alone.
- More than half of the City’s residents and nearly one out of every five residents of Allegheny County have a CLP card.
- More than seven of every ten residents of the City of Pittsburgh between the ages of 25 and 36 and nearly seven of ten residents aged 13-24 have a library card.





- Despite the interruption of major neighborhood library renovations and other reductions in operating hours, the hourly circulation of material increased by 28% system-wide from 2002-2005.

Figure 1



Note: * indicates a renovated branch. ** Hill District Branch visitor data combines visitors to the Hill District/Dinwiddie Street branch and the Martin Luther King, Jr. Reading Center.

Libraries and Literacy

Carnegie Library of Pittsburgh has also made a major impact on literacy in the City of Pittsburgh. A recent study by the University of Wisconsin-Whitewater ranked Pittsburgh fourth among cities for its libraries and third overall for literacy. Our strong library system was cited as one of the key factors in the overall literacy ranking, which was a composite of five different literacy measures:

- Educational attainment
- Booksellers
- Newspaper circulation
- Library resources
- Periodicals published

Table: Libraries and Literate Cities (2004)

Literacy Ranking	Library Ranking
1. Minneapolis, MN	1. Akron, OH
2. Seattle, WA	2. Kansas City, MO
3. Pittsburgh, PA	3. St. Louis, MO
4. Madison, WI	4. Pittsburgh, PA
5. Cincinnati, OH	5. Columbus, OH
6. Washington, DC	6. Toledo, OH
7. Denver, CO	7. Rochester, NY
8. Boston, MA	8. Cleveland, OH
9. Portland, OR	9. Denver, CO
10. San Francisco, CA	10. Seattle, WA

Source: Miller, Jack. *America's Most Literate Cities 2004*. University of Wisconsin-Whitewater, accessed from http://www.uww.edu/advancement/npa/special_reports/cities/allrank.html.



The Carnegie Library of Pittsburgh is devoted to strengthening Pittsburgh’s communities.

In 2005:

- More than 4,500 different groups participated in library programs with almost 70,000 attendees;
- 375 organizations partnered with the library through sponsorships, in-kind donations and collaborations to present quality programming to community residents at little to no cost;
- Over 3,000 groups used library meeting rooms with 35,000 in attendance;
- More than 3,000 groups benefited from CLP outreach programs, with an attendance of 80,000.

In the study, most library customers indicate that the library’s most important contribution to the community is to promote literacy and learning. However, libraries also provide a significant benefit in terms of improving the quality of life for their neighborhoods. Activities for children and teens are both considered major existing benefits as well as an area where the library could possibly do more.

One recurring theme in the surveys and focus groups is that many customers are not aware of the services and programs that may be offered through the library. Therefore, the suggestions for more programs may reflect the need for better communication of existing programs more than the need for new programs.

Table 1: Community Benefits Identified by Survey Respondents

Question 9: In your opinion, what benefits does your library branch currently provide to the surrounding community?

Promote literacy and learning
Improve neighborhood quality of life
Provide activities for children and teens
Informal gathering place
Provide career and job resources
Public meeting rooms
Provide resources for business
Attract customers to other businesses
Increase property values
Increase safety



Table: 2004 Attendance at Major Attractions in Southwestern Pennsylvania

Facility	2004 Attendance	Rank
CLP Total	1,630,850	
Carnegie Science Center	587,000	1
* <i>Main Library</i>	<i>490,213</i>	<i>2</i>
Carnegie Museum of Art & Carnegie Museum of Natural History	359,584	3
<i>East Liberty Branch</i>	<i>173,660</i>	<i>4</i>
Frick Art and Historical Center	167,305	5
Fallingwater	167,305	6
* <i>Downtown & Business Branch</i>	<i>166,729</i>	<i>7</i>
Heinz Pittsburgh Regional History Center	120,500	8
Soldiers and Sailors Memorial Hall	120,000	9
Fort Necessity National Battlefield	105,366	10
<i>Brookline Branch</i>	<i>99,244</i>	<i>11</i>
<i>Allegheny Regional Branch</i>	<i>97,556</i>	<i>12</i>
Pittsburgh Children's Museum	86,087	13
Andy Warhol Museum	77,910	14
<i>South Side Branch</i>	<i>71,766</i>	<i>15</i>
<i>Homewood Branch</i>	<i>71,500</i>	<i>16</i>
<i>Carrick Branch</i>	<i>63,822</i>	<i>17</i>
** <i>Hill District Branch</i>	<i>57,423</i>	<i>18</i>
Fort Ligonier	56,814	19
<i>Woods Run Branch</i>	<i>55,553</i>	<i>20</i>
<i>Knoxville Branch</i>	<i>51,217</i>	<i>21</i>
<i>Sheraden Branch</i>	<i>43,658</i>	<i>22</i>
<i>Mt. Washington Branch</i>	<i>40,748</i>	<i>23</i>
Pittsburgh Center for the Arts	40,000	24
<i>Lawrenceville Branch</i>	<i>37,175</i>	<i>25</i>
<i>Beechview Branch</i>	<i>35,546</i>	<i>26</i>
Fort Pitt Museum	35,000	27
Mattress Factory	35,000	27
* <i>Hazelwood Branch</i>	<i>31,650</i>	<i>29</i>
Society for Contemporary Craft	30,248	30
Kentuck Knob	29,900	31
Friendship Hill National Historic Site	29,891	32
Westmoreland Museum of American Art	25,200	33
Pennsylvania Trolley Museum	22,554	34
* <i>Squirrel Hill Branch</i>	<i>21,302</i>	<i>35</i>
Old Economy Village	20,000	36
<i>West End Branch</i>	<i>19,279</i>	<i>37</i>
Nationality Rooms (University of Pittsburgh)	18,520	38
Meadowcroft Rockshelter and Museum of Rural Life	12,679	39
Southern Alleghenies Museum of Art at Ligonier Valley	7,000	40

Notes: * indicates a branch with renovations during some part of 2004. Attendance would have been higher without the interruption of renovations. ** Hill District Branch visitor data combines visitors to the Hill District/Dinwiddie Street branch and the Martin Luther King, Jr. Reading Center. [Source of Non-Library Major Attractions: Pittsburgh Business Times 2006 Book of Lists.]

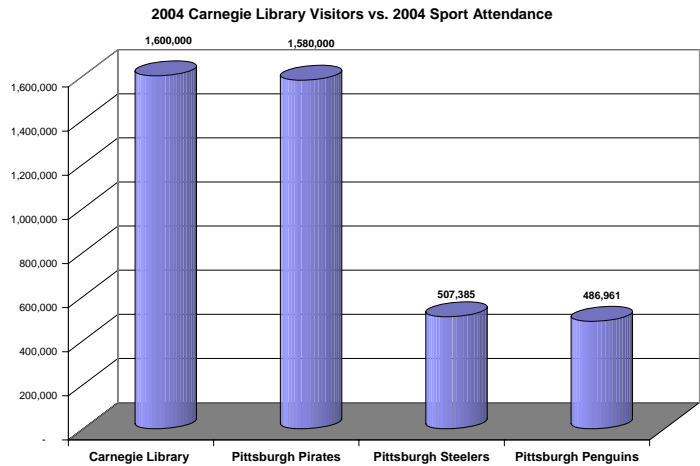
The library attendance figures in Table 1 are 2004 numbers in order to compare it with the available attendance data from other venues from the Pittsburgh Business Times' *Book of Lists*. Library attendance in 2004 is artificially low due to the renovations that closed or reduced the operations of several facilities including the First Floor of Main Library, Hazelwood, Squirrel Hill and Downtown & Business. Historically the library has



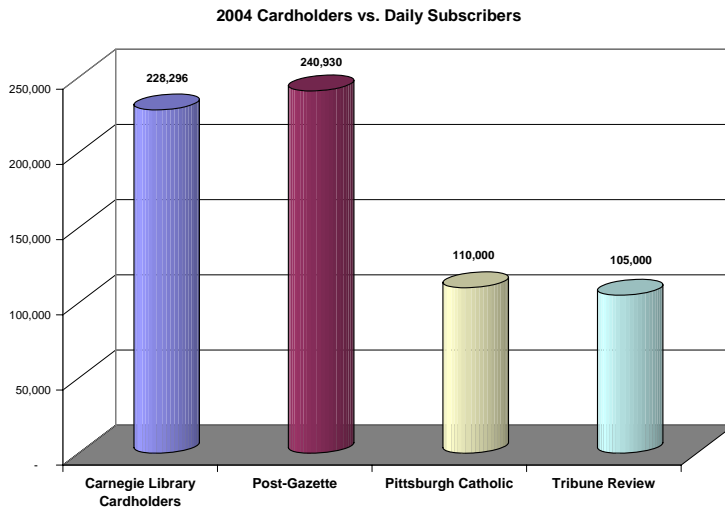
approximately two million visitors annually, and with all locations open for a full year, attendance would reach almost 2.3 million visitors. Despite these lower numbers, the library system continues to be the top destination in the region. The importance of the libraries is reaffirmed if we examine the attendance for individual branches – library branches comprise half of the region’s top twenty destinations and all of them are in the list of the top forty destinations.

To put the library into the context of other services and activities:

- In our sports-oriented city, more people visited the library in 2004 than any of the professional sports venues. Even though several library facilities were being renovated in 2004, the library was still a top destination.



- The library has almost as many cardholders as there are daily subscribers to the Pittsburgh Post-Gazette.



- The library brings in 6,142 visitors each day. If it were a convention, the library would have been the second largest in terms of daily attendance in 2004 – except that the library brings in visitors all year long!

To view the entire Carnegie Library of Pittsburgh Community Impact and Benefits study, please visit the Carnegie Library of Pittsburgh Web site at www.carnegielibrary.org.