



REGIONAL MUNICIPALITY OF WATERLOO LIBRARY COMMITTEE AGENDA

Tuesday, September 25, 2012
1:00 p.m. (*Time is approximate*)
Waterloo County Room
150 Frederick Street, Kitchener, Ontario

1. **DECLARATIONS OF PECUNIARY INTEREST UNDER THE *MUNICIPAL CONFLICT OF INTEREST ACT***
2. **DELEGATIONS**
3. **REPORTS**
4. **INFORMATION/CORRESPONDENCE**
 - a) **Memo:** Region of Waterloo Library Periodic Financial Report: January - August, 2012 1
 - b) **Memo:** Region of Waterloo Library Operations Updates; June - August, 2012 2
 - c) **Memo:** Region of Waterloo Library Service Review - Update 5
5. **OTHER BUSINESS**
6. **NEXT MEETING –**
 - 1) November 6, 2012 (Proposed Additional Meeting)
 - 2) November 27, 2012 (Scheduled)
7. **ADJOURN**



PLANNING, HOUSING & COMMUNITY SERVICES
 COMMUNITY SERVICES

September 25, 2012

MEMORANDUM

To: Chair Todd Cowan and Members of the Library Committee

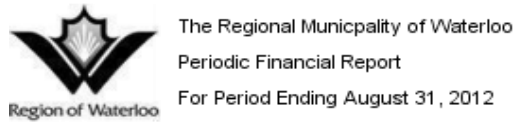
From: Lucille Bish, Director, Community Services

Subject: **REGION OF WATERLOO PERIODIC FINANCIAL REPORT:
 JANUARY – AUGUST, 2012**

File No: R09-01

This memo provides the second in-year Region of Waterloo Library financial report for 2012, covering the eight months ending August 31, 2012.

As shown in the table below, both staffing and operating costs are in line with the budget. Total expenditures to date are 2.11% less than the year-to-date budget.



	Annual Budget	Y-T-D Budget	Y-T-D Actuals	Variance	% Variance
REGIONAL LIBRARY					
EXPENDITURES					
Total Staffing Costs	1,654,598	1,103,072	1,098,590	4,482	0.41
Total Operating Costs	497,430	331,624	299,035	32,589	9.83
Total Inter-Departmental / Transfers	179,253	119,504	123,734	(4,230)	-3.54
TOTAL EXPENDITURES	2,331,281	1,554,200	1,521,359	32,841	2.11
REVENUES					
Township Property Tax Levy	2,190,207	1,460,144	1,460,144		
Grants	101,574	67,720	77,032	9,312	-13.75
Operating Revenues	39,500	26,336	34,615	8,279	-31.44
TOTAL REVENUES	2,331,281	1,554,200	1,571,791	17,591	-1.13
NET REGIONAL LIBRARY			(50,432)	50,432	



September 25, 2012

Region of Waterloo

MEMORANDUM

To: Chair Todd Cowan and Members of the Library Committee

From: Katherine Seredynska, Manager, Public Services
Kelly Bernstein, Manager, Information Services

Subject: **REGION OF WATERLOO LIBRARY OPERATIONS UPDATES:
JUNE – AUGUST, 2012**

File No: R09-01

Service Review and Citizen Survey

- The RWL Service Review is underway, with the undertaking of the citizen survey. The goal is to improve service delivery, leading to increased use of resources and increased satisfaction with services provided by RWL and to improve service satisfaction within the Region of Waterloo. A communications plan has been developed to ensure that both the public and Region of Waterloo staff know about the study.

Programs

- Imagine! TD Summer Reading Club had the highest registration ever – 1662 children joined the club, with 54% girls and 46% boys. They read 34873 books and enjoyed fun literacy-based activities at the libraries all summer long. Through reading they enjoyed earning prizes donated by local businesses, cultural attractions, and publishers.
- RWL received a Human Resources Development Canada grant of \$2155.00 to help cover costs for a summer student. She presented over 60 summer reading club programs in the branches. Programs were also presented by the Family Literacy Coordinator and branch staff, with a total attendance of 3300.
- Staff noted that many parents were pleased that their children's reading levels soared over the course of the summer reading club. Some stated that their children did not like to read before, but now they loved it. One mother commented: "The summer reading program saved my life this summer. When friends asked me 'what are your children doing this summer?' I could answer: 'We go to a summer reading program at the library!' Our children told their friends all about it."

- The 2012 One Book, One Community title, Lakeland, continues to be popular with 161 circulations to date. New Hamburg branch hosted a successful evening Water Ways program in Kirkpatrick Park with storyteller Mary Eileen McClear, funded through TD Friends of the Environment.
- Library book sales were held in several branches, with ongoing book sales in New Hamburg and Ayr, a large sale in Elmira, and sales in small branches like Linwood. More will follow in the fall such as in Wellesley at the Apple Butter Cheese Festival. Branch sales are part of the way RWL handles the volume of library discards, and gives community members an opportunity to support their library through book purchases.

Buildings

- Baden renovations are complete and include a new staff workstation and improved circulation desk area, small staff room, painting, carpeting and new furnishings.
- St. Jacobs's lower floor and meeting room were painted. With new cabinets and furnishings the meeting room is appealing for programs and public booking.
- Fall projects include carpeting the lower floor in Elmira and much needed renovations at library headquarters.
- Region of Waterloo staff look forward to working with Woolwich Township on the Breslau location for a new library, and with Wilmot Township on the building renovation at a new site for New Dundee.

Other Branch Requests

- Other items requested by the branches to help better serve the public have been sourced and costs estimated. Items have been received or are on order.
- Items include shelving units and new furniture for meeting rooms, puppet theatres, a children's magazine holder, and display units to highlight new books. Staff is grateful for the opportunity to enhance the branches with these items.

Library Automation System

- Testing of the Union Database which will contain the catalogues of the 21 libraries in our automation consortium began in July, and will continue through the fall. Migration is planned for winter 2013 in order to let other Ontario Library Consortium libraries migrate first, while RWL benefits from their experiences. The look and feel of the database should be identical, from a staff perspective.
- Enterprise is a new public catalogue with greatly enhanced features beyond our current catalogue. A test site is in development, and will be released to the public after migration to the Union Database. Enterprise allows for easier, more intuitive searching, and better integration of RWL's electronic content such as databases and e-books.

Statistics/ Reporting

- Annual Survey statistics were reported to the Ministry of Culture and Tourism in June
- OMBI statistics were submitted in July
- Overall circulation rose 4.4% in 2011
- Cardholders remained about the same
- E-book circulation rose 55% in 2011, and appears to be on track to do the same in 2012

Collections

- The RFP for Materials Purchasing and Processing has been released, with responses due in early October. The current contract with Library Services Centre expires December 31st.

Website

- The library has purchased two new website URLs: rwlibrary.ca and rwlibrary.org. They, and our existing URL rwl.library.on.ca, all refer patrons to the same website content. The new URLs are much easier for patrons to use and remember, and will be included on all future library promotional material.

Computer Training

- Following the direction of Library Committee to allocate \$30,000 toward patron computer training in the 2012 Budget, Library staff have researched alternative methods of service delivery. The selected approach is to use a portion of the funding to hire a part-time Computer Training Coordinator, and the remainder to allocate additional hours to part-time branch staff to deliver classes and programs.
- The hiring process for the Computer Training Coordinator is underway, with the goal of having the position filled by December 2012.
- In the meantime, technology-related events are being planned by the Library Communications Coordinator, and will be delivered throughout the fall, at various branches.



PLANNING, HOUSING & COMMUNITY SERVICES
COMMUNITY SERVICES

September 25, 2012

Region of Waterloo

MEMORANDUM

To: Chair Todd Cowan and Members of the Library Committee

From: Lucille Bish, Director, Community Services

Subject: **REGION OF WATERLOO LIBRARY SERVICE REVIEW – UPDATE**

File No: A34-30

Further to the 2012 Budget approval, and the follow-up report on March 20, 2012 (Report P-LIB-12-001), this memo provides an update on the status of the Region of Waterloo Library Service Review.

As reported to the Library Committee in March, RWL is working with the Region's Citizen Service team on this project, and using the Service Improvement, Planning and Implementation (SIPI) methodology to identify drivers of satisfaction for the library, which will lead to identifying any improvements in programs and branch hours that could increase citizen satisfaction and library use. The project is being led by a Project Team of staff from Citizen Service and RWL. Two consulting firms, ERIN Research and Kestrel Info Services, have been engaged to undertake specific aspects of the project.

ERIN is conducting the primary household telephone survey, and analyzing the results. The topics covered in the survey are listed below:

- A) USER QUESTIONS
- Location and library
 - Satisfaction with library services
 - Satisfaction with library programs
 - Expectations about library hours and service delivery
 - Overall satisfaction with library
 - Components of satisfaction
 - Communications
 - Priorities for improvement
 - Open-Ended questions

B) NON-USER QUESTIONS

- Reasons for not using
- Value of resource

C) USER AND NON-USER QUESTIONS: About You.....

The survey took up to 15 minutes to complete, and the target was to interview almost 1,300 households. RWL staff created an appealing publicity campaign to encourage community members to “take the call”.

As of September 14th, ERIN reported that they had completed the survey calls on schedule. The sample size matched our requirement that the survey results be statistically valid for each Township. As a result, North Dumfries and Wellesley Townships were “over-sampled” to obtain a large enough base. The number of completed surveys by Township is shown in the following table:

	Total	User	Non-User
North Dumfries	300	200	100
Wellesley	300	200	100
Wilmot	308	208	100
Woolwich	370	248	122
TOTALS	1,278	856	422

ERIN reports that response to the survey by users was enthusiastic and generous; “the topic gripped them and their comments were good”. The consultant also noted that: the timing appears to have been well chosen; the overall length of the survey was reasonable; and they collected good data on all sections of the survey. ERIN is now proceeding with analysis of the data, leading to a detailed survey report.

Following this, our Library Consultant, Kestrel Info Services, will move the research findings into an actionable implementation plan what will result in better library use and satisfaction. They will use their many years of library experience, and knowledge of library systems, to develop and assess detailed options for possible improvements, obtain input on these options through focus groups or other means, and draft a more comprehensive service delivery framework, a statement of purpose for programming, a staff development plan, and estimated resources and timelines.

For consideration by Library Committee:

We would like to plan a Library Committee meeting to hear a detailed presentation of the survey findings from ERIN Research, followed by a focus group session led by our Library Consultant. The total meeting length would be about 1.5 hours. A possible date is Tuesday November 6, following the regular Standing Committees; this timing could require your participation until 4:30 that day.