



Media Release: Friday, October 31, 2014, 4:30 p.m.

Regional Municipality of Waterloo

Library Committee

Agenda

Tuesday, November 4, 2014

1:00 p.m. (Time is approximate, following Committee meetings)

Room 217

150 Frederick Street, Kitchener

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- 1. Declarations of Pecuniary Interest under “The Municipal Conflict of Interest Act”**
 - 2. Reports**
 - a) [P-LIB-14-005](#), Region of Waterloo Library Highlights, 2011-2014 1
 - 3. Information/Correspondence**
 - a) [Memo](#): Region of Waterloo Library Financial Report: Period Ending September 30, 2014 6
 - b) [Correspondence](#) from Federation of Ontario Public Libraries (FOPL) Re: Membership 8
 - 4. Other Business**
 - 5. Next Meeting**
 - 6. Adjourn**



Report: P-LIB-14-005

Region of Waterloo

Planning, Housing and Community Services

Community Services

To: Chair Todd Cowan and Members of the Library Committee

Date: November 4, 2014

File Code: R09-01

Subject: **Region of Waterloo Library Highlights, 2011-2014**

Recommendation:

For information.

Summary:

Over the four years of this Council term, Library Committee has initiated, supported and approved many new services, programs and changes to the Region of Waterloo Library. This Report highlights some of these initiatives, under the headings of: Citizen Service; Programs, Collections and Resources; Facilities; and Governance and Finances. The final section takes a brief look at future issues and priorities. Overall, the Region of Waterloo Library is a resource that is highly valued by the community, provides excellent family literacy programs, offers small but welcoming community spaces, and is in sound financial position going in to the next term of Council.

Report:

Citizen Service: The Library is inclusive of all individuals, providing services through branch, electronic and outreach services. Staff is knowledgeable and strive to provide the best possible customer service. Key initiatives in 2011-2014 included:

- Collaboration with the Townships to increase methods of communication with residents, including Township email, newsletters and digital sign messages.
- New RWL website launched in 2011, with content and catalogue navigation improvements in 2013, and expanded social media (Facebook, Twitter, etc) presence in 2014.

- Update and implement new public Internet use policies and procedures.
- Qualitative comparison of RWL services and programs with Kitchener, Cambridge and Waterloo Public Library systems on 18 indicators found that RWL was equivalent on eight, and at least 50% on another four.
- More customer self-service, with computer reservation software, WiFi in all branches, courtesy pre-due notices, and the ability to use a cell phone as a library card.
- Through the RWL Service Review, conducted in 2012-13 in collaboration with Citizen Service, detailed community input was obtained through 1300 phone interviews and several focus groups. Overall satisfaction with RWL services was rated at 9 out of 10.
- As a result of the Service Review, a Strategic Planning Framework and over 40 action items were approved by Library Committee in 2013.
- New branch hours were implemented in October 2013. The new schedule of increased and revised hours is easier to remember, offers morning hours to better serve seniors and families, and still provides a variety of evening and afternoon hours.

Programs/Collections/Resources: The Library is a trusted community service, providing residents with up-to-date resources for reading and information, as well as cultural and creative opportunities.

- The Summer Reading Club is our largest reading initiative, with the number of participants, programs, and prize donations growing each year. In 2014, Library Committee approved a second summer student position to support the program. Number of participants: 2011 – 1,573; 2012 – 1,662; 2013 – 1642; 2014 – 1739.
- Overall attendance at all programs continues to edge upwards and is now at about 20,000 which includes 13,000 for children's programs.
- RWL is in partnership with other library systems and community partners to offer literacy focused programs like Baby and Me, Let's Read family literacy program, Low German literacy group and One Book, One Community; and Let's Talk Science with University of Waterloo.
- Computer training by RWL staff began in 2012, and accounts for most of our current adult programming; group training on popular topics such as software, ebooks, and social media, and one-on-one sessions to help with a wide variety of technology topics.

- Circulation of books, multimedia and ebooks continues to be the mainstay of library service; with increases of 1 to 1.5% annually, to 424,776 items borrowed in 2013.
- Online resources continue to gain popularity. Since 2011 we have introduced several popular new services including Zinio digital magazines, free legal music downloads, video streaming from the CBC, kids homework databases, and online picture books for children and families.
- 2013-2014 saw major innovation in the way we move materials among our branches. Floating collections allow items to remain in the branches where they were returned instead of going in delivery back to the original branch; this means items spend less time in delivery, and more time being available to borrow.
- Alternate material types were introduced to better serve patrons with accessibility issues or ESL needs; CNIB DAISY audiobooks and Adult Lit Kits are available in all branches.

Facilities: The Library provides a welcoming and supportive environment for every resident. It is an important cultural centre that provides local opportunities for learning and citizen participation, and partners with others to expand access to resources and programs. Over the past four years the interior of every branch, as well as Library Headquarters, has been refreshed, as follows:

- Ayr – teen area furnishings; office rearrangement (2012)
- Linwood – children’s furnishings (2014)
- St. Clements – interior renovations, teen area, general furnishings (2012)
- Wellesley – renovations in both departments (2011)
- Baden – carpet, paint, furnishings, additional staff work area (2013)
- New Dundee – move to renovated, stand-alone, accessible building (2014)
- New Hamburg – refresh children’s area, renovate program area (2014)
- Bloomingdale – display unit (2012), book drop (2014)
- Elmira – meeting room (2012), carpet lower level (2013)
- St. Jacobs – lighting (2012) paint, carpet, furnish basement program room (2013)
- Headquarters – paint and carpet throughout, furnishings (2013)

Governance/Finance: As a Standing Committee of Regional Council, Library Committee assesses capital and operating budget needs, recommends the budget to Council, reviews policies and performance, and advocates for important library requirements.

- Advocacy issues included the postal rate for library materials, eBook publisher limitations, the future of libraries, and Federation of Public Libraries membership fees for small systems.

- At Committee's request, Library staff presented the Service Review results to each Township Council in late 2013.
- The RWL operating budget increased by 13.6% to \$2.4 million over the four year term. This increase provided: 2.5 additional FTEs for branch staff hours, staff training, and computer literacy training for the public; an extra student for Summer Reading Club; and increased collections particularly ebook resources.
- In addition, one-time funding supported the facilities improvements noted above, the Service Review, and the staff request list for items that would improve customer service.

Future Priorities and Issues: Input received from library users through the Service Review shows that, while satisfaction with library service is high, community expectations are even higher. The following list highlights some initiatives that should be considered by Library Committee over the next four years.

- Meeting the expanding expectations of ebook readers while maintaining popular traditional book collections.
- Adding library staff resources to meet the public demand for more programs, particularly for seniors, teens and babies.
- Expanding the delivery of library programs to schools, in the face of their reduced ability to travel to the branches.
- Continuing to incorporate new technology into the branches and services.
- Staff training and development to meet community expectations for new services and technical support.
- Increasing awareness and use of library programs and resources.
- Participating in development of a new branch in Breslau, and funding this new operation.
- Meeting the expectations of new, younger, professional workforce.
- Confirming expectations and commitments for building maintenance and accessibility standards with Township staff.

Corporate Strategic Plan:

Overall, the initiatives of the Region of Waterloo Library have supported the Corporate Strategic Objective 5.2: Improve satisfaction with Regional programs and services.

Financial Implications:

Some of the funding implications for future developments will be included for consideration in the draft 2015 Budget Report.

Other Department Consultations/Concurrence:

Nil

Prepared By: Lucille Bish, Director, Community Services

Approved By: Rob Horne, Commissioner, Planning, Housing and Community Services



Region of Waterloo

Planning, Housing and Community Services

Community Services

Date: November 4, 2014

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| Memorandum |
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To: Chair Todd Cowan and Members of the Library Committee

From: Lucille Bish, Director, Community Services

Subject: Region of Waterloo Library Financial Report: Period Ending
September 30, 2014

File No: F05-30

This memo provides the Region of Waterloo Library Financial Report for the January to September 2014 reporting period.

Revenues are on target, and expenses are 4.5% under budget. There are no anticipated concerns with the Library financial position and a year-end surplus is expected.



The Regional Municipality of Waterloo
 Periodic Financial Report
 For Period Ending September 30, 2014

| | Annual | Y-T-D | Y-T-D | | |
|--------------------------------------|--------------------|--------------------|--------------------|----------------|-------------|
| | Budget | Budget | Actuals | Variance | % Variance |
| REGIONAL LIBRARY | | | | | |
| REVENUES | | | | | |
| Township Property Tax Levy | (2,385,336) | (1,804,002) | (1,804,002) | | |
| Grants | (106,574) | (79,929) | (80,147) | 218 | (0.27) |
| Fines and Damages | (27,750) | (20,817) | (16,087) | (4,730) | 22.72 |
| Desk Receipts | (4,500) | (3,375) | (3,331) | (44) | 1.30 |
| Programs and Events | (2,000) | (1,503) | (3,031) | 1,528 | (101.66) |
| Other Operating Revenues | (9,750) | (7,317) | (9,132) | 1,815 | (24.81) |
| TOTAL REVENUES | (2,535,910) | (1,916,943) | (1,915,730) | (1,213) | 0.06 |
| EXPENDITURES | | | | | |
| Total Staffing Costs | 1,877,777 | 1,408,329 | 1,338,761 | 69,568 | 4.94 |
| Total Operating Costs | 498,219 | 388,671 | 371,358 | 17,313 | 4.45 |
| Total Inter-Departmental / Transfers | 159,914 | 119,943 | 121,289 | (1,346) | (1.12) |
| TOTAL EXPENDITURES | 2,535,910 | 1,916,943 | 1,831,408 | 85,535 | 4.46 |
| NET REGIONAL LIBRARY | | | (84,322) | 84,322 | |

Lucille Bish

From: Michael Kennedy <mnk@pathcom.com>
Sent: Tuesday, October 28, 2014 12:56 PM
To: Lucille Bish
Subject: FOPL Membership for Region of Waterloo Library
Attachments: What is FOPL.pdf; FOPL in 2014.pdf; FOPLFeeStructure.pdf

To: Lucille Bish, Director, Community Services, Region of Waterloo Library

Dear Lucille,

Currently 65 of the 85 small / medium libraries in Ontario are registered as FOPL members.

Your library is being contacted as part of the FOPL 2015 membership drive.

You may find the three attachments helpful as you and your Board contemplate registering as a member of FOPL for 2015.

I will be happy to follow up with a phone call later this week to discuss FOPL benefits in further detail...please advise if you have a preferred time for such a phone call.

Regards,

Michael Kennedy
Vice-Chair, FOPL
and
Trustee, Whitchurch-Stouffville Public Library Board



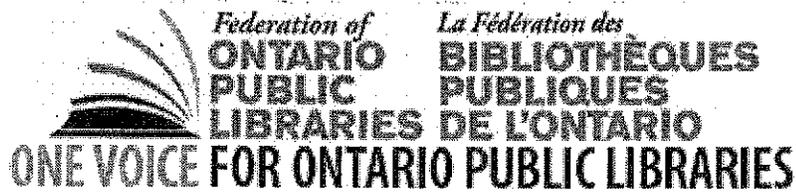
ONE VOICE FOR ONTARIO PUBLIC LIBRARIES

FOPL FEE STRUCTURE

Registration Costs

Members or Associate Members who are up to date on their membership fees are, among other privileges, able to vote and the Annual General Meeting. The fee schedule is based on the municipal population served, according to 2011 Census Data:

| POPULATION SERVED | ANNUAL FEE |
|-------------------|------------|
| Under 5,000 | \$50 |
| 5,001 – 15,000 | \$100 |
| 15,001 – 30,000 | \$750 |
| 30,001 – 50,000 | \$1,500 |
| 50,001 – 100,000 | \$3,000 |
| 100,001 – 350,000 | \$5,000 |
| 350,001+ | \$7,500 |
| Associates | \$500 |



FOPL has been very active this year. The membership investments in research, marketing and advocacy on a collaborative basis are showing fruit at costs that would be unaffordable to individual library systems and still done on a shoestring of support from member investments in FOPL.

Take a 2015 membership and get the remaining two months of 2014 included at no extra cost!

More information available at the FOPL website: www.fopl.ca

Or contact our staff directly:

Stephen Abram, Executive Director, (416) 395-0746

Monica Mixemong, Administrative Assistant, (416) 395-5638

FOPL Activities In Brief

1. FOPL has completed an analysis of the Ministry data collection and is sharing the insights and results with full members only.
2. FOPL got a legal opinion on CASL and developed a model template board library policy. We offered training and engagement with the counsel to all members.
3. FOPL, through CELUPL, sought a legal opinion from Wanda Noel to inform the Access Copyright license renewals.
4. FOPL delivered a 10 part advocacy series for free to all members and archived them on the website.
5. FOPL sponsored 4 educational opportunities at a special rate at the iSchool at University of Toronto on Measurements, Makerspaces, E-learning, and organizational development. More in 2015.
6. FOPL has completed a study of branding of public libraries in Ontario under a Ministry / SOLS / OLS-North grant.
7. FOPL has issues an RFP for a repeat of the 2006 & 2010 public opinion polls on public libraries in 2015.
8. FOPL is building sustainable, advanced e-learning for trustee board members over the next 2 years under a Ministry grant.
9. FOPL is partnering to plan the Libraries 2025 summit in 2015.
10. FOPL has met regularly with many different ministries to communicate the role of public libraries.
11. FOPL is partnering on a Day at Queen's Park in 2015 to launch more sophisticated follow through activities on the value, impact and positioning of public libraries in Ontario.

In Detail

1. FOPL secured Ontario Ministry of Culture, Ontario Culture Development Fund Grant for Board Training

We are building a four year learning cycle for members of library boards. This will involve updated print materials as well as video and e-learning components that target the key learning activities in each year of a board's mandate. We will use the SOLS/OLS North new learning management system that is a robust e-learning system that is planned for launch at Super Conference at the Saturday Trustee Boot Camp. This project will continue the *'Leadership by Design'* and *'One Place to Look'* brands.

2. FOPL Statistics Project based on Ontario Ministry of Culture Data Collection

FOPL now has 12 years' worth (1998-2010) of the Ministry data that has been collected from Ontario's public library systems. We have massaged it and it is in good database spreadsheets along with a validated list of library systems and contracting libraries.

A playbook is being built for the 1998-2010 data that we have and ranking tables are being assembled. The first report will cover 10 years (2001-2010) since that is the best data available at this point and the older data is wonky. We will be distributing orientation pieces to FULL members in the coming weeks. The, very soon, we will release ranking of library systems in Ontario based on a core set of measurements (not statistics) that can help with management decision-making. It will be very interesting to review the rankings of libraries in this province by some standard measurements. FOPL has met with the Ministry staff to get the 2011 and 2012 data to add into our databank which is now expected for Dec. 2014.

We are development a 2015 "FOPL Index of Community Engagement" that will offer a straw-man that develops a new measurement for comparability among Ontario library systems that combines print and digital circulation, virtual engagement, gate-count, and programs. This is the Holy Grail and will take a lot of analysis.

A new proposal has been received by the Ministry from FOPL. In it we ask for more funding in 2015. We hope to develop comparisons with other Canadian provinces and the US.

Full FOPL members will receive the orientation reports, rankings and insights only about a weekly cycle over the coming months. We are dividing it up since it is quite a bit to digest at this point. This is the first time the community has been able to access the data in open data format and perform these analyses. We will generate a lot of insights.

In 2015 we are working on a statistics and measurements symposium to follow up on our successful one at the iSchool at U of T in April.

3. Ontario Libraries Capacity Fund

Although there is not a direct tie to FOPL lobbying, it is clear that the Ministry made a choice to invest in public libraries. The Public Library Operating Grant has not been reduced in almost 20 years and this is a rarity in cultural funding in Ontario. You will recall that this is the \$10 million innovation fund from the last two budgets that has now passed. FOPL was an invited participant in a face-to-face 3.5 hour meeting with the Minister of Culture, Michael Coteau, and senior Ministry staff to help plan the terms of reference and process, and priorities for this fund. It is expected to open in late 2014.

4. 2020 Branding Project

We have received the Phase 1, 2, and Phase 3 reports of our study of public library branding and marketing in Ontario. These will be shared with members in the coming months. We now have a good idea of where Ontario libraries and library staff stand with respect to branding. Phase 3 accomplished some test interviews with municipal leaders. We have some clear insights.

It is now clear that we only know where libraries think they stand. The FOPL Research Committee recommended that we repeat the Market Probe study (with some additions based on the ideas in the Gates sponsored U.S. Pew studies) that we did in 2006 and 2010. This is essential before we proceed with a branding campaign as endorsed by the steering committee. We must get current data on the public's perceptions and use of public libraries (and do the attendant analysis of any gaps / alignment with library staff perceptions). An RFP is being issued in October to accomplish a public opinion poll in early 2015.

5. Research

FOPL distributed the contracted OISE research on the impact of early reading programs in libraries. We published this for free to members in French and English along with an infographic of the key points suitable for public display.

6. First Nations

An orientation to First Nations issues and strategies was held for the association executive director team on Sept. 12th based on the First Nations Strategic Action Group (FNSAG). We are planning meetings based on this direction and support the activities of the FNSAG.

7. Training and Development

We offered and archived recording of a ten part series on influence and advocacy for members. They were very popular and continues to be used. We sponsored the Advocacy MOOC at the iSchool and will do so again in 2015.

8. FOPL members get preferred rates at the University of Toronto Faculty of Information iSchool Symposia. Three have been done in 2014 with another scheduled on Makerspaces (<http://www.creativemaking.org>) for Oct. 6-7 2014 and another on 21st Century Organization Design on Nov. 13-14, 2014 (<http://www.doitourslevesfuture.com>).

FOPL webinars on CASL are posted to the member's section of FOPL.ca. A webinar is planned on using the FOPL Statistics with insights from the report. One is envisioned for effective cardholder growth strategies. Two more will be on business services in libraries. We spoke on advocacy (in French and English) at the OLS-North Conference in Subdury on Sept. 23-24.

9. Repeating the 2006 and 2010 Market Probe Study in 2015

We have identified candidate firms for an RFP and will issue the RFP in October. The FOPL Research Task Force has reviewed the survey instruments from our last two as well as the survey instruments used on the Pew Gates Foundation project in the U.S. They will review these with the successful bidder for polling to begin in 2015.

In 2015 members will have an up-to-date, high quality public opinion pool of residents of Ontario and Public Library perceptions.

10. Anti-Spam Opinion

FOPL members have received FOPL's CASL (Canadian anti-spam Legislation) private legal opinion. A small team of us met with the lawyer and briefed her on the public library environment. We developed a model library policy based on this opinion. We think that this opinion and policy are quite comprehensive!

A webinar with Maanit Zemel was held on Sept. 17, 2014 from Noon-2 pm. We allowed plenty of time for questions and responded to each on the member's only website. The documents and recordings are in the members' only section of fopl.ca.

11. Libraries 2025 Summit Planning Team

The executive directors of FOPL, OLA, SOLS, OLS-N and CULC met to start envisioning a Libraries 2025 Summit to repeat the success of the 2020 Summit that eventually delivered \$18 million in additional public library funding. The date is next spring (April 29-30) and the hotel is the Royal York. There will likely be 300-350 people expected to attend this event.

This will be a repeat of the Libraries 2020 summit that resulted in the 4 priorities for the past few years as well as the \$18 million in funding from the province. It will be funded by the remaining funds in that money at SOLS/OLS-N.

12. A Day at Queen's Park (Nov. 26, 2014)

Impact Public Affairs (Toronto Office) and Huw Williams have been engaged by OLA to organize a Day at Queen's Park on Nov. 26-7 with targeted meetings with the new government and senior civil servants. Impact Public Affairs Ottawa operations organized the very successful Day on the Hill in Ottawa for CLA that focused the messaging, trained the 'librarian' and 'trustee' participants in lobbying/advocacy and resulted in hundreds of touch-points in 2 days.

FOPL is partnering with OLA on this project and we will be helping to lead the charge on public library advocacy as OLA focuses more on school libraries and the college sector. We have read the mandate letters from Premier Wynne to all of her ministers and use these to help plan our Queen's Park activities.

13. Provincial Election Follow-Up

We have sent warm congratulations to Premier Wynne, Minister Chan, Minister Coteau, and (Culture) parliamentary assistant Sophie Kiwala, MPP on behalf of FOPL. We shared these with members and suggested that they all might want to send quick notes to 'our' folks. We focused on the role of public libraries and the \$10 million fund in the provincial budget that just passed.

14. Coordination Meetings

We continue to make great progress on coordinating with the other associations and agencies in Ontario that reflect the needs of public libraries. OLA, SOLS, OLS-N, CULC and FOPL meet at least quarterly and we make sure to harness our energy and funds to ensure the biggest impact for our sector. We have met with AMPLO and ARUPLO.