Regional Municipality of Waterloo

Library Committee

Agenda

Tuesday, October 27, 2015

12:00 p.m. (Time is approximate; Immediately following Planning and Works Committee)

Room 217

150 Frederick Street, Kitchener

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1. **Motion to go into Closed Session**

   That a closed meeting of the Library Committee be held on Tuesday, October 27, 2015, at 12:00 p.m. in Room 217 in accordance with Section 239 of the Municipal Act, 2001, for the purposes of considering the following subject matters:

   a) personal matters about an identifiable individual, including municipal or local board employees

2. **Motion to Reconvene Into Open Session**

3. **Declarations of Pecuniary Interest under the "Municipal Conflict Of Interest Act"**

4. **Reports**

4.1 **PDL-LIB-15-07**, Region of Waterloo Library Periodic Financial Report for September 30, 2015 (Information)   3

4.2 **PDL-LIB-15-08,** Region of Waterloo Library Operations Update - May to September 2015 (Information)   6

5. Information/Correspondence

5.1 Correspondence: Township of Woolwich, Re: Bloomingdale Public Library 9

5.2 Region of Waterloo Library Letter of Support for Ontario Library Consortium 11
Grant Application – "Next Gen Community Engagement, a Consortia Library
Linked Data Initiative"

6. Other Business

6.1 2016 Meeting Dates and Library Branch Tour

7. Next Meeting – December 16, 2015

8. Adjourn

Region of Waterloo

Planning, Development and Legislative Services

Cultural Services

To: Chair Les Armstrong and Members of the Library Committee

Date: October 27, 2015   **File Code:** F05-30

Subject: Region of Waterloo Library Periodic Financial Report for September 30, 2015

Recommendation:

For information.

Summary:

Nil.

Report:

Attachment 1 provides the Region of Waterloo Library Periodic Financial Report for the nine months ending September 2015. At present, there is a net favourable variance of almost $125,000.

Revenues from fines, programs and other sources are slightly under budget, and may remain so to the end of the year. The revenue not transferred from reserve relates to local history digitization project funded by the Taylor bequest. The funds have not been needed to date due to a delay in hiring staff for the project.

Staffing costs are significantly under budget. This is largely due to working through staff transitions related to recent retirements. Hiring for the two new positions approved in the 2015 budget to begin in June (supervisor of programs and a full time library technology position replacing a part time one) as well as for the digitization project was delayed as a result.

Overall operating costs and inter-departmental transfers are very slightly under-budget.

Corporate Strategic Plan:

Periodic financial reporting ensures that Regional programs and services are efficient, and demonstrates accountability to the public.

Financial Implications:

It is anticipated that the Region of Waterloo Library budget will have a surplus at year-end due to under-spending this year in salaries.

Other Department Consultations/Concurrence:

This report has been prepared jointly with Finance staff.

Attachments:

Attachment 1 - RWL Periodic Financial Report for Period Ending September 30, 2015

Prepared By: Lucille Bish, Director, Cultural Services

Approved By: Rob Horne, Commissioner, Planning, Development and Legislative Services

Attachment 1 - RWL Periodic Financial Report for Period Ending September 30, 2015

	Annual Budget	Y-T-D Budget	Y-T-D Actuals	Variance	% Variance
Regional Library					
Revenues					
Township Property Tax Levy	(2,493,121)	(1,869,841)	(1,869,841)		-
Grants	(122,574)	(91,931)	(93,201)	1,271	(1.38)
Fines and Damages	(27,750)	(20,813)	(17,183)	(3,630)	17.44
Desk Receipts	(4,500)	(3,375)	(2,816)	(559)	16.56
Programs and Events	(2,000)	(1,500)	(1,790)	290	(19.33)
Other Operating Revenues	(9,750)	(7,313)	(5,609)	(1,704)	23.30
Transfer from Reserve	(60,000)	(45,000)	(15,000)	(30,000)	66.67
Total Revenues	**(2,719,695)**	**(2,039,771)**	**(2,005,440)**	**(34,331)**	**1.68**
Expenditures					
Total Staffing Costs	2,030,569	1,522,927	1,370,441	152,486	10.01
Total Operating Costs	368,682	276,512	271,971	4,541	1.64
Total Inter-Departmental / Transfers	320,444	240,333	238,099	2,234	0.93
Total Expenditures	**2,719,695**	**2,039,771**	**1,880,511**	**159,260**	**7.81**
Net Regional Library		**0**	**(124,929)**	**124,929**	

Report: PDL-LIB-15-08

Region of Waterloo

Planning, Development and Legislative Services

Cultural Services

To:	Chair Les Armstrong and Members of the Library Committee
Date:	October 27, 2015 **File Code:** R09-90

Subject: Region of Waterloo Library Operations Update - May to September 2015

Recommendation:

For Information

Summary:

This year's Summer Reading Club attracted over 1, 700 children. New technology, including mobile scanners, robot building kits and video game devices have been purchased using a Provincial grant and will enhance programs and services.

Report:

Collections and Use

Plans to digitize the local history collection in Ayr, using funding from the Taylor bequest, are moving forward. An inventory of the collection was completed, quotes were gathered and two companies were selected to digitize the material - Polar Imaging and MES Limited. The first batch of material (North and Central Dumfries Tweedsmuir scrapbooks) has been sent to Polar Imaging for digitization. Digitized files will be received back in the first week of November and are expected to be available online before the end of the year.

The Annual Survey of Public Libraries and Ontario Municipal Benchmarking Initiative (OMBI) statistics have been completed. OMBI performance measures will be publicly released on November 2, 2015.

Earlier this year, the Province cancelled their direct funding of selected electronics resources such as Ancestry and Career Cruising. Libraries are working together to reduce costs, but RWL will have to cut some titles. Further detail will be provided in the 2016 budget report.

The Library's three-year service contract with Library Services Centre, for acquisitions, cataloging and processing, runs to the end of 2015 with two optional, one-year renewals. Staff intends to opt for the first one-year renewal for 2016.

Circulation has continued to do well since the beginning of the year. Print circulation for January to September was 288,206 items, which is down only very slightly from the same period in 2014. Electronic circulation is up 16% from 2014.

Programs and Events

TD Summer Reading Club 2015, which was themed "Play!" was very popular with staff and kids alike. 1,733 children joined the club, with 54% girls and 46% boys. We hired two summer students, and received a Canada Summer Jobs grant of $2300 to help cover costs. We offered 285 programs throughout the summer, which drew attendance of 4,076 – our highest ever.

Wellesley Branch staff created an innovative challenge asking kids to recycle used CDs in innovative ways. Submissions included a UFO craft site and even drew interest from the Region's Waste Management staff.

2015's One Book One Community pick was Station Eleven, and author Emily St. John Mandel's visit to Waterloo-Oxford Secondary School in September drew 160 attendees.

Library Technology

New technology resources were purchased with the 2014-2015 Ontario Library Capacity Fund Grant. Resources include mobile scanners for each branch, mobile receipt printers, programmable robots, robot-building kits and video-gaming software and hardware. The mobile devices will enhance outreach capabilities by making patron sign-up and item circulation possible outside library walls. The other items will allow RWL to offer a wider variety of exciting, hands-on programs for children and teens. Many of these new items have already been booked for use in programs this fall.

As a member of the Ontario Library Consortium, we have signed a new contract with software vendor Sirsi. As part of this new contract, RWL will receive a new online version of the software as well as upgrades to staff functions and public features. A tentative implementation and training schedule has been set, with an anticipated go live date at the end of November.

Facilities

Ayr had three quiet study rooms installed, using the Taylor bequest funding. They are self-enclosed with ceilings, lighting and sliding glass doors. Study tables will have charging stations built in for patrons' convenience.

New Hamburg celebrates its 100th anniversary this year. A commemorative memory book is available for visitors to record memories of the branch. Several events, including local history author visits, are taking place this fall.

All branches have been measured for display screens. These flat screen TVs will display library notices for programs and services in a dynamic, eye-catching way. Staff is working with Information Technology Services to arrange wiring and installation; we anticipate competing the project by December.

Staff

Jennifer Cyr has started as the Coordinator, Library Collections. She is backfilling this position for Heather Woodley, who is Acting Manager, Information Services. The contract position of Assistant, Cataloging (Local History) will assist with the Local History Digitization project in Ayr. The new full-time position of Coordinator, Library Technologies, is in process.

Long-time employee Yvonne Zyma retired on September 30, 2015 after 31 years of employment at the library. A public open house and a private staff party were held. A native tree with plaque will be planted in her honour.

Corporate Strategic Plan:

This report on Library operations supports the Strategic Objective 5.2 "Provide excellent citizen-centered services".

Financial Implications:

Nil

Other Department Consultations/Concurrence:

Nil

Attachments:

Nil

Prepared By: Kelly Bernstein, Acting Manager, Public Services

                       Heather Woodley, Acting Manager, Information Services

Approved By: Rob Horne, Commissioner, Planning, Development and Legislative Services

THE TOWNSHIP OF
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July 9, 2015

Kris Fletcher, Clerk
Region of Waterloo
150 Frederick St.
Kitchener, ON
N2G 4J3

Re: Bloomingdale Public Library

Dear Ms. Fletcher,

Please be advised that the Council of the Township of Woolwich passed the following resolution at the Council meeting held on June 23, 2015:

That Council directs staff to send a letter to the Region of Waterloo in support of the petition to ensure that the Bloomingdale Public Library remains open if another branch is opened in Breslau.

Attached to this letter you will find a copy of the petition provided to the Township by Ward 3 Councillor Larry Shantz. Please distribute this resolution and petition as required.

Should you require further information or clarification, please call.

Thank you.

Yours truly,

Valrie Hummel

Valrie Hummel
Director of Council & Information Services/Clerk

cc.   Councillor Larry Shantz

"Proudly remembering our past; Confidently embracing our future."

June 10, 2015

Mr. Larry Shantz
34 McAllister Dr.
Bloomingdale ON N0B 1K0

Dear Mr. Shantz,

Enclosed is a petition signed by people in favour of keeping the Bloomingdale
Library open. If the proposed plan to have a library in Breslau as part of the
new Catholic school becomes a reality, we would like it noted that we would
wish the Bloomingdale library to continue as the viable and well-utilized facility that
it is.

yours truly,

Heather Trakalo
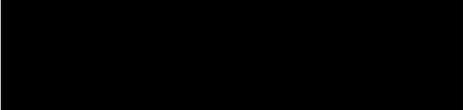
Date

Local MPPs

Dear

The Region of Waterloo Library is requesting your support for a grant application to the Ministry of Tourism, Sport and Culture's Ontario Libraries Capacity Fund – Research and Innovation. This grant would be used to finance a most essential innovation pilot project, "Next Gen Community Engagement, a Consortia Library Linked Data Initiative," that will make possible a completely new way for our public libraries to engage with the community and raise the level of impact of library services.

The grant is being submitted by the Ontario Library Consortium (OLC), of which we are a member. The OLC is a consortium of 27 southern Ontario public library systems that have organized together to maximize their resources and to develop together library processes. When the project is accomplished, it will create a resource that could be replicated and extended to every public library system in Ontario.

This innovative project would maximize the community's benefit from the substantial dollar investments that have been made to acquire and build our library collections. OLC wants to put its data and resources where the patrons are – on the Web. Ontarians would simply have to "Google it" to find that their own nearby library very likely has the information they are seeking. This would give all Ontarians, some of whom may have overlooked their library in the past, a new appreciation of their public library, and a low cost option to achieve their information needs.

Please find attached the project proposal overview. Thank you for your consideration of this project.

Respectfully,

Les Armstrong, Chair
Region of Waterloo Library Committee

Attachment

Next Gen Community Engagement, a Consortia Library Linked Data Initiative

Book circulation peaked in Ontario libraries in 2010 (FOPL Market Probe, 2015) and has steadily declined since. Yet book content is still of high value and the format retains relevancy. In the competitive information environment, libraries compete with sophisticated search engines such as Google, Bing and other discovery layer products. Libraries find it increasingly difficult to market print to non-library users while continuing to satisfy existing users.

OCLC's Perceptions of Libraries, 2010, found that users rely on Internet search engines for information search tasks. Their survey showed the 84% of respondents started a search on a search engine, and not a single respondent began on library websites. Similarly, 83% of searchers used Google most often. A preliminary study by Blandford (Google, Public Libraries and the Deep Web, 2015) reveals that many public libraries in Canada, due to the limitations of the MARC record, currently block their catalogues from Google's indexing robots, rendering their resources virtually invisible.

OLC proposes an innovative project to engage our public outside library websites/catalogues to maximize the ROI made by municipalities and the Province. OLC strives to interact with the public in a new way by making our content visible to the wider information community while allowing it to be driven by user need, geography and ease of access.

Library solutions to the decrease in market share have centered on pulling the user to a library designed website or facility. To raise the awareness of the variety of content held by libraries, we actively leverage:

*Websites linked to online catalogues
*Facebook
*Twitter and other social media platforms
*Traditional marketing campaigns to draw the public into library facilities

This access to online library information requires the user to have prior knowledge of the library site and spend time searching the content. It relies on the user to be fluent in the library's tools. Facebook solutions used by libraries fall short as they don't function within the user's personal feed, but require the user to visit the Library's page. In or current society of instant streamlined access, libraries are encumbered by online barrier and pathways that a seeker has to navigate. Too many hurdles between the seeker and the library product make the product decrease in value.

We propose to engage with users in their own environment and use the power of Google indexing to deliver library content directly. Our project, by stripping the MARC formatting of libraries' holdings and replacing it with Bibliographic Framework (BIBIFRAME), will move in-depth content out to the user via major search engines. With this project, a browser search will display library content, allowing seekers to gain membership and request library material.

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OLC members will also open the movement across member libraries via a one-card concept. Physical movement of items will align with both the current inter-library loan courier system hosted by the Southern Ontario L8ibrary Service and Canada Post book rate delivery.

By publishing Library data on the Web, we envision an increase in:

*visibility by library and non-library users
*new patron registrations
*print and digital circulations
*material circulation per capita, per open hours
*attendance of library programs

OLC membership comprises rural, urban-rural, and urban libraries with a total of 149 branches serving approximately 8% of the Ontario population. This project can be seen as a pilot that will be applicable across the province. The results will inform other projects for both standalone libraries and provincial groups.

OLC will be able to track a wide variety of statistical evidence on changes to the performance levels of the participating libraries using Google Analytics and our own integrated library software. OLC will also design other tracking methodology for factors not covered by these tools. OLC will share its results with the library community in a variety of formats and venues.

OLC has completed a number of successful projects since its formation 30 years ago. We will form a project management team of professional librarians from member libraries and partners.

OLC partners with Bibliotechs Inc., a proven company with over 25 years of experience in project management and technology consulting for libraries.

The project requires the expertise of Zepheira Technologies, the company that was hired by the Library of Congress to architect the planned replacement for MARC called BIBFRAME. Zepheira will act as the project lead and technology advisor.

Project information and products created through the project will be made publicly available at no cost and in accessible formats (in French if requested).

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