

Strategic Plan and Rebrand of the Peterborough Public Library

Presentation to Council
November 6, 2017



TCI Management Consultants

in association with

Bibliotechs Inc.

Beth Ross & Associates

KeyGordon

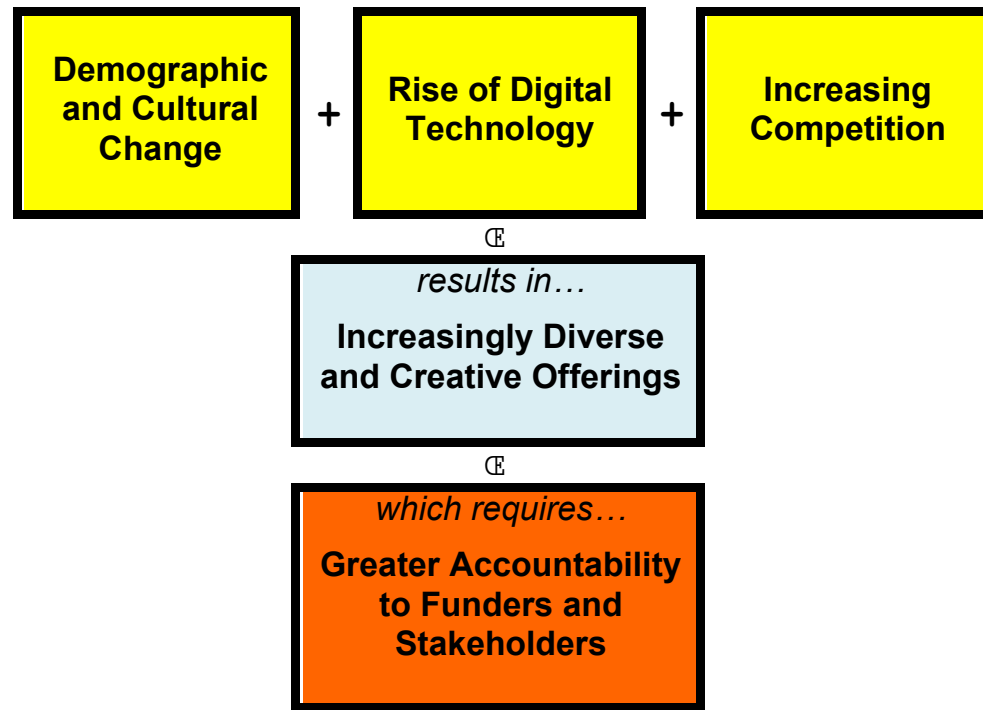
Purpose and Objectives

Overall purpose - develop a four year plan to guide the Library and staff in delivery of services to the residents

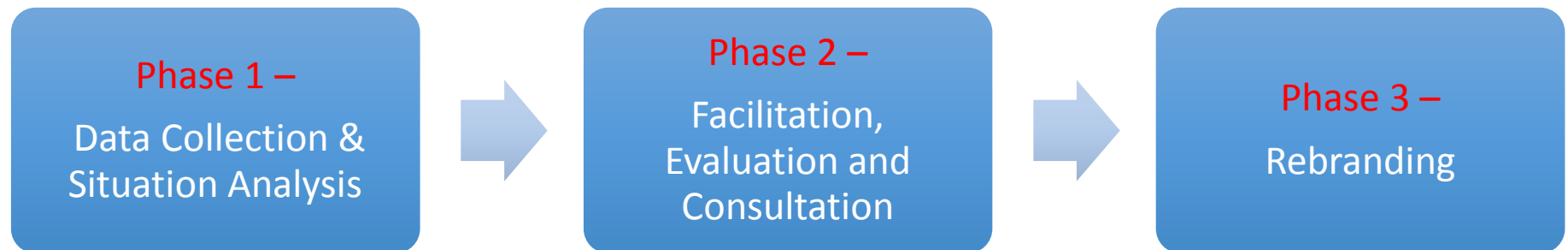
- Develop a greater understanding of the community it serves
- Review future growth patterns and demographics
- Identify need for services with regard to future trends and technologies
- Driven by community input as well as staff expertise
- Benchmark and review best practices in similar communities
- Guide future development and resource allocation
- Rebranding – develop a protocol for PPL including logos and taglines as appropriate



Dynamics of Change in Community Libraries



Study Process



Casting the Net Wide

- Want to ensure that everyone is aware of the development of the strategy
...and that everyone has an opportunity to participate
- So:
 - *community survey*
 - *staff survey*
 - *community focus groups*
 - *key stakeholder interviews*
 - *Library Board*
 - *active communication*

Key Tasks – Phase 1

- Review of materials
- Site visit
- Interviews
- Identify trends and strategic issues in libraries
- Review demographic data and projections
- Benchmarking
- Meet with Council
- Community survey
- Staff survey
- Workshop with Library Board
- Focus group sessions with user groups
- SWOT Assessment

Key Tasks – Phase 2

- Strategic Planning workshop session
- Refined SWOT assessment
- Outline of Strategic Plan
- Invitation for Comment
- Strategic Planning workshop session 2
- Review and meet with Strategic Planning team
- Presentations

Key Tasks – Phase 3

- Rebranding Strategy session
- Strategic Positioning
- Branding Identity Refresh
- Develop brand collateral
- Review Meeting the Strategic Planning Team
- Presentation

Active Communications Program

Internal

- information on the bottom of our checkout receipt and courtesy email
- a handout at the Circulation desk
- signs above the public computers
- possible station dedicated to filling out the survey electronically
- paper station at front of library with handouts to fill out electronically as well
- blurb and link on front page of website
- eblast to current newsletter subscribers

External

- Link on City Hall website
- All City Staff email
- Handout/poster at City Facilities
- Social Media (free and paid boosting)
- Mentioned at DBIA breakfast, Chamber of Commerce Breakfast and WBN meeting
- Table handouts at all three above meetings
- email to DBIA, Chamber and WBN members
- Healthy Families event - attend with tablet
- possible signs at public terminals at Social Services

Timeframe

- Phase 1 – complete by early November
- Phase 2 – complete by end November, early December
- Phase 3 – aiming January completion

Some Preliminary Findings – Community Survey

- 444 responses so far (77% completion): online and print versions
- 69 rare or non-users
- Very insightful responses – will be very useful
- Representative response: Good mix of respondents by age, family status and length of time living in Peterborough
- Overall, very constructive suggestions on future collections, programs, services and facilities
- Survey up until November 18, so still time for more responses

Sample Comments from Community Survey

- I have found the temporary space at Peterborough Square to be surprisingly welcoming I love the library but don't find it very accessible. I really hope the parking situation improves. Even one hour free parking makes me very rushed at the library
- I like the kinds of online resources that are provided but sometimes the waiting periods are long for an ebook. I occasionally go to the library downtown for a print book but not more than a few times a year. Staff are generally friendly but the service isn't always consistent.
- Customer service training workshop for staff. Perhaps staff nametags? A friendly word/greeting goes a long way.
- I'm really excited to see the finished renovation of the main branch and move back in. The set up of the one at Peterborough Square does not seem optimal to me.
- Overall I am very happy would love to see even more programming available for adults – especially working age so events happening evenings and weekends.
- PPL is an amazing facility. Thank you!

Some Preliminary Findings – Staff Survey

(30 responses - 70% completion)

- Some strengths of the library:
 - Physical collections
 - Digital resources
 - Welcoming, knowledgeable staff
 - Vital community service
 - High public use
 - Inclusive
 - Children's programming
- Areas for improvement:
 - Customer service
 - Better computers
 - Staffing levels
 - Innovation
 - Interdepartmental communication
 - Parking
 - Staff training

Sample Comments from the Staff Survey

- New public computers/a better/faster internet connection would be amazing. They are a number one complaint for patrons.
- We need to have better equipment for both staff and the public, with operating systems and software that is not older than 5 years.
- Onsite, dedicated IT support to service current staff and public use technology, as well as support Collection Development and Information Services Librarians.
- Increase accessibility and use of DLF branch, and/or create a new branch!

Initial Staff Thoughts on Branding Tagline Concepts

- Inclusiveness and innovation
- Discover, create, share
- Safe, inclusive, informative, friendly, fun
- Inviting
- Learning enjoyment
- Community hub

Thank You !