



# Peterborough Public Library

---

**To:** Peterborough Public Library Board of Trustees

**From:** Jennifer Jones, Library CEO

**Meeting Date:** December 11, 2018

**Subject:** Report PPL18-067  
The Library's Top 10 Accomplishments 2014-2018

---

## Purpose

A report to inform the Library Board on the Library's Top 10 Accomplishments from 2014-2018.

## Recommendation

That the Library Board approve the recommendation outlined in Report PPL18-067, dated December 11, 2018, of the Library CEO, as follows:

That Report PPL18-067 be received for information.

## Budget and Financial Implications

There are no budget or financial implications associated with the recommendations of this report.

## Background

As City Council's term is ending and a new Council is inaugurated, staff are taking a look back at the Top 10 accomplishments of the Library and the Library Board from 2014-2018.

### 1. The Renovation

A major renovation to the main branch was completed in early 2018. The library moved into the new space and reopened the doors to the public on January 30, 2018 with a grand celebration. Although the overall process began prior to 2014, the design process went into full swing in 2014 and continued into final phases in 2016. Throughout the design phase, there were lots of consultations and opportunities for staff to provide feedback. In May of 2016, the entire library moved to a temporary location at Peterborough Square while the work at the main branch location on Aylmer Street began. After 18 months, the renovation was complete and the library moved back home. The new space provides updated technology, more public use space, and a great community hub for Peterborough.

There was no shortage of challenges, hurdles and obstacles in this project, but the staff were amazing and met all of this with grace. It was well worth it in the end. We have an amazing new building that the entire Peterborough community can be proud of.

### 2. Strategic Plan 2018-2022

The library board initiated a strategic planning process in 2016 to replace the previous plan, which ended in 2013. After a competitive process (RFP), a consulting firm was hired to facilitate this process for library staff.

There was a large amount of community consultation, with over 700 surveys responded to, as well as focus groups and stakeholder conversations. The four year strategic plan framework was presented to Council in June of 2018. Library staff now have the task of action planning from the goals laid out in the strategic plan, which will carry us into 2022. This plan and the action items that come from it will help guide the ongoing development of programs, services and opportunities to the Peterborough community.

### 3. Rebranding

An element included as part of the strategic plan RFP was a rebranding of the library. Although the previous icon was a recognizable symbol for the Library, the building renovation and the new strategic plan provided an opportunity to refresh the library's image in the community. This also corresponded with the City rebranding process. The Library's new brand and tag line was launched in the spring of 2018. Curious?

#### 4. **Library/City MOU**

The Peterborough Public Library enjoys a unique, mutually beneficial relationship with the City of Peterborough. However, in order to comply fully with the **Public Libraries Act** and current ministry requirements, the Library Board needed to establish its own bank account and ensure a direct reporting relationship with the Library CEO. During this process, it was mutually agreed that having a codified document outlining the roles and responsibilities of both the Library Board and the City in this relationship would be useful. A joint City-Library committee was formed, for the purpose of creating a Memorandum of Understanding document.

The finalized MOU was presented to Council in 2018 jointly by the Chair of the Library Board and the Director of Community Services.

#### 5. **Staffing**

The key to a good library is great staff. There have been numerous staff changes at the library since 2014. These changes have included the hiring of a new CEO, new Head Librarian/Library Services Manager, new Marketing and Communications Coordinator, the staffing of retirement vacancies, and resulting internal staff movement.

2015 saw successful union negotiations for a four year term and the beginning of improvements to Union/Management relations.

There have been a number of temporary staffing projects to fill gaps including part time service desk staff and a temporary full time collection maintenance and weeding focused role. 2018 saw the introduction of three temporary full time positions as a pilot project to explore a possible new staffing model possibility in the new facility.

The Library is also working on continued partnerships with the Kawartha Branch of the Ontario Genealogical Society, the Library Foundation, and the Friends of the Library.

#### 6. **Security Services**

With funding from Library reserves, the Library Board implemented a pilot project for part time security services at the Library on evenings and weekends in 2018. This decision was a result of years of incident reports, and the experience of having security services as part of the tenancy at the temporary location during the library renovation.

The overall results of this pilot project have been positive, and the Library Board is looking to continue the service into the future.

**7. City Directory Digitization**

A need to preserve a collection of City Directories was identified in 2012. These Directories are a unique, well-used collection that could not easily be replaced. Many volumes were in very delicate condition and all volumes were degrading over time. The decision to digitize the collection preserved the directories, but also provides electronic access to a broader group of people.

As a joint project between the Library, Museum and Heritage Department, 106 City Directories were digitized in 2017 and are now accessible through Internet Archive Canada.

**8. Implementation of a Corporate Sponsorship Initiative**

A Corporate Sponsorship Coordinator was hired by the City in 2016 which provided opportunities for the Library Board to consider naming rights and other sponsorship initiatives in the renovated library space. One of the initial results of this was the installation of digital promotional screens in a number of city facilities, including the Library. These screens permit advertisers from the community to promote themselves, but also provide the Library with a green avenue to share information about programs, events, activities and other Library news.

**9. Programs and Outreach**

Library programming slowed down greatly as a direct result of the renovation. The temporary location did not afford much space for regular programming (no dedicated meeting rooms); however staff did what they could to continue offering the core programs such as story time and book club. This limited space also gave staff the opportunity to think outside the box and get outside the confines of the physical walls of the library. Programming was brought to community parks, the downtown market, Lansdowne Place, other city facilities and to participate in community events such as PULSE.

The return to dedicated library space after the renovation has given staff the opportunity to expand programming in house, but also to continue to explore opportunities in the community. Program offerings and participation have continued to increase each month in 2018 since the reopening of the main branch.

**10. Social Media and Web presence**

One of the largest areas of growth for the Library since 2014 is the Library's social media presence. Overall interaction and use continues to improve and grow on Facebook, Instagram and Twitter. These were very useful tools to have at our disposal during the renovation such as sharing photos and updates with the community. The constant communication link proved invaluable during the understandable construction delays to inform the community of the current

status. The tools are now used to promote programs and events at the library which has helped to improve participation and attendance.

Staff have also begun to work on a new and improved website interface which is set to launch in January 2019. A new catalogue look will soon follow. These additional tools will only continue to help the library be a relevant presence in the community.

Submitted by,

Jennifer Jones  
Library CEO

Contact Name:

Jennifer Jones

Phone: 705- 745-5382 Ex. 2370

Fax: 705-745-8958

E-mail: [jjones@peterborough.ca](mailto:jjones@peterborough.ca)