



Peterborough Public Library

To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Library CEO

Meeting Date: November 5, 2019

Subject: Report PPL19-046
Library Service Review

Purpose

A report to request that Library staff be directed to begin a Service Review process.

Recommendation

That the Library Board approve the recommendation outlined in Report PPL19-046, dated November 5, 2019, of the Library CEO, as follows:

That staff be directed to begin an overall review of services offered by the Peterborough Public Library.

Budget and Financial Implications

Costs for this service review are being estimated at \$7,000. There are no fees for the use of the online engagement platform and most of the work will be done in-house by staff. Light refreshments/snacks would be served at the town hall meetings. Rental fees for the town hall sessions are unknown as the locations have not been determined.

There is the possibility of hiring a facilitator for the town hall sessions, but no costs have been confirmed at the time of writing this report.

Background

One of the goals identified in the Library's 2018-2021 Strategic Plan is to "Undertake a baseline program and service review to provide benchmarks and best practices." We have been increasing our program offerings and trying to provide the best collection services since moving into the new library, but we need/want to check-in with our community and see if we are doing it right for them. We would like to know what the community wants from public library services.

The goal of this service review is to engage the community in a conversation about our core services to help us understand our community and member needs. We hope the results of all the feedback gathered will provide us with the information we need to be able to serve them better.

With a combination of online and in person consultation, we hope to understand why people in the Peterborough community use, or do not use, the library. We would like to know what they want as services, and also find out where our community is spending their time when they are not at the library (what is our competition). Knowing who and what we are up against will help the library prioritize internal changes and explore partnership options.

Use of the City's online engagement platform will give us the opportunity to provide all the information on the service review in one place and to be able to have open and focused conversations with our community online. We will hold 3-4 in person town hall meetings where the community can talk directly about what they want to see at the library and discuss how we can serve them better. We will also host pop-up survey locations throughout the City to reach underserved areas of our community so that we have a clear picture of the library service needs in Peterborough.

The three question themes we will be focusing on in this service review are:

1. Programming - do we offer enough programming for the right target markets, why are people coming/not coming to our programs
2. Collections - where are our collection gaps, what do people want more of, are we serving our community effectively
3. Competition - where else are people spending their time and why are they not coming to the Library

Our plan is to use a combination of surveys, in person meetings and online tools to get as much feedback from our community as possible. We are aiming to gather feedback in January and February 2020, with an initial overview report being brought back to the Library Board in March, and a final report with next steps in the spring.

Submitted by,

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