

Peterborough Public Library

Strategic Plan and Rebrand of the Peterborough Public Library

Presentation to Council, June 25, 2018



in association with

Bibliotechs Inc.

**Beth Ross & Associates** 

KeyGordon



#### Peterborough Public Library 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
- Guide future development and resource allocation
- 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
- Rebranding develop a protocol for PPL including logos and taglines as appropriate



- PPL has had an exceptionally busy and exciting year characterized by:
  - Opening the new Main Library
  - A new CEO (2017)
- The community has responded with increased usage
- The Strategic Plan builds on this excitement
- Focus is on the next four years, but the Plan lays the foundation for creativity and continued success in future years



#### Peterborough Public Library Cast the Net Wide

- Wanted to ensure that everyone was aware of the development of the plan and had an opportunity to participate. So:
  - documentation and demographic review
  - community survey 737 completions (included 68 rarely use and 41 non-users)
  - staff survey 37 completions
  - community focus groups
  - key stakeholder interviews
  - presentation to Council November 6
  - Review of Library facilities and standards
  - Reviewed Library technology
  - Reviewed Library trends
  - Reviewed 14 benchmark communities
  - Several meetings to develop the strategy with Steering Committee and Library Board
  - active communication plan
  - developed new logo and rebrand



## Libraries Serve Many Objectives in the Community

- Library Board has a responsibility under the Public Libraries Act to provide universal access to library services
- Public libraries are leaders in:
  - Providing access to community-based economic development
  - Providing access to digital technology and digital media
  - Being centrepieces of community-based cultural planning
  - Promoting safe, neutral spaces in the community
  - Serving as a community and digital hub
  - Promoting literacy in all its forms
  - Assisting residents meet their aspirations on many different levels
  - Making their communities enjoyable, healthy, engaging, educational and engaging places to live
- The new Main Library, Strategic Plan and Rebrand help realize this vision.

#### Peterborough Public Library Some Positives from the Research

- 95% from the community survey perceive Peterborough Public Library as a welcoming space.
- Based on the community survey, the Library serves all age ranges reasonably well.
- Relative to other communities, Peterborough Public Library has fewer cardholders, but these cardholders are **more active Library users**.
- The Library's local funding per capita is comparable to other communities' library systems.
- The community is generally satisfied with the help provided by staff and the overall customer experience and service provided at the Library.
- The community believes the Library should focus on **books and physical collections** as its main priority.
- More digital collections was perceived by the community as a second priority.
- Based on the community survey (which was conducted prior to the opening of the new Main Library in January 2018), users are **keen to take advantage of the new Main Library**, its collections, programs and services including enhanced programming and meeting space.



## orary Some Additional Findings

- There are relatively **fewer service points** compared to other library systems and relatively fewer full-time librarians.
- DelaFosse branch **does not meet provincial standard**s for accreditation because of lack of accessibility.
- There is interest from the community survey and from interviews with community groups in developing various partnerships including **outreach and expanded programming**.
- There was some dissatisfaction with the effectiveness and currency of the Library's previous image, branding and logo.
- There is some dissatisfaction with the functionality of the Library's web site.
- The community would like **more information** from the Library on its programs and services.
- Some believe that overall **awareness** in the community of the Library is low.
- Staff would like more clarity regarding policies, procedures, communications, job descriptions, etc.
- There is community interest in a variety of possible new services including community information, book drop outlets, space for arts and culture, more digital collections, educational programs, maker spaces and help with technology.



#### Peterborough Public Library PPL Strategic Plan – Vision and Mission

#### Vision

The Peterborough Public Library is an agent for positive community transformation through interaction, discovery and learning.

Mission

Our Library inspires our community to become more literate and engaged.

Peterborough Public Library

### orary PPL Strategic Plan - Values

- 1. Access, inclusion and intellectual freedom through the exchange of information, ideas, knowledge and culture we create safe, welcoming, learning environments that inspire freedom of thought.
- 2. Literacy, discovery and learning we encourage literacy in all its forms in order to stimulate discovery and advance learning.
- **3.** Service Excellence we provide accessible and inclusive services that anticipate and respond to the diverse needs of the Peterborough community.
- 4. Partnership we engage with our community to achieve shared goals.
- 5. Innovation through our programs and services, we are committed to exploring innovative ways to encourage discovery.
- 6. Valuing and empowering employees by valuing the contributions of staff, we inspire service excellence and innovation within the Library.
- 7. Integrity Accountability and transparency form the foundation of our relationships with the public, staff, volunteers and partners.



### PPL – Strategic Action Areas

- **A. Programming Life-long Learning** *We will encourage library users of all ages to become literate in all forms of contemporary communication.*
- **B. Building Community through Outreach, Programs and Partnerships** – Based on identified needs, we will develop a targeted outreach plan to deliver innovative and effective programs.
- **C. Providing Welcoming and Accessible Environments** We will ensure libraries are welcoming, accessible environments serving the entire community.



### PPL – Strategic Action Areas

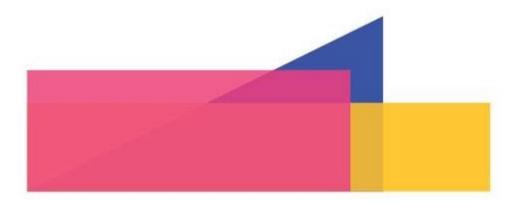
- **D. Valuing and Empowering Our People** We will ensure that staff have the tools and skills required to provide excellent service to our diverse users.
- **E.** Using Progressive Technology We will continue to invest in technology to improve library operations and services.
- **F. Enhancing Administration and Resourcing** We will align our available resources with the areas of greatest need.
- In total, 27 Individual Strategic Actions



- As much as possible, the plan seeks to undertake the various initiatives within the existing funding envelope.
- Funding implications of all initiatives:
  - 2018 \$12,000
  - 2019 \$14,000
  - 2020 \$76,000 (architectural study \$30,000; alternative service delivery \$30,000)
  - 2021 \$67,000 (alternative service delivery \$50,000)



# Peterborough Public Library



# Peterborough Public Library Curious?



### Thank You !