



**Peterborough  
Public Library**

# Strategic Plan and Rebrand of the Peterborough Public Library

Presentation to Council, June 25, 2018



**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
- 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

# The Context

- 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

# 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.

# 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.

# 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 standards** 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.

# 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.**



# 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*

# Resourcing

- 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)



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*Curious?*

**Thank You !**