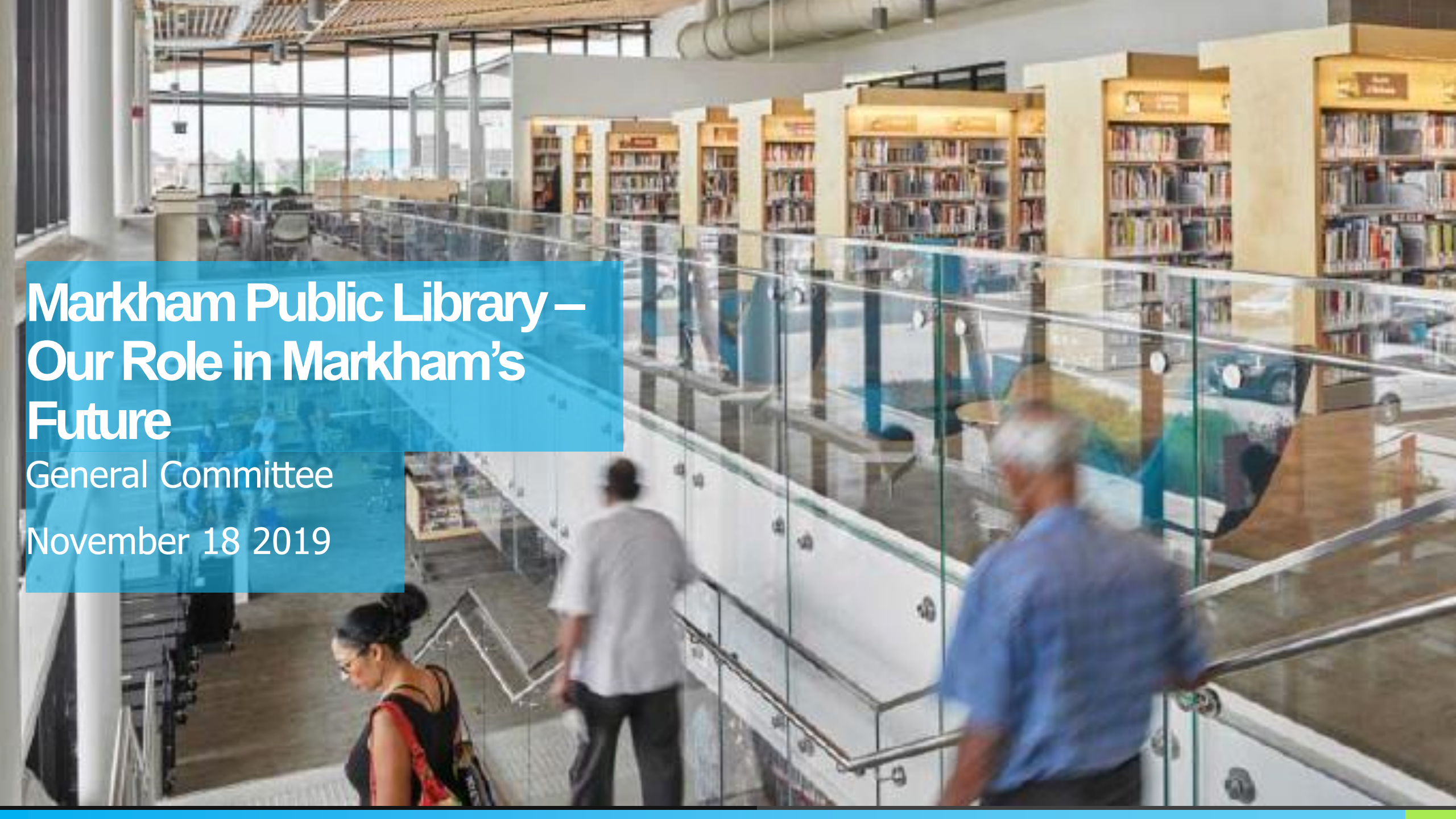


Markham Public Library – Our Role in Markham's Future

General Committee

November 18 2019

Introduction – Our Services

8 Branches

165,241 sq. ft. of welcoming library space

2.8 million visits

Content

775,149 physical items

64,000 ebooks

Innovative content like the Lendery

5.5 million items borrowed annually

Digital Services

2.8 million digital visits

84% of borrowing through self-service

Creative software & makerspace services

Educational Programs

150,000+ participants

60+ community partnerships expand program reach

STEAM-focused

Community Building

15,500 Volunteer Hours

Popups & outreach at community events

Community partnerships to expand library impact

Introduction

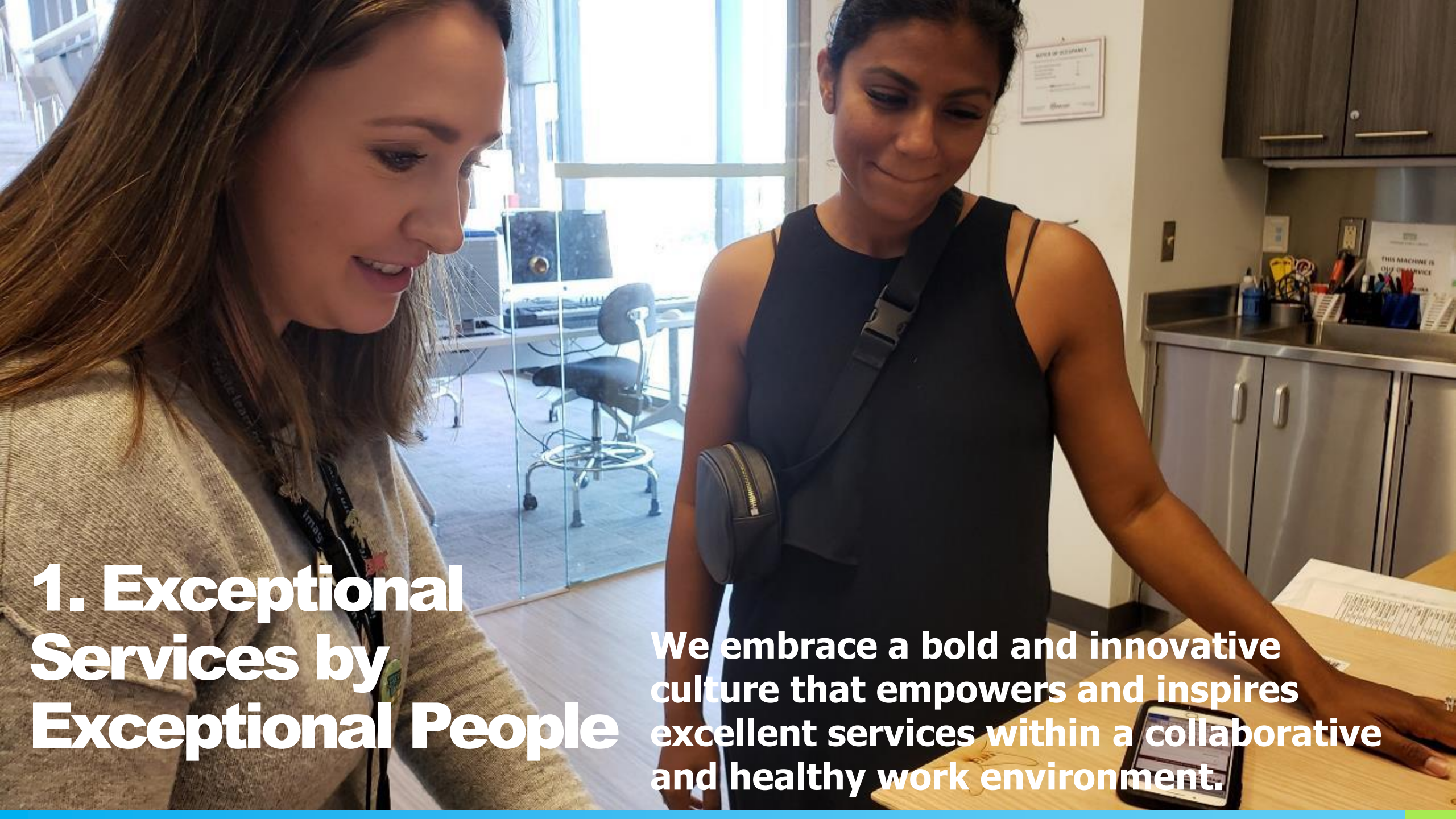
2020 – A Big Year in Strategy

- Library is strategic planning to develop a library-specific roadmap for our future
- We align with and advance City strategic priorities and initiatives

STRATEGIC OBJECTIVES(2020 – 2023)

Strategic Objectives are the key pillars or avenues to achieve the goals. Each strategic objective may support more than one goal, but for purposes of clarity is only referenced once.

2020-23 GOAL	STRATEGIC OBJECTIVES
1. **Exceptional Services by Exceptional People**	1. Deepen our understanding of what our community and stakeholders value and need to inform municipal leadership and continuous improvement of our services. 2. Leverage leading technologies to enable city building and evolution / transformation of our services. 3. Attract and retain the right talent and invest in and empower our people to drive innovation and service excellence.
2. **Engaged, Diverse, Thriving & Vibrant City**	1. Enhance community cohesion and inclusion by creating strong neighbourhoods that are connected to the broader community. 2. Support arts, culture, recreation and sport to enrich the fabric of our communities. 3. Build Markham as the best place to live, invest, work, and experience rich diversity.
3. **Safe, Sustainable and Complete Community**	1. Accelerate delivery of an enhanced comprehensive transportation network in partnership with other levels of government / private sector. 2. Build complete communities that offer a range of housing and employment opportunities, transportation options and outstanding community amenities. 3. Ensure business continuity of our services and infrastructure, and enable community resiliency and community safety. 4. Protect and enhance our natural environment and built form.
4. **Stewardship of Money & Resources**	1. Align the short- and long-term financial strategy with BMFT and changes in the business environment to ensure the ongoing viability of the City. 2. Proactively manage our assets to maximize the return (financial, social, environmental, cultural) on taxpayer investment. 3. Increase transparency and accountability of our stewardship of services, policies, processes, money and resources.



1. Exceptional Services by Exceptional People

We embrace a bold and innovative culture that empowers and inspires excellent services within a collaborative and healthy work environment.

A Customer Service Revolution

Investing in Our People

To drive service excellence

Staff Training Hours

YTD 2019

2,339.5 hours

11 hours per Staff FTE

- We ensure staff have the digital skills needed to operate our Digital Media Labs
- We provide human assistance in residents digital learning goals
- Training designed and delivered internally
  - Classroom training
  - Online learning modules

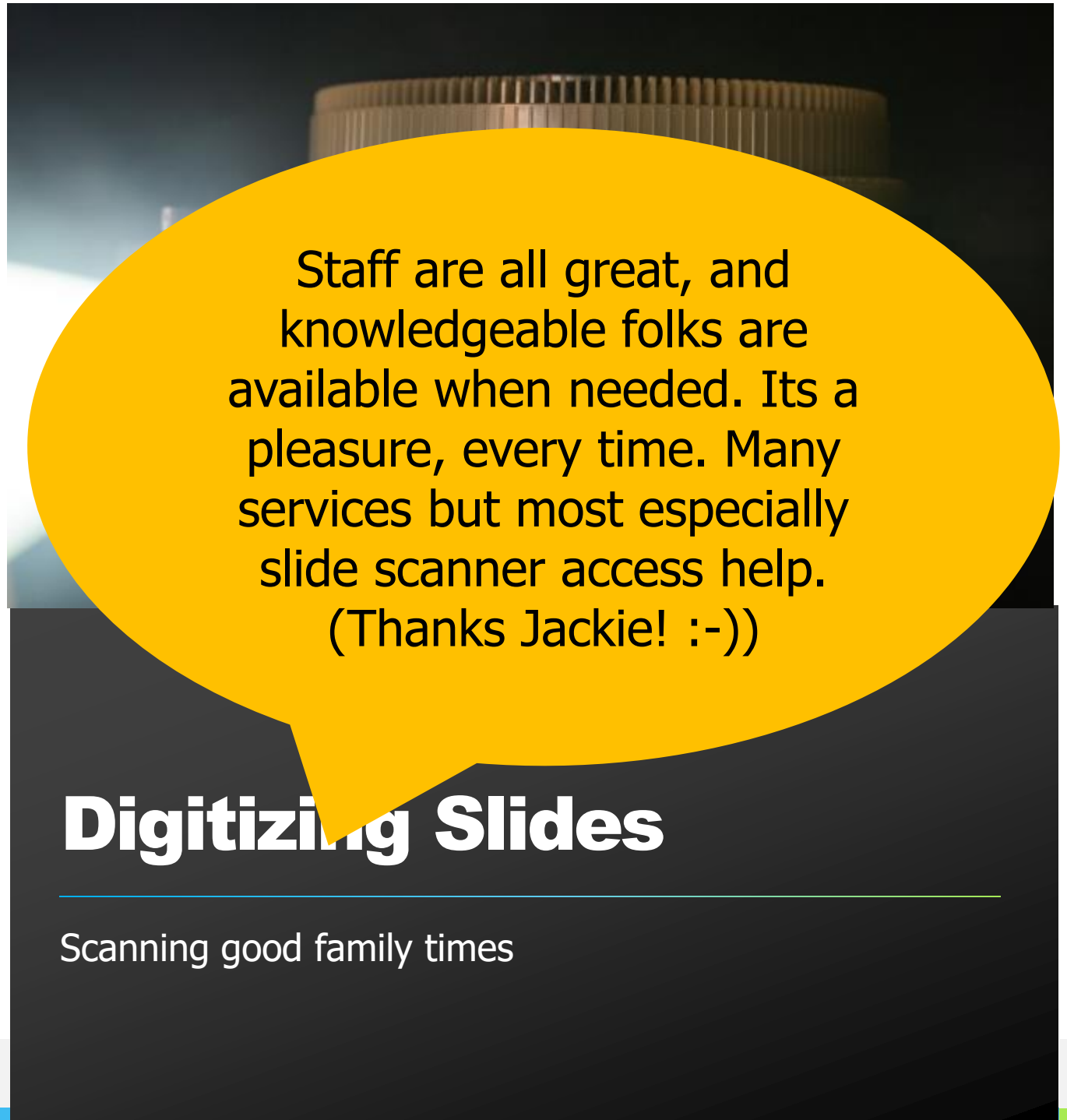
Training staff in new technologies

To provide them with the tools required to leverage technology and improve service delivery

Staff Expertise in Saving Family Memories

Converting slides to digital formats

With “human” support and guidance

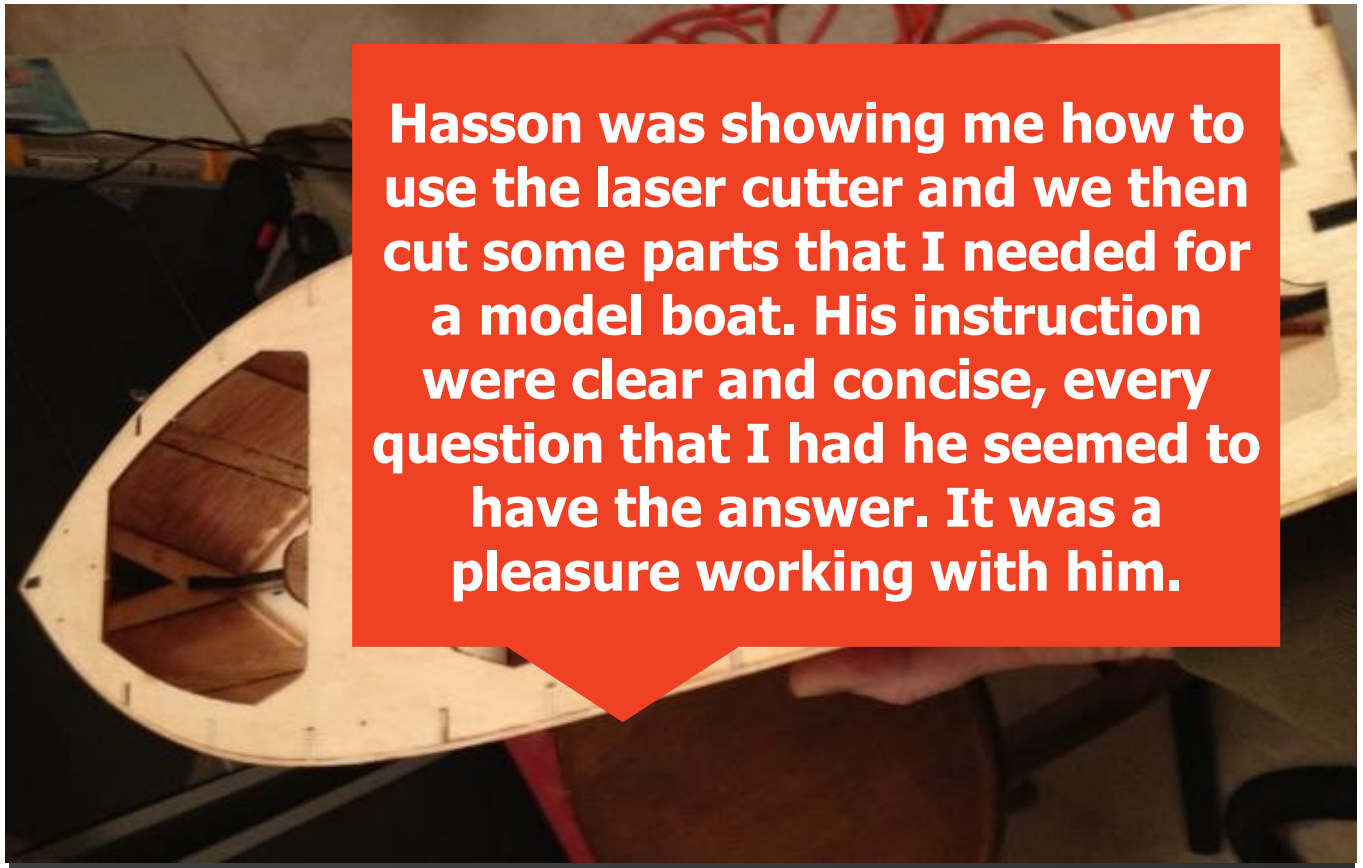


Staff Expertise Supports Leisure Pursuits

Makerspace equipment is used for many pursuits.

Using the laser cutter for parts, with human support

Meeting the changing needs of our communities



Model Boat-Building

Laser cutting parts

User Satisfaction With Staff

Overall, you are satisfied with your experiences	Staff respond in a professional manner	The overall quality of services is excellent	Staff are knowledgeable and competent
8.9/10	9.1/10	9.0/10	8.9/10

Goal 2: Engaged, Diverse, Thriving & Vibrant City

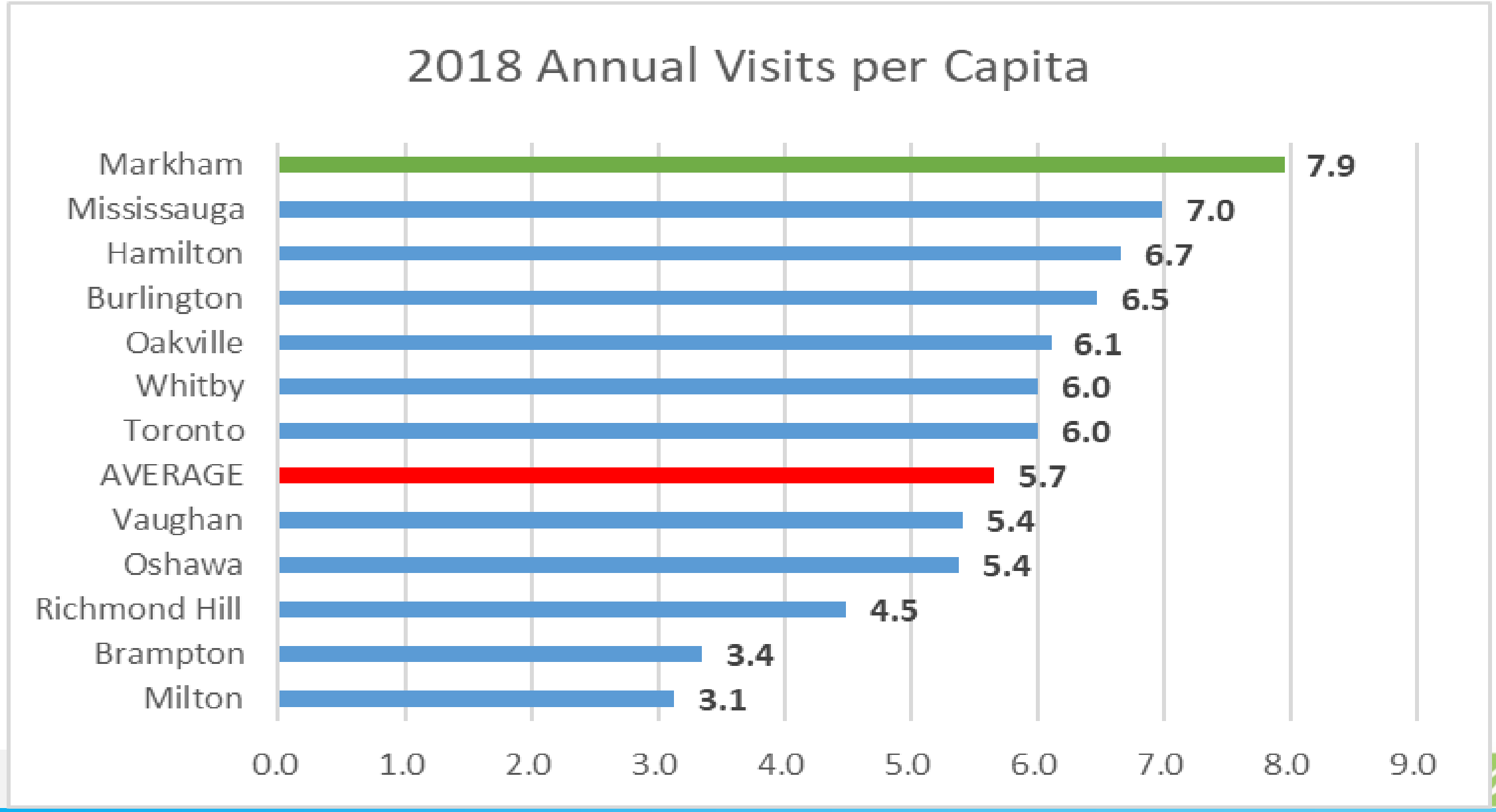
Where City-Building Happens

- Community engagement and connection need places
- A strong network of public places enabling communities to learn, celebrate, collaborate and flourish, together

Where Engagement Happens

Engaging everyone in building a livable, caring and interconnected community, while respecting our past

Library Visits per Capita



Places Where Markham's Rich Diversity is Experienced

- Places, programs and events that celebrate diversity and foster a sense of belonging here
- Strong collections of library materials that speak the languages of the community

Where Diversity Matters

Building an interconnected community

Fred helps me a lot yesterday and that's was my first time to visit library as I am a new comer in town and I will come again and use the library more frequently.

Where Newcomers Feel Welcome

- The library is seen as friendly and trustworthy
- Getting a library card is an important first step into a new community
- "Now I have hope".

Fostering a Vibrant Community

- Responsive to the cultural profile of each neighbourhood
- Walkable access to cultural experiences

Where Cultural Vibrancy Comes Alive

Building complete and livable communities

Where Markham's Workforce Develops

- Attracting investment starts with being workforce-ready for companies choosing where to locate.
- Business Hub for research and co-work
- Library materials and programs that develop skills for the workplace

Enabling a Strong Economy & Thriving City

Building a skilled workforce

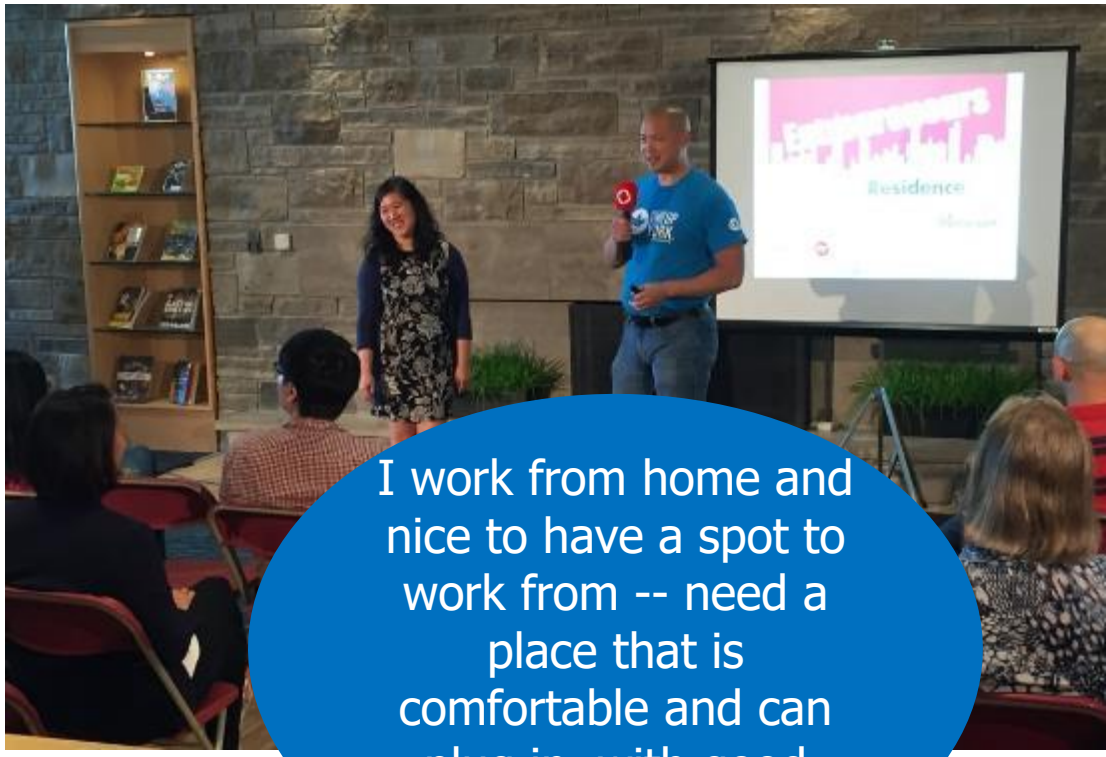
Building a Workforce

Botquest

Library as an enabler of a knowledge-based economy

Library role:

- Grows our local talent – through programs like Entrepreneurs in Residence
- Offers a quality of life with outstanding community amenities like our libraries
- Provides a place to work for home-based businesses and the self-employed

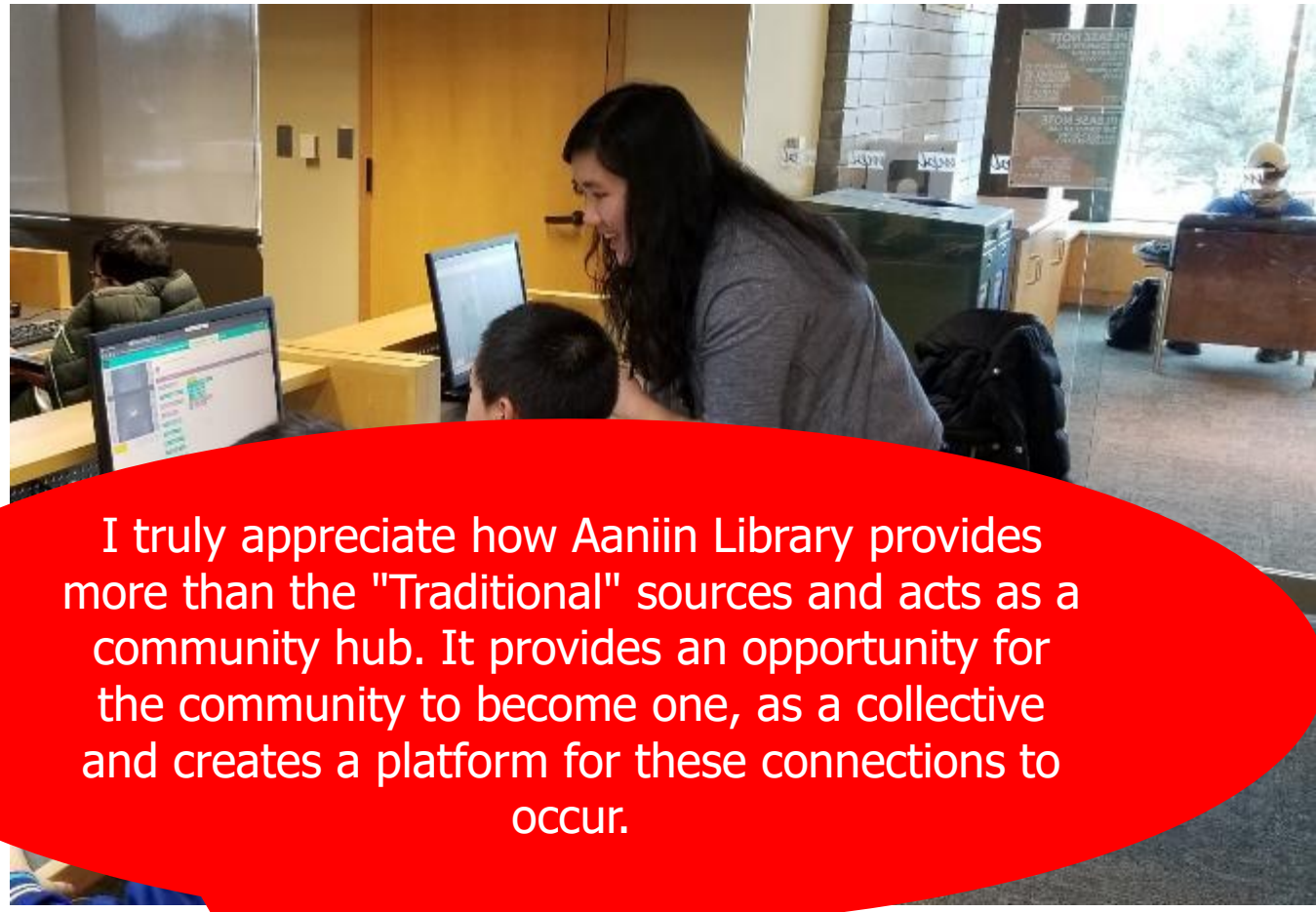


Advancing Educational Success

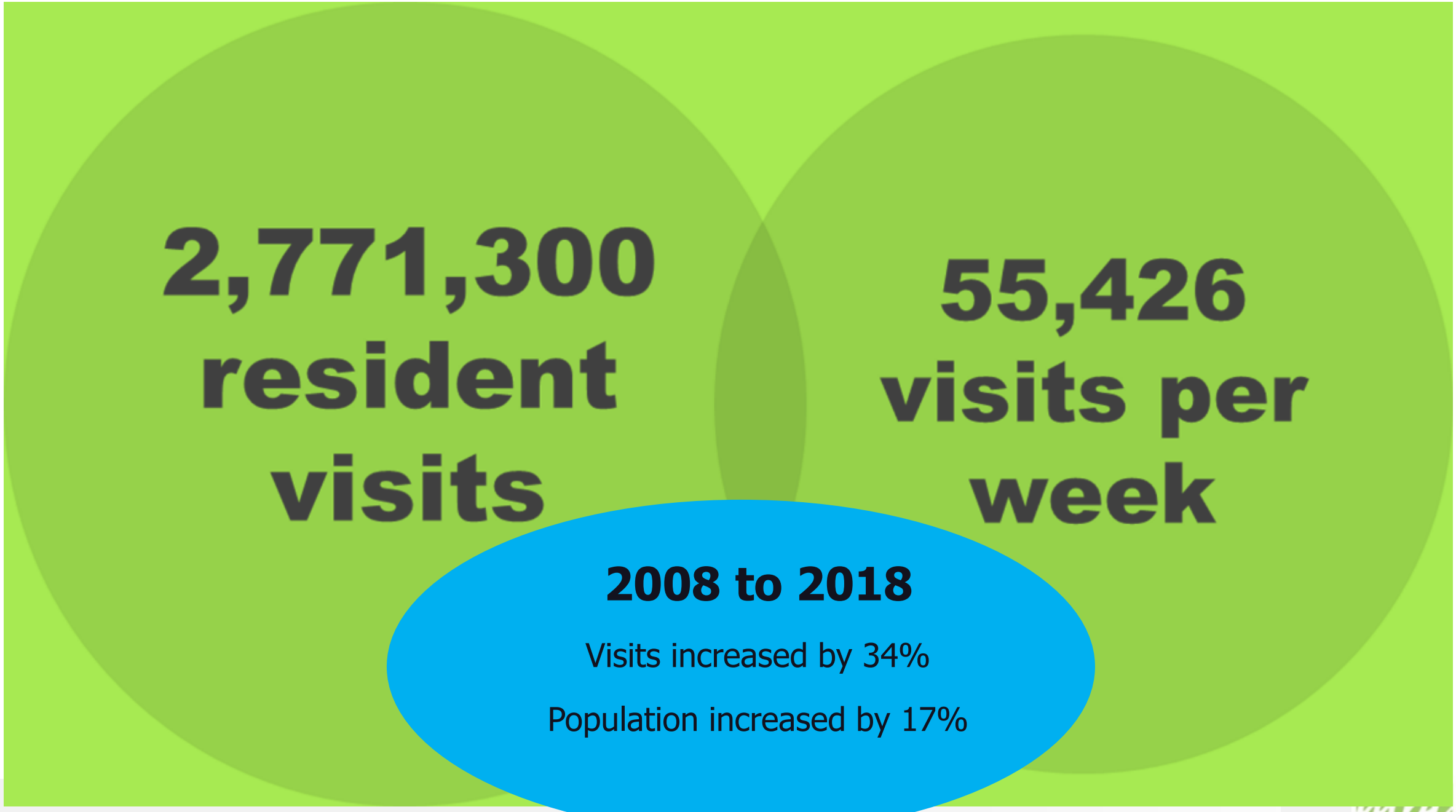
A First Employer

Navigating a Digital World

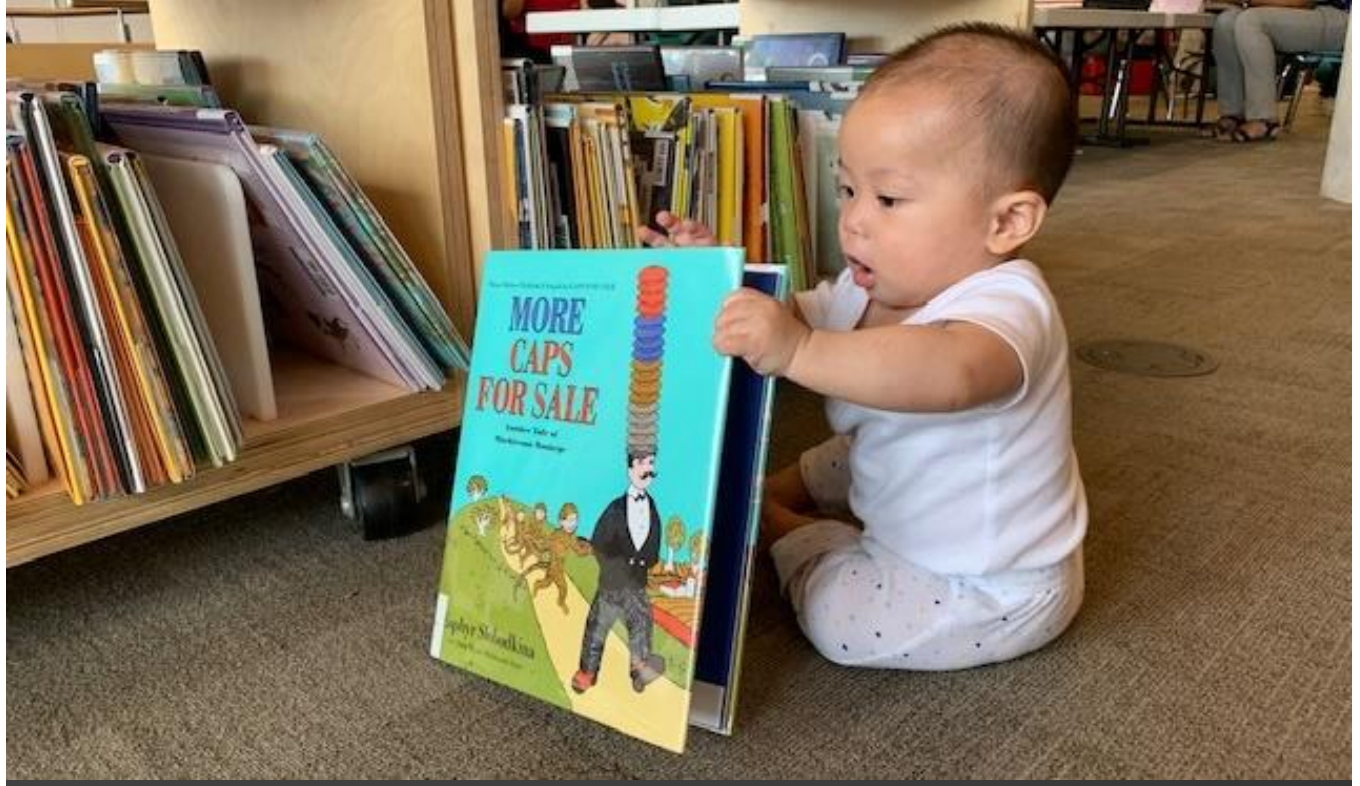
- Equitable access for everyone through library tech
- Wifi for study and research
  - 1.8 million public wireless connections annually
- Access to online services
  - Online voting
  - Online education
  - Online job searching and applications



I truly appreciate how Aaniin Library provides more than the "Traditional" sources and acts as a community hub. It provides an opportunity for the community to become one, as a collective and creates a platform for these connections to occur.


2,771,300
resident
visits
55,426
visits per
week
2008 to 2018
Visits increased by 34%
Population increased by 17%

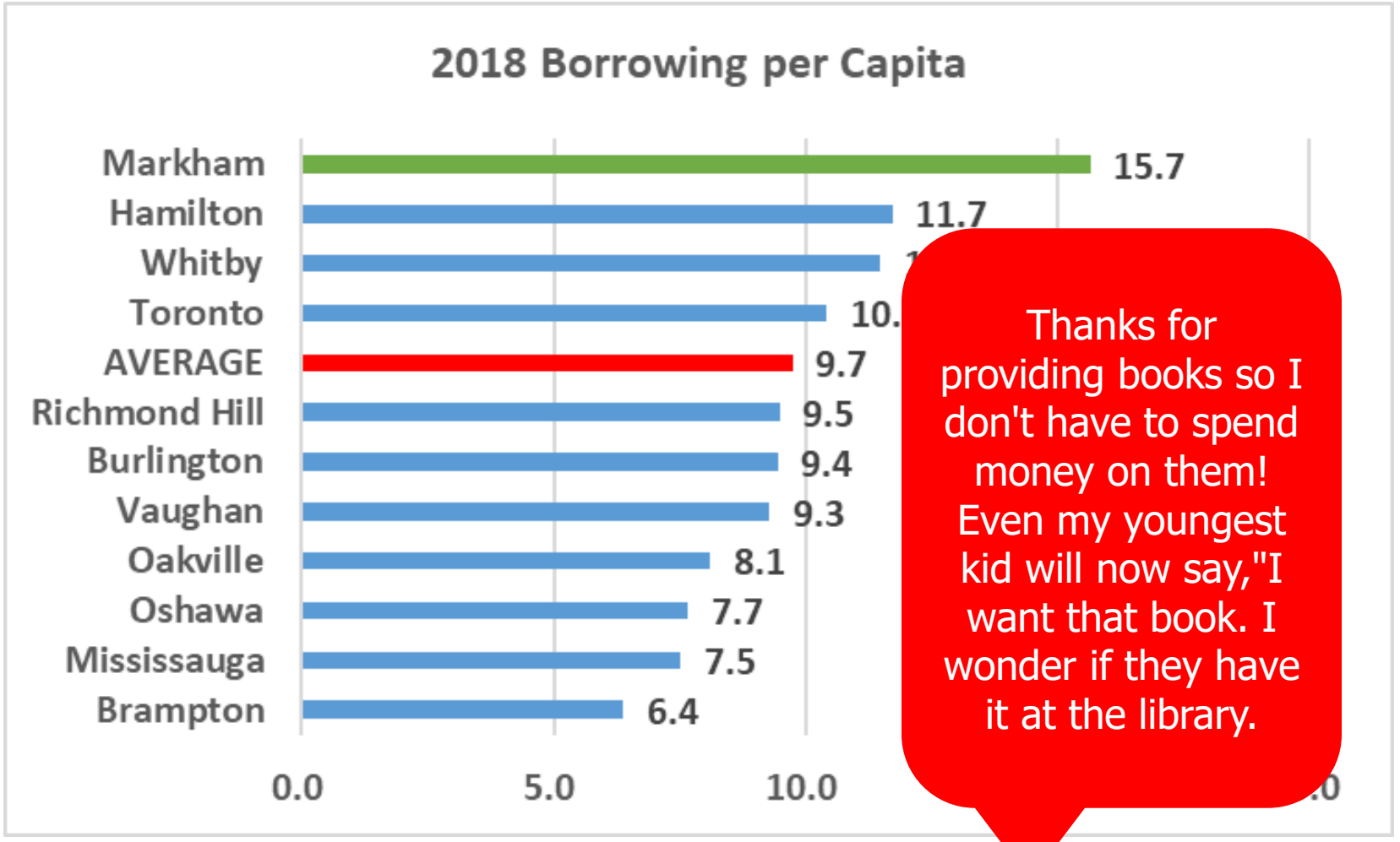
- Develops knowledge
- Enriches life
- Improves mental health
- Supports lifelong learning
- Nurtures brain development and literacy in the early years
- Opens minds to new ideas
- Develops emotional intelligence and empathy through learning about other lives
- Helps older adults to stay mentally active and connected



Content Matters

To a thriving community and a vibrant quality of life

Content that Transforms Lives



Access to Library Materials

Community Benefits:

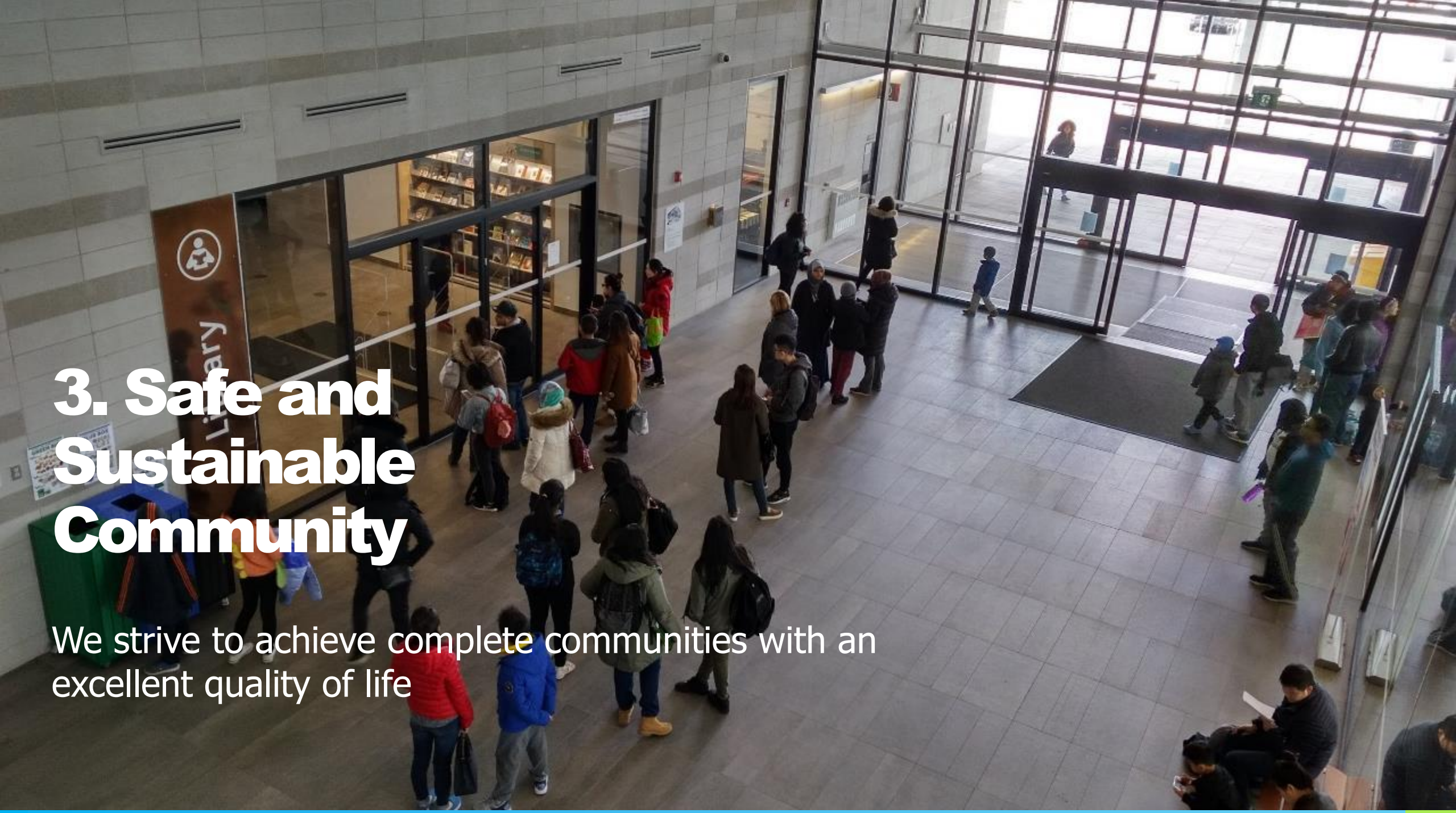
- Seniors ageing in place
- People with print disabilities
- Newcomers going through the settlement process
- Families needing to save for children’s education
- Parents looking for solutions to screen time concerns

Content Options

Recently when my father was sick at the hospital, I appreciated the opportunity to borrow several magazines on several subjects and enjoy them with my father while enduring a 3 day stay at the hospital. We both learned something new and interesting. I liked the opportunity to borrow magazines for instance and that it was not solely digital.

Print or Digital

Whatever works best



3. Safe and Sustainable Community

We strive to achieve complete communities with an excellent quality of life

Making spaces fit people

Family Activity Space

Aaniin Branch is both great in facilities and services. The staff there are very friendly and welcoming. We love to spend time there with our kids. It is so lucky and pretty cool that we have this library which is close to our house!

Study Options

I need a quiet place to study and share ideas with my peers to prepare for my professional exams.

The silent study spaces have been a life saver

The Doctor

Trending:

Increasing demand from post-secondary students

Post-graduates studying for professional exams

Unique Features

8 branches

Thornhill Village

Thornhill Community Library Rotunda

Thornhill Community Library

The Children’s Forest

Unionville Library
The Village Square

Millken Mills

Skylight

Angus Glen Library

Central Atrium and Event Space

Markham Village Library

Cornell Library

Wormhole Wall

Sustainability of Library Services

Community Partnerships

Program Innovations through Partnerships

- Expanding the concept of what a library can be and what goes on within our walls
- **Repair Cafes** in partnership with York Region and NewMakeIt
- Fixing rather than replacing

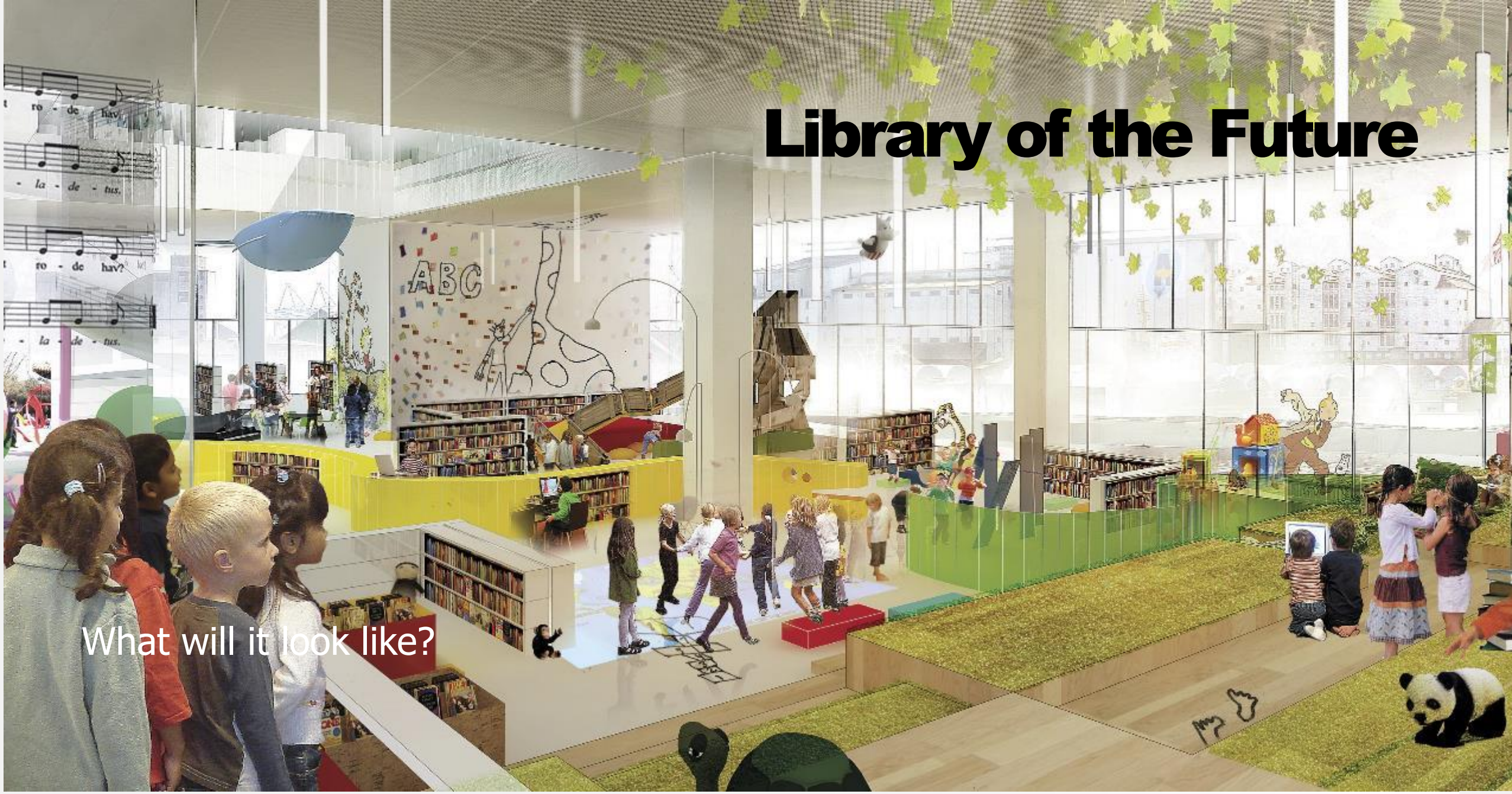
Integrated Leisure Master Plan Update

- Complete communities
- Opportunity to update our thinking about the future of libraries
- Developing concepts and visions for urban library services
  - Collaborative partnerships
  - Co-locations

Library of the Future

What will it look like?

Library of the Future



What will it look like?

New Libraries Across Canada

- Investing in libraries as catalysts in kick-starting new urban communities

Goal 4: Stewardship of Money and Resources

Board's Fiscal Stewardship

- Annual clean audits
- No deficits. Ever.
- Board is responsible for the budget we are allocated by the City.
- Ensure the Library aligns with what residents want.

Public Libraries Act R.S.O. 1990, CHAPTER P.44

Estimates
24 (1) A public library board shall submit to the appointing council, annually on or before the date and in the form specified by the council, estimates of all sums required during the year for the purposes of the board.
Approval of estimates
(2) The amount of the board's estimates that is approved or amended and approved by the council shall be adopted by the board and shall be paid to the board out of the money appropriated for it.
Idem
(3)The board shall apply the money paid to it under subsection (2) in accordance with the estimates as approved, subject to subsection (4).
Council may authorize variation
(4) The council may, in its approval of the board's estimates or at any time at the board's request, authorize the board to apply a specified amount or percentage of the money paid to it under subsection (2) otherwise than in accordance with the items of the estimates as approved.

Evidence-Based Library Administration

Accountability Reporting

- Multiple reporting channels of business reports: City, Commission, the provincial government, and Canadian Urban Libraries Council (CULC)
- Analysis of business intelligence data from multiple sources, including customer surveys, demographic data, Integrated Library System reports, integrating this analysis with relevant trend analysis
- Development of Key Performance Indicators
- Outcome Measurement
- Reporting of annual library achievements and performance data for inclusion in various municipal reports

This library is important to the community and the service(s) provided by the library and its staff is invaluable. They consistently **go over and beyond** helping and caring for the needs of the public. Their passion for books and love of learning touches everyone that comes across them, and ... brary a fun ... e fami...

i come to this library because of the staff. They are **all so helpful and friendly. Staff always greet me with a hello** ... the morning and are very ...ional. It is a pleasure to ...isit this location.

The staff are always striving to improve service and selection. I'm often at this library and I usually find new things eg displays, equipment, ads for workshops. I have a membership for TPL but much prefer MPL! I **often recommend the services at this library to others.**

A wonderful library. The staff **always greet you** when you arrive, are very willing to help you find items and always tell you about new things that are happening in the library. I am very impressed with the service level. Thank you

Really **went above & beyond** on my wishes. It really made my day and I'd happily recommend the library services to anyone! Please keep doing what you're doing - it was **the best customer experience I have ever had.**

What Library Users Say about Library Tech

I am very happy with the creative suite at the Aaniin library, which I believe is an amazing resource for the Markham community.

I am most satisfied with the Wi-Fi of the library, very fast and reliable. The computer workstations are also very speedy.

We enjoy using up to date computers here! We also like the comfortable beanie seats we can sit on.

The 3D printer is an excellent resources as well as the other "Creative" opportunities at the library. I truly appreciate how Aniin Library provides more than the "Traditional" sources and acts as a community hub. It provides an opportunity for the community to become one, as a collective and creates a platform for these connections to occur.

What Users Say about Library Branch

Sitting by the big window reading is a treat.

I love how the rooms are assorted neatly with comfy chairs for students to collaborate. I also enjoy the architecture of this library. The arrangement is made such that it receives almost maximum sunlight (which is super essential for an individual)

It is a beautiful building, very modern, very accessible with [p]arking, easy to use for people [w]ith mobility issues, beautiful big clean bathrooms.

Facility is very clean and welcoming. **I love all the natural light that comes in from the huge windows**

Amazing place to work and socialise. I wish, seating capacity should have been more as sometimes, there is no place to sit and work

Great in facilities and services. The staff are very friendly and welcoming. **We love to spend time there with our kids**. It is so lucky and pretty cool that we have this library which is close to our house!

Economic Impact

Economic impact of library collections

4.9 million real items borrowed

+

555,728 e-items borrowed

→

$69.5 million

Economic Impact: Computer & Wifi

165,000 Computing Sessions

+

1.8 million wifi sessions

→

$5.4 million

Economic Impact: Educational Programs

95,471 students

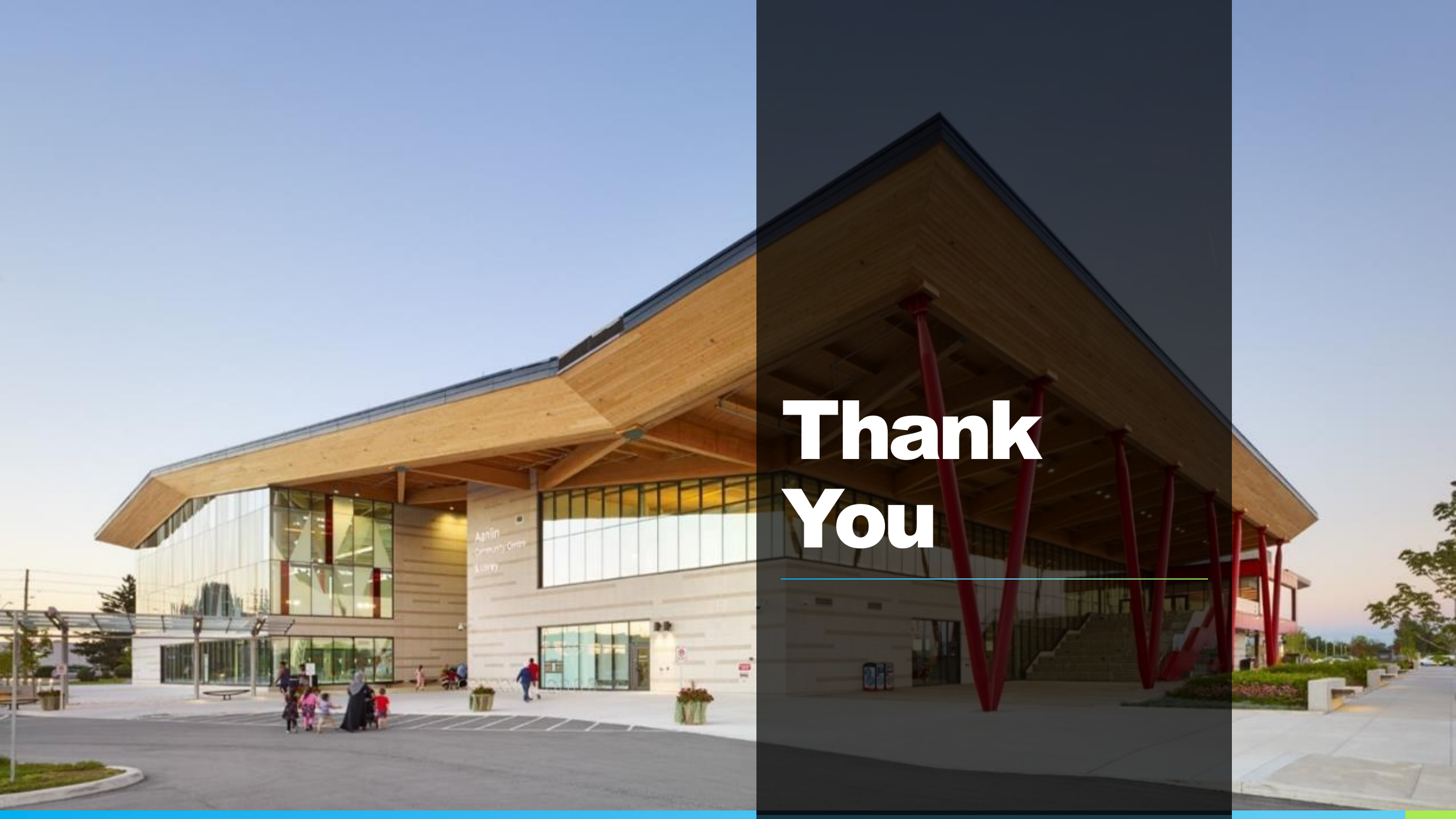
$1.25 million

Return on Investment (ROI)

$1

$5.72

Every dollar invested in MPL generated $5.72 of value. Or the equivalent of $275 per resident.



Thank You