



# Markham Public Library Board Annual Presentation 2021

General Committee  
Monday, November 15, 2021



# Markham Public Library Board



Chair Alick Siu



Vice-Chair Margaret McGrory



Lillian Tolensky



Edward Choi



Raymond Chan



Pearl Mantell



Iqra Awan



Ben Hendriks



David Whetham



Jay Xie



Councillor Andrew Keyes



Councillor Keith Irish



Deputy Mayor Don Hamilton



# Strategic Themes



# Strategic Focus

**Our Passion:** What we stand for and why we exist.

**What We Are Best At:** Our unique contribution to uniquely contribute to the community.

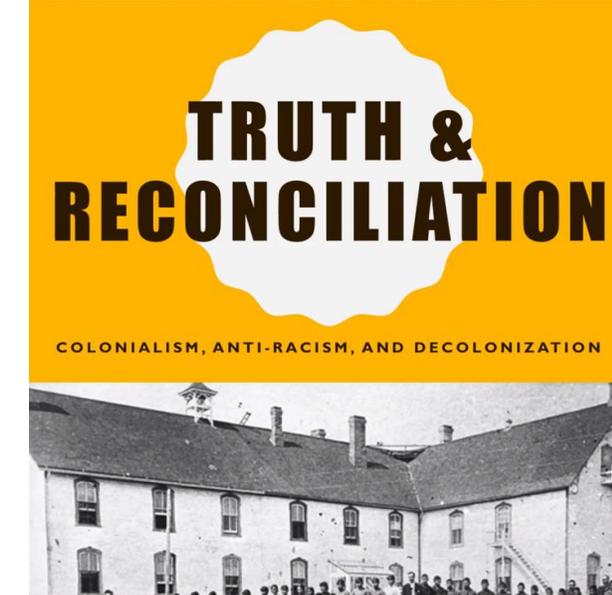
**Our Engine:** What best drives our time, funding, and where we can most effectively contribute to City priorities.

# 2021 ACCOMPLISHMENTS



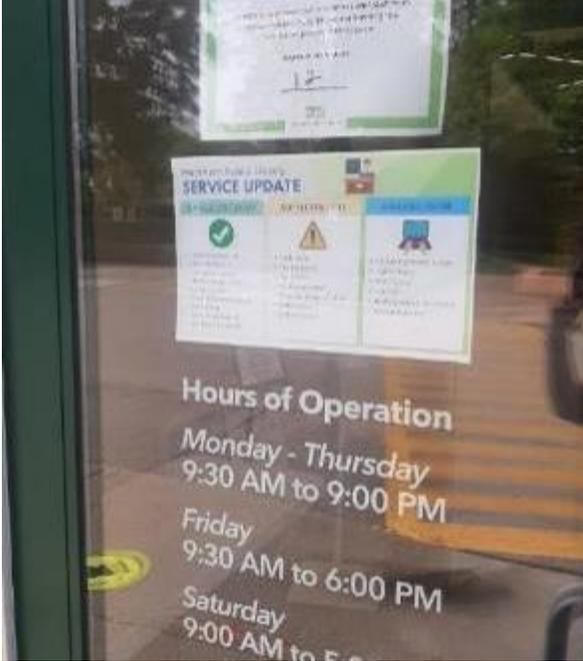
← New Website for Children & Families

← Taking In-Person Programs Outdoors  
↓



↑  
Taking Programs & Events Online

# 2021 Accomplishments



Safe Re-Opening of  
Library Branches

Access to Library  
for Study & Work



**GOT A QUESTION FOR YOUR LOCAL CANDIDATE?**

Submit them [online](#) and we'll ask them at our virtual  
All Candidates meetings.

**eCards Are Here!**  
Sign up for a library card without leaving your home



↑ Fine Free Pilot  
for Youth  
Cards

← eCards  
launched

# Lessons Learned During COVID



2021 eCirculation  
815,600



2021  
Holds Placed  
352,300



2021 Physical  
Circulation 682,600



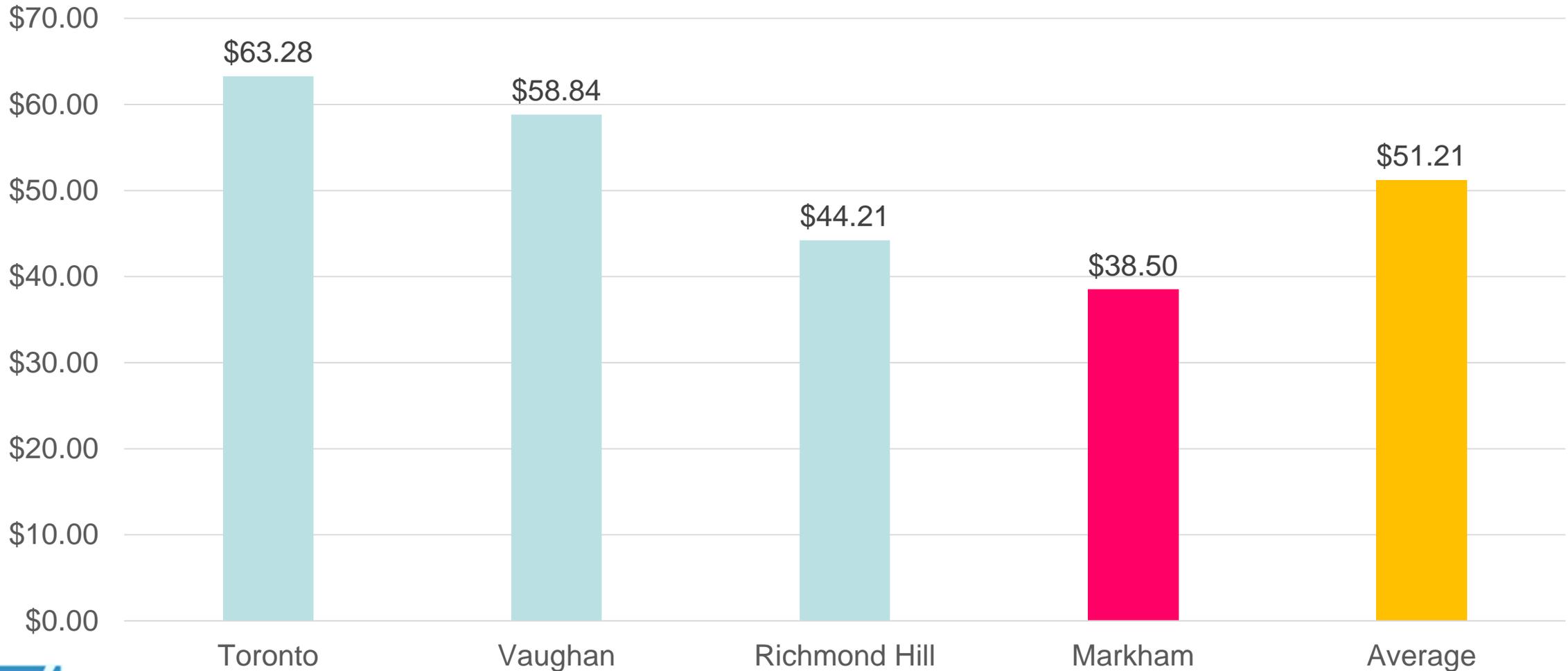
2021  
Physical Visits  
75,900



# The Last “Normal” Year 2019

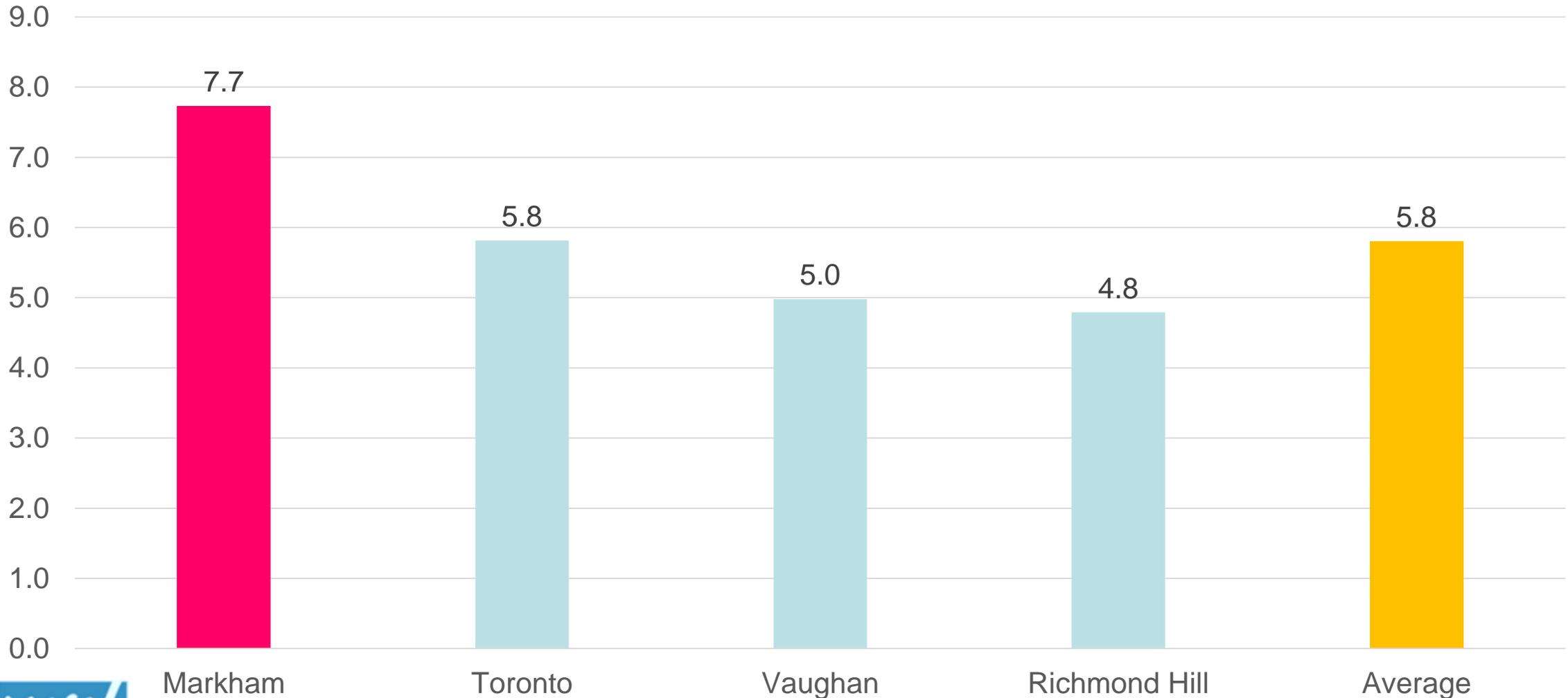


### Operating Budget Per Capita 2019



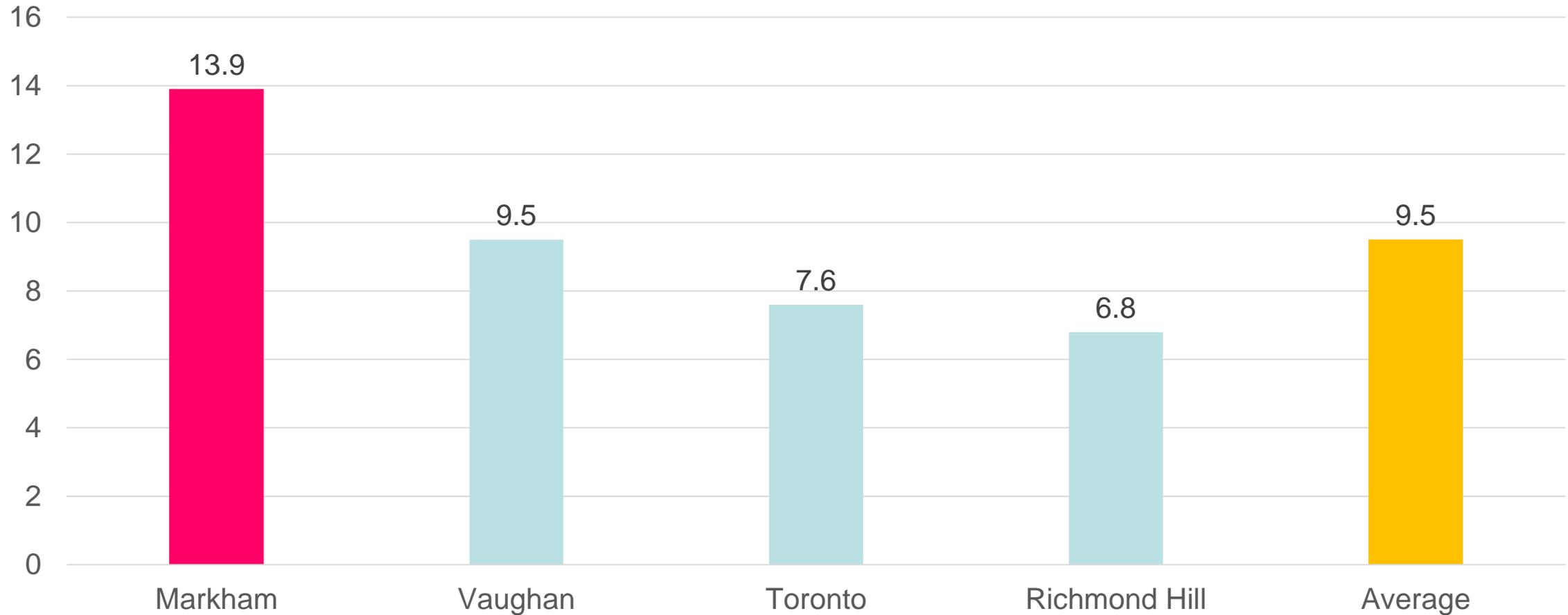


### Visits per Capita 2019





### Borrowing per Capita 2019 Physical Library Materials





# Getting Back to Normal





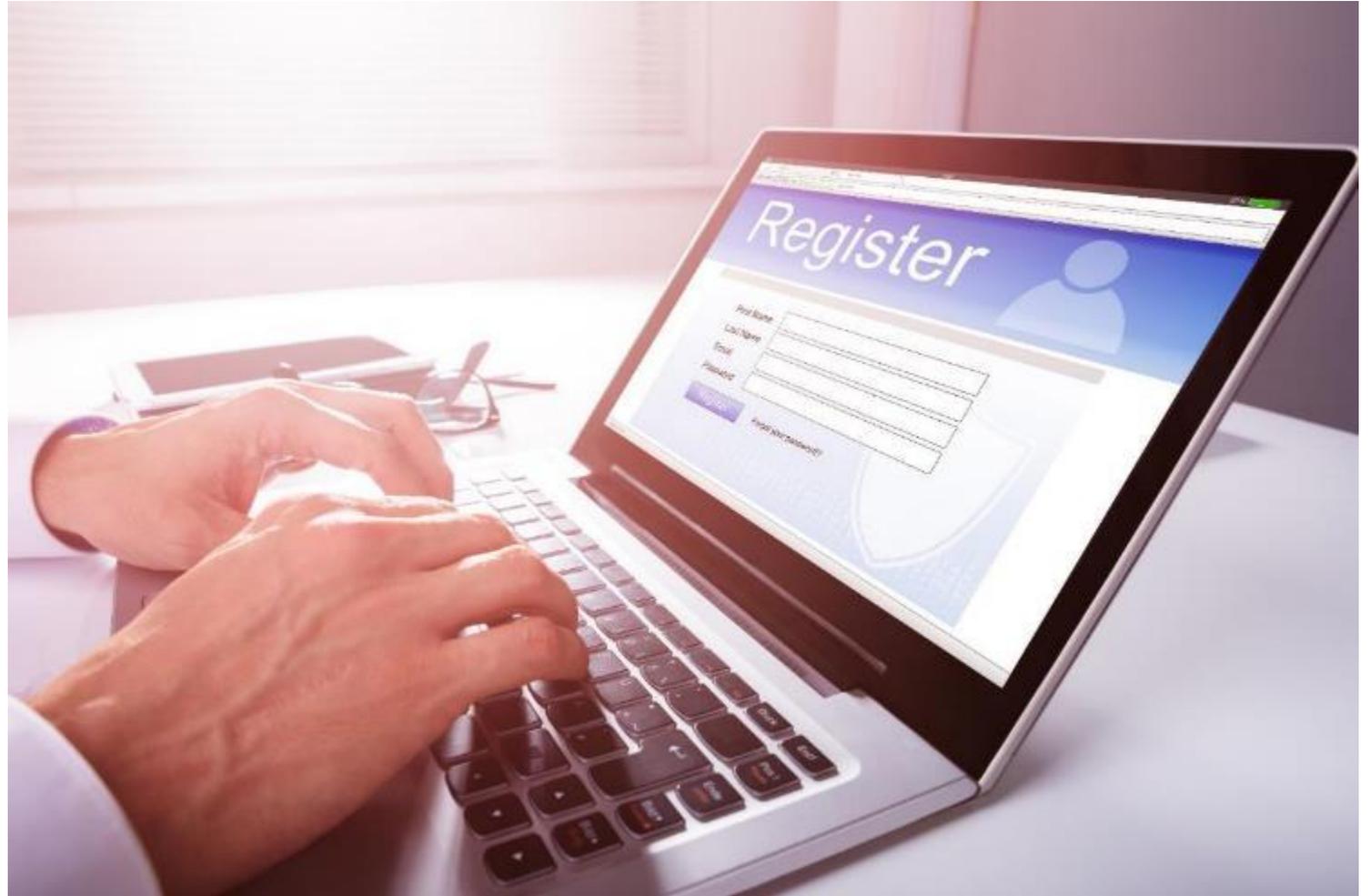
# 2022 Business Plan





# GOAL 1 - Exceptional Services by Exceptional People

- Launch Perfect Mind - Program Registration and Facility Booking System





# GOAL 1 - Exceptional Services by Exceptional People

- Digital training for community
  - access to online services
  - online voting
- Launch new Digital Media Lab
  - creative digital skills





## GOAL 2 - Engaged, Diverse, Thriving and Vibrant City





## GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Advance education/learning recovery
- Leverage the ROI of collection budgets to our community
- Re-ignite volunteer recruitment and training





## GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Implement Markham's Diversity & Inclusion action plan, including curated collections and programs focused on building awareness of Anti-Black Racism and Indigenous peoples



Red Dress Project: building awareness of missing and murdered Indigenous women, girls and 2 Spirit+ people (MMIWG2S+)



## GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Develop the Living Lab Library (LLL) concept in Markham Centre
  - Anchor for a future Civic Square.
  - Convergence of arts and business





## Living Lab Library Concept

- Advancing Strategies
  - Digital Markham Strategy “Living Lab” Goal
  - Economic Development
  - Destination Markham
- Partnering with Culture, Economic Development, and other stakeholders.



## GOAL 3 - Safe, Sustainable and Complete Community

- Support the Active Transportation Master Plan and bike culture through partnership with Markham Cycles





## GOAL 3 - Safe, Sustainable and Complete Community

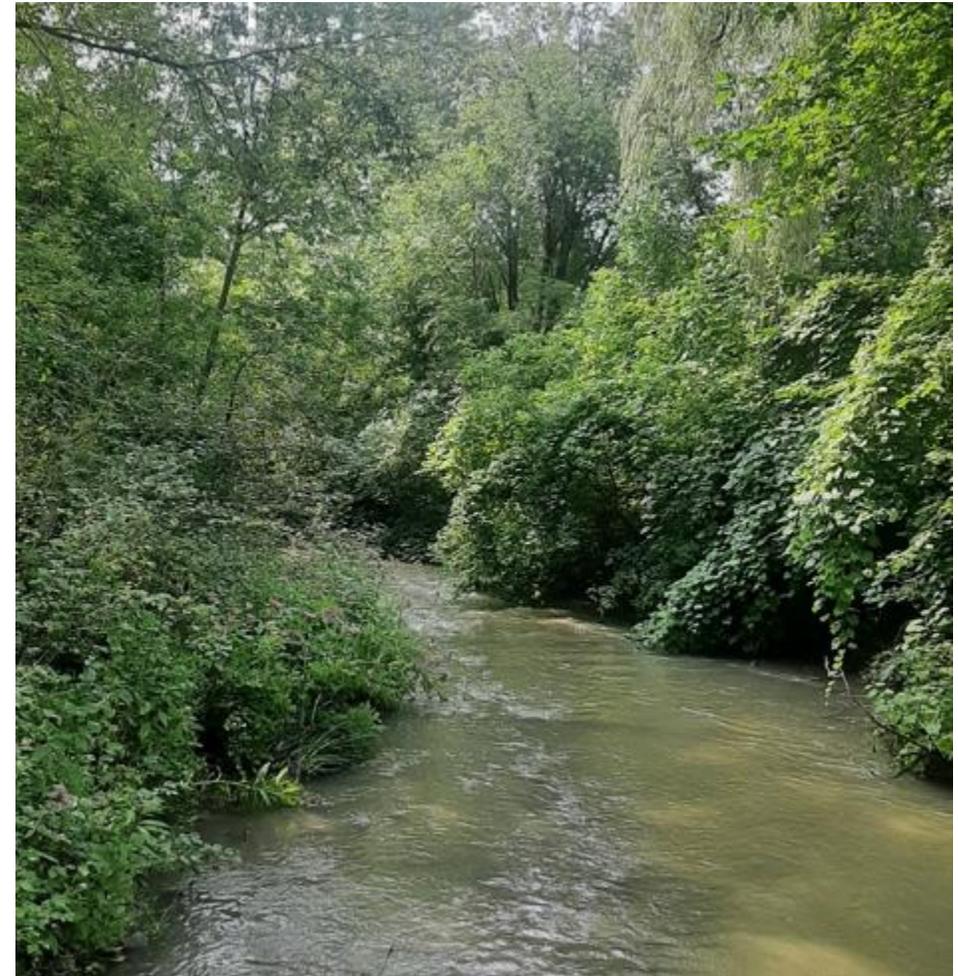
- Leverage existing library branches as accessible information hubs for cyclists and pedestrians using the Markham trail system and the Rouge National Urban Park (RNUP)





## GOAL 3 - Safe, Sustainable and Complete Community

- Promote and develop informational programs (such as Story Walks) and content for trails and the RNUP





## GOAL 4 – Stewardship of Money and Resources

- Partner with Recreation in the Indoor Public Space Study for Intensification Areas
  - Develop a corporate process for evaluating public and private sector partnerships and business opportunities related to facility provision in Intensification Areas





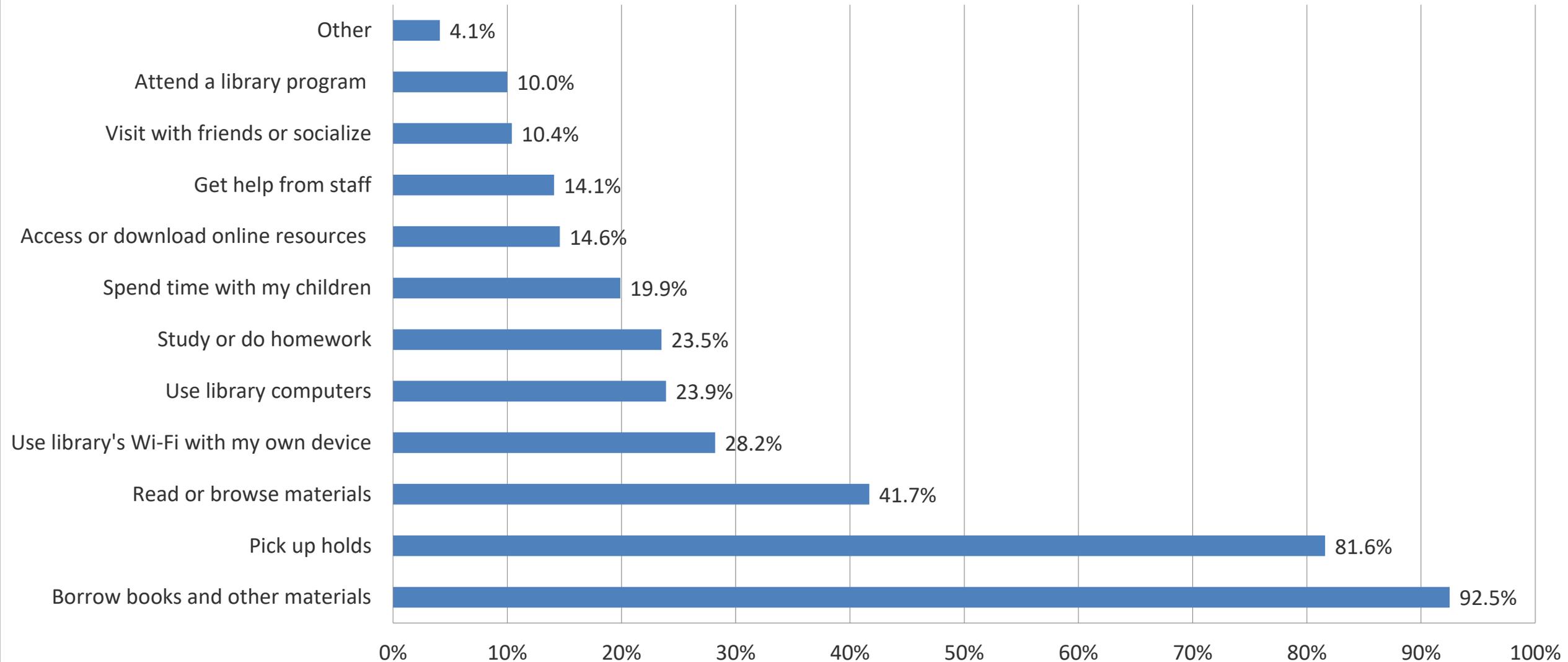
## GOAL 4 – Stewardship of Money and Resources

- Maximize Return on Investment (ROI) on capital and operating budgets through judicious allocations aligned with and linked to success of municipal priorities.





## What do you typically do when you visit the Library? Check all that apply.



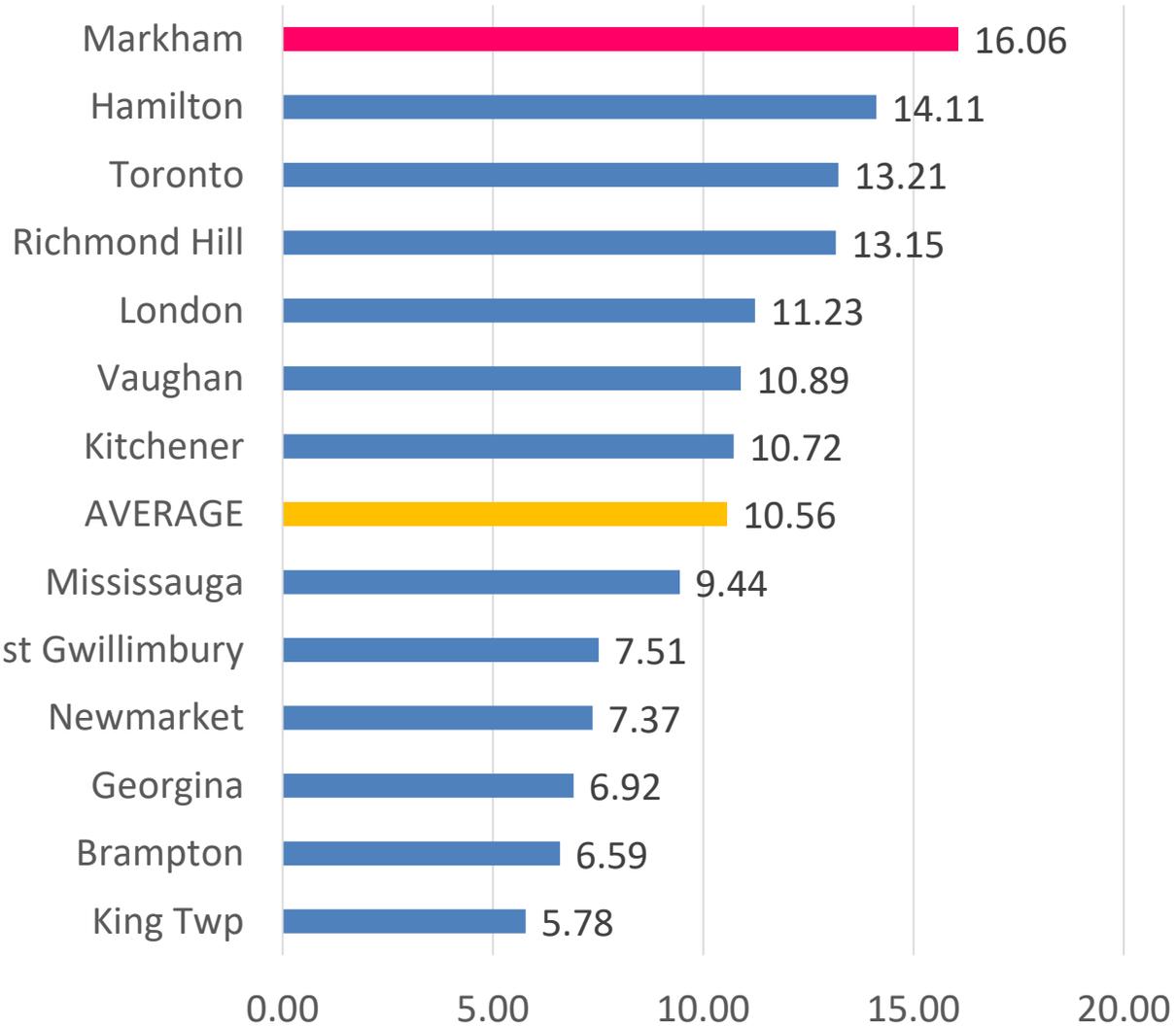


# BUILDING MARKHAM'S FUTURE TOGETHER

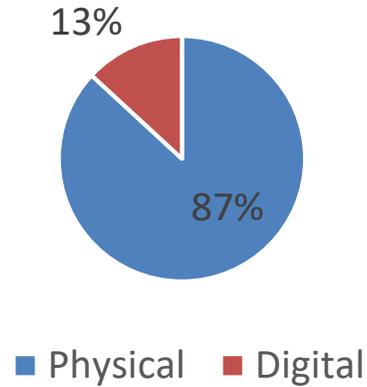
## 2020 – 2023 Strategic Plan



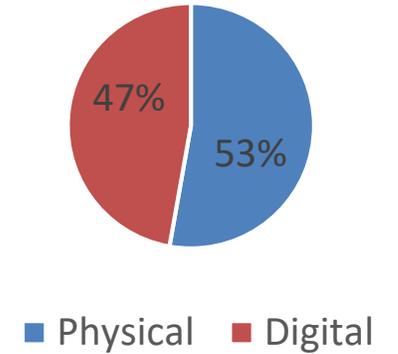
### Total Circulation per Capita 2019



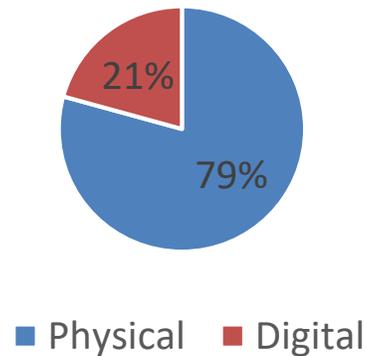
### 2019 Circulation



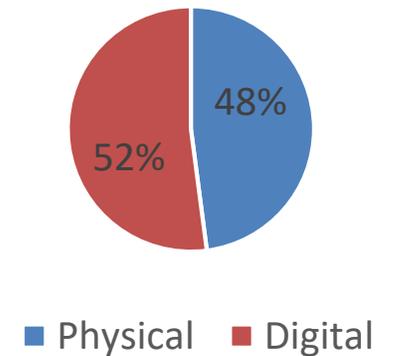
### 2020 Circulation



### Holds

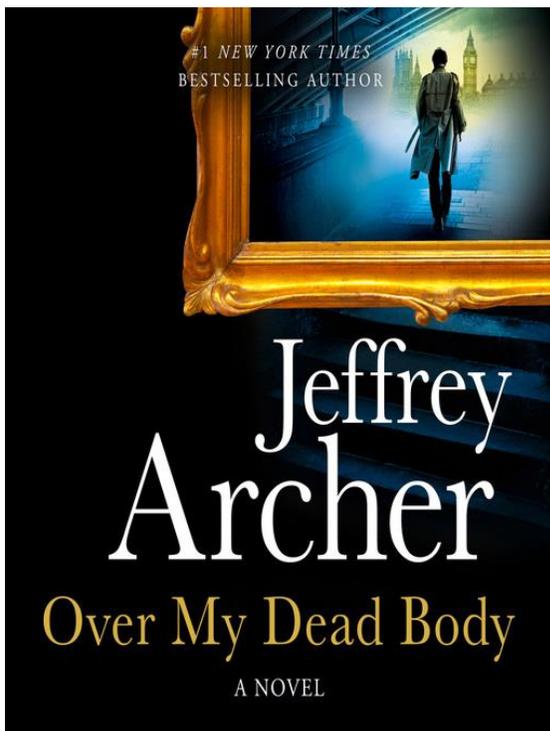


### Holds





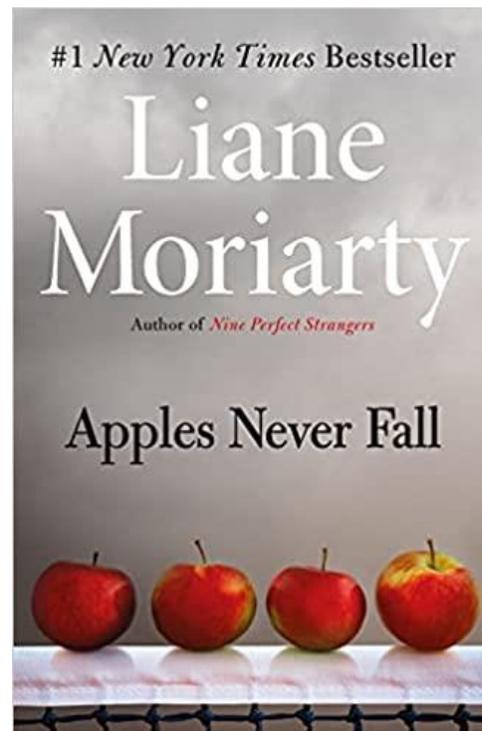
Hardcover \$24.75  
eBook \$16.99



eBook \$36.99 (26 checkouts)  
eAudio \$139.96

**Retail Price**

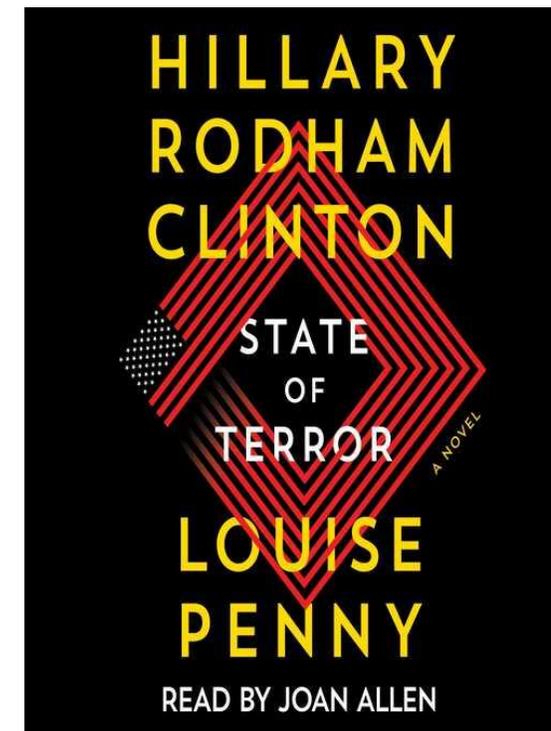
\$21.49  
\$14.99



**Library Price**

\$60.00 (24 month)  
\$94.99

\$34.71  
\$14.99



\$59.99 (24 month)  
\$127.12 (24 month)



## Balancing Digital and Physical Items

CONSIDERATIONS	EBOOKS & EAUDIOBOOKS	PHYSICAL BOOKS & AUDIOBOOKS
COST	Restrictive pricing models and high prices set by multinational publishers <ul style="list-style-type: none"><li>• Higher cost per unit</li><li>• Higher cost per use</li><li>• Ebook/Eaudiobook costs are in US\$ - subject to fluctuations in exchange rates</li></ul>	Stable unit costs, subject to inflation rates Lower cost per unit Lower cost per use
AVAILABILITY TERMS	Limited term licenses with term caps by # of uses or 2 years maximum	Indefinite availability Library discretion/control over timing of withdrawal
AUDIOBOOKS	Pay-per-use subscription services	Stable unit costs Lower cost per unit Lower cost per use



## Annual Budgets for Library Materials

CONSIDERATIONS	PRINCIPLES
Equitable Access	Free and equitable access to a broad range of human knowledge, experience, information and ideas
Outcomes	Residents who are more literate, more resilient, more informed, more skilled and knowledgeable, more connected, more workplace-ready and more successful
Ongoing Investment in Capital Assets	Like other aging infrastructure assets, we need to maintain a healthy "State of Good Repair" for library materials. <ul style="list-style-type: none"><li>• Current, accurate, timely, good condition</li><li>• Relevant to residents' current needs and interests</li><li>• Replace "well-loved"/heavily used items of lasting value</li></ul>
Development Charges	Will decline if collection inventories shrink



# Literacy Programs





Thank You

Questions?