



# Working Together for Impact

Markham Council and the Library Board

General Committee October 23 2017



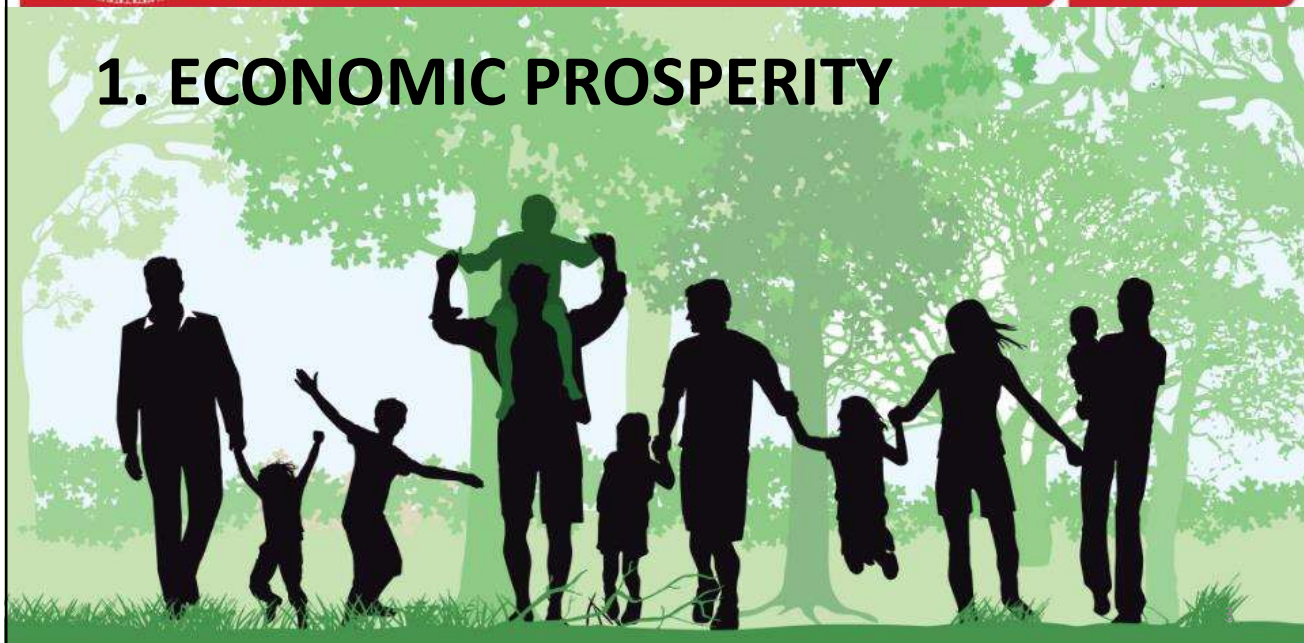
## Markham Public Library's Impact

1. Economic Prosperity
2. Community Hubs
3. Taxpayers' Investment





# 1. ECONOMIC PROSPERITY



## City Prosperity

What does it take to be competitive in a crowded field?

How does Markham realize its vision and its potential?

How does Markham respond to the digital era's opportunities and demands?





## Workforce Readiness in the Digital Century

- Does Markham have a competitive workforce?
- Why would someone come to Markham?
- Providing amenities and events for creative talent.
- Advancing Markham as an attractive place to live, work and play.



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### The Library's Role in Digital Literacy

Digital skills are fundamental to whether people thrive or fail in our digital world.

A place of digital literacy education.

A place to access technology equipment, free wifi and digital services.



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## The Library's Role in Digital Literacy

### STEAM Education

True innovation comes with combining science, technology, engineering, arts, and math.



## Markham's Centre for Excellence in Digital Literacy

- A city where technology is used to fuel opportunity, inclusion, engagement and innovation.
- A place of digital inclusion and "world-class" innovation.





## Markham's First Digital Collaboration Hub at Aaniin Library



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## Makerspace

- Tinker, play, learn, problem-solve, and grow in a collaborative, do-it-yourself environment



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## Digital Media Lab

- Creative learning experiences help prepare students of all ages for 21st century employment.



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## Business Hub

- Space for meetings and collaboration, bringing people together to create a network of support.



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## Economic Impact: Computer & Wifi

166,000  
Computing  
Sessions



\$4.4  
million

1.5 million  
wifi  
sessions



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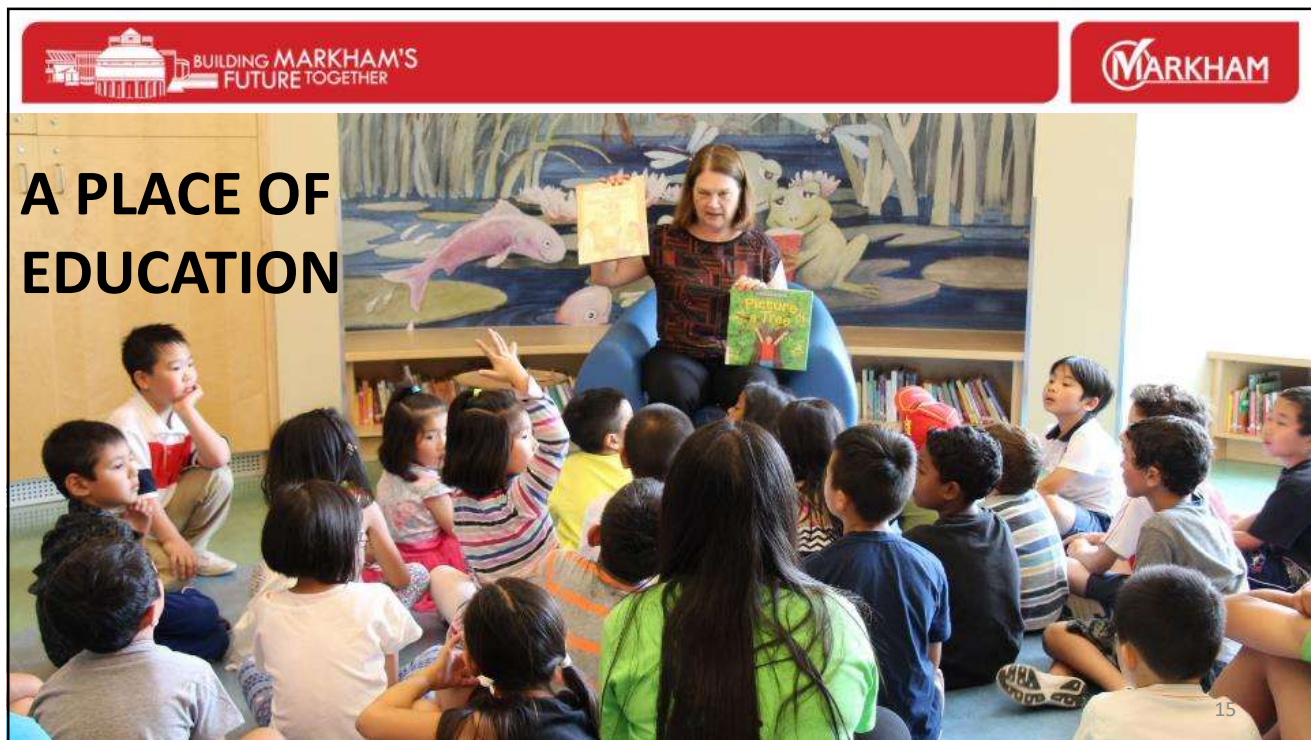


## Education and Prosperity

- We believe that the prosperity of individuals and families goes hand in hand with the prosperity of cities.
- For any community to thrive, the people who live there need to be economically secure.
- Educational attainment – from high-school graduation to graduate degrees to lifelong skill acquisition – is the path forward to prosperity.



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**Building Markham's Future Together** **MARKHAM**

## The Lifelong Education Journey

- Early literacy
  - 1000 Books Before Kindergarten
- Summer Learning Place Camps – STEAM
- Education for special needs
  - Award - Community Living York South
- University and College Fair
- Education for all ages and stages
  - York University Scholars' Hub, PechaKucha

Markham celebrates Canada 150

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## Economic Impact: Education Classes

Early  
Literacy  
Education

52,525 students

Computer  
& STEM  
Education

6,066 students

School-Age  
& Teen  
Education

28,130 students

**\$1.22  
million**



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### Eaboometong First Nation

Economic prosperity through  
educational opportunity

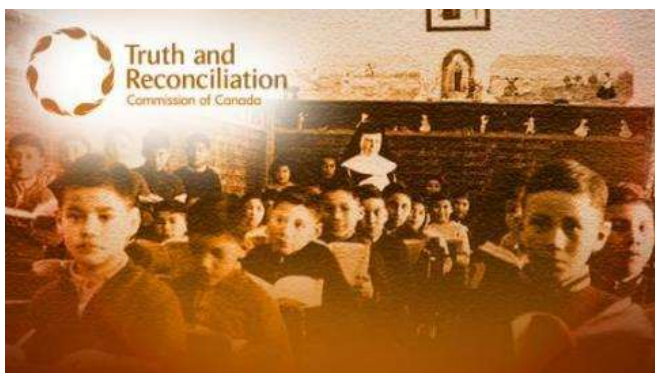
Advancing to a better future



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## The Library Role in Truth & Reconciliation



- Engaging the Community in Pathways to Understanding, Truth and Reconciliation



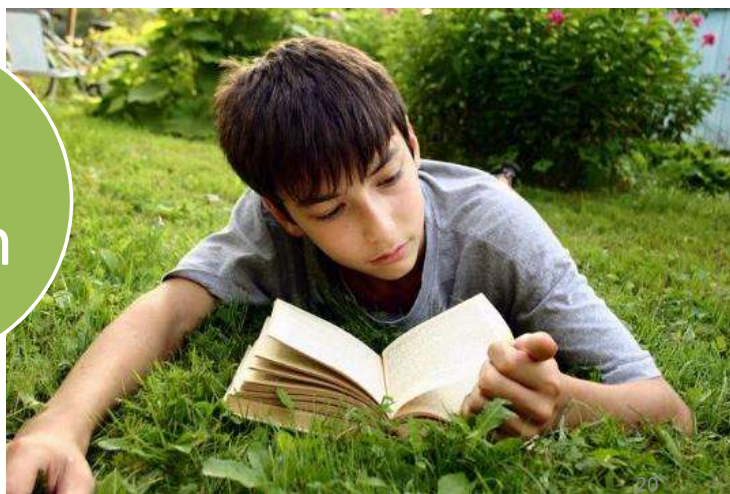
## Economic impact of library collections

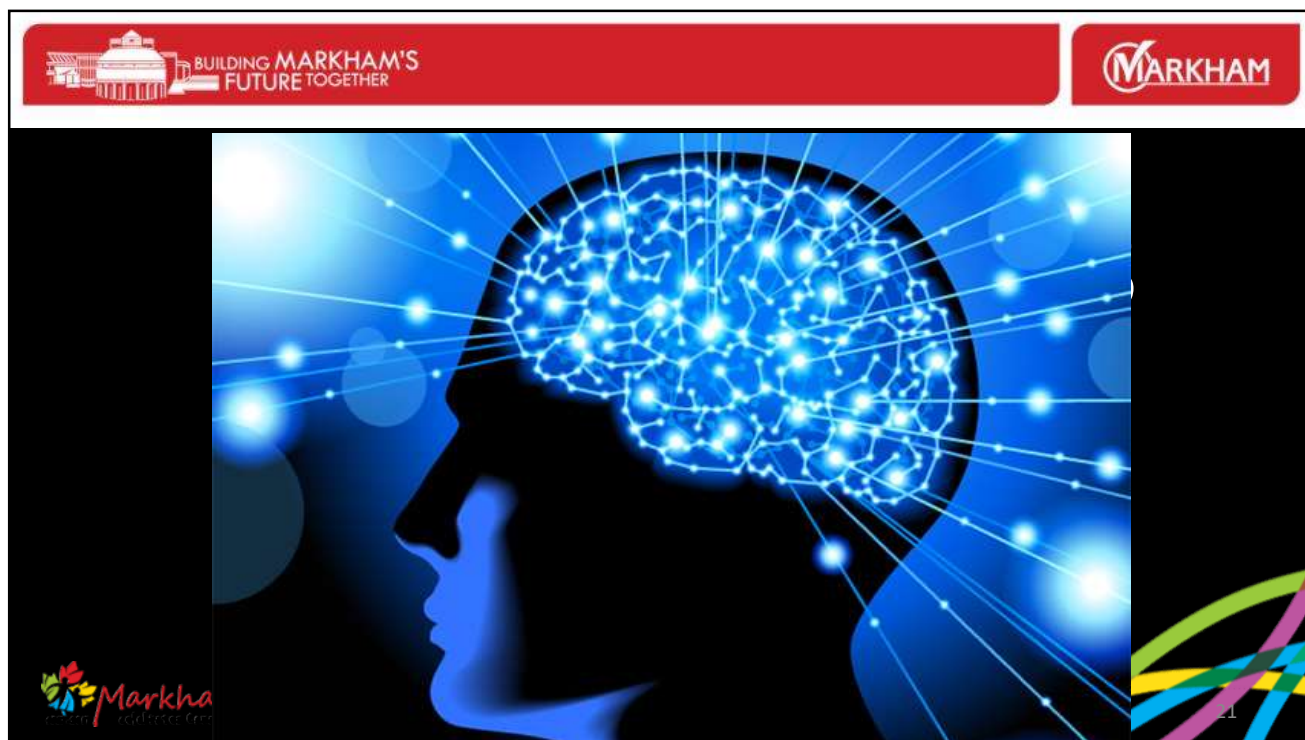
4.64  
million  
items  
borrowed




\$51.3  
million


310,200 e-  
books  
borrowed





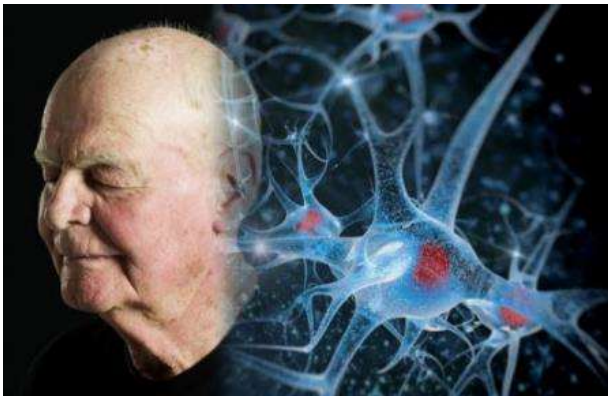



BUILDING MARKHAM'S  
FUTURE TOGETHER




## The Markham Brain Project in 2018

- An ambitious cross-sectoral initiative to improve brain health of Markham residents
- Based on the science
- Phase One (2018): Dementia
- Lifestyle Interventions to reduce dementia
- Leverage our existing services to reduce dementia risk impact

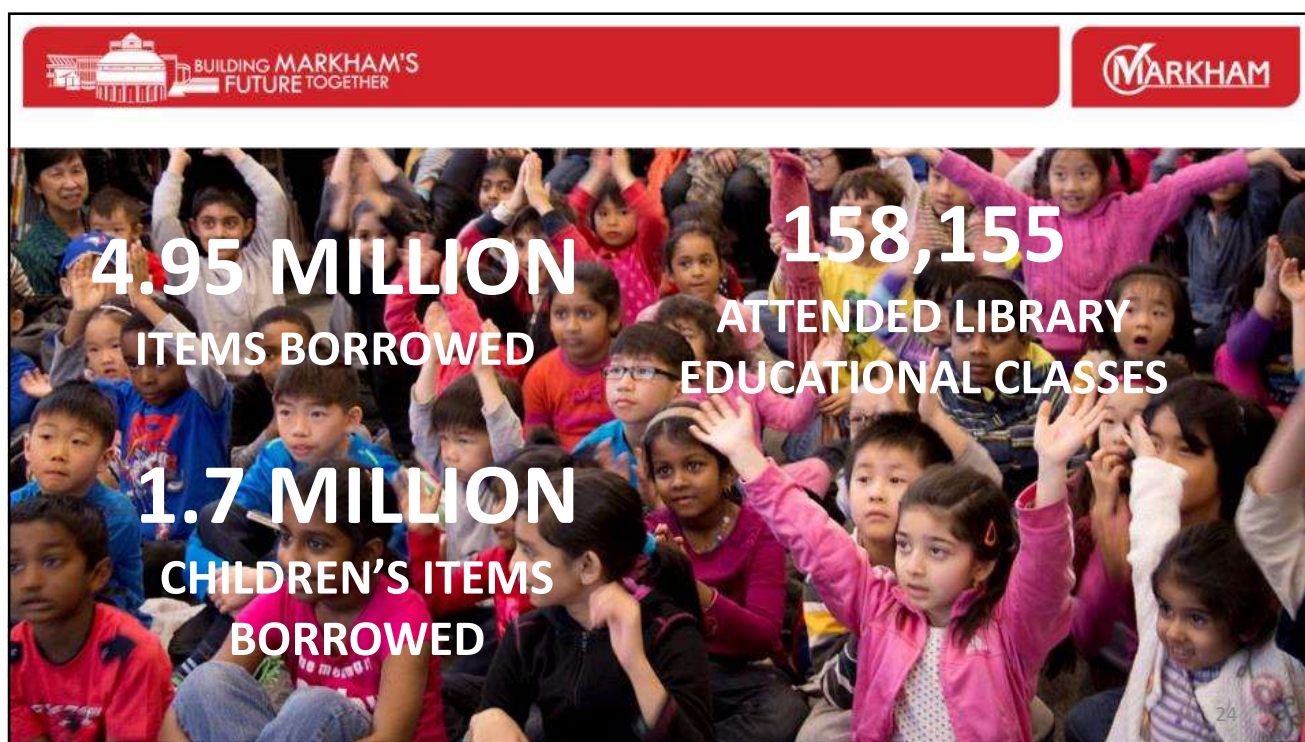


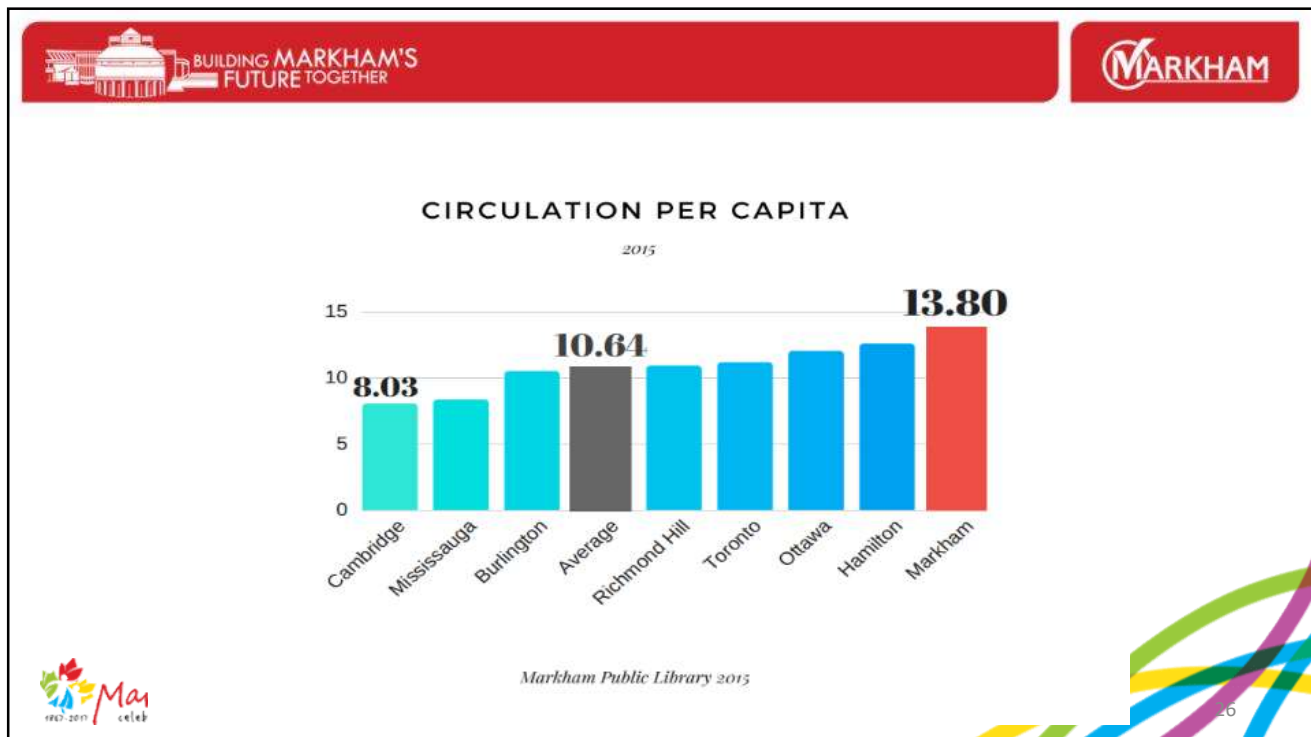
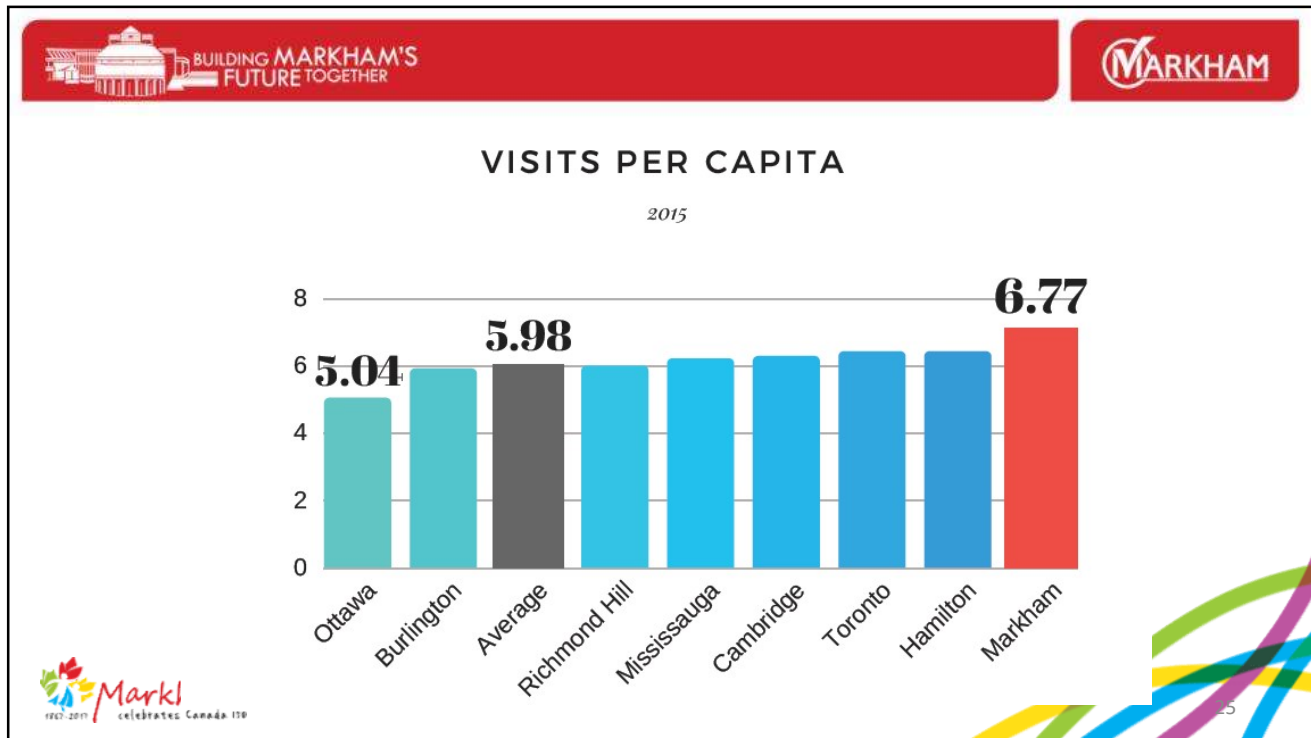


1967-2017  
celebrates Canada 150

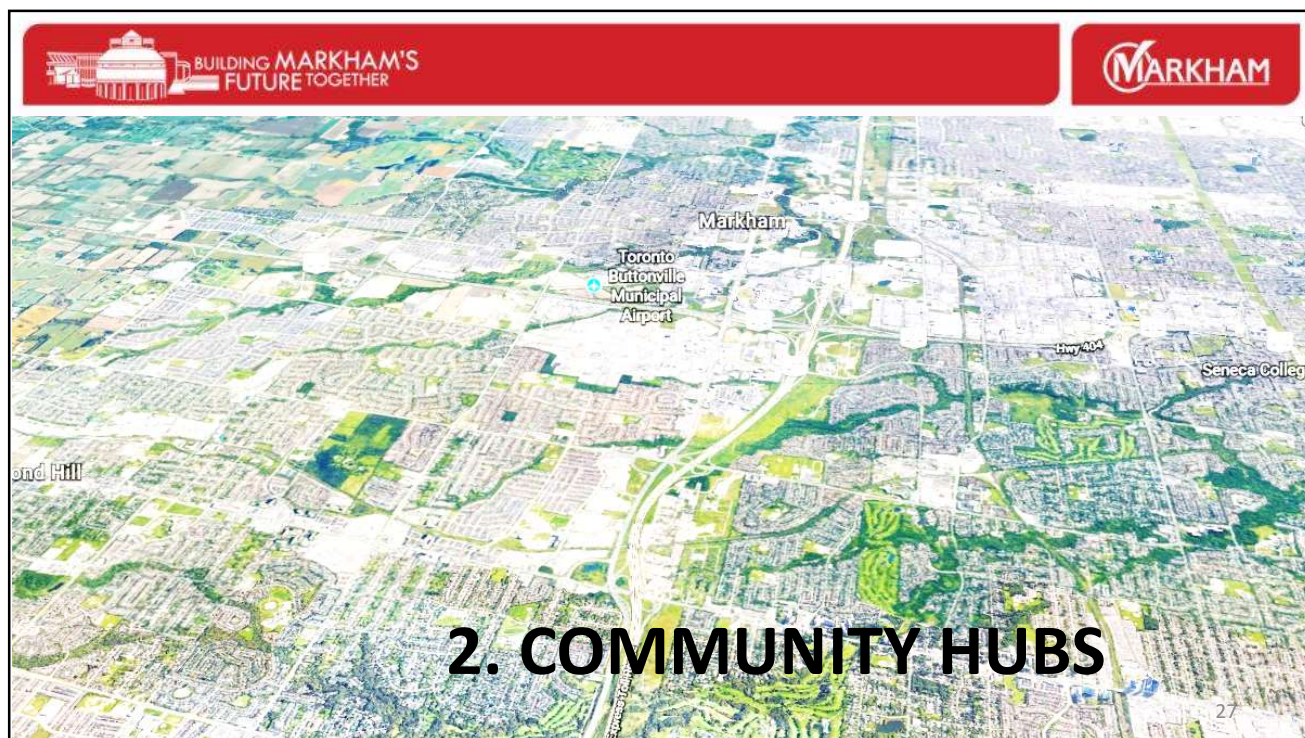












## Community Impact

- As community hubs, libraries are public gathering spaces for the community to come together and be engaged in shared experiences and community-building.





## Hubs for Study and Work



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## Hubs for Community Gathering



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**BUILDING MARKHAM'S FUTURE TOGETHER** **MARKHAM**

## A Hub for 63 Community Partners

Logos of community partners include: CCSYR, York Region District School Board, Institute for Canadian Citizenship, Alzheimer Society, BOOSTAN, Autism Ontario, Welcome Centre Immigrant Services, Markham Small Business Centre, CPAC, Start Up York, Markham Cat Adoption & Education Centre, and Markham 150.

**BUILDING MARKHAM'S FUTURE TOGETHER** **MARKHAM**

## Library and Canada 150

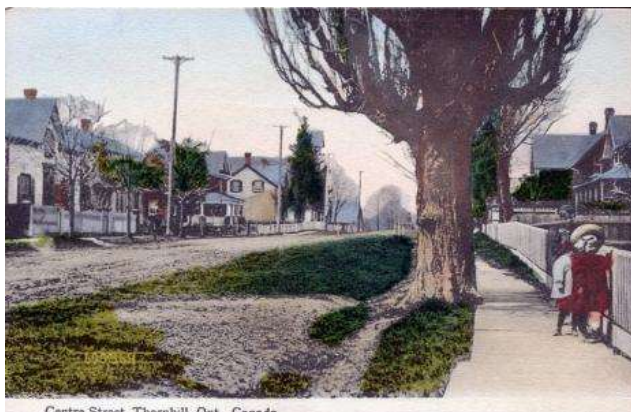
Celebrations that bring everyone together

Markham 150 celebrating Canada 150



## Canada 150 Projects

We Came to Thornhill  
Digitizing Oral Histories for  
the Future



Centre Street, Thornhill, Ont., Canada



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## Voices from the Past

- Insert audio clip



DAVID CARRUTHERS



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## One Book One Markham

### Dawn Dumont's *Nobody Cries at Bingo*

- Tough issues and disturbing truths.
- What living on a reserve is like from someone with first-hand experience.
- A springboard for conversations about indigenous issues.





## A Community in Anticipation

- “We have been counting down the days until this library opens – we are very excited”.
- “This is exactly what our community wants”.
- “I hope they have storytime and crafts like the other library”.
- “My computer is old so I will use the computers there”.







## Teachers in the Aaniin Community

- “Our parents really need this resource and I will encourage them to take advantage of everything the library has to offer”.
- “I am constantly telling parents that the library has so many programs to help develop their child’s literacy. Knowing that the library is right around the corner, I will really be pushing them to use it.”
- “I can tell you that the community is very grateful – it’s something they really need.”



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## Close to Home

- “I will walk to the library everyday with my children”.
- “It’s in walking distance to my house so I will go there all the time”.
- “My daughter loves the other library and now we finally have one close to our house”.
- “I will take out so many books because I already go to Markham Village and Cornell but now I don’t have to drive as far”.



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## Word of Mouth.....



- Sewing and embroidery machines for community use

"I cannot go to Chapters, now I have hope".



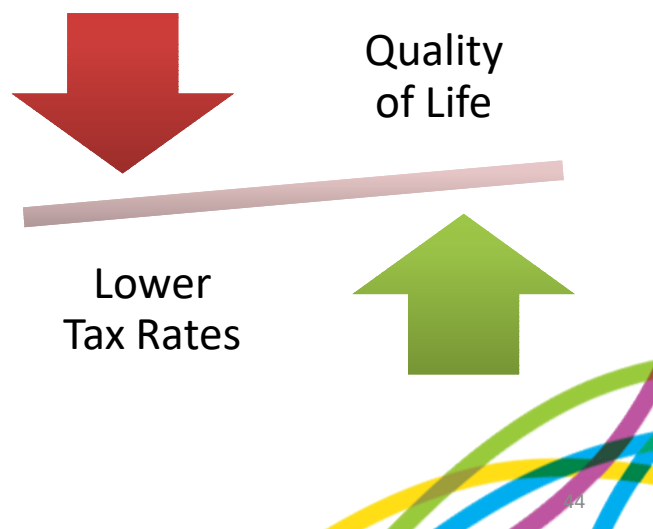
### 3. TAXPAYERS' INVESTMENT



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#### The Balancing Act

- The lowest tax rate increase in the GTA since 2009.
- Impact of taxes on household budgets and the affordability of education.
- People want lower taxes while at the same time expecting high-quality services.





## Investing in Community Success

- What we get in return for the taxes we pay.
- Exceptional value for money.
- Investments in collective actions to meet our biggest social and economic challenges.



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## Impact of Direct spending

\$13.8  
million  
Library  
Budget

\$13.8  
million  
flows into  
the  
community

Multiplier  
effect:  
Money is re-  
spent when  
it enters the  
economy



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### Spending for Efficiency

Investing in the technology that minimizes material handling and supports our ranking as the most efficient library system in the GTA



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### More efficient checkouts

Harnessing the power of the customer through self-service technology



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### Award Winner



Minister's Award for Innovation from the Ministry of Tourism, Culture and Sport for the CUSTOMER SERVICE REVOLUTION

