

MANAGEMENT REPORT

Date: September 20, 2023
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VanDocs#: DOC/2023/217562
Meeting Date: September 27, 2023

TO: Library Board
FROM: Karen Spears, Chair, CRPD Committee
SUBJECT: Strategic Plan Reporting – Q2 2023

SUMMARY

This report provides an overview of progress related to the Library's 2020-2025 Strategic Plan as of Q2 2023.

PURPOSE

This report is for information.

RECOMMENDATIONS

That the Board receive the report for information.

POLICY

The Vancouver Public Library's Strategic Plan is a policy that is developed and approved by the Board.

INDIGENOUS CONSIDERATIONS

VPL's 2020-2025 Strategic Plan prioritizes Truth and Reconciliation. Stakeholder engagement highlighted the need to bring Indigenous history, languages, cultures, and voices into library spaces and services. Through quarterly reporting, staff will provide ongoing updates on VPL's activities to support Truth and Reconciliation, including progress made on goal 2.1 "Reflect and celebrate Indigenous cultures and history" and goal 3.2 "Enhance understanding and appreciation of Indigenous ways of knowing, being, and doing." VPL's Indigenous Rights and Reconciliation Strategy was approved by the Board in November 2022.

DISCUSSION

The Q2 2023 report is designed to show progress made on the priorities and goals outlined in the 2020-2025 Strategic Plan. Components include quarterly and annual performance measures, strategic initiative progress updates, activities supporting Indigenous Rights and Reconciliation, a spotlight on key library activities, and a sampling of patron appreciation and engagement.

FINANCIAL IMPLICATIONS

The financial implications of implementing activities outlined in VPL's strategic and operating plans are captured in quarterly financial reporting and in separate project updates to the Board.



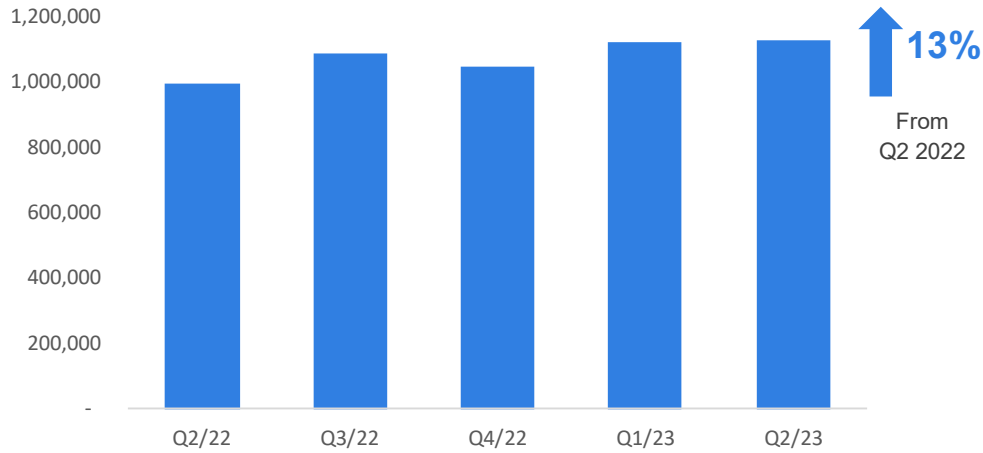
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QUARTERLY REPORT

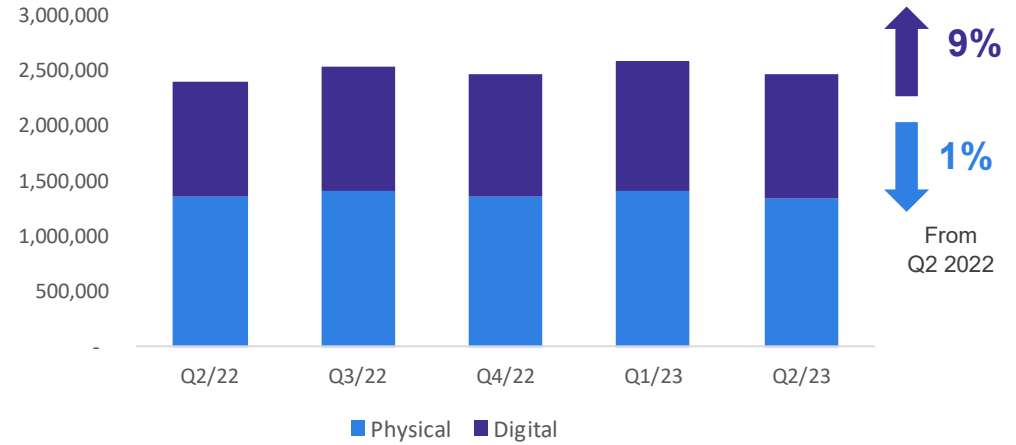
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QUARTERLY PERFORMANCE MEASURES

Foot Traffic



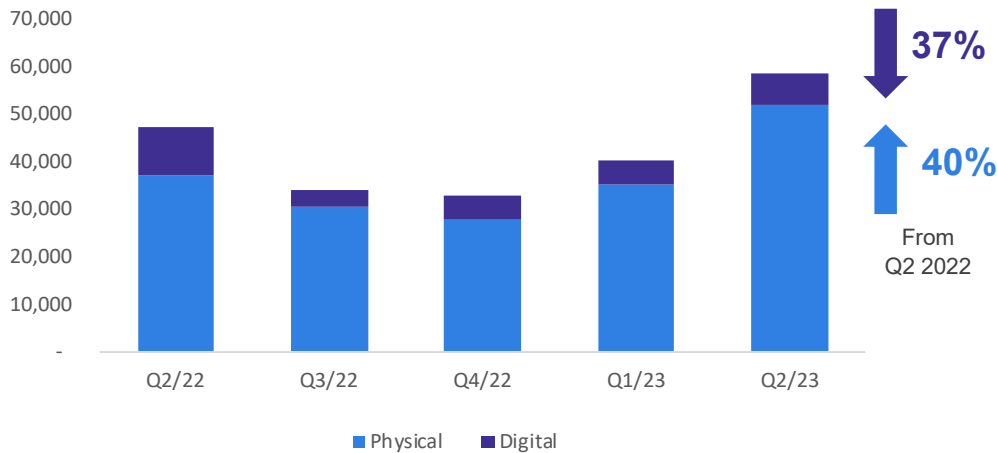
Collection Use



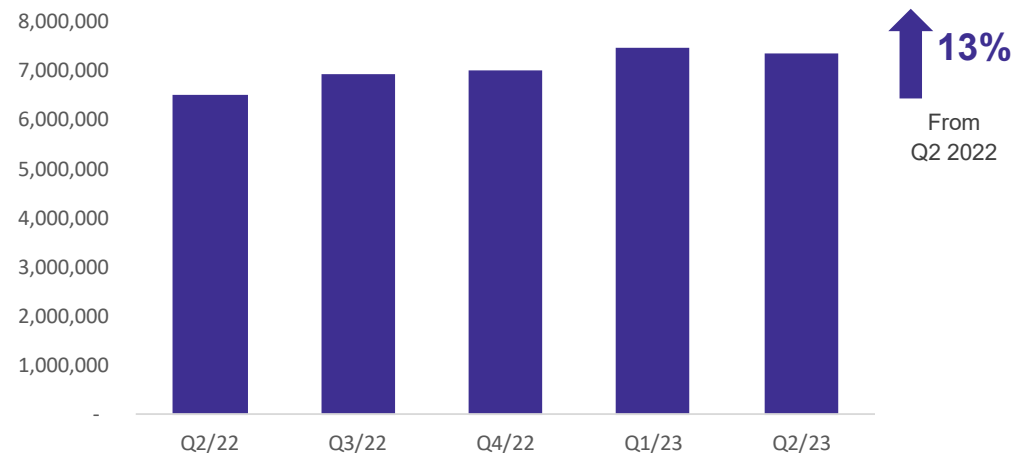
After its closure during the COVID-19 pandemic, OAK reopened in Q4 2021 in a smaller location while construction of the new branch is underway.

Digital collection reporting methodology changed Q1 2023. All 2022 data recalculated to align with new methodology.

Program Participation



Wired Internet Minutes Used



Digital Participation is Digital Live Attendance plus Digital Recording peak views. Peak views are all views within 30 days of posting the recording online.

ANNUAL PERFORMANCE MEASURES

Active Cardholders*

2022 **214,095** ↑ 15%
2021 **185,601**

Patron Satisfaction**

2022 **92%** ↔ 0%
2021 **92%**

Importance to the Community***

2022 **96%** ↑ 1%
2019 **95%**

Belonging and Connection***

- **95%** of VPL patrons feel welcome in the Library
- **91%** of VPL patrons feel included at the Library
- **85%** of VPL patrons believe the Library helps them connect with their community

Relations with Indigenous Peoples and Communities***

- **76%** of VPL patrons report the Library has helped increase their understanding and respect for Indigenous peoples' histories, cultures, and rights

Outcomes-based evaluation for the following areas to be implemented beginning 2023

- Community Partnerships
- Staff Inclusivity and Support

* Active Cardholders includes patrons who borrowed physical materials, used digital collections, and/or used technology services within the 12 months of the reported year.

**Data from City of Vancouver Civic Service Satisfaction Survey conducted January 2023.

*** Data from 2022 VPL Public Survey .

STRATEGIC INITIATIVES PROGRESS

As a result of the strategic plan extension, initiative timelines have been updated.

1. LEARNING & CREATIVITY

GOAL	INITIATIVE	TIMELINE	STATUS	COMMENT/UPDATE
Champion early literacy and opportunities for lifelong learning	1.1 Virtual Children's Programming	Q4 2020 to Q4 2021		Initiative completed: Virtual programming now operational.
Bridge the digital divide and support creativity through accessible technology	1.2 Technology Lending	Q2 2024 to Q4 2025		In-branch laptop lending program to pilot at new Oakridge branch.
Provide relevant physical and digital collections in diverse formats and languages	1.3 Lending Kits (STEM/STEAM)	Q3 2023 to Q2 2024		Planning for children's STEM/STEAM lending kits ongoing, project expected to start Q3.



Not Started



Completed



On Track



At Risk



Late

STRATEGIC INITIATIVES PROGRESS





2. SHARED SPACES & EXPERIENCES

GOAL	INITIATIVE	TIMELINE	STATUS	COMMENT/UPDATE	
Reflect and celebrate Indigenous cultures and history	2.1	Language and art in VPL spaces	Q2 2023 to Q4 2025		Wall featuring hənqəminəm word for Welcome installed at WPG.
	Develop welcoming, accessible, and sustainable facilities that meet current and future needs and expectations	2.2.1	Children's Library Revitalization	Q3 2020 to Q2 2025	
2.2.2		Branch Revitalizations	Q1 2020 to Q4 2025		Sharps bins added to all public bathrooms. Bottle fill water fountains installed in DUN,FHL,KEN,SHL. Adjustable public computer desk added in 17 branches.
Provide Patron Centred Experiences and make it easy to use VPL's services	2.3.1	Controlled Digital Lending	Q1 2022 to Q4 2023		Planning is underway to ensure scanning is done effectively, and within guidelines.
	2.3.2	The Palace Project	Q4 2022 to Q4 2023		Technical implementation almost complete; public launch planned for October.

Not Started
 Completed
 On Track
 At Risk
 Late

STRATEGIC INITIATIVES PROGRESS

3. BELONGING & CONNECTION

GOAL	INITIATIVE	TIMELINE	STATUS	COMMENT/UPDATE
Reduce social isolation and provide affordable access	3.1 Fine Free Service	Q1 2020 to Q3 2022		Initiative completed: VPL eliminated overdue fines June 2022.
Enhance understanding and appreciation of Indigenous ways of knowing, being, and doing	3.2 Reconciliation Capacity Building	Q1 2021 to Q4 2022		Initiative completed: Indigenous Rights and Reconciliation strategy developed.
Engage and celebrate the diverse cultures and languages of Vancouver	3.3 Multicultural Capacity Building	Q4 2023 to Q3 2025		Scheduled to start in Q4.
Establish the library as a forum for civic conversation and understanding	3.4 Equity and Inclusion Framework	Q3 2023 to Q3 2025		Scheduled to start in Q3.



Not Started



Completed



On Track



At Risk



Late

STRATEGIC INITIATIVES PROGRESS

4. ORGANIZATIONAL STRENGTH

GOAL	INITIATIVE	TIMELINE	STATUS	COMMENT/UPDATE
Ensure VPL staff have the support and resources to adapt to a transformed work environment	4.1 Healthy Workplace Program	Q1 2021 to Q1 2023		Initiative completed: Not Myself Today program has concluded.
Foster an inclusive workplace that reflects the diversity of our community	4.2 Increase VPL's Equity and Diversity	Q4 2020 to Q4 2023		Staff focus groups conducted in May. Consultant report on findings and recommendations to guide EDI work plan development due in September.
Increase public awareness and usage of VPL services	4.3 Targeted Communications	Q1 2021 to Q4 2025		Planning and research continuing.



Not Started



Completed



On Track



At Risk



Late

INDIGENOUS RIGHTS AND RECONCILIATION

Indigenous Rights and Reconciliation Strategy Update

- City of Vancouver UNDRIP action plans reviewed to identify fit with VPL's Strategic Plan and Indigenous Rights and Reconciliation Strategy, and our readiness to implement each one. VPL is participating in Action Group 12: Institutional Representation (1.9) which calls on us to promote meaningful involvement of MST within major arts and culture organizations.
- Musqueam representation is being developed in the relocated West Point Grey branch, starting with a welcome sign in English and hə́ŋqəmińəm - ʔə́m̓i ce:p kʷətɬw̓iləm in the entry. Language students from Musqueam recorded pronunciations to be shared with staff for internal education.

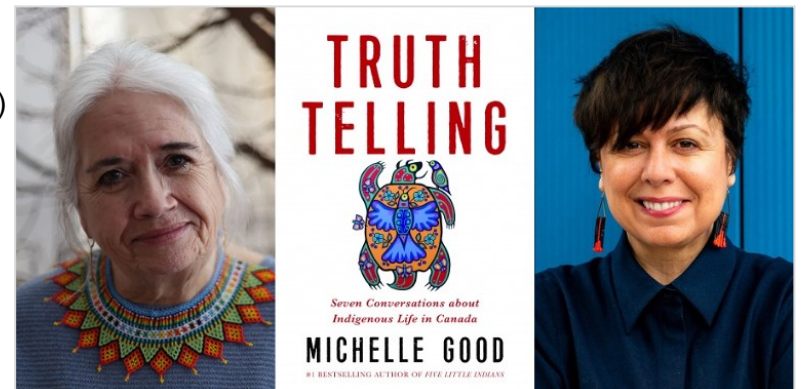
Indigenous History Month Programming

2511 attendees at Indigenous programs in Q2

In June, VPL offered a variety of programming for Indigenous History Month. *Explore Indigenous Genealogy* was presented in partnership with Library and Archives Canada. We launched a new course called *Toward Reconciliation: Start Your Learning Journey*, designed to support people who are curious about land acknowledgements, Truth and Reconciliation, common terminology, and UNDRIP. Public response has been very positive.

VPL posted a resource list on Instagram featuring VPL programs for teens as well as library videos and resources to help them learn about the histories and cultures of the Musqueam, Squamish, and Tsleil-Waututh Nations. Targeting middle years and teen cohorts, we presented a Virtual Field Trip for school classes in grades 4 – 10 with Elder Gertie Pierre from Shíshálh Nation (Sechelt First Nation). Gertie is an Indian Residential School survivor, and works with the Indian Residential School Survivors' Society. Attendees asked thoughtful questions and there was much gratitude expressed for sharing her story. Early Readers Book Clubs explored Indigenous titles in June: Jo Jo Makoons and Raven Tales. Kids were also offered opportunities to learn how to say a few words in both Skwxwú7mesh Sníchim and hə́ŋqəmińəm.

On June 28, over 50 people gathered in the Montalbano Family Theatre to listen to Indigenous Storyteller in Residence Les George in conversation with his brother Sam George Jr. The two Elders and knowledge keepers from the sə́lilwə́təʔ (Tsleil-Waututh) Nation shared teachings about Indian Residential Schools and emphasized that truth and learning must come before reconciliation. VPL also hosted two Indigenous author events. The first featured Joseph Kakwinokanasum in conversation with writer Dallas Hunt discussing Joseph's debut novel, *My Indian Summer*. The second event was a sold-out evening presented in partnership with Massy Arts Society, featuring bestselling author Michelle Good in conversation with Tsleil Waututh reporter Andrea Crossan, discussing Michelle's latest book, *Truth Telling*.



SPOTLIGHT

Branch Gardening Programs



In partnership with Village Vancouver, ten branches offered programs on a wide variety of gardening-related topics. Five of these took place in June, with three more planned for July and two this fall. Patrons learned how to

grow microgreens and make incense, and enjoyed learning about organic gardening and gardening in a changing climate.

A particularly well-received program was the Native Edibles Walk and Talk where Lori Snyder shared her knowledge of edible and medicinal plants, including many found just outside the Fraserview Branch! So far, more than 100 patrons have attended these engaging and practical programs, with many indicating interest in additional programming of this nature at their branch.

Village Vancouver is the partner organization for most of VPL's seed libraries which provide patrons with access to a variety of seasonal seeds, free of charge. Seed libraries are meant to help address food insecurity in our communities, and have proven very popular system-wide.

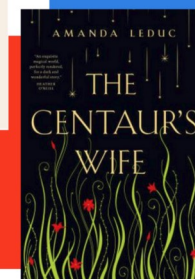


Relatable Reads: Disability in Literature

In June, The ConnecTra Society and VPL presented the online program Relatable Reads: Disability in Literature to community members living with disabilities. Hosted by staff from Accessible Services and Programming and Learning, this program explored a wide range of titles, available in a variety of accessible formats, that highlight the experiences and perspectives of individuals with disabilities. Staff selected and shared titles from the collection featuring a character with disabilities or written by an author with a disability, including titles by Festival of Literary Diversity coordinator Amanda Leduc and disability justice pioneer Judith Heumann.

Attendees expressed gratitude for shedding light on underrepresented voices, and were keen to explore these titles after the program. Through the power of inclusive storytelling and its impact on promoting empathy and understanding, the program championed diverse narratives that reflect the richness of the human experience.

The Accessible Services team is planning more partnership programming with The ConnecTra Society to support their important work linking people living with disabilities to activities, services, resources and opportunities aimed at creating a more inclusive community.



SPOTLIGHT

Uplift Asian



In April & May, VPL presented the second year of the Uplift Asian series, funded again by Immigration, Refugees and Citizenship Canada (IRCC). Seven popular events featured writers, poets, and filmmakers, including local authors Lindsay Wong (former VPL Writer in Residence), Henry Tsang, and Kevin Chong. The average attendance was 63 people, with a total of 441 attendees. Paid social media ads on VPL's Instagram and Facebook, paid by the IRCC grant, were used to promote the series, reaching over 84,000 people across Vancouver and the Lower Mainland.

Similar to last year, the lineup garnered a lot of press, including radio interviews on CBC's On the Coast and Early Edition. Six of the seven events were recorded, and are available to the public via our series landing page and YouTube. After a successful second year, Uplift Asian has become a key VPL programming initiative celebrating Asian Heritage Month.

West Point Grey Branch Move



The West Point Grey branch relocated in early July to a brighter, more accessible location one block west. The new location features high contrast signage, window seating, and an accessible public computer desk. The branch has a new programming room, providing additional flexible studying/program/child play space previously missing. Patrons have expressed how much they appreciate the changes, particularly the modern look and atmosphere.

We worked with the Musqueam Nation to develop a welcome sign in hən̓q̓əmiñəm in the front entrance. We also plan to engage a Musqueam artist to develop a graphic design for the front window. These elements will recognize and honour the land that the West Point Grey branch is located on.



PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

I moved to Vancouver in 1985 and during the next two decades, used it extensively. I now volunteer and tutor in the ESL and Mathematical field and the library has an abundance of material that is suitable for adults and children - it has allowed us both to stretch our minds. What is striking amidst the books and everything else that the library contains, are the librarians, technicians, and everyone else who keeps them functioning. They are astonishingly patient and kind. Not only to myself when I come in with queries and technological requests, but to the borderline homeless people, to the families, and to everyone else who crosses the threshold. You all deserve high praise for your work and calling, it is much appreciated.

-Patron feedback email

Jude Crosta @judecrosta · Jul 4
 If you're still paying for Audible or like — FYI, you can download Libby & use your @VPL card to get audiobooks, e-books, etc. for free. Haven't paid a dime in yrs & kept up with new releases too.
 Plus, you get to support your local public library. 😊

Ian Patton @ipatton · 2023-05-13
 Replying to @vancouverpubliclibrary
 If anyone hits a paywall on the Consumer Reports article, you might be able to access it through your local library's website. In Vancouver, @VPL members have access with library barcode and PIN.

Big Brothers Vancouver @BigBr... · 2023-05-02 ...
 Ready or not here we come!
 What a fun day it was playing hide and seek at the @VPL's Central Library.
 Bigs and Littles were also taken on a tour of all 9 floors of the iconic building and signed up for library cards.
 Thank you for hosting such a great event!
 #MentoringMatters

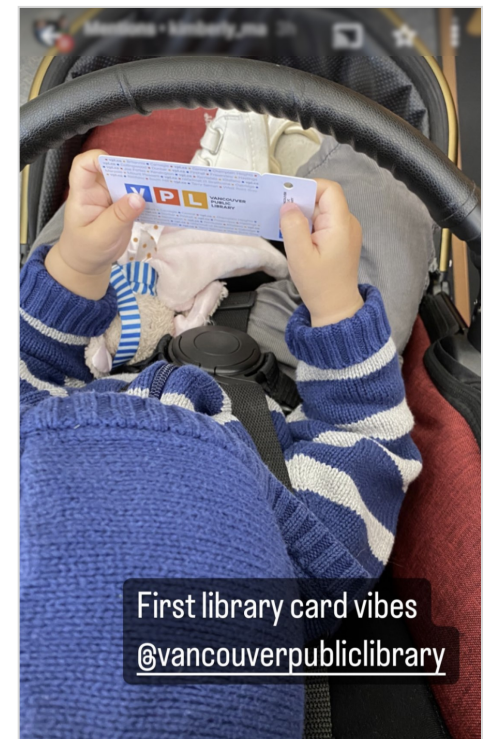


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Flora Wang @florawang60919145 · 2023-05-18 ...
 Storytime @VPL is always my son's favourite. We listened the book of 'The very hungry caterpillar' and have a lot of fun today. You can also join the free and drop-in activity. click here to see the schedule: vpl.bibliocommons.com/v2/events?type...



Vancouver Public Library



"The workshop was very useful and beneficial especially for myself as I am a newcomer to Canada. I found the hidden market topic very interesting and new. Also, I will start to consider volunteering in BC as I believe it will help me to make some connections."

- Patron feedback from Skilled Immigrant Info Centre job search program

PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

"I didn't know about meditative drawing until I took this class which I enjoyed very much and believe it'll help maintain and improve my mental health and overall wellness. Hope it'll [be] offered again and I can invite family and friends to attend. This is a very fun and practical program and the staff were helpful in providing additional online resources as well. Thank you very much again for putting together such a lovely program and wonderful services."

- Patron feedback from Digital Creation program



"Your French books collection for kids certainly made our day. Thank you for keeping our French culture vibrant."

- Patron feedback from Children's Library



"Thank you so much for the Towards Reconciliation: Start Your Learning Journey program. As an immigrant who has children in this country, I thought I need to learn about this topic, and share the importance of acknowledgement for Indigenous people, culture, and the land we live. This program opened my eyes, and showed me how to do [land acknowledgements] and gave a lot of further resources. Thank you."

- Patron feedback from Towards Reconciliation program