

MANAGEMENT REPORT

Date: February 5, 2024
Author: Patricia Chong, Manager, Policy & Planning
VanDocs#: DOC/2024/035377
Meeting Date: February 28, 2024

TO: Library Board
FROM: Carol Nelson, Director, Planning & Communications
SUBJECT: Strategic Plan Reporting – Q4 2023

SUMMARY

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

DISCUSSION

The Q4 2023 report is designed to show progress made on the priorities and goals outlined in the 2020-2025 Strategic Plan. Components include updated 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.

As Q4 represents the year end, it is of interest to note the full year data for 2023:

Metric	2023 total	2022 total	2023 vs 2022
Foot traffic	4,552,621	4,053,565	12.31%
Total collection use	10,351,100	10,043,048	3.07%
Physical use	5,520,464	5,541,802	-0.39%
Digital use	4,830,636	4,501,246	7.32%
Total program participation	181,960	134,420	35.37%
Online participation	19,790	31,289	-36.75%
In-person participation	162,170	103,131	57.25%
Wired internet hours used	495,834	445,830	11.22%

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.



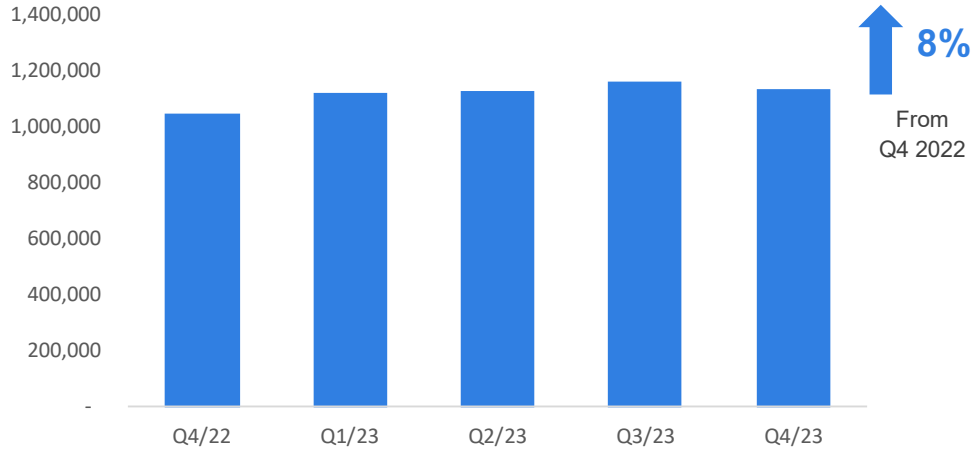
VANCOUVER
PUBLIC
LIBRARY

QUARTERLY REPORT

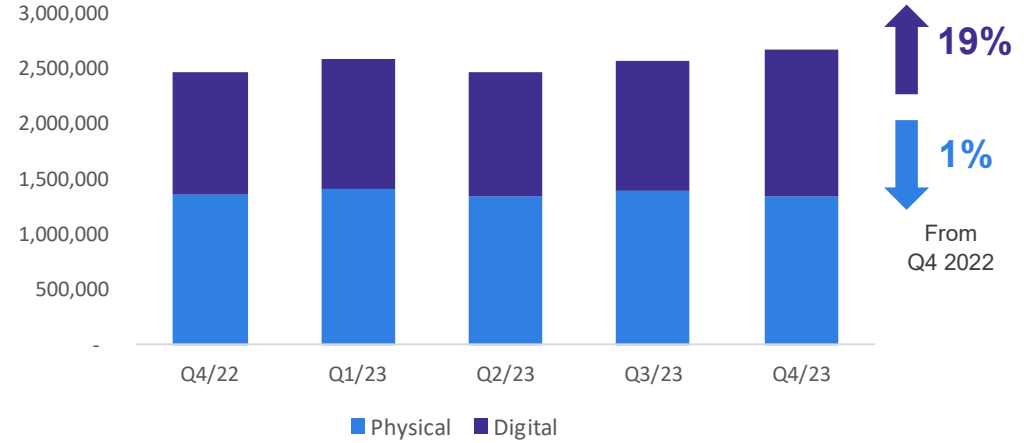
Q4
2023

QUARTERLY PERFORMANCE MEASURES

Foot Traffic



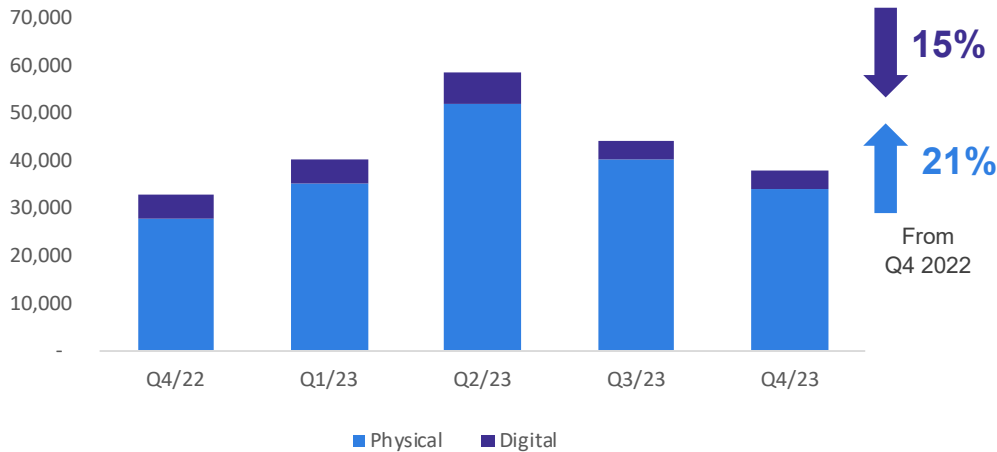
Collection Use



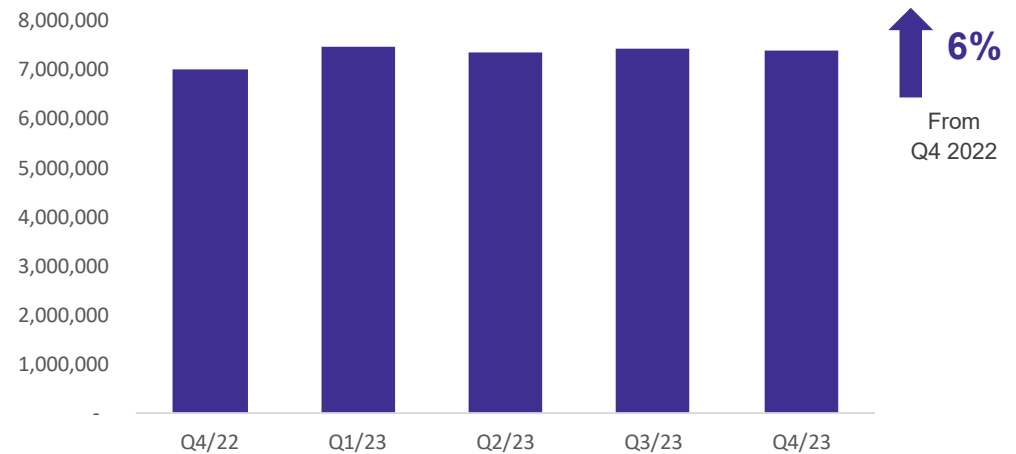
Oakridge branch continues to operate in a smaller location while construction of the new branch is underway.

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*

2023 **236,068** ↑ 10%
2022 **214,095**

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 assessed in 2024

- 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		Pilot launched to support in-library STEM kits for children.



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	Indigenous Languages and Art in VPL Spaces	Q2 2023 to Q4 2025		VPL and COV continue to work with Musqueam on receiving a name for the Oakridge Civic Centre.
	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		Painted KEN & KIT referencing newly developed Guidelines for Accessible & Welcoming Spaces. FHL received new meeting room tables.
Provide Patron Centred Experiences and make it easy to use VPL's services	2.3.1	Controlled Digital Lending	Q1 2022 to Q4 2023		Scanning of historical documents of local interest is underway, and support material for the public and staff being developed.
	2.3.2	The Palace Project	Q4 2022 to Q4 2023		Palace App available to public, but official launch delayed until Q2 2024 to ensure access to Audible Exclusive titles.

 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. Now operational.
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. Now operational.
Engage and celebrate the diverse cultures and languages of Vancouver	3.3 Multicultural Services Strategy	Q4 2023 to Q3 2025		Project delayed as regional approach is explored with other library systems.
Establish the library as a forum for civic conversation and understanding	3.4 Equity and Inclusion Framework	Q4 2024 to Q3 2025		Scheduled to start Q4 2024.



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. Consultative and emotional support with planning for future programming underway.
Foster an inclusive workplace that reflects the diversity of our community	4.2 Increase VPL's Equity and Diversity	Q4 2020 to Q4 2023		Consultants' report finalized and shared with leaders and all staff. Preparing for staff Q&A sessions. EDI action plan underway—expected completion Q2 2024.
Increase public awareness and usage of VPL services	4.3 Targeted Communications	Q1 2021 to Q4 2025		Executed targeted patron email campaign. More sophisticated a/b testing, based on content was developed for 2024.

Not Started
 Completed
 On Track
 At Risk
 Late

INDIGENOUS RIGHTS AND RECONCILIATION

On October 3, VPL joined the City's UNDRIP Action Group 2, "Urban Indigenous Engagement" at the first workshop with MST at City Hall. The main takeaway was a commitment to participate in engagements with the urban Indigenous community. The first of the engagements was held online on November 22 and the second was held in person on November 28 at the Creekside Community Centre. Both were well attended. Two more engagements, online and in person, are planned for February.

Action Group 12, "Institutional Representation", also held their first workshop on October 3. A second workshop was held on November 24. The workshops resulted in an action plan that will be put forward for approval by MST and CoV governments. VPL's commitments are expected to include:

- Develop innovative library governance models to ensure governance practices align to Musqueam, Squamish, and Tsleil-Waututh priorities for representation
- Investigate and share options for programming to increase engagement and participation for Musqueam, Squamish, and Tsleil-Waututh community members and access for Urban Indigenous people

On November 14, VPL's Truth and Reconciliation Working Group (TRWG) agreed to examine ways to align their work with VPL's Rights and Reconciliation Strategy and CoV's UNDRIP initiatives.

On December 6, Rick Ouellet presented on Reciprocity Gifts at the Leadership Team Meeting. The Reciprocity Gifts committee is a sub-group of the TRWG and has been discussing VPL protocols for welcoming Indigenous people to the Library. Guidelines and FAQ's were created to help staff to follow these protocols. All staff have been encouraged to review the guidelines, with the goal of having more work units participate in this initiative. The TRWG also held a session at the Staff Wellness Conference to support staff in learning about the initiative and participate in creating cardholders which will be given as gifts.

"Thank you so much for the lovely handmade pouch and for the card. I take the words in the card to heart and spirit, and I really celebrate the work you do - and the connection we've made. I'm now a HUGE Britannia supporter, and will sing its praises whenever I can! I will also visit as often as possible."

- Indigenous presenter, after receiving a cardholder gift



SPOTLIGHT

VPL Staff Wellness Conference — November 29

The conference was organized by VPL's Wellness Committee whose work supports VPL's Strategic Goal 4.1: Ensure that VPL staff have the support and resources to adapt to a transformed work environment.

Approximately 400 VPL staff converged at Central Library on the morning of November 29th to participate in the conference and attend sessions. The event began with greetings from Les George, a Tsleil-Waututh storyteller, cultural guide and former VPL Indigenous Storyteller in Residence. His powerful words and song set the tone for a time of learning, connecting, reflecting and celebrating.

The conference offered a broad range of formal registered programs and drop-in activities. Many of the registered classes and drop-ins were delivered by library employees who generously shared their expertise, experience, and skills with their colleagues. Topics for staff-led sessions and activities included sleep hygiene and an introduction to the STEM learning kits provided by the children's library.

A number of external presenters also shared their expertise and knowledge with staff. These included Homewood Health, our Employee and Family Assistance Program; a presentation on neurodiversity in the workplace; and music therapy. Perhaps the most popular of the invited guests were the five therapy puppies who were eager to share their boundless energy with anyone present.

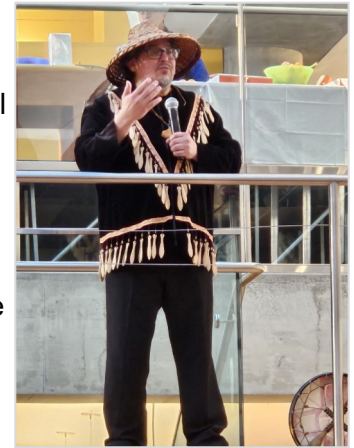
A number of informal activities ran continuously throughout the Wellness Conference to enable staff to share their creative talents with colleagues, including a film screening of staff shorts and an artist showcase for painters, graphic designers, and crafters. Informational tables were provided by CUPE 391, the City of Vancouver's Fit City program, and Homewood Health.

In addition to the practical supports for physical and mental wellbeing and the creative showcases, the conference was also a very valuable opportunity for staff who work across the VPL's 21 locations to connect with one another and spend time together. Subsequent feedback indicated that this was very much appreciated. Long-standing colleagues were able to catch up with one another, and newer staff able to make new work friends or meet colleagues in person for the first time.

The conference not only met its goal of supporting staff in their work environment, but provided staff with new-found knowledge and skills that will be reflected in the already positive customer service experience that patrons expect at Vancouver Public Library.

"A truly joyous gathering that gave me a feeling of being both enriched and inspired."

- Staff comment



SPOTLIGHT

Reading Buddies

Reading Buddies, offered at multiple branches several times during the school year, pairs children in grades 2 to 4 with a 'Big Buddy' teen volunteer. Collingwood Branch wrapped up its latest series with a very meaningful final session, which is typical of this special program.

One of the Little Buddies told library staff that he was so sad it was over that he wanted to cry. This child is learning English and had been very quiet at the beginning. His mother shared that they just moved to Canada two months prior, and building relationships through this program meant so much to them.

Halfway through the series, a Little Buddy told staff that he wanted to join the program for the next round because he liked the “free books” and the “company.” He needed encouragement to read aloud in the beginning, but the Teen Buddy relationship soon had him reading. Many other Big and Little Buddies were eager to sign up for more by the end of the series. Staff also heard from caregivers how much they and their children loved the program.

Taken together, these little moments of joy, appreciation and connection illustrate the significant impact that Reading Buddies has on youth in our communities.

Indigenous Reads 55+ Book Club

From September to November, Joe Fortes Branch staff facilitated “Indigenous Reads Book Club: Settler-to-Settler Conversations - Age 55+” in partnership with the West End Seniors’ Network. Held in the historic Barclay Manor in the West End, this program created space for meaningful discussions on three books by Indigenous authors: *Celia’s Song* by Lee Maracle, *Moccasin Square Gardens* by Richard Van Camp and *Indian Horse* by Richard Wagamese. Group discussions delved into the three titles with curiosity and sensitivity while also touching on topics such as Indigenous familial relations, justice, residential schools and meaningful allyship.

Overall attendance across the three sessions was 40 total (13-14 people per session). Feedback was positive and grateful, with participants expressing how much they got out of the book club as well as their interest in similar future programming. Some participants shared that they were continuing their learning afterward through reading other books by other Indigenous authors as well as taking programs and external courses about Indigenous peoples. Joe Fortes Branch and West End Seniors’ Network are discussing the return of this program next fall.

Indigenous Reads 55+ Book Club
Settler-to-Settler Conversations

This September to November, Thursdays from 2-3:30 pm, VPL visits the West End Seniors' Network at Barclay Manor for a special 55+ book club.

Do you want to explore Indigenous cultures and lived experiences through fiction?

The West End Seniors' Network will host a series of facilitated conversations for seniors, settlers, and open to all. We'll read and discuss three books, with weekly informal chats between sessions.



MEETS
3 Thursdays
2-3:30 pm
1447 Barclay

FREE
Register at
vpl.ca/events
604.665.3972

September 28 *Celia's Song* by Lee Maracle
October 26 *Moccasin Square Gardens* by Richard Van Camp
November 30 *Indian Horse* by Richard Wagamese

VPL VANCOUVER PUBLIC LIBRARY
@VPL f /vancouverpubliclibrary

WEST END SENIORS' NETWORK
Serving Seniors in the West End for more than 30 years
604-669-5051 | info@wesn.ca

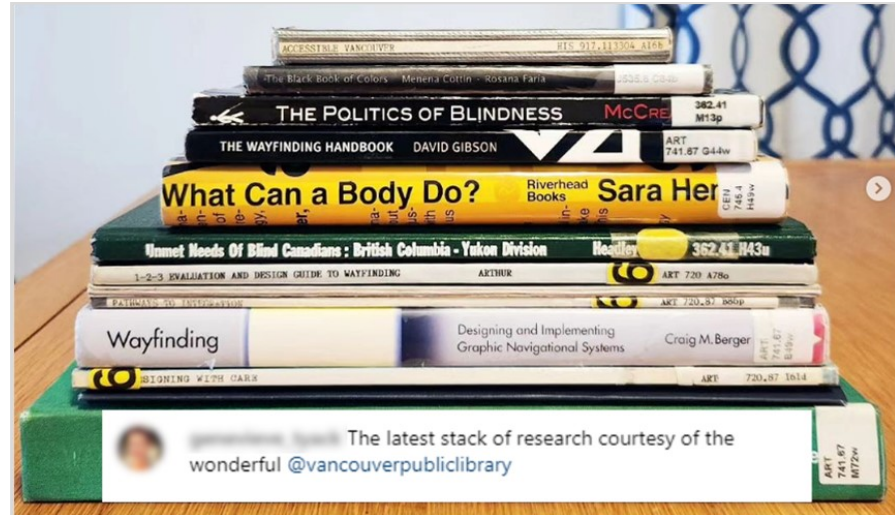
PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

Today West Point Grey Branch had our first Stay and Play after our Storytime. The families seemed to really enjoy it. A family who had not been at Storytime saw the Stay and Play and asked me about it. I talked about what was happening and about our plans for more Stay and Plays in the future. They were really interested and joined us in the room. I learned they were a newcomer Ukrainian family. They got to know some of the parents there, exchange names, and shared some personal info with other families. They said they will come back next week.

-Staff experience from West Point Grey

"I'm so impressed that you saw this out to the end. So unusual to get such incredible service these days. You put a smile on my face."

- Patron email to Digital Services



Looking for a recipe without the preamble? @VPL has you covered.

Vancouver Public Library @VPL · Dec 19, 2023

Need a recipe RIGHT NOW?! Browse our collection of instantly accessible e-cookbooks! 🍳👓👉

Start here: ow.ly/Oc7I50Qjskq

"I loved that Library Stitch-Up: Creative Sustainability provided a place to relax and learn a new skill, I really hope that we get more crafty workshops in the future, thank you so much!"

- Patron feedback from Library Stitch-Up program

Wow VPL's Inspiration Lab is amazing and perfect for content creators! They have cameras, recording booths, workstations with Blender, Unity, Unreal, Creative Suite and more!

1 1 29


A riveting conversation last night at @VPL featuring the work of two incredible journalists @ShibaniMahtani and @TMclaughlin3 who tell the story of #HongKong and its activists. As always no better moderator on the topic than the remarkable @joannachiu. Go read the book!

1 6 16 1.4K

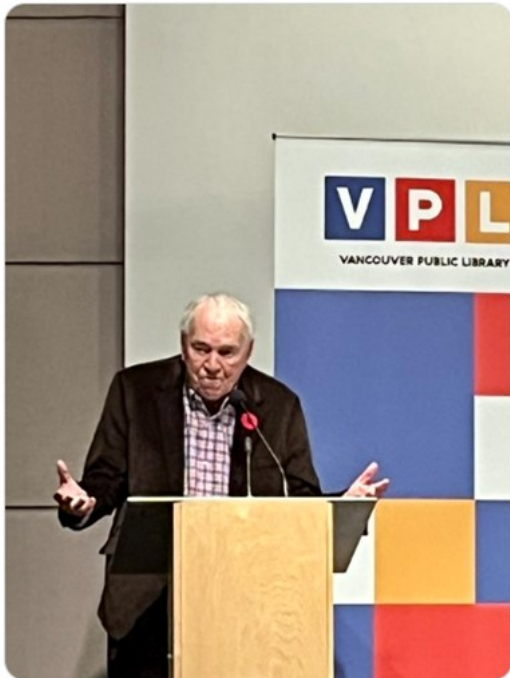
PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

The Meditative Drawing Basics instructor was calm, and I appreciated the land acknowledgement and the nod to the need for anti-racist and anti-oppressive work. I learned a lot of drawing techniques that I might use as a part of my work or personally. I practice meditation and mindfulness and it was helpful to learn how to apply this to art.

- Participant feedback from Meditative Drawing Basics

 Rhea La Nave (@RheaLaNave) · Dec 13, 2023 ...
 Thank you Rhea from @vaughanpl for teaching @StElizabeth2013 students about Podcasting resources at #VPL. This compliments the materials we have at #StEz We value the #LinkedInLearning courses that you showed us that are free with a #VPL Library Card. Panthers, take a look!

 · Nov 1, 2023
 Wonderful to hear from one of my political heroes Ed Broadbent @broadbent at his book launch at @VPL tonight. "Social democracy is a constant struggle." Thanks @vancolour for a well-moderated discussion.



Tara McGuire @TaraJMcGuire · Oct 12, 2023 ...
 It was lovely to meet @RowanJetteKnox and talk about his vulnerable and hopeful new memoir 'One Sunny Afternoon.' We covered a LOT: suicide prevention, trauma & mental health, trans allyship and joy, the hell of social media, and healing. And just look at that necktie! @VPL 🇺🇸



"To the best people in the world using their hands, their heart, and their love to do magnificent things for other humans; selecting the best books they can find. Thank you so much for your patience, your kindness and so much love."

-Patron card to ASV