

MANAGEMENT REPORT

Date: May 14, 2024
Author: Patricia Chong, Manager, Policy & Planning
VanDocs#: DOC/2024/118257
Meeting Date: May 22, 2024

TO: Library Board
FROM: Carol Nelson, Director, Planning & Communications
SUBJECT: Strategic Plan Reporting – Q1 2024

SUMMARY

This report provides an overview of progress related to the Library’s 2020-2025 Strategic Plan as at the end of Q1 2024.

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 Q1 2024 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.

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.



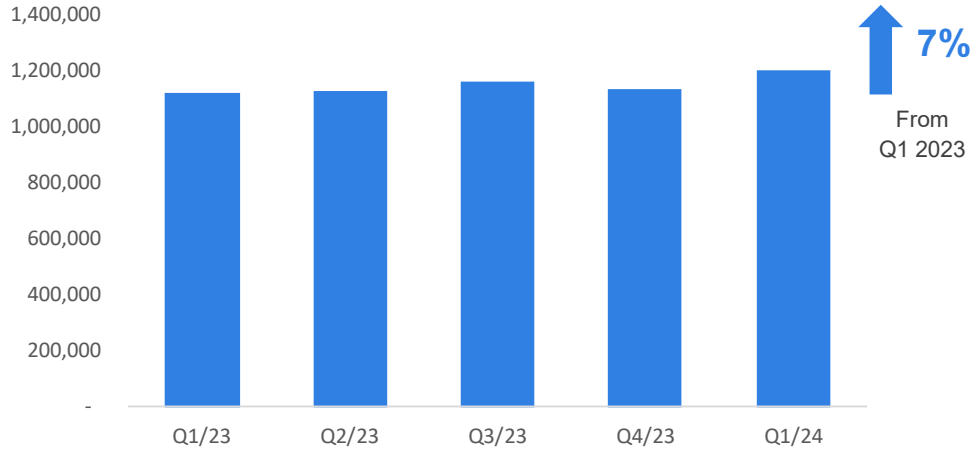
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QUARTERLY REPORT

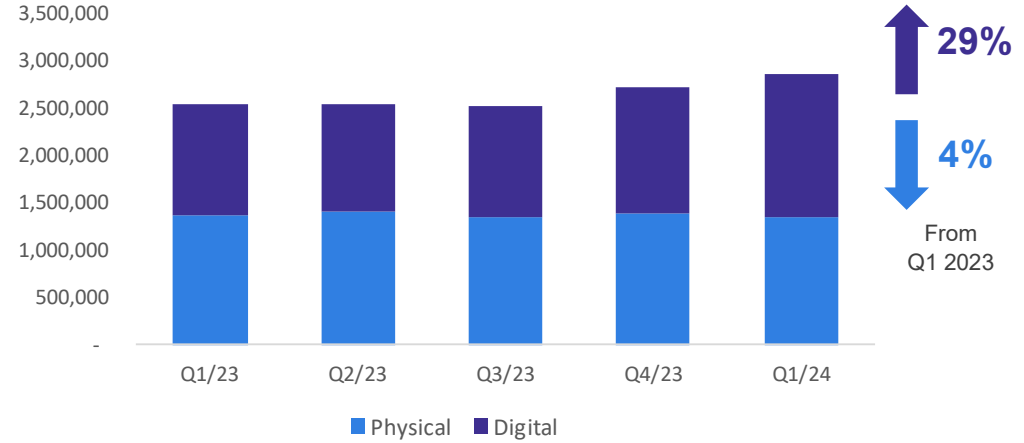
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QUARTERLY PERFORMANCE MEASURES

Foot Traffic

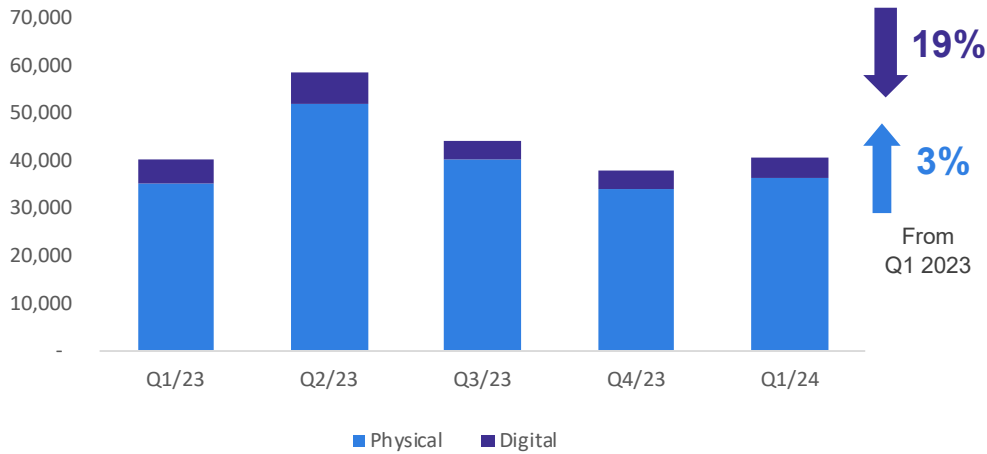


Collection Use

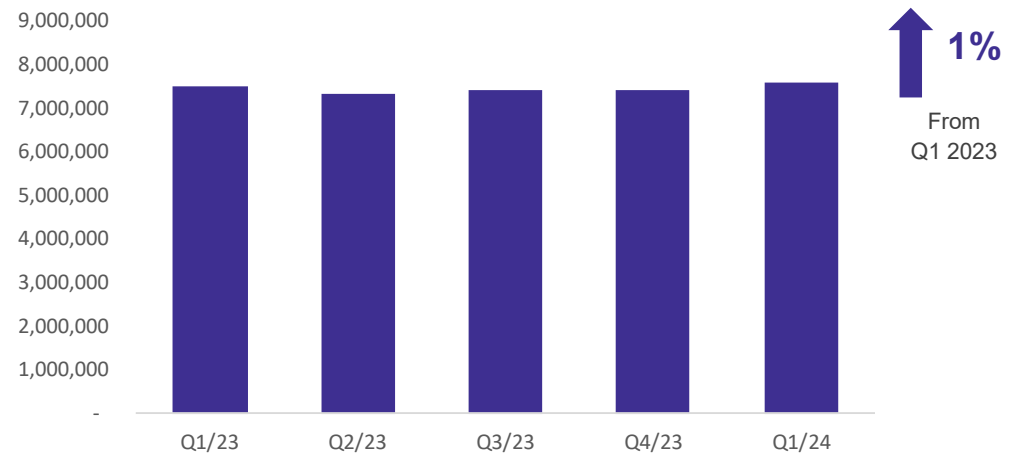


Oakridge branch continues to operate in a smaller location while construction of the new branch is underway.

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)	Q3 2023 to Q2 2024		Pilot successfully completed. Supporting materials developed and gradual roll-out system-wide underway.



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.
	2.2.1	Children's Library Revitalization	Q3 2020 to Q2 2025		Construction drawing phase underway and on track for completion end of Q2.
2.2.2		Branch Revitalizations	Q1 2020 to Q4 2025		Replacing interior and exterior lighting with LED at various branches. Replaced hot water tank at DUN/MAR. Magnetic play panels added at WPG/FHL.
Provide Patron Centred Experiences and make it easy to use VPL's services	2.3.1	Controlled Digital Lending	Q1 2024 to Q3 2024		Scanning continues and additional material being identified. Project evolves as staff understanding of the Controlled Digital Library grows.
	2.3.2	The Palace Project	Q4 2022 to Q2 2024		Palace App available to public. Official launch rescheduled to Q2 2024, ensuring 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 Q2 2024		Staff Q&A sessions on EDI report completed. Development of EDI Action Plan well underway. EDI goals approved by Board.
Increase public awareness and usage of VPL services	4.3 Targeted Communications	Q1 2021 to Q4 2025		Beginning research into landscape scan, needs assessment, and 2024 work plan.

 Not Started
  Completed
  On Track
  At Risk
  Late

INDIGENOUS RIGHTS AND RECONCILIATION

On February 10th, VPL joined the City's UNDRIP Action Group 2, "Urban Indigenous Engagement" at the Friendship Centre for another in person event with members of the Urban Indigenous Community. The feedback from the engagements (two were also held in fall 2023) will be compiled and shared with the Urban Indigenous Community at a summit on April 27.

On March 1st, Maryn Ashdown and Rick Ouellet from VPL along with representatives from Parks, CoV, and the developers of the Oakridge site met with Musqueam Elder Larry Grant to gain further understanding of the significance of obtaining a name. Musqueam wants to be confident that we understand this as part of our ongoing relationship and that we take the obligation to hold the name seriously.

On February 14th, members of the VPL community participated in the annual Woman's Memorial March. History and protocols for the event were posted on the staff intranet site.

In February VPL welcomed Joseph Kakwinokanasum as the 2024 Indigenous Storyteller in Residence. Joseph is a writer, creator, and storyteller from the James Smith Cree Nation who grew up in the Peace Region of northern BC and now lives and works on the unceded territory of the Sooke Nation on Vancouver Island.

Joseph is a graduate of SFU's The Writer's Studio and The Writer's Studio Graduate Workshop. He was selected by Darrel J. McLeod as one of the Writers Trust of Canada's Rising Stars of 2022. His short story Ray Says, was a finalist for CBC's Nonfiction Prize in 2020 and his manuscript Woodland Creatures was awarded the 2014 Canada Council for the Arts Creation Grant for Aboriginal Peoples, Writers, and Storytellers.

His debut novel, My Indian Summer, loosely based on his own childhood was winner of the 2023-2024 First Nations Communities READ Award and shortlisted for the 2023 ReLitAward for fiction. His work has been published in the Humber Literary Journal, the anthology Resonance: Essays on the Craft and life of Writing, Emerge; The Writer's Studio anthology, and Better Next Year: An Anthology of Christmas Epiphanies. Joseph was selected as the 2024 Writer's Trust fiction mentor.



SPOTLIGHT

Beyond the Cover



Beyond the Cover: An Exploration of Disability in Literature is a program for book lovers that sheds light on the often overlooked area of disability representation. Developed through the Accessible Services Department in collaboration with community partner ConnecTra, Beyond the Cover invited participants to examine shifting depictions of disability by discussing a variety of titles and authors. Through four genre-specific sessions, participants explored a diverse range of literature, investigating topics from assistive technology in Science Fiction to Non-Fiction books on activism and social change.

Participants in this program come from all walks of life; many bring a wealth of lived experience with disability which enriches the conversations with personal insights and perspectives. By bridging literature and personal experience, Beyond the Cover not only promotes literacy but also fosters connections and understanding. Reading lists that highlight disability representation developed for the program are now available to all VPL patrons, encouraging everyone to read and explore diverse characters and worldviews.

The program ran from January to April, and was

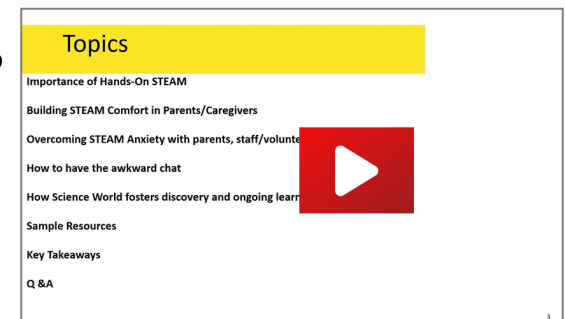
offered over Zoom with closed captioning and an invitation to participants to share accessibility needs.

“This series has been so moving; thank you for bringing us all together and letting us gaze at each others’ faces and to feel understood.”

- *Beyond the Cover participant*

Children and Teen Services Cross-Training with Science World

VPL’s Children and Teen Services (CTS) and Science World expanded on a long-standing partnership to conduct cross-training. VPL provided Science World with a series of short how-to video modules on Sharing Songs and Stories with a Group. Science World provided VPL with an hour-long session on Facilitating STEM Programs and Services for Families. We will meet in 2025 to determine the effectiveness of the training for staff and volunteers. Staff at both organizations reported the training was very helpful given the increasing intersection of our services as VPL expands STEM offerings and Science World explores Storytelling programs. In collaboration with Circulation, CTS also provided Science World a Child Care Centre Card which enables them to borrow our Storytime Kits for their programs.



SPOTLIGHT

K-pop Social for Teens

During the February Pro-D day, Teen Services leaned into the community connection that K-pop brings out in its fans by hosting a K-pop Social for Teens at Champlain branch. This event drew 18 teens from across the city, including many who hadn't previously attended a library program. The main attractions were photo card decorating and bias bracelets, while a book corner, snack stations and a K-pop video mix from YouTube completed the vibe.

Offering a DIY photo-card activity removes the financial barriers that photo card collecting can impose, and it embraces the spirit of fandoms. Teens decorated cards for themselves and their friends. Participants said that the experience of being in a shared and safe space making things together was so awesome!

When the program ended, many teens shared their gratitude and how much fun they had. They wished it was longer, they wanted to know when we'd be doing this again and how they can learn more about VPL programs.



Family Day Pop-Up Event

A Public Relations Partnership with Family Services of Greater Vancouver 2024



To help build stronger, more resilient communities, VPL partnered with Family Services of Greater Vancouver (FSGV) to host a Family Day Pop-Up Event on February 17 in the Central Library promenade.

The event provided opportunities for attendees to learn about VPL and FSGV programs and services.

FSGV financial coaches and resource workers provided information to help families improve their financial stability, navigate government benefits, and connect with community supports to address a range of challenges.

VPL staff highlighted the many free services available at the library for Vancouver families, especially those facing financial hardship, such as financial planning workshops, family programs, diverse collections and other resources. There were also coloring activities for children and a wish tree installation where attendees shared hopes and dreams for their families.

Working with Gather Public Relations and FSGV, the event received significant media coverage, including broadcast segments on CBC, Global BC, and Fairchild and numerous online articles that garnered more than 38 million impressions.

PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

“The VPL Book Delivery Program holds considerable significance in supporting our residents intellectually, as it provides them with access to literature and resources that contribute to their well-being and enrichment. Additionally, it gives an opportunity for residents to engage in group reading sessions, thereby mitigating feelings of isolation and fostering a sense of community within our facility.”

- Recreation coordinator at seniors living facility

“As a result of attending Photoshop Basics: Fun Effects, I'm going to finally play with the Photoshop program that came with my iPad...and probably use the Inspiration Lab as well. It's so nice to have human beings to learn from, as opposed to YouTube, ChatGPT etc. It's great to get off the ground with a program and then learn more from LinkedIn or elsewhere (for a deep dive).”

- Photoshop Basics: Fun Effects participant

 Jenyia James Plante @jplantexmplante · Feb 5 ...
This is so true and why I love the @VPL Vancouver library and all it offers.

 Nal Patel Esq. MEdMBC
@NalPatelEsq

Follow

I was reminded this weekend of just how differently a child reacts to a library than a bookstore.

In a bookstore, the job is to narrow down the selection to a couple of favorite books due to \$.

In a library, there is a sense of freedom to explore. It's ok to take more risks.



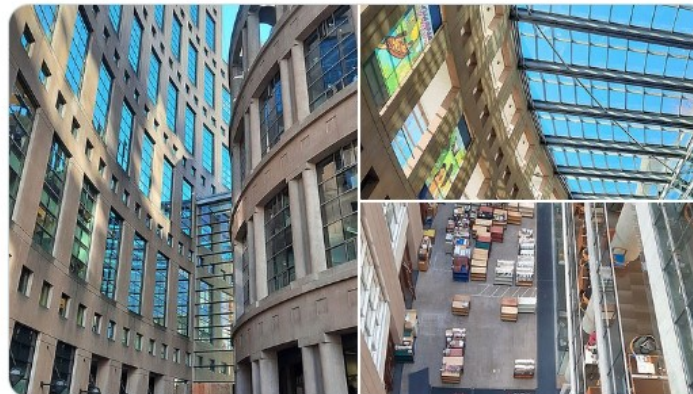
 Brian @brian... · Mar 21 ...

If you are living in Vancouver @VPL is providing free access to LinkedIn learning. It is amazing 🤩
[#lifelonglearning](#)



 @VPL · Mar 17 ...

A day escapade to **Vancouver Public Library**. It's been almost 29 years of serving well to the Vancouverites.
[@VPL](#) [@CBC](#) [@cbcnewsbc](#)



“Thanks so much for organizing yesterday's event! I really enjoyed the Winter Chill. It was super fun and indeed quite chill. That was exactly how every party should be, in my opinion. I really like the book I took home (The Glass Scientists by S. H. Cotugno) and I have already finished it! Definitely a new favourite.”

- Teen program participant

PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

"It was so lovely to meet so many great people and connect with my community. In a world of so much disinformation and hatred this afternoon felt very warm and comforting, a big welcoming space to relax and connect. Thank you so much!"

- *Trans Community Social attendee*

 @moselychorale · Feb 2 ...

What a better way to start 2024 Black History Month than with a concert of the amazing @MoselyChorale at @VPL. Thank you #VPL for putting this on.



   2  202  

"This program offers an incredibly safe and fun place for dads who may not necessarily feel entirely secure in their newfound fatherhood."

- *Man in the Moon program participant*

 @ · Mar 2 ...

I've read 8 books so far this year and I'm so proud I don't have readers block anymore. Time to return these bad girls to the @VPL. Thank you so much!

#vancouverisgreat



   1  56  

 · Jan 31 ...

Can't wait to check these out: @VPL adds digital archives of Vanity Fair, Forbes dating back to 1800s vancouver.sun.com/news/vancouver...



   6  479  

"It's been such a great series to listen and learn about opera. Sometimes opera can be intimidating or seemingly unwelcoming. Programs like this give people in a non-judgmental environment to engage with opera. The Alice McKay room was a fantastic venue choice."

- *Attendee at Opera Adventures—Don Pasquale*