

MANAGEMENT REPORT

Date: September 17, 2024
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Meeting Date: September 25, 2024

TO: Library Board
FROM: Raji Mangat, Chair, CRPD Committee
SUBJECT: Strategic Plan Reporting – Q2 2024

SUMMARY

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



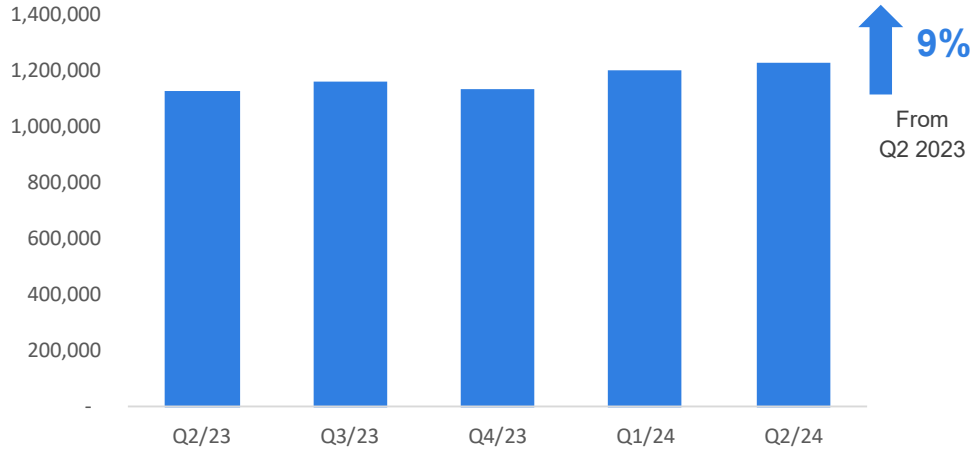
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QUARTERLY REPORT

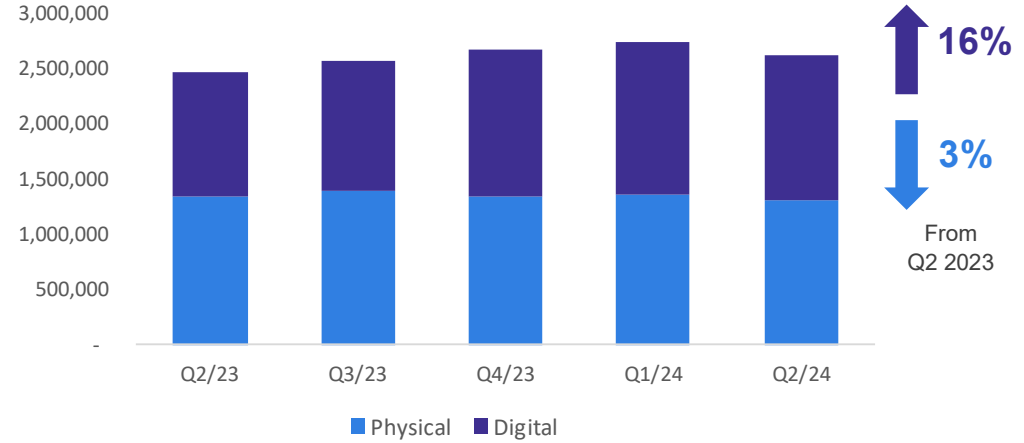
**Q2
2024**

QUARTERLY PERFORMANCE MEASURES

Foot Traffic

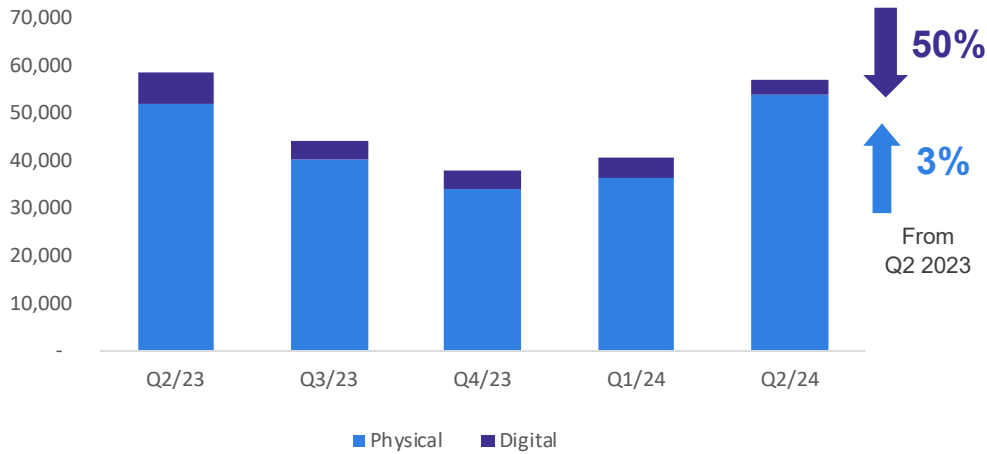


Collection Use

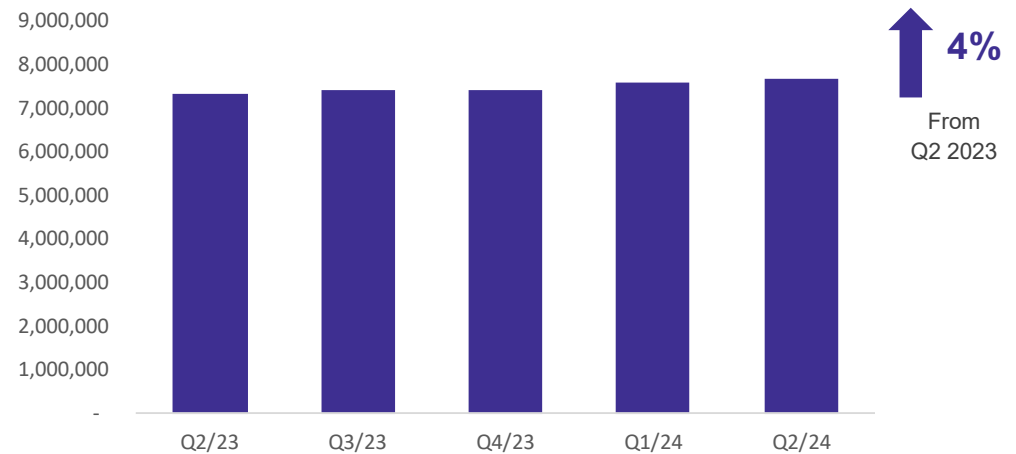


Oakridge branch continues to operate in a smaller location while construction of the new branch is underway.

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		Initiative completed: STEM kits are now available system-wide.



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		Prepping for building permit submission week of July 22nd.
Develop welcoming, accessible, and sustainable facilities that meet current and future needs and expectations	2.2.2	Branch Revitalizations	Q1 2020 to Q4 2025		Repositioned & installed comfort height toilets at SHL/FRV; reconfigured service desk at TSN; improved stack lighting at WPG.
	2.3.1	Controlled Digital Lending	Q1 2024 to Q3 2024		700 scanned items are expected to be publically available on the Internet Archive, with records in the catalogue, by mid September.
Provide Patron Centred Experiences and make it easy to use VPL's services	2.3.2	The Palace Project	Q4 2022 to Q3 2024		Exclusive Audible content acquired. All pieces in place for official public launch July 11.

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 2026		Project delayed due to capacity.
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 engagement on EDI actions complete. Report w/ staff feedback shared with directors. Planning to finalize EDI Action Plan Sept/Oct.
Increase public awareness and usage of VPL services	4.3 Targeted Communications	Q1 2021 to Q4 2025		Fall cardholder email campaign to introduce VPL Foundation scheduled for Oct.

Not Started
 Completed
 On Track
 At Risk
 Late

INDIGENOUS RIGHTS AND RECONCILIATION

On April 27, the final summit for the UNDRIP strategy on Urban Indigenous Engagement was hosted by Musqueam Indian Band. The intent of this event was to present findings from the three Urban Indigenous Engagements held in 2023/24, and to receive feedback and approval from participants. CoV and VPL will use the findings to improve services and access for Vancouver Urban Indigenous populations.

On June 3, CoV and MST approved the UNDRIP action plan at a ceremony at the Vancouver Convention Centre. The event also served to commemorate the tenth anniversary of CoV's commitment to being the City of Reconciliation. To mark this anniversary, Squamish artist Aaron Nelson Moody designed a commemorative logo for city staff to use in their communication signatures.



VPL and Langara College-snəwəyət leləm are pursuing a partnership agreement that will provide Indigenous graduates of the Library Tech program an opportunity to intern at VPL. Details of the agreement are still in development with the intent to provide an additional recruitment stream beginning spring 2025.

Indigenous Storyteller in Residence Programming



While maintaining a steady focus on his personal storytelling project, Joseph Kakwinokanasum was able to connect with over 200 library patrons throughout his residency by offering 17 adult programs. In addition to his popular Opening and Finale events, he hosted four book clubs about his novel, offered eight one-to-one writing consults for emerging authors, and connected with community members at the Downtown Eastside Writers Festival. The book clubs attracted several emerging writers, including Indigenous authors, and generated many wonderful conversations and connections. Joseph hosted two events focused on humorous storytelling, inviting special guests to join him on stage to share funny stories from their lives. Special guests included Darrel J. McLeod, Jónína Kirton, Christina Myers, Denise Ryan, J.J. Lee and Junie Désil. Life as a writer can be all too serious, and Joseph wanted to create a good experience for both his guests and the audience. The events were full of laughter and the story sharing often led into some deeply insightful discussions. Throughout his residency, Joseph brought an open and genuine quality to all of his public engagements, adapting his presentations to his audience.

SPOTLIGHT

Indigenous Programming and Events

VPL was pleased to participate in a number of high profile events in celebration of National Indigenous Peoples Day on Friday, June 21.

The Britannia Branch was grateful and humbled to take part in this year's National Indigenous Peoples Day celebrations at Grandview Park. The program featured live art and painting in the park, and musical performances. The library joined other neighbourhood service providers next to the Indigenous Market held in the park.

The Carnegie Branch, alongside a number of community partners and the Carnegie Centre, took over a block of Main Street off Hastings for the second year in a row. The festivities included a number of performances, dance, food, and free t-shirts. The library table was lively with the wonderful rotating cast of VPL auxiliaries and regular Carnegie Branch staff sharing buttons, books, and cheers with the DTES community.



Thanks to an invitation to join Musqueam's Indigenous Day celebration, VPL had a table among other organizations like the X̱wi7̱wa Library, Science World, vendors, and the VPD. This was the first time VPL had a booth at the event, and it was a very successful day of relationship building with people of all ages. Folks were interested in the featured items from the collection (especially related to Musqueam and Salish weaving), stickers, and the Snap Circuits from the STEM kits. We also had the opportunity to talk about VPL's resources, including upcoming programs, home delivery, and the Inspiration Lab. We look forward to tabling at other Musqueam events when invited.



This year VPL's Children's Librarians (CTS) compiled a variety of new Indigenous resources to support Storytimes and other Children's programs. In June all branches received a core set of Indigenous programming resources including puppets, a stamp, and a music CD with Sḵwx̱wú7̱mesh (Squamish) and Lil'wat7̱úl (Lil'wat) language songs staff can use in Storytimes and other children's programs. To support staff in using these resources, the artist name and nation for each item is included, as well as a printable guide of Sḵwx̱wú7̱mesh (Squamish) and hə́ŋqəmiñə́m names for local plants and animals.

The CTS team also created a guide called How to Choose Indigenous Books to be shared with parents, caregivers, and community partners that identifies key qualities to look for when selecting books to read with children. The CTS team is excited to share these resources in our weekly programs and at outreach events, and will continue to reflect and discuss ways to incorporate Indigenous resources and learnings into children's programs.

SPOTLIGHT

Pride on the Page



On April 9, Joe Fortes Branch partnered with QMUNITY (BC's Queer, Trans and Two-Spirit Resource Centre) on the most recent installment of the "Pride on the Page" queer author event series. This installment featured local West End writer Eddy Boudel Tan, who chatted about his life and experiences writing his novels *After Elias* and *The Rebellious Tide*, as well as his forthcoming novel *The Tiger and the Cosmonaut*. 20 community members attended and participated in a lively audience Q&A with Eddy. Joe Fortes Branch looks forward to continuing this program partnership with QMUNITY. This program helps support local authors, new ideas, and gives our community members room to discuss, engage, and see themselves represented in public programming.

Outdoor Storytime in South Granville

In partnership with the South Granville Business Improvement Association (BIA), the Firehall branch presented an outdoor "Storytime on the Plaza" program for families in the South Granville neighbourhood on July 13 - a first of its kind for the branch. Over 30 people attended, including children from babies to 8 years old, and families who had never set foot in the branch as well as several Firehall regulars.

In a neighbourhood with few community spaces, this program provided a rare chance for families to connect with VPL outside of the library building. The storytime program generated notable interest in library services. A few attendees hurried back to the library with their children that very morning to borrow books; one participating family with a 4 month old came in to sign both parents and baby up for library cards, and a family who had never visited the branch came to their first Firehall babytime a few days after attending the event.

This storytime marked the first collaboration between the Firehall branch and the BIA, who contributed a welcoming setup, advertising, and enthusiastic onsite support. We are looking forward to planning more programs together to nurture stronger connections between the library and the community.



PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

"I've been had difficulties to get some information about job in Canada and I didn't know where can I get these information. However, I learned how to find a job in Canada and to make a career path in Canada as a newcomer in Canada thanks to this workshop. Thank you for giving me a chance to learn this in VPL."

- Career and Job Search Tour participant



"We have had so many positive comments on our Summer Reading Club (SRC) cabinet display in our foyer here at Britannia. From families to adult patrons – they come in and let us know that they think it is a wonderful interesting display to look at. If they are families it gives us an opportunity to talk about SRC and encourage the children to sign-up!"

- Britannia staff feedback



Yet ANOTHER reason to love libraries! Just popped to @VPL's Mt. Pleasant branch to pore through the many, many free seeds for spring planting from their seed library!



"Borrowing a musical instrument is an amazing experience that I can have in a library!!! Thanks for arranging this program and I'm so happy with playing full size violin :) (I used to play with my son's 1/4 size violin). Also, violin is well-tuned and sound was great, too."

- Musical instrument borrower

PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

"I am First Nations, so Reclaiming our Past, Present, and Future with the IRSSS is part of my family history. I owe a personal debt to VPL because I've read over 100 of their books on Indigenous history."

- Program participant—*Reclaiming our Past, Present, and Future with the IRSSS*

And it is shockingly under utilized. There are so many great programs there - from the toddler reading sessions right up to learning Adobe or sound engineering. Even the best research org I have ever used is there, and my word what a bargain it is.

I thought maybe it was because we were only a few blocks from the Central branch, but in reality whenever we have some time to kill it always seems there is a library just a few minutes from us. It's become such a part of our lives that even when we travel, the boys are always asking to visit libraries in other places and countries.

Keep it up Vancouver, it is very much appreciated.



Yay for VPL! I take my preschooler to our local branch at least once a week. It is pretty much the only free indoor activity around and she loves it so much. Scavenger hunts, books, toys, the checkout desk- it's all so fun for littles. I love that I can place unlimited holds and read all the new releases. We are so lucky to have such an amazing system!

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