

MANAGEMENT REPORT

Date: February 10, 2025
Author: Patricia Chong, Manager, Policy & Planning
VanDocs#: DOC/2025/060561
Meeting Date: February 26, 2025

TO: Library Board
FROM: Dawn Ibey, Interim Chief Librarian & CEO
SUBJECT: Strategic Plan Reporting – Q4 2024

SUMMARY

This report provides an overview of progress related to the Library's 2020-2025 Strategic Plan as of December 2024.

PURPOSE

This report is for information.

RECOMMENDATIONS

That the Community Relations, Planning & Development Committee recommend 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 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.

As Q4 represents the year end, it is of interest to note the full year data for 2024:

Metric	2023	2024	% change
Foot traffic	4,552,642	4,831,525	6%
Total collection use	10,425,449	10,965,566	5%
Physical use	5,512,278	5,283,187	4%
Digital use	4,913,171	5,682,379	16%
Total program participation	182,586	175,282	-4%
Digital participation	18,800	11,966	-36%
In-person participation	163,786	163,316	0%
Wired internet minutes	29,750,040	30,565,912	3%

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.



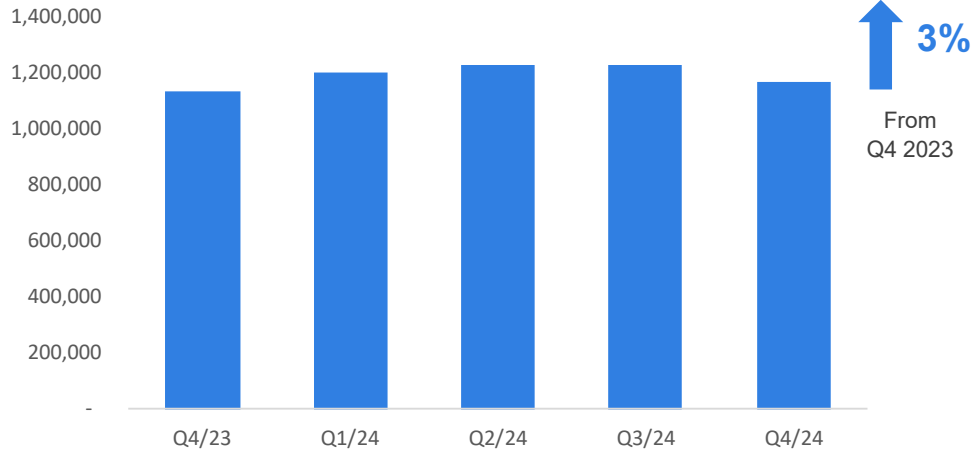
VANCOUVER
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QUARTERLY REPORT

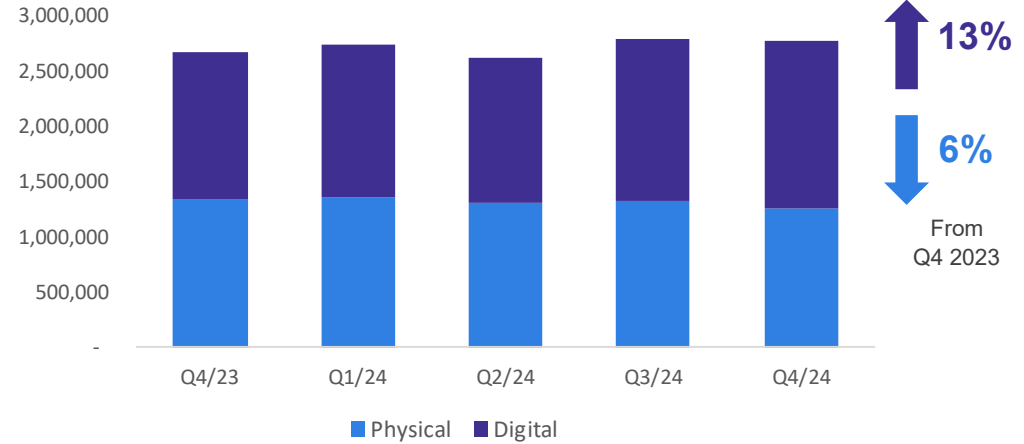
Q4
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QUARTERLY PERFORMANCE MEASURES

Foot Traffic

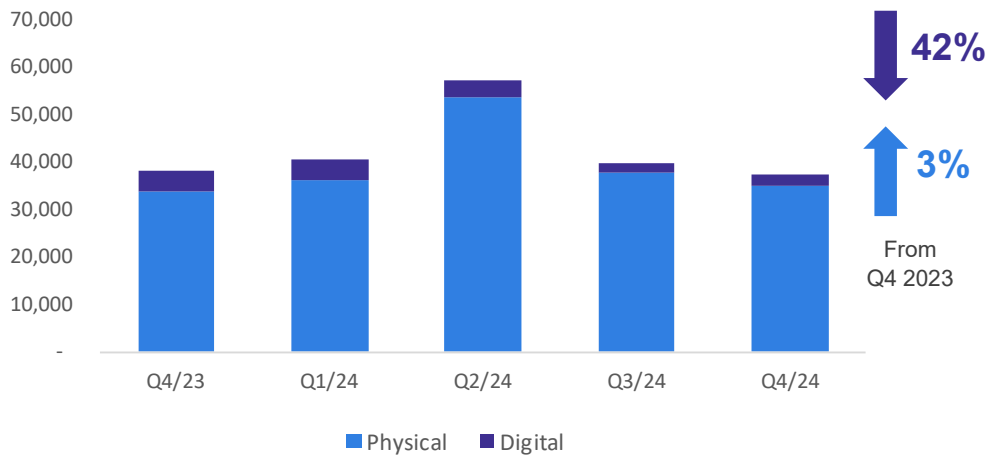


Collection Use

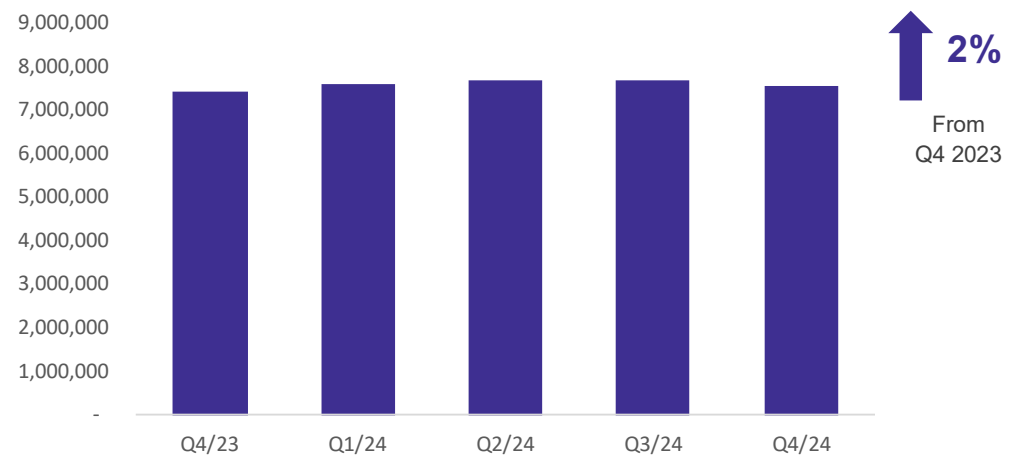


Oakridge branch continues to operate in a smaller location while construction of the new branch is underway.

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*

2024 **244,893** ↑ 4%
2023 236,068

Patron Satisfaction**

2024 **88%** ↑ 2%
2022 86%

Importance to the Community**

2024 **97%** ↑ 1%
2022 96%

Belonging and Connection**

- 97% of VPL patrons feel welcome in the Library
- 95% 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**

- 73% of VPL patrons report the Library has helped increase their understanding and respect for Indigenous peoples' histories, cultures, and rights

Staff Inclusivity and Support

- 69% of VPL staff are confident that they can access support that is culturally appropriate for them through the Library when I need it⁺
- 34% of VPL staff feel included in decision-making that impacts their workplace⁺⁺

* 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 VPL Public Survey (2024).




+ Data from BC Stats Employee Benchmark Survey (2021).

++ Data from The Commons Consulting EDI Staff Survey (2023).

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-library lending of laptops to be introduced at the 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		Strong relationships with Musqueam staff being established; provided tour of material processing to help understanding of OAK naming logistics.
	2.2.1	Children's Library Revitalization	Q3 2020 to Q2 2025		Anticipating starting construction early 2025.
Develop welcoming, accessible, and sustainable facilities that meet current and future needs and expectations	2.2.2	Branch Revitalizations	Q1 2020 to Q4 2025		MPL & CHA painted. Comfort height toilets installed in all accessible washrooms. New public chairs at KEN & REN and larger chairs for staff.
	2.3.1	Controlled Digital Lending	Q1 2024 to Q4 2024*		Initiative completed: the content digitized in phase one of this project is now available in VPL's Virtual Vault collection on the Open Library platform.
Provide Patron Centred Experiences and make it easy to use VPL's services	2.3.2	The Palace Project	Q4 2022 to Q3 2024		Initiative completed: New digital lending collection launched July 2024.

Not Started
 Completed
 On Track
 At Risk
 Late

*Updated from previous quarter's timeline

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 November 2022.
Engage and celebrate the diverse cultures and languages of Vancouver	3.3 Multicultural Services Strategy	Q2 2025 to Q3 2026		Scheduled to start Q2 2025.
Establish the library as a forum for civic conversation and understanding	3.4 Equity and Inclusion Framework	Q4 2024 to Q3 2025		Project delayed due to lack of capacity. Revised start date Q1 2025.



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 2024		EDI actions for 2025-27 implementation shared at November Leadership Team meeting. EDI Action Plan developed, with design and formatting underway.
Increase public awareness and usage of VPL services	4.3 Targeted Communications	Q1 2021 to Q4 2025		Completing analysis of Q4 email campaigns. Establishing 2025 email marketing initiatives.



INDIGENOUS RIGHTS AND RECONCILIATION

As part of VPL's involvement in the City's UNDRIP Action Plan, VPL participated in a community engagement event with members of Vancouver's Urban Indigenous community in late October. This was the fourth and final engagement with the Urban Indigenous community in 2024. Feedback from these engagements will help to inform VPL's ability to meet the needs of Indigenous patrons. The Urban Indigenous UNDRIP action plan, based on the feedback from the 2024 engagements, is due in 2025.

VPL is working closely with the City's Arts, Culture, and Community Services department and City Public Art staff to develop art calls in a way that complies with newly developed protocols related to Indigenous art. In November, VPL issued an art call to Musqueam Squamish and Tsleil-Waututh artists for the Children's Library this is the first VPL art call that follows this new approach, which includes limiting the call to local Nations and inviting Musqueam, Squamish and Tsleil-Waututh artists (one from each Nation) to comprise our selection jury. We received submissions from all three of our host nations and anticipate announcing the successful artist in Q1, 2025.

On December 9, Musqueam Elder and language keeper Larry Grant, along with Vanessa Campbell from Musqueam's Language and Culture Department, visited Central. Vanessa toured the Collections and Technical Services area and joined Elder Grant as he spoke about the significance of naming to Collections and Technical Services staff. This visit and explanation of naming protocols is an important aspect of VPL receiving a name for the relocated Oakridge branch.

Responding to interest generated from the West Point Grey community, VPL translated the popular "Indigenous Considerations for Newcomers to Canada" (ICNC) program to offer it in Cantonese and Mandarin. ICNC provides an overview of Indigenous histories and reconciliation in Canada. Significant attention was paid to ensuring accurate translation of Indigenous terms and concepts. The Cantonese version was delivered at Terry Salman branch on November 26 and feedback from the attendees was overwhelmingly positive. A Mandarin version is planned for early 2025. This is the first time an Indigenous focused program has been offered in any Chinese language.

加拿大新移民原住民指南
Indigenous Considerations for Newcomers to Canada

星期二 | 十一月二十六日 | 下午一點至兩點半
Tuesday | Nov 26 | 1 pm

Terry Salman Branch, 4575 Clancy Loranger Way

Have you ever wondered about the Indigenous artwork around Vancouver? Do you want to know whose land the City of Vancouver is on? Join us for a newcomer-friendly introduction to Indigenous matters in Vancouver. We will cover land acknowledgements, Truth and Reconciliation, common terminology, Indigenous art and architecture, and more. Question and answer session included.

Online registration or scan QR code above
線上或掃描上面二維碼報名

您是否對溫哥華周邊的原住民藝術品感到好奇？您想知道溫哥華市位於誰的領地上？這是專為溫哥華新移民量身訂做的了解原住民事務的，內容涵蓋領土確認、真相與和解、常用術語、原住民藝術和建築，等等。會有問答時間。免費專題活動

VPL VANCOUVER PUBLIC LIBRARY
For more information: 604-331-3863 | vpl.ca/events
Join the conversation: @VPL | VancouverPublicLibrary

SPOTLIGHT

VPL Stitch Up!



Since October 2023, 152 people have attended 14 Library Stitch-Up: Creative Sustainability workshops at Central Library. The program has built a growing sense of community by connecting sustainability, social connection, and lifelong learning.

In December, Library Stitch-Up participants made ornaments out of recycled materials. As the intergenerational, multicultural group

hand-stitched, they chatted about books and library resources like CreativeBug. VPL's annual Perfect Presents booklist was a natural conversation starter, and attendees recommended books to each other, as well as other library materials and community resources. As one person noted, "it was like a library commercial, showcasing everything the library has to highlight!" One participant, a recently-arrived newcomer to Canada, told the group that the library was the friendliest place she'd been to in Vancouver.

Central Library has also offered How to Hem Pants in partnership with a local sewing expert. This full-and-waitlisted program provides sewing machines (most borrowed from the Vancouver Tool Library) that participants share, which naturally builds social connection while participants learn together.

The Mount Pleasant and Hastings branches also offered mending and sewing workshops in partnership with the Learnary Stitchery and other local experts.

These workshops helped demystify basic sewing literacy, empowered participants to mend their own clothing, and provided opportunities to connect with others.

Read, Sing, Engage Conference

In November, the Children's & Teen Services team hosted the 2024 Read, Sing, Engage Conference that drew in over 70 early childhood educators from a variety of centres and organizations. Due to the Children's Library move to Level 2 at Central, the conference took a different shape this year. Four branches – Terry Salmon, Renfrew, Kitsilano, Hastings – hosted a mini version of the conference which included a 3-hour workshop filled with hands-on practice of songs, rhymes, and felt stories that support early literacy skills in young children. Participants met other early childhood educators and reported feeling connected to "a vibrant community dedicated to the art of storytelling." They also shared that "listening to new ideas, interacting, connecting, and learning new things is very important to be able to do the best in our work." Attendees left the conference with a renewed connection to VPL and our resources, plus a magic story bag of early literacy goodies. Our conference continues to fill a special place in the early childhood landscape.



SPOTLIGHT

Writer in Residence



Kyla Jamieson's tenure as Writer in Residence followed a unified guiding principle and mantra: Poetry is for Everyone. This year's Writer in Residence programming highlighted poetry and accessibility and explored the relationship between creative work and the empathy needed to make universal service and accommodation a reality. Kyla's programming and public communications took a fundamentally inclusive tone, emphasizing poetic and artistic expression as a tool for self-care and community connection.

This year's residency generated tremendous attention from patrons. 652 patrons attended Writer in Residence programs, and all of Kyla's creative writing workshops and one-on-one consultations were fully registered with waitlists.

In addition to being popular, Kyla's programs were innovative in format, specifically including Poetry Together, a collaborative writing workshop in which patrons read from VPL catalogue resources and came together to write poems as a group.

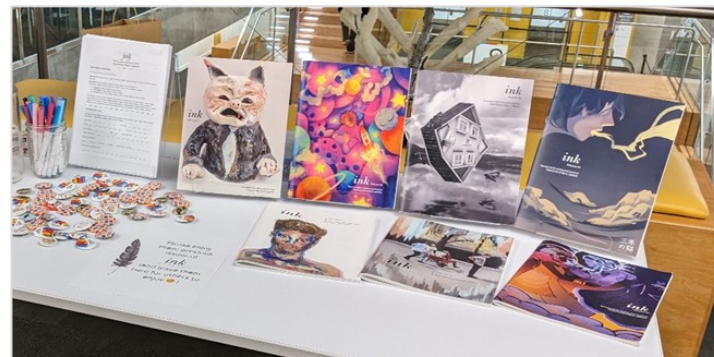
Particularly notable this year was the abundant and universally positive feedback Kyla's programs received from patrons. 100% of patrons who gave feedback indicated that they were inspired to try something new after attending Writer in Residence programming. Patrons specifically highlighted Kyla's warm, welcoming, and encouraging demeanor, as well as her thoughtful focus on accessibility considerations at each of her programs.

ink Magazine Launch

In December, Teen Services hosted a special after-hours event for the release of Volume 07 of *ink* magazine, VPL's annual journal of youth writing and art. Vancouver youth submit their work in the spring, and teen volunteers with the *ink* Teen Advisory Group (TAG) work with staff throughout the year to bring each issue to life. The most recent issue features work from 91 contributors. The launch event is a chance for these youth to feel celebrated by their community and make connections with their creative peers.

We welcomed more than 100 community members to the launch at Central Library, including writers, artists, *ink* TAG members, and supportive family and friends. A few attendees had graduated in 2024 and returned from university to attend. In the highlight of the evening, contributors had a chance to read their work or talk about their artistic process. Two artists talked about being newcomers to Canada and thanked specific teachers for encouraging them.

Many teens and family members expressed appreciation to staff for an "amazing night". One young contributor and volunteer expressed how special it is to know that the library staff devotes so much work to celebrating teens and their art.



PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT

"I learned there are tons of tools at VPL, the VPL website is a valuable resource. I feel very supported by VPL staff in my job search. I will dedicate time each day to use these tools. I will reach out for help when I get "stuck" instead of quitting."

- Skilled Immigrant Info Centre program participant feedback

"I am so impressed with the efficiency of the VPL on line system. Always clear about the status if books I put on hold. Easy to renew when I need to. Up to date new releases are in the stacks. Thank you VPL for doing such a great service for our community."

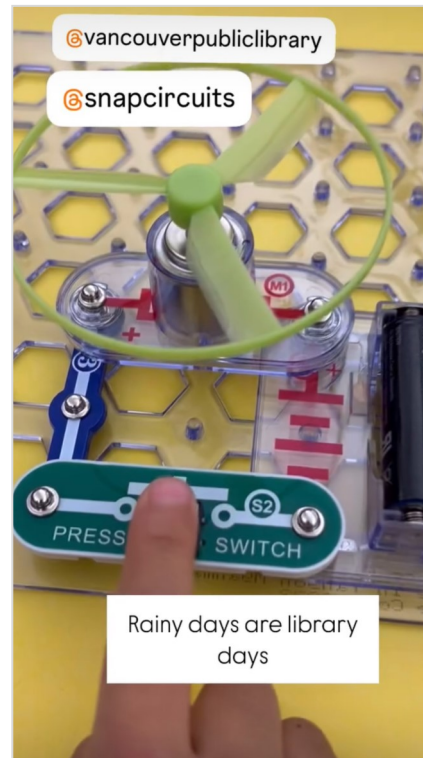
- Patron feedback—bibliocommons feedback form



One of Alice's most favourite books!

Alice was so engaged with it during this week's storytime!

Shoutout to @vancouverpubliclibrary for not charging late fees and still allowing me to renew the overdue books for another 21 days.



@vancouverpubliclibrary

@snapcircuits

Rainy days are library days



Not sure if every @vancouverpubliclibrary branch is doing this but our local branch is doing letters to Santa.

Considering the Canada Post strike this is a great option and Santa will have a reply waiting at the library within 7-10 days. D was ecstatic that he replied to all her questions.

One busy Sunday during Winter Break a large family of about 9 people with kids of various ages came into the Children's Library. Staff noticed that they were discussing where they should relocate to, as the oldest child was having a really hard time with the levels of noise (it was a typical noise level for a Sunday). Desk staff asked if the child wanted to try the noise-canceling headphones from the Sensory Kit, and they worked very well for the child, who was able to happily sit and explore some books for the next hour while their younger siblings played with the toys. The family was very thankful, as they needed a free and comfortable place to spend time downtown before the start of an event they were attending.

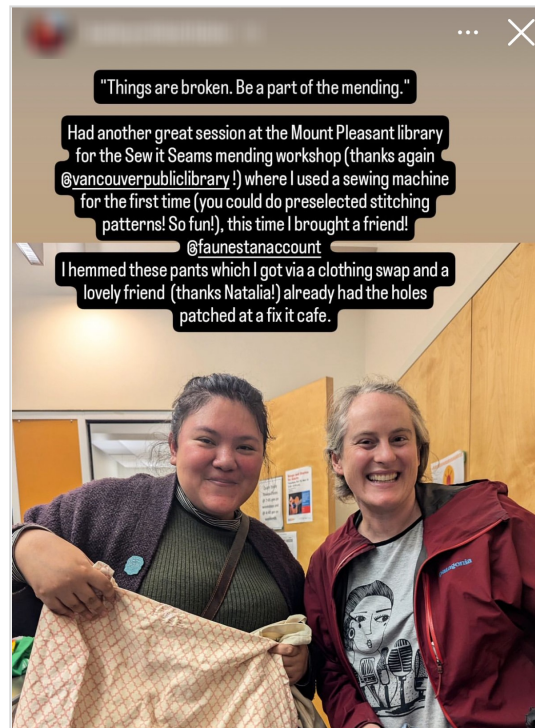
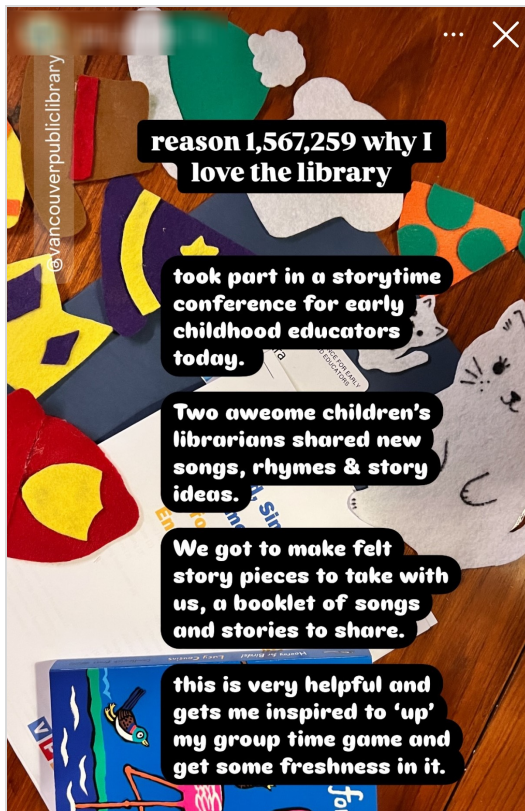
- Children's Library staff feedback

PATRON FEEDBACK, STORIES, AND DIGITAL ENGAGEMENT



"Thank you so much for hosting Mini Queer Zine Fair. It fills me with a lot of hope that the public library supports the Queer Community. The library has always been a safe space for me and continues to be a safe space for the next generation."

- Program participant—Mini Queer Zine Fair



"Let's Talk Ebook Publishing was so much more than I expected! Really informative about all the important logistics like how to self-publish, copyrights, creative commons. I learned a lot. The presenters/hosts/librarian answered all the questions from the participants, I felt heard and welcomed as they were inclusive to all levels of knowledge to this topic. Also appreciated how they shared so many resources, I felt motivated to try some of the things out."

- Program participant feedback—Let's Talk about Ebook Publishing