

Libraries

Includes:

- *Library Circulation*
- *Library Information*
- *Library Children's*

Service Overview

DESCRIPTION

- To provide all citizens of Winnipeg with high quality, responsive and innovative library services in a cost effective manner which foster the individual pursuit of knowledge and enhance the cultural, economic and intellectual vitality of the community.

KEY GOALS

1. To provide the public with equitable access to library materials in a variety of formats and in a convenient and cost-effective manner.
2. To provide library users with access to new and enhanced services.
3. To provide timely assistance to the public in their search for materials and information.
4. To provide the public with high quality programs in all branches with an emphasis on literacy and life-long learning.
5. To provide the public with library facilities that are safe, convenient and accessible community places.
6. To market and promote the collections, programs and services of the library system to ensure maximum public benefit.
7. Provide qualified, well-trained staff that reflects the diversity of the community.
8. To provide collections, services and programs that are responsive to the needs of Winnipeg's diverse communities.

SERVICE STATISTICS

Description	2003	2004	2005	2006	4 Year Average
Number of library card holders	391,676	424,348	398,786	410,299	406,277
Number of items circulated	5,730,808	5,518,469	5,528,670	5,532,720	5,577,667
Number of holds placed	155,748	354,323	521,092	527,375	389,635
Number of Information requests	331,384	263,816	257,667	292,632	286,375
Number of library material holdings	1,639,813	1,660,245	1,696,257	1,678,418	1,668,683
Number of library programs	3,165	3,254	3,201	3,525	3,286
Number of attendees at programs	61,681	61,642	60,642	70,369	63,584
Number of computer bookings	365,353	361,143	344,299	431,783	375,645
Number of uses of online databases	173,522	127,140	154,265	239,733	173,665
Number of visits to library website	632,833	731,252	822,318	987,368	793,443
Number of annual in-person visits (est.)	3,000,000	2,100,000	3,100,000	3,400,000	2,900,000
Number of Library Catalogue uses	NA	NA	6,069,082	7,068,682	NA

Strategic Direction

LINK TO *PLAN WINNIPEG*

4D-02 Provide High-Quality Library Services

SYNOPSIS OF POLICY DIRECTION

ACTIVE Policy Framework

Adopted by Council on January 28, 2004, the Affordable Community-Based, Tactical, Integrated, Viable, Effective (A.C.T.I.V.E.) strategy represents the policy framework which guides decision making around public use facilities.

City of Winnipeg Charter Act

The City of Winnipeg Charter Act, 210(3), Free Use of Libraries by Residents, states "that despite any other provision of the Act, the city must permit residents of the city to have free use of the circulating and reference books of every public library and branch that it maintains."

Equity and Diversity Initiative

In September 1996, the City of Winnipeg launched the Equity and Diversity Initiative, Building a Workforce for the Future, to help build and maintain a more diverse and equitable workforce.

French Services By-law

Library Services in the French language are provided to the citizens of the St. Boniface Ward and the Riel district in accordance with Bylaw 7490/99 of the City of Winnipeg.

Municipal Aboriginal Pathways (MAP)

The MAP strategy provides a coordinated approach to influencing the delivery of library service to this segment of the community in Winnipeg.

Recreation, Leisure and Libraries Facility Policy

This policy provides direction for the development of more contemporary recreation, leisure and library facilities, and a more financially sustainable mix of facilities.

Red Tape Commission Report

This report provides direction to the City's public servants to endeavor to provide excellent customer service and minimize red tape for all citizens, business and governments.

Universal Design Policy

The City of Winnipeg Universal Design Policy provides one of the guiding principles around which library renewal and expansion will be developed.

KEY FACTORS INFLUENCING SERVICE

Accessibility

Public libraries today are more than just places of study and research. They are seen by the community as "civic places" where all are welcome, including those who are socially excluded from society, to meet, socialize and use the resources available.

Demographics

Changing demographics in cities are affecting library service delivery. Libraries are responding by providing materials in other languages, developing services to meet the needs of the growing urban Aboriginal community, providing English as an Additional Language (EAL) programming for new Canadians, establishing family-based literacy initiatives in high risk areas, and adapting its hiring practices to ensure that its workforce is reflective of the diversity of the community.

The baby boomer generation is affecting what the public library provides in its collections, services and programs. Libraries are working to ensure that their buildings are more universally accessible, collections address new and changing needs, and services and programs reflect this large user group. In addition, boomer-aged staff is creating new human resource challenges for libraries. Staffing shortages as a result of increased workplace illnesses, retirements and staff who need time away to care for aging parents are placing added pressures on the operations.

Partnerships

Partnerships with community organizations, government agencies, and business partners are allowing the public library to provide informational programs, rich cultural events and informative displays. Co-sponsored events help to showcase library collections, and highlight the vital role these organizations play in local communities. Public libraries and schools are also partnering in shared use facilities to provide improved library service for students, while creating new public library space for communities

Budget

Financial constraints are having an impact on services (e.g. hours of opening), collections (e.g. increased diversity of formats, inflationary costs) and technology (longer replacement periods, maintenance and upgrade issues, difficulty funding new technology opportunities).

Programming

Public Library users are demanding information in an ever increasing array of formats including information-based programs such as writer's workshops, demonstrative sessions on personal health and well-being, consumer awareness programs, family literacy services, genealogy programs and computer literacy tutorials.

Youth

The public library system is changing to remain relevant to today's youth. Access to social networking technology (i.e. Blogs, Facebook, MySpace, etc.), interactive websites, youth advisory committees, teen book clubs, and distinct and attractive spaces are key elements in delivering service to this group.

Infrastructure

Aging library facilities are affecting the library's ability to provide service and resulting in increased maintenance costs. Many of Winnipeg's library facilities date from the 1960's or earlier and lack suitable space, programming capabilities, technology capacity, and public amenities (e.g. parking, meeting room space, accessibility) and need to be replaced or upgraded to meet the changing needs of users. There is a growing trend in libraries to ensure that facilities are designed with "green" building concepts, universal design principles and multi-use facilities.

Information Technology

Technology is affecting the way the library is doing business. Public access computers with Internet availability, digital initiatives, automated circulation functions, self-service technology, and wireless access are helping to meet the changing needs of library users. Users expect, and are receiving, timely access to information services on a 24 x 7 basis through remote access from work or home. As libraries become more automated the need to upgrade, replace and expand technology is continual. Libraries are leaders in the provision of on-line information and are continually looking for cost effective, self-service options for providing services and access to collections.

SUMMARY OF GOALS AND STRATEGIES

- 1. To provide timely, relevant and varied collections of library materials that are responsive to the needs of all library users.**

- Recommend changes to materials selection processes based on the 2007 WPLB Material Study Report.
- Provide materials in both English and French and other languages and formats, to meet the needs of Winnipeg's diverse communities, with particular emphasis on the needs of aboriginal communities.
- Improve public input into the selection of materials by surveying the public on a regular basis.
- Use technology to make library materials more convenient and accessible for the public.
- Revise the processes for the disposal of surplus library and donated materials.
- Explore grant opportunities from private and public sector partners, and non-profit agencies to enhance the library's collections.
- Pursuing resource sharing/consortium buying opportunities with other library systems.

2. To provide library users with access to new and enhanced services.

- Explore partnerships to facilitate expansion of homework rooms in branches for students.
- Explore ways to extend the Library's Writer-in-Residence program to public libraries in the province.
- Developing library policies and uses for new social networking technologies (E.g. Facebook, Blogs, Librarything) to help promote library services and provide library users with the services they want.
- Develop a volunteer-based cyberguides program for Millennium Library where volunteers would assist the public with computer assistance.
- Introduce colour photocopier and printer services to more locations in the system.
- Explore the development of mobile collections, services and programs through the Outreach Services unit to take library service to high needs communities.
- Review the library's rules and guidelines and the impact on socially excluded communities.
- Expand the capacity of homebound service for those unable to access the library in person.

3. To provide timely assistance to the public in their search for materials and information.

- Ensure staff is well trained in assisting the public with their information and reader's advisory needs.
- Promote e-reference services for convenient access from home/work.

- Enhance public access to print and electronic information within the library and from home/work through the library's automated catalogue and web-based services.
 - Expand computer based training programs for the public.
 - Make changes to the library's interlibrary loan service to ensure access in the most timely and cost-effective manner possible.
 - Continue to replace print-based reference materials with on-line resources.
 - Examine the library's vertical file services and making changes as required.
 - Pursue partnerships and grants for digitization and on-line access to historical and special collections.
- 4. To provide the public with high quality programs in all branches with an emphasis on literacy, culture and life-long learning.**
- Develop a strategic vision for library programs that supports the library's principles of life-long learning and access to information.
 - Provide quality programs that are relevant, convenient and connect with the library's collections and enhance the quality of life of Winnipeg's citizens.
 - Use technology to enhance programming through on-line registration and computer-based training.
 - Ensure that library staff receives the necessary training to deliver quality programs to the public.
 - Utilize partnerships to expand and enhance the programs being offered to the public.
 - Track program attendance and evaluation forms to ensure that programs are being well attended.
 - Advertise library programs to ensure that target audiences are reached.
- 5. Provide the public with library facilities that are safe, convenient and accessible community places.**
- Work with other city departments to ensure that library buildings are well maintained within the budget available.
 - Ensure that library hours of operation are responsive to community needs.
 - Expand the library's "virtual library" presence through its website.
 - Ensure that new cleaning & snow removal contracts for libraries address library needs.
 - Conduct regular facility audits, including public feedback, on the state of library facilities.
 - Budget for capital funding to address facilities, shelving and furniture replacement needs.
- Ensure that the City's principles of Universal Design are incorporated into all library building projects.
 - Incorporate "green" building design and environmental stewardship within the financial resources available.
- 6. Market and promote the collections, programs and services of the library system to ensure maximum public benefit.**
- Expand the library's marketing and promotion through community events, fairs, etc.
 - Market library programs and services through the library's website and the use of social networking sites such as YouTube and Flickr.
 - Update and create new library promotional materials.
 - Create plain language and multilingual promotional materials for targeted groups.
 - Increase funding for marketing and promoting library services.
 - Establish an on-line mechanism to continually seek feedback from the public on customer service.
 - Provide library orientations, tours and presentations to groups coming to the library, and by using Outreach Services and specialized staff to bring library orientations out to groups in their communities.
 - Market and promote library collections through attractive displays in libraries.
- 7. Provide qualified, well-trained staff that reflects the diversity of the community.**
- Provide staff training, with an emphasis on customer service, health and safety and automation.
 - Encourage staff to apply for, and attend library conferences, and other work-related workshops.
 - Make changes to the library staffing structure, and the process for filling vacancies to ensure that the needs of the public are being met by the most qualified, well trained staff.
 - Continue to expand the opportunities for the use of volunteers in libraries to enhance existing services or develop new areas of service delivery.
 - Work with community partners to provide work experiences and practicum experiences.
 - Update the division's orientation program for new library staff.
 - Establish a performance appraisal system for all library positions.
 - Review job descriptions and update accordingly, including adding competencies.

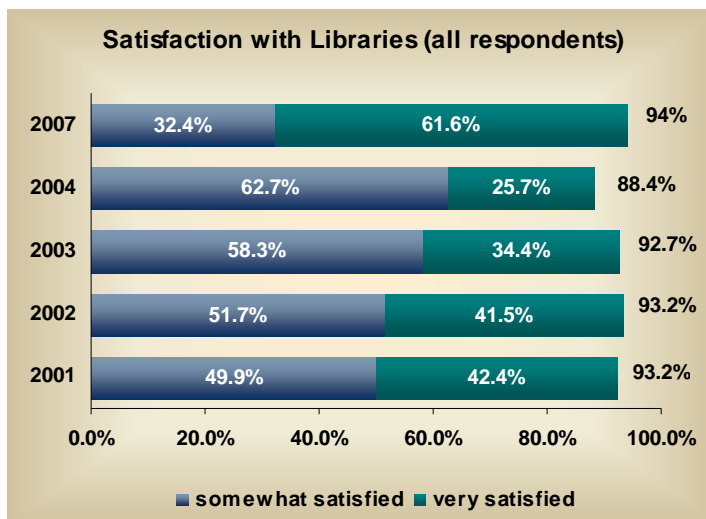
8. Provide collections, services and programs that are responsive to needs of Winnipeg's diverse communities.

- Provide outreach services to communities currently being underserved and in high needs areas.
- Establish advisory committees to better meet the needs of Winnipeg's diverse communities.
- Work with the Aboriginal community and Winnipeg's multicultural communities to enhance services, collections and programs.

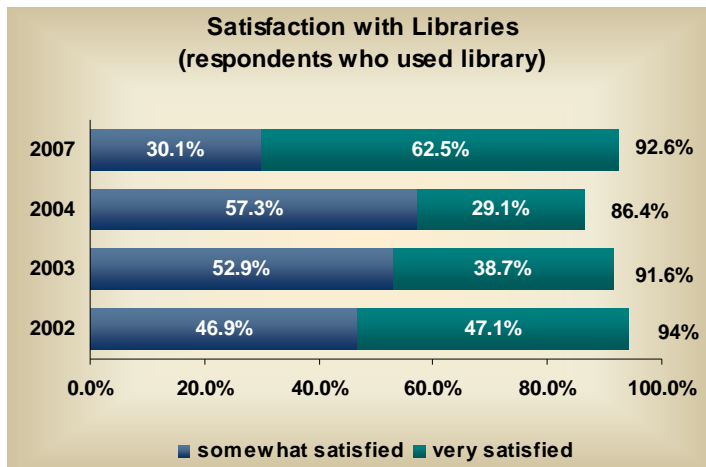
- Develop collections and programs in partnership with literacy practitioners and organizations to address EAL needs.
- Develop library promotional materials in key languages.
- Place collections of materials in various languages in branches based on community demographics.

Performance Information

CITIZEN SATISFACTION



Citizen satisfaction continues to be extremely high with 94% of respondents being satisfied with the libraries.



Citizens who use the library continue to remain very satisfied with library services.

USE OF SELECTED SERVICES:

Have you visited a library in the past 12 months?	2002	2003	2004	2007
YES	68.5%	67.2%	63.1%	58.8%
NO	31.5%	32.8%	36.9%	41.2%

Source: City of Winnipeg, CAO Secretariat, August 2007 Survey

These figures do not reflect the increased use of library services by Winnipeggers who have not visited a library, but have used its services via the Internet.

EFFICIENCY DATA

Description of Efficiency Metric	2002 ACTUAL	2003 ACTUAL	2004 ACTUAL	2005 ACTUAL	2006 ACTUAL
Salaries as a % of Expenditure	55.94	52.59	58.38	58	56.60
Materials Expenditure per Capita	\$3.94	\$3.91	\$3.90	\$4.07	\$4.24
Population Served per FTE	2,255	2,202	2,154	1,968	2,019

Salaries as a percentage of expenditure have remained relatively stable over the years.

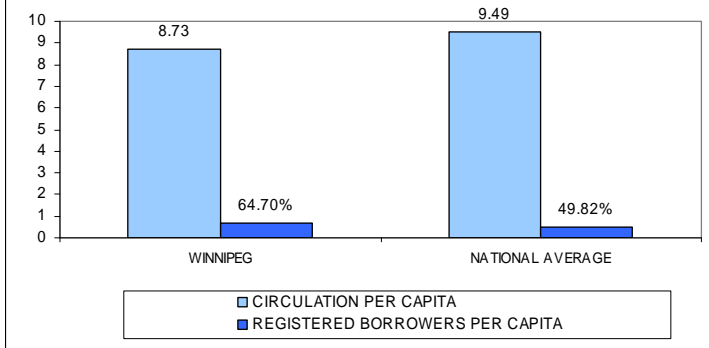
BENCHMARKING INFORMATION

The Canadian Urban Libraries Council (CULC) annually surveys Canadian public libraries (66 respondents) serving cities with populations over 50,000. The table below highlights some major indicators and rankings taken from the latest published survey (Canadian Public Library Statistics 2006).

CITY	POP.	POP. SERVED PER FTE	MATERIAL EXPENDITURE PER CAPITA	CIRCULATION PER CAPITA	REGULAR BORROWER/ CAPITA	SALARIES AS A PERCENTAGE OF EXPENDITURE
WINNIPEG	633,544	2,019	\$4.24	8.73	64.77%	56.80%
CALGARY	991,759	2,007	\$7.47	13.68	43.37%	68.99%
EDMONTON	730,372	1,878	\$7.13	13.02	47.47%	61.75%
HALIFAX	372,858	1,385	\$4.36	12.29	48.04%	72.66%
HAMILTON	504,559	1,539	\$4.85	9.46	49.23%	67.56%
VANCOUVER	584,601	1,135	\$7.73	17.30	63.87%	70.56%
AVERAGE (Out of 67 CULC Libraries)		2,106	\$4.67	9.49	49.82%	68.27%
Winnipeg's Ranking (Out of 67 CULC Libraries)		32	41	33	13	62

Note: Winnipeg's Canadian Public Library Statistics includes all Library Services Division expenditures as well as all expenditures attributable to the Community Services Department Internal Services Division budgets (i.e. Human Resources, Finance and Strategic Support).

BENCHMARKING- LIBRARY MATERIAL AVAILABILITY & USE (2006)



Winnipeg Library Services circulates 8.73 items (books, DVD's, magazines etc.) per capita, slightly lower than the Canadian average of 9.49 items per capita.

Over 64% of Winnipeg residents have a library card, as compared to the Canadian average of 49.82%.