



Read. Learn. Create. Deliver

VISION Toronto Public Library will be recognized as the world's leading library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful

MISSION Toronto Public Library provides free and equitable access to services which meet the changing needs of Torontonians. The Library preserves and promotes universal access to a broad range of human knowledge, experience, information and ideas in a welcoming and supportive environment.

Strategic Plan 2016–2019

Expanding Access, Increasing Opportunity, Building Connections

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1 ADVANCING OUR DIGITAL PLATFORMS

We will be a model of excellence in digital service delivery in the public sector, with digital platforms that offer a full range of services to Toronto communities and residents, and deliver exceptional customer experiences at every point of need.

GOALS

1. Remove policy barriers and redefine business processes to deliver more and better services online
2. Integrate our digital and branch platforms to provide a seamless user experience, with easy links to face-to-face support
3. Collaborate with public and private partners to drive innovation and improve service delivery
4. Create new digital tools and approaches to broaden public and user engagement.

OUTCOMES

- Torontonians have easy and convenient access to library service at their point of need
- Online and self-service transactions are easy to use and available when, where and how customers want and need them
- TPL is a leader in providing digital services with high public adoption and satisfaction levels

2 BREAKING DOWN BARRIERS TO ACCESS, DRIVING INCLUSION

We will break down barriers to access so that Torontonians from all walks of life have easy, local access to the library services they want and need

GOALS

5. Increase membership and use by addressing barriers related to fines and fees
6. Develop targeted marketing and outreach strategies to educate and raise awareness of relevant library services at the customer's point of need
7. Increase access to in-branch services and spaces through responsive service hours and new options to expand public and community space
8. Advance State of Good Repair projects to provide welcoming, well-maintained and efficient public space.
9. Support key City of Toronto priorities and strategies including Poverty Reduction, Youth Equity, Seniors and Middle Childhood.

OUTCOMES

- Toronto residents are more aware of library services relevant to them, at their point of need
- Policy framework removes barriers to access
- Toronto residents have easy and convenient access to services
- Library open hours are responsive to community needs and usage patterns

3 EXPANDING ACCESS TO TECHNOLOGY AND TRAINING

We will provide access to current and emerging technology, training and expertise to promote digital literacy and inclusion

GOALS

- 10.** Meet or exceed public expectations and demand for technology to support school, work and daily life
- 11.** Offer access to new and emerging technologies to support innovation, entrepreneurship and creativity
- 12.** Develop new partnerships to support access to emerging technologies, software and expertise.
- 13.** Increase access to one-on-one, group and outreach training and learning opportunities

OUTCOMES

- Torontonians have access to technology and training to support education, employment, entrepreneurship, health and wellness, government, civic engagement, and social inclusion
- TPL meets benchmarks and standards for the distribution of branch technology based on user needs
- Geographic equity of access to leading edge technology
- Public/private partnerships established to support access to emerging technologies and expertise

4 ESTABLISHING TPL AS TORONTO'S CENTRE FOR CONTINUOUS AND SELF-DIRECTED LEARNING

We will be the institution of choice for continuous, lifelong and self-directed learning, where Torontonians of all ages and at all stages can extend and enhance their education and access to information, both online and in neighbourhoods across the city

GOALS

- 14.** Offer broad access to experiential, collaborative, mentored and networking learning opportunities in response to the different ways people learn and the unique needs of local communities
- 15.** Build capacity to deliver elearning, and interactive distance learning services
- 16.** Support children and youth with enriched after school and out of school environments and programs for learning and discovery
- 17.** Help learners of all ages build competencies in multiple literacies

OUTCOMES

- Residents gain the knowledge, literacy skills and networks to enrich their education, work life and leisure experiences
- Participation in library learning opportunities reflects people of all ages including seniors
- Toronto residents have access to tools and instruments
- School age children and youth are better supported with enriched activities during after school hours

5 CREATING COMMUNITY CONNECTIONS THROUGH CULTURAL EXPERIENCES

We will provide access to a range of local and city-wide cultural experiences that engage residents and help them feel connected to their community

GOALS

- 18.** Create online and in-branch environments that connect neighbourhoods and communities, offering opportunities for partnerships, civic engagement and resident participation
- 19.** Connect creative communities with new technology to help them share their stories and cultures with other Torontonians
- 20.** Facilitate new ways for Torontonians to share their love of reading
- 21.** Build diverse collection in a variety of formats in response to changing community needs

OUTCOMES

- Toronto Public Library connects residents across the city through engaging cultural experiences
- Toronto residents have access to programs and activities to support and enhance diverse cultural experiences, especially locally and in their neighbourhoods
- TPL collections reflect the cultural interests and needs of a diverse Toronto population

6 TRANSFORMING FOR 21ST CENTURY SERVICE EXCELLENCE

We will transform the Library's capacity and culture to deliver exceptional customer experiences how, when and where our customers want and need them. Torontonians will benefit from a vibrant, revitalized, digitally-enabled, and efficiently-managed service.

GOALS

- 22.** Align our organizational structure and resources to advance our strategic plan goals, including service innovation, continuous improvement and sustainability
- 23.** Leverage digital infrastructures including cloud, business intelligence and social media technologies to efficiently deliver great customer service experiences
- 24.** Empower and equip staff with the training and tools to deliver future-focused services
- 25.** Support the Toronto Public Library Foundation in achieving ambitious fundraising goals
- 26.** Cultivate staff engagement opportunities with a 360 approach to input and feedback

OUTCOMES

- Residents have improved access to world class library service and customer experiences online, in library branches and in community locations
- TPL has the staff and resources to deliver strategic outcomes
- TPL staff supported with training and resources to deliver high quality programs and services