



Consultation Plan on the Proposal to Rename the Toronto Reference Library for Jane Jacobs

1. Goals

The consultation plan will provide the Library Board with information on the public response to the proposal to rename the Toronto Reference Library after Jane Jacobs. The goals of the plan are:

- to communicate the proposal to rename the Toronto Reference Library for Jane Jacobs;
- to communicate about Jane Jacobs and her contribution to the city;
- to provide the Naming Committee and the Library Board with information on public response to the proposal.

2. Target Audiences

The consultation plan will provide opportunities for residents of Toronto to provide input on the proposal to rename the Toronto Reference Library for Jane Jacobs:

External Audiences

- residents of Toronto;
- Library users and non-users;
- Library stakeholders;
- community partners.

Internal audiences

- Library staff: management, front line and support departments will need to be informed of the consultation plan.

3. Tools and Tactics

- backgrounder about the Toronto Reference Library, the proposal for renaming after Jane Jacobs and a brief biography of Jane Jacobs highlighting her contribution to Toronto will be developed and translated into ten languages;
- backgrounder, proposal for renaming and biographical information will be posted on the Library website, print copies will be distributed to library branches, and posted on the City's Civic Engagement website;
- the public will be invited to comment by providing an online survey translated into ten languages, an email address and a mailing address.

4. Tactics by Audience

Library users	<ul style="list-style-type: none">▪ backgrounder on the proposal posted on the TPL website and print copies available in library branches in ten languages with information on options to comment (online survey, email, mailing address)▪ online survey translated into ten languages posted on the TPL website
Non-users, stakeholders and community partners	<ul style="list-style-type: none">▪ backgrounder on the proposal to be posted on the City's Civic Engagement website in ten languages with information on options for the public to comment (online survey, email, mailing address)
Library Staff	<ul style="list-style-type: none">▪ backgrounder on the proposal in internal library publications with information about the options for the public to comment (online survey, email, mailing address)