



STAFF REPORT ACTION REQUIRED

Cisco Canada – Toronto Public Library Partnership

Date:	April 28, 2014
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report seeks Toronto Public Library Board approval for a proposed partnership between Cisco Canada and the Toronto Public Library. The partnership is designed to jointly explore and pursue opportunities that: foster citizen engagement, deliver operational efficiencies, extend library services, support innovation and reduce the digital divide. Specific initiatives would be developed to further the opportunities and be defined in agreements that would detail the scope of the initiatives, the division of roles and responsibilities, Cisco's funding and resource contributions and the Library's contributions.

This proposed partnership would further the Board's innovation agenda and Strategic Plan Goal #11: Partner to support service delivery and to improve services while keeping costs down. Some of the initiatives also have the potential to support the Library's programming planned for the TORONTO 2015 Pan Am/Parapan Am Games, another strategic plan objective for 2014 and 2015.

Based on exploratory discussions to-date, the Library and Cisco have identified the following initiatives of interest: TelePresence deployment in several locations to support live video dissemination of lectures, public and staff training; providing access to subject matter experts via TelePresence; interactive digital signage to assist with way finding and information services.

The partnership will be formalized in a Memorandum of Understanding (MOU) that sets out the parameters of the partnership.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1. approves the proposed partnership between Cisco Canada and the Toronto Public Library Board;

2. authorizes the City Librarian to enter into a Memorandum of Understanding (MOU) with Cisco, according to the terms and conditions outlined on pages 4 and 5 of the report; and
3. directs staff to report back on the specific initiatives resulting from the partnership.

FINANCIAL IMPACT

Approval of the proposed partnership with Cisco does not have an immediate financial impact, but the future partnership opportunities are expected to be operationally and financially beneficial for the Library. The financial impacts of the proposed partnership will not impact the 2014 budget beyond what is approved.

The Board-approved policies for procuring goods and services will continue to be followed in any partnership initiatives.

The Director, Finance & Treasurer has reviewed this financial impact statement and is in agreement with it.

ISSUE BACKGROUND

Cisco Canada approached the Library in 2013 about a potential partnership. The Library met with Cisco for exploratory discussions about the nature of the proposed partnership and the potential benefits and opportunities for both parties.

This proposed partnership would further the Board's innovation agenda and Strategic Plan Goal #11: Partner to support service delivery and to improve services while keeping costs down. Some of the initiatives also have the potential to support the Library's programming planned for the TORONTO 2015 Pan Am/Parapan Am Games, another strategic plan objective for 2014 and 2015.

In December 2013 Cisco Canada and the province of Ontario announced a 10-year agreement to invest in new research and development facilities in Ontario. In March 2014, Cisco Canada announced that it was establishing an innovation hub in Toronto. As part of its agreement with the province of Ontario, Cisco Canada is interested in partnering with public sector organizations to promote innovation. Cisco Canada approached the Toronto Public Library as a potential partner. Library staff have had several meetings with Cisco Canada to explore the nature of the partnership and to better understand the opportunities and benefits of such a partnership and whether it would further the Library's strategic plan.

COMMENTS

Goals of the partnership

The partnership is designed to jointly explore and pursue opportunities that:

- extend library services;
- support innovation and incubation;

- foster citizen engagement;
- reduce the digital divide;
- deliver operational efficiencies;
- provide access to Cisco's Canadian and worldwide network of experts.

Benefits of the partnership

With this partnership the Library would explore opportunities with technology that address and support the Library's core strategic objectives in ways that will enhance the library users' experience, improve services, reduce operating costs and provide public access to advanced technologies. The Library would have access to Cisco's Canadian and worldwide network of experts, university relationships and government affairs to broaden the reach and relevance of the Library in Toronto and beyond.

Cisco is seeking to continue its relevance and investment in the digitization of the City of Toronto; to showcase its products and services as it relates to impacting TPL's and the City of Toronto's innovation and productivity; to create worldwide solutions of excellence for TPL and other library systems; and provide TPL access to its network of experts.

Partnership opportunities

The following broad areas have been identified for further exploration if the partnership is approved. Specific initiatives will be identified in some or each of these solution areas and defined in agreements for demonstrable pilots and proof of concepts. The agreements will include (but not be limited to) the detailed scope of the initiative; the division of roles and responsibilities; Cisco's funding and resource contributions; and the Library's funding and resource requirements:

1. Public Programming;
2. Staff Development;
3. Revenue Generation;
4. Partnership with outside experts;
5. Extending the reach of the Library;
6. Improving communication with library users;
7. Operational efficiencies and facility management;
8. TORONTO 2105 Pan Am/Parapan Am Games activation.

Specific Initiatives

Based on the exploratory discussions to-date, TPL and Cisco have identified the following initiatives of interest to both parties:

- a. TelePresence deployment in minimum two and ideally four locations (both Digital Innovation Hubs plus two more locations) to test and support the value of video connectivity and content distribution between branches. Programming could include the live dissemination of Digital Innovation Hub content, lectures, public and staff training;

- b. Providing access to subject matter experts (from within Cisco or Cisco-partner colleges and universities) to share expertise via aforementioned TelePresence; as well as technical support and operational capabilities;
- c. Interactive digital signage to assist with way finding and information services.

Cisco is a Premier Partner to the TORONTO 2015 Pan Am/Parapan Am Games and TPL has received funding to provide programming at points throughout the City to engage citizens in the Pan Am/Parapan Am activities. Both the Poetry Slam and the Spectator Jam could utilize the TelePresence technology to extend the reach of the physical sites virtually, to connect poetry groups working in different parts of the city, and to connect athletes with communities outside of the official venues.

The nature of the partnership – Memorandum of Understanding (MOU)

The partnership will be formalized in a MOU that sets out the parameters of the partnership:

Background and description of the partnership

As described in the Issue Background section above.

Goals of the partnership

As described in the Goals of the Partnership section above.

Commitments and guiding principles

It is understood and supported by the Parties that mutually shared principles are essential for an effective partnership. The Parties will hold themselves accountable to the guiding principles and statements.

- Shared Vision and Principles – The Parties support the goals and objectives described in the MOU.
- Trust – The Parties will deliver their services reliably and honestly. The Parties can depend on each other to fulfill their commitments and act in good faith to advance the goals of the Partnership.
- Clear Communication – The Parties will adhere to decision-making and management processes that foster open communication and trust, that use clear language and design wherever possible, and that rely on dispute resolution processes that promote open debate and resolution. The Parties will communicate consistently throughout their working relationship.
- Inclusiveness – The Parties will establish structures that facilitate ongoing and effective participation of all stakeholders.

Partnership opportunities

As described in the Partnership Opportunities section above.

Process

Focusing on the goals, benefits and partnership opportunities mentioned above, TPL and Cisco will undertake the following process:

1. Explore the partnership opportunities with the identification of well-defined possible initiatives or proofs of concept that will provide tangible and measurable results for TPL.
2. Develop technology plans to support the prioritized initiatives in the identified partnership opportunities, with high level business justification.
3. Plan and implement initiatives and proofs of concept, to demonstrate and validate the hypotheses that resulted from the exploratory phases and selected partnership

- opportunities. For product-centric proofs of concept and initiatives that require investment by Cisco, necessary terms and conditions shall be agreed upon in a written agreement.
4. Leverage academic partners (e.g. co-ops) to measure and document the service/business results.
 5. Document and celebrate the findings and successes of initiatives and proofs of concepts, with intent to secure funding and start the process of broader deployments and implementation (procurement).

Responsibilities and accountabilities of both parties

- Uphold the guiding principles of the Partnership.
- Maintain open and ongoing communication (e.g., attend meetings, timely response to voice or e-mail).
- Provide notice of issues or concerns and/or changes to the Partnership in a timely manner.
- Ensure that each Party's management and Project staff are regularly informed about the Parties' commitments, achievements and responsibilities.

Responsibilities and accountabilities of TPL

- Provide staffing resources to investigate and pursue the partnership opportunities.
- To seek appropriate approvals for specific initiatives, in accordance with the Library Board's policies, most specifically, including but not limited to the Board's Procurement Processes Policy.

Responsibilities and accountabilities of Cisco

- Provide staffing and investment resources to investigate and pursue the partnership opportunities.
- Provide Cisco global resources and expertise, share access to Cisco's academic partnerships, and look for volunteers within the Cisco and Cisco partner community to support strategic initiatives.

Decision-making

- The Parties will be provided with reasonable notice of meetings. Meetings can be initiated and arranged by management of either Party.
- Each Party will send a representative to meetings who can effectively represent the Party.
- If decisions about the Partnership are required between meetings, an emergency meeting can be arranged and/or decision-making facilitated through telephone calls, e-mail or fax if both Parties agree and it is appropriate for the issue(s) being addressed.
- The Parties will each appoint a representative for the MOU and will provide contact information for the individual to the other Party.

Proprietary rights and confidentiality, conflict resolution, insurance, indemnification, term of the agreement, termination of arrangement, notice, survival, relationship of parties, governing laws.

These terms and conditions are based upon a Library template that has been reviewed by the Library's Purchasing Manager and City Legal.

CONCLUSION

This proposed partnership would further the Board's innovation agenda and Strategic Plan Goal #11: Partner to support service delivery and to improve services while keeping costs down. Some of the initiatives also have the potential to support the Library's programming

planned for the TORONTO 2015 Pan Am/Parapan Am Games, another strategic plan objective for 2014 and 2015.

It is recommended that the Board approve the proposed partnership between Cisco Canada and the Toronto Public Library Board, and authorize the City Librarian to enter into a Memorandum of Understanding (MOU) setting out the parameters of partnership and direct staff to report back on the specific initiatives resulting from the partnership.

CONTACT

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SIGNATURE

Jane Pyper
City Librarian