



12.

To: Toronto Public Library Board – March 29, 2004
From: City Librarian
Subject: **Advocacy Update**

Purpose:

To provide the Toronto Public Library Board with a progress report on the advocacy plan implemented February 2004.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Advocacy Update* report for information.

Background:

At the January 19, 2004 meeting of the Toronto Public Library Board, the following motion was endorsed:

04-14 (b) Public Consultation - Toronto Public Library Board's 2004 Budget Process

Moved by Councillor Davis, seconded by M. Brownstone, and carried:

That the Toronto Public Library Board:

- (1) *prepare a list of individuals or groups, both internal and external to the Library, that may have an interest in Library services and the Library budget;*
- (2) *develop methods to communicate with these interested individuals and groups as the Library progresses through the 2004 budget process; and*
- (3) *develop easy to understand materials to support advocacy efforts undertaken by community supporters, encourage deputations and mobilize support for the Library's budget.*

Comments:

The Library has completed the following.

Product	Tactic	Results to Date
1. Stakeholder letter (directs people to website)	1. Distributed to participants at Strategic Plan stakeholder roundtable meetings 2. Made available to Library volunteers, Friends	Complete. Complete. Library Friends have sent letters to councillors and Mayor.
2. Flyer (directs people to website)	1. Available on-line page 2 of TPL website 2. Posted in Library branches 3. For distribution by Friends, stakeholders, volunteers to their constituents	Complete. Complete. Complete.
3. Bookmark (directs people to website)	1. To be personally distributed by branch staff to all patrons borrowing books in March 2004 2. To be made available for pick-up at local branches	Distribution to branches initiated March 5; now complete. Website feedback indicates bookmarks effective at pointing people to website.
4. "Have Your Say" poster (directs people to website)	1. Distributed to branches for posting 2. Branch staff asked to distribute poster to local stakeholders including community centers, etc. 3. Distributed to City Councillors with requests to post in constituency offices (where they exist).	Complete. Complete. Complete.
5. Website Main page button "Have Your Say"	1. Directs people to calendar of deputations 2. Offers on-line opportunity for suggestions 3. TPL to collect and analyse all comments. 4. A selection of on-line public comments will also be posted on the website to generate further interest and comments.	Library has received 150 responses on the website (effective March 15) 95+% positive. Materials being made available to Board. Some respondents have indicating they are taking separate action to approach councillors themselves.

Product	Tactic	Results to Date
6. Canned article	For use in <i>Shelf Life</i> and other Library publications	Complete (Feb 2004 SL issue)

Other Actions:

The Library is responding to all those who submitted their views with a letter that includes a request to use their names and comments in additional publications.

Staff will bring back a report on existing advocacy training programs that may be suitable for consideration by the Library.

Conclusion:

The advocacy campaign, although still at an incipient stage, has generated public interest and allowed the Library to expand efforts at civic engagement.

Contact:

Suzanna Birchwood, Director, Marketing & Communications; Tel: 416-393-7214;
Fax: 416-393-7083; E-mail: sbirchwood@tpl.toronto.on.ca

Josephine Bryant
City Librarian

List of Attachments:

Not applicable.