

"Libraries are a vital part of a civilized city. Reading should be encouraged. It enriches one's life and also provides information."  
- Budget Consultation Survey

### KEY PRIORITY AREA: Books and Culture

| Goals  | Highlights   |
|--|--|
| Increase spending to build collections and improve access              | <p><b>Collections</b><br/>Downloadable eAudiobooks were expanded (35.3%) and eMusic and eVideos introduced so customers can access the material on their home computers and PDAs.</p> <p><b>Disability Aids</b><br/>Completed distribution of accessibility aids to branches with funding from TPL Foundation. Aids include: large print keyboards (115), hand magnifiers (63), desk lamps (30), and CCTVs (9).</p> <p><b>Ontario Time Machine</b><br/>In partnership with Hamilton Public Library and the Kingston Frontenac Public Library created Ontario Time Machine a virtual website populated with digitized books of Ontario's early heritage.</p> <p><b>June Callwood Lecture</b><br/>Developed and presented the inaugural June Callwood lecture series on April 26 at TRL with Mary Jo Leddy, Director of Romero House, hosted by Shelagh Rogers and performance by Molly Johnson.</p>   |
| Champion and promote reading; contribute to Toronto's literary culture | <p><b>Cultural Events</b><br/>Celebrated the 30 anniversary of Toronto Reference Library and the 100<sup>th</sup> anniversary of Yorkville, including the unveiling of a Heritage Toronto plaque at the branch. Participated in Nuit Blanche, Black History Month, Asian Heritage Month, Aboriginal celebration, Senior's Month, and other cultural events through programs, displays in branches and presence at cultural events in the City.</p> <p><b>Keep Toronto Reading</b><br/>TPL hosted a month-long celebration of reading in February. The Keep Toronto Reading website had 6,450 visits in February; a 21.6% increase over 2006 and 640 guests crowded the rooms at the Liberty Grand for the second annual Book Lover's Ball.</p> <p><b>TD Summer Reading Club</b><br/>47,971 children attended 1,227 programs in 2007; an increase of 5% in attendance and 9% in programs from 2006.</p> <p><b>Writers' Workshops &amp; Visiting Authors</b><br/>TPL co-hosted a number of writer's workshops and welcomed visiting authors in 2007 including Alexander McCall Smith.</p> <p><b>Book Clubs</b><br/>88 English language Book Clubs. 2 French book clubs. 3 Chinese book clubs (Albert Campbell District, Goldhawk Park, Fairview) BookBuzz had over 10,000 visits a month. Summer Reads Contest 128 posts in 2 months. Outreach book clubs/ tea and books established at 3 senior's residences. Teen book clubs expanded to 10 locations</p> <p><b>Writer-In-Residence</b><br/>Hal Niedzviecki reviewed 50 manuscripts, and led a Writers' Circle in his 4 month residency. Tim Wynne Jones led 6 workshops and received 35 manuscripts during a 2 month residency.</p> |
| Broaden Torontonians' access to the City's civic and cultural life     | <p><b>Theatre &amp; Arts</b><br/>TPL provides theatres, meeting rooms and art exhibit spaces to support and facilitate the City's civic and cultural life. Co-sponsored theatre projects and other cultural events regularly take place. Exhibits include displays of photographs, paintings, anime/manga and graffiti/mural arts produced by local artists.</p>   |

| Results                                      | Total                                 | % Increase |
|--|---------------------------------------|------------|
| Toronto Reference Library Program Attendance | 722 programs<br>23,488 # participants | 11%<br>45% |
| Summer Reading Club program                  | 47,971                                | 9.5%       |

## 2007 Achievements

"A community is judged by the quality of its library."  
- Budget Consultation Survey

### KEY PRIORITY AREA: Low Income Neighbourhoods

| Goals   | Highlights  |
|---|---|
| Provide library service that meets the needs of low-income neighbourhoods in identified areas | <b>Ready for Reading</b><br>All story time programs were aligned and Ready for Reading philosophy was incorporated into all preschool programs. Marketing materials were created for use in programs and workshops and presentations to community agencies. Collections were weeded and enhanced with relevant materials. Established the annual booklist <i>First and Best: Our Top Picks for Kids under 5</i> .   |
|   | <b>Kindergarten Outreach</b><br>The most successful year yet with 41,104 or 88.9% of students contacted. The benchmark of contacting 100% of schools in at-risk neighbourhoods (and 60% of other schools) was met or surpassed by majority of branches. The Outreach packages reflect Ready for Reading philosophy.   |
|   | <b>Shakespeare in Action</b><br>Increased participation with emphasis on expanding to priority neighbourhoods. 2,500 children played theatre games, created and acted in scenes at 24 branches in 2006-2007.  |
|   | <b>Wireless Expansion</b><br>Wireless service was expanded to more branches including locations with year-round Settlement service bringing the number of branches with wireless to 19.   |
|   | <b>Sun Life Financial Museum &amp; Arts Pass</b><br>MAP program available at 24 branches serving priority neighbourhoods in cooperation with 14 different venues including ROM, AGO, Gardiner Museum, Textile Museum, Ontario Science Centre.   |
|   | <b>Kids@Computers</b><br>Kids@Computers is the only program of its kind in North America that combines information literacy training with the donation of new computers provided by Toronto Social Services and support to its participants. In 2007, 10 TPL branches hosted 1,140 children participating in the program with 48 volunteers.  |
| Increase our contribution to community capacity building                                      | <b>City Neighbourhood Action Teams</b><br>Toronto Public library partnered with the City and other organizations by participating on 13 Neighbourhood Action Teams to integrate resources which will help strengthen communities. Successful events and programs include youth job fairs and training, community safety initiatives, information and tour guides to new neighbours and neighbourhood and needs assessment maps.   |
|   | <b>ServiceOntario at Libraries</b><br>This initiative enhances the delivery of government information by increasing the public awareness of government online information and services. Grant funding from the Ministry of Culture allowed 25 branches across the system to participate as ServiceOntario sites. Branch staff received training and promoted the service to their customers. Bandwidth was increased at 48 branches, as well as the main Internet pipe to provide faster Internet connection. |
|   | <b>Building Physically Active Communities Project</b><br>This project promotes walking for exercise to newcomers. Through Public Health and funding from Ministry of Health, 550 pedometers were placed in 12 branches which circulated 2,070 times.  |

| Results                   | Total                   | % Increase |
|---------------------------|-------------------------|------------|
| Kindergarten Outreach     | 9,240 new registrations | 13%        |
| User Education Programs   | 1,604                   | 5%         |
| User Education Attendance | 13,847                  | 24%        |

## 2007 Achievements

"The library is a center for all ages, cultures, disabilities and orientations. It is a place to find ourselves in other people's stories and experiences. It ignites art, culture and community. It is the definition of inclusion."

- Budget Consultation Survey

### KEY PRIORITY AREA: Newcomers

| Goals   | Highlights  |
|---|---|
| Contribute to the successful adaptation of newcomers to Toronto | <b>Library Settlement Program</b><br>Pilot year-round Library Settlement Program at 7 locations with 5,387 clients served. A successful evaluation initiated the expansion of the year-round Service to 12 more locations in 2008. Summer Settlement Services Program served 3,597 newcomers at 41 locations with 43 programs (4 of which were French). |
|   | <b>Canadian Urban Libraries Council</b><br>TPL co-hosted the first CULC conference on October 11-12, 2007. TPL presented on the Library Settlement Program. Keynote speaker the Right Honourable Adrienne Clarkson.   |
|   | <b>Your Library Video</b><br>Updated to add 8 additional languages: Bengali, Dari, Farsi, Gujarati, Hindi, Korean, Pashto, and Tamil. Total of 17 languages. Updated link to the video posted on <a href="http://settlement.org">settlement.org</a>   |
|   | <b>English Can Be Fun</b><br>ECBF is an outreach program to help newcomer children under the age of 13 to practice their English skills and learn about the services TPL provides. In 2007, 632 students in 24 locations participated.  |
| Help address the barriers to employment for immigrants          | <b>Job Search Classes Targeting Newcomers</b><br>TPL co-sponsored a number of programs in partnership with employment agencies to deliver a variety of employment sessions and workshops targeting newcomers.   |
|   | <b>ESL, Citizenship Classes, Conversation Circles &amp; Other Newcomer Programs</b><br>TPL expanded a variety of ESL classes and Conversation Circles in partnership with external organizations including TDSB, TDCSB, and Culture Link in branches throughout the City. This resulted in 11% increase in programs and 16% increase in attendance.     |

| Results  | Total                                  | % Increase |
|--|--|------------|
| Newcomers accessing Library Settlement Program | 4,764 newcomers served at 41 locations | 31%        |
| ESL Programs                                   | 472                                    | 5%         |
| Co-Sponsored ESL Programs                      | 1,453                                  | 11%        |
| Co-Sponsored ESL Program Attendance            | 71,114                                 | 16%        |

## 2007 Achievements

"The library provides an essential service/space vital to the whole development of individual community."

- Budget Consultation Survey

### KEY PRIORITY AREA: Youth

| Goals  | Highlights   |
|--|--|
| Create library services that address the needs of youth                        | <b>Library Registration Postcard</b><br>The pilot project was successful in providing access to service for patrons without proper address identification. Youth benefited from the use of the postcard system to support card registration and renewal.   |
|  | <b>Volunteer Transit Assistance</b><br>Pilot project to provide transit assistance to youth volunteers was completed and assessed: 5,349 tickets were issued to youth.   |
|  | <b>Card Registration Drives</b><br>TPL hosted card registration drives at Local Music Concert, Young Voices Conference, and at workshops in shelters and the Hospital for Sick Children.   |
|  | <b>Youth Advisory Groups (YAGs)</b><br>7 new groups for a total of 32 with increase of 43% in membership. Participants helped plan and run library programs and special events including drama clubs, talent shows, art exhibits, fundraising and other teen-oriented events. Humberwood branch YAGs produced the first issue of <i>Yo Mo</i> , a teen zine on RAMP.   |
|  | <b>TPL Online Presence</b><br>Teens represented nearly a quarter of the respondents to the Web Services Survey. RAMP was redesigned and added a <i>Books &amp; More</i> category with 37 teen film and book reviews received. New web presence on Facebook with 57 friends and MySpace with 900 views.   |
|  | <b>High School Outreach</b><br>TPL visited 735 classes and almost 20,000 students in 137 high schools. Due to this initiative, over 3,000 library cards were issued.   |
|  | <b>Local Music Concert</b><br>TPL hosted a Local Music Concert to showcase local Toronto talent. 4 bands played on Saturday November 3, 2007 and over 250 attended.  |
| Encourage youth to read  | <b>Youth Collections</b><br>Teen print increased in circulation by 20%, Graphic novels were introduced at TRL.   |
|  | <b>Literacy Through Hip Hop (LTHH)</b><br>LTHH uses popular culture as a means to engage youth in reading. The program was introduced at 6 locations aimed at youth in grades 6-8. A TD Financial Group co-sponsored program.  |
| Support youth in school, career development and employment                     | <b>Creative Development</b><br>TPL hosted 18 teen writer's workshops with 128 attending. TPL hosted reading and conversation circles for immigrant teens. TPL supported the creative development of youth by hosting the annual Young Voices Conference (125 attended) drama clubs, open mic nights, participating in student festivals and other teen-related events. |
|  | <b>Employment Preparation Support</b><br>Northern District hosted a volunteer/job fair; 21 agencies attracted more than 100 teens.   |
| Expand access to high quality volunteer experiences for youth through the city | <b>Youth Volunteers</b><br>Youth volunteerism increased by 36% to 2,025. 221 more youth volunteers in summer Leading to Reading, a 40% increase overall.   |
|  | <b>Youth Job Fairs &amp; Employment Training</b><br>TPL co-hosted a number of job fairs and training workshops aimed at youth looking for employment. Partnerships with youth organizations and Neighbourhood Action Teams in low-income neighbourhoods were successful in reaching local youths.  |

| Results              | Total                      | % Increase                      |
|----------------------|----------------------------|---------------------------------|
| Teen Circulation     | 901,326                    | 20%                             |
| Youth Volunteers     | 2,025                      | 36%                             |
| High School Outreach | 137 Schools<br>735 Classes | 104% of target<br>96% of target |

## 2007 Achievements

"Public library is a very valuable resource for everyone that lives in the community."

- Budget Consultation Survey

### KEY PRIORITY AREA: Operating Principles

| Goals  | Highlights   |
|--|--|
| Support the essential role of staff in achieving the Library's strategic objectives                            | <p><b>Key Programs</b><br/>2007 was an unusual year for Staff Training. Due to the implementation of the new ILS project and the City's cost containment measures, fewer courses were made available and less participation occurred than an average year. However, despite the challenges, 2,710 participants attended 165 sessions to support local branches and develop staff development.</p> <p><b>Staff Presentations</b><br/>Staff presented at a number of conferences and events promoting TPL programs and initiatives such as the CULC Conference and the Ontario Library Association Conference.</p>   |
| Preserve and maintain the legacy of public buildings and public space  | <p><b>TRL Capital Building Program</b><br/>Plan and develop the design for the Cultural Events Space at Toronto Reference Library.</p> <p><b>Branch Capital Building Program</b><br/>3 branches closed for renovation in 2006 remained closed in 2007 (Jane Dundas, S Walter Stewart, Bloor Gladstone) while an additional 3 branches closed for renovation and/or retrofit (Dufferin St.Clair, Thorncliffe Park, Main Street) and 1 branch relocated in the same mall (Woodside Square).</p> <p><b>Hours</b><br/>Branch hours were standardized across the City and 155.5 hours per week were added to 52 branches in accordance to the vision for the expansion of open hours developed and approved by the Library Board. 12 branches added an additional day of service.</p> |
| Ensure that the priorities of the Strategic Plan are reflected and integrated with the budget planning process | <p><b>Public Consultation - Buildings</b><br/>Public meetings, open houses and focus groups were held to consult the public on major renovations and building projects taking place at Jane Sheppard (107 attendees), Cedarbrae (226 attendees) and Cliffcrest (100 attendees).</p>  |