



# North York Central Library Temporary Closure Communications Plan

*Last revised November 30, 2016*

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## **OBJECTIVE**

- Inform Board, staff, key stakeholders and the public about North York Central Library's temporary closure and alternate service plans

## **AUDIENCES**

- External:
  - Library customers
  - Toronto residents
  - Mayor's office, City Councillor
  - NYCL community partners
- Internal:
  - Board
  - Union
  - Staff
  - Foundation and Friends

## **STRATEGY**

- Provide consistent, targeted information to each audience
- Communicate regularly as updates become available

## **KEY MESSAGES**

- Due to disruption caused by ongoing construction, the North York Central Library (NYCL) will close temporarily for approximately three months. The last day of full service will be Sunday, December 4.
- A pop-up location with limited service will open on the concourse level of North York Centre mall on Monday, December 12 for the duration of the closure. Customers will be able to return books, pick up holds, use free wifi and access a small browsing collection.
- Nearby library branches include [Bayview](#), [Centennial](#), [Fairview](#), [Locke](#) and [Northern District](#).

- Beginning Sunday, January 8 and for the remainder of the closure period, Bayview and Locke branches will be open on Sundays.
- We will post significant updates at [tpl.ca/nycl](http://tpl.ca/nycl). The public may also call 416-393-7131 for more information.
- We apologize for the inconvenience and thank you for your patience as we move ahead with renovation plans.

## **COMMUNICATIONS SCHEDULE**

<b>Action</b>	<b>Schedule</b>
<b>Staff Communication</b>	
Update email to NYCL staff re: closure, relocation plans	First email sent + ongoing
Daily update meetings with NYCL staff	Ongoing
Update email to all staff	Dec 1 + ongoing
Create FAQ as more information becomes available	Dec 1
<b>In-Branch Communication</b>	
Posters created and distributed	Nov 24
LCD screen	Nov 24
Outreach piece during closure period	Dec 5
<b>Public Communication</b>	
Update <a href="http://tpl.ca/nycl">tpl.ca/nycl</a>	Nov 24 + ongoing
Update hours & location page	Nov 24
Post info on <a href="http://tpl.ca">tpl.ca</a> homepage	Nov 30
News release to local media	Nov 29
Ad runs in North York Mirror	Dec 1
Email to: <ul style="list-style-type: none"> <li>- customers with NYCL (or nearby branches) as home branch</li> <li>- customers who have a hold set to pick up at NYCL</li> <li>- customers who have an item checked out from NYCL</li> </ul>	Dec 1
Include closure info in enews	Dec 7
Updates on social media	Ongoing
<b>Stakeholder Communication</b>	
Notify Board of all significant updates	Ongoing
Notify local Councillor & keep apprised of updates	Ongoing
Notify community stakeholders & keep apprised of updates	Ongoing
Communicate with Union	Ongoing