

Proposed Consultation Plan

Goals:

- To provide members of the public and the staff with opportunities to participate in the development of the strategic plan
- To build new public awareness of the Library's relevance, both present and future, among the Library's many audiences and potential audiences
- To understand patron priorities, needs and concerns
- To develop better strategies and products for meeting audience needs
- Friendraise: build awareness among a target audience of influencers and potential funders

Principles:

- TPL is committed to creating opportunities to promote participation by citizens and major stakeholders throughout the development of the Strategic Plan
- The consultation process is to be open, accountable and transparent
- An appropriate level of support should be available to stakeholders to facilitate their contribution to the process
- Information on the issue at hand should be easily and freely available so that people can be fully informed
- Library staff will actively report back to the community as to why decisions have been made, how community views have influenced the outcome and why certain views or ideas have been adopted.

Strategy:

The essential components of the strategy include:

- A clear outline of the goals and potential benefits of the strategic planning process for citizens, stakeholders and the Library
- Planned, publicized and easily accessible opportunities for citizens, stakeholders, and staff to be engaged and to provide input and feedback into the plan
- The use of other high-profile public discussions to lever the Library's strategic plan discussion, earned media awareness to lever public interest and reduce ad costs

Tactics:

The approach is to develop broad themes, then consult, revise, and refine these themes and determine issues. Both major public forums and regional stakeholder consultations will contribute to this process. Finally, local focus groups and customer panels will be asked to comment on the issues identified at previous meetings. (The detail and schedule for these tactics is shown in Attachment 2.)

1. **Public forums led by influential Torontonians.** A moderator led panel of 2 - 3 presentations by high profile opinion leaders on a designated theme, followed by an extensive Q&A session. Proposed topics are listed in Attachment 3.
2. **Stakeholder consultations.** A moderated roundtable discussion by invited stakeholders on a specific theme followed by audience Q&A. Themes will be refined based on input from the above-noted public forums. Mix advocates of varying stakeholder groups to develop broad understanding of the range of demand for library services.
3. **Outreach.** Additional feedback will be sought through orientation sessions with councillors, public focus groups, articles, information and feedback forms in our publications and on the website.
4. **Community meetings led by staff.** In the last phase of public consultation we will hold a series of community meetings across the City and create opportunities for staff to “champion” the Library’s plans and collect feedback from stakeholders. Included will be links to stakeholder websites, features in local media and organization newsletters, and distribution of information at Library programs.
5. **Stage staff forums** and discussion groups. The specific nature of staff consultation will be influenced by feedback from the Planning & Development survey of staff to be conducted during the summer months.

Key Public Messages:

- The Toronto Public Library is beginning a new three-year strategic plan.
- We are planning to start in the fall with public consultation sessions led by Library staff and influential Torontonians, followed by regional and local meetings.
- The Toronto Public Library wants public and staff input in order to continue delivering the best possible services to the people of this city.
- All the details of our planning will be made available in three ways: via staff at your local branch, on our website, and through our publications.

TARGET AUDIENCES

Stakeholder Group	Description	Areas of Interest	Outcome
Users	<ul style="list-style-type: none"> • Current users of the service 	Public service	<ul style="list-style-type: none"> • Increased awareness of the use of the range of services
Citizens	<ul style="list-style-type: none"> • Includes non-users 	Public service	<ul style="list-style-type: none"> • Encourages usage and awareness of services
TPL Foundation / Friends Groups	<ul style="list-style-type: none"> • Citizen volunteers • Merril, Osborne, ACD Friends 	Public	<ul style="list-style-type: none"> • Foster understanding of TPL's service priorities • Enhance fundraising ability
Community Partners	<ul style="list-style-type: none"> • Community based organizations 	All areas	<ul style="list-style-type: none"> • Awareness of service • Increased use
Media	<ul style="list-style-type: none"> • Local and city-wide, including print, TV and radio 	City-building, TRL as cultural centre	<ul style="list-style-type: none"> • Earned media promotes greater public awareness and involvement • Media reps to participate on panels • Media coverage of process and features stories on themes
Opinion Leaders	<ul style="list-style-type: none"> • Provincial and federal politicians • Leaders in the arts and education 	City-building	<ul style="list-style-type: none"> • Promote Library as a vital organisation to promote city-building
Educational Community	<ul style="list-style-type: none"> • Educators • Boards of Education • Schools/universities/colleges 	Skill development, reading, research, early childhood education, access to info	<ul style="list-style-type: none"> • Consolidate partnerships • Awareness of services
Potential Donors	<ul style="list-style-type: none"> • Patrons for the arts, philanthropists 	Legacy building, recognition	<ul style="list-style-type: none"> • Greater awareness of Library's relevance, and potential long-term financial support
City Council	<ul style="list-style-type: none"> • Councillors 	All areas	<ul style="list-style-type: none"> • Understanding of Key service strategies city-wide and at the ward level • Increased support
City Staff	<ul style="list-style-type: none"> • Staff in targeted departments • Urban Planning and Development • Community and Neighbourhood services • Parks and Recreation 	All areas	<ul style="list-style-type: none"> • Foster communication • Coordination of Strategic Plan with other city initiatives • Enhance profile for the Library
Library Staff	<ul style="list-style-type: none"> • Staff at all levels in the organization 	All areas	<ul style="list-style-type: none"> • Clear sense of direction • Enhance organization communication