

Adjustment of Branch Open Hours Communication Plan Update

Date:	December 14, 2009
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to provide an update on the communications plan for the adjustment of branch open hours approved by the Board in September 2009 that will be implemented in January 2010. Current in-branch and online communication tools will be used to convey the changes to the affected communities. The local councillors for these branches will be advised as well.

FINANCIAL IMPACT

The report has no financial impact beyond what has already been approved in the current year's budget.

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

DECISION HISTORY

The 2010 hours increases are a result of the capital funding approved by the City for the implementation of self-service check-out. The City of Toronto 2009 – 2013 Recommended Capital Budget and Plan approved funding for the Library to “begin installation of self-service check-out system with no operating costs in 9 libraries in order to increase hours of operation by 67.5 per week”. The Library Board subsequently adopted the Capital Budget on December 15, 2008.

At its meeting of September 21, 2009, the Toronto Public Library Board approved adjustments to branch open hours for 2010, following the successful implementation of self-service check-out in the approved branches. At that time, it was suggested that the communications plan include notification to local councillors.

ISSUE BACKGROUND

In September 2009, the Board approved adjustments to branch open hours for 2010 for Agincourt, Bridlewood, Cedarbrae, Fairview, North York Central Library, S. Walter Stewart, Steeles and Yorkville. These changes will be effective in January 2010 except in the case of Cedarbrae where they will be implemented when the branch re-opens after closure for renovation later in the year.

COMMENTS

The communications plan will focus on current in-branch and online vehicles. In the branches with new hours, signage will be posted advertising the new hours. The *Hours and Locations* flyer and *What's On* will both include the new hours. These publications are distributed throughout Toronto Public Library, and are the primary print resources for finding hours information. Online, the new hours will be made available on the website. The local councillors for these branches will be advised of the hours expansions.

CONTACT

Anne Bailey, Director, Branch Libraries; Tel: 416-397-5944; Fax: 416-393-7083;

Email: abailey@torontopubliclibrary.ca

Linda Mackenzie, Director, Research and Reference Libraries; Tel: 416-393-7133;

Fax: 416-393-7083; Email: lmackenzie@torontopubliclibrary.ca.

Linda Hazzan, Director, Marketing and Communications; Tel: 416-393-7214;

Fax: 416-393-7083; Email lhazzan@torontopubliclibrary.ca.

SIGNATURE

Jane Pyper
City Librarian