

FOCUS:

Engaging Toronto's Diverse Communities

Highlights

GOAL: Encourage participation in city life

Toronto Public Library expanded adult programs to engage residents in the civic and cultural life of the city and to celebrate the history of Toronto and its neighbourhoods.

Encouraging participation in civic life:

The fourth annual June Callwood Lecture series featured Sally Armstrong who gave an international perspective on moral courage using three examples: the women of Afghanistan, a child in Somalia and a doctor in Gaza. The lecture was one of many library programs on social issues.

The Library partnered with the City in Toronto Civics 101, a program for residents on the municipal governance process in Toronto. Urban Affairs staff helped organize the programs and provided resource lists of relevant materials for further study. A complementary user education program, Your City on the Web focused on increasing access to municipal information and programs.

With Toronto Public Health, the Building Physically Active Communities Partnership expanded by 10 locations to 28 branches to loan pedometers to the public.

Branches including Victoria Village, Leaside, Gerrard/Ashdale and Fairview participated in Jane's Walk; Victoria Village welcomed visitors for the last stop of the Victoria Village Community Walk; at Leaside, Jane Pitfield led a walk featuring the Leaside Branch's local history room and at Gerrard/Ashdale branch, staff participated in the walk and presented an overview of the branch's history, services and collections.

Encouraging participation in the cultural life of Toronto's diverse communities:

The popular Sun Life Museum and Arts Pass Program was expanded to all 99 branches with passes available for cultural venues including the Art Gallery of Ontario, the Bata Shoe Museum, and the City of Toronto's Historical Museums.

The Library participated in many cultural festivals including Asian Heritage Month, Black History Month, Nuit Blanche and offered programming in support of Holocaust Education Week.

North York Central Library hosted three programs to raise awareness of aboriginal issues and culture; the Native Canadian Centre provided an information session on First Nations in Toronto and the Doonooch Dance Company delivered a performance co-sponsored with Planet IndigenUs and Harbourfront.

Innovative programs celebrated the heritage of the city and its neighbourhoods including Toronto Seen and Unseen, a history of the city that might have been featuring building projects that were imagined but never realized; Annette Street Branch celebrated its 100th anniversary with a Heritage Toronto walk, a plaque unveiling, and the launch of the revised "The Most Attractive Resort in Town", and the renovated Bloor/Gladstone reopened to great public acclaim with 3,500 day one visitors; a historical plaque in a joint initiative with Heritage Toronto places the renovation in historical context.

Eglinton Square hosted a local history program on GECO, a World War 2 munitions factory that was located in Scarborough. The program drew an overflow crowd, and was followed by computer training for attendees who wanted to learn how to access the speaker's website.

GOAL: Promote greater participation in library programs and services

The Library approved a new Accessibility for People with Disabilities Policy to enhance access for residents; all Library staff received training on the related legislation; alternate format collections were assessed (audiobook, eAudiobook, Talking Books and large print) in consultation with the community.

2009 Strategic Plan Achievements

Highlights
Programming addressing the needs of persons with disabilities was expanded including two new book clubs for people with multiple sclerosis.
Expanded service hours were implemented at three branches, Jane/Dundas (3.5 hrs/week); St. Lawrence (10.5 hrs/week); and Urban Affairs (2.5 hrs/week).
The Library expanded its focus on readers' advisory through Book Buzz on the website, new adult story times at three branches; increased promotion and use of book club collections.
GOAL: Support Toronto's children in developing early reading skills
The Ready for Reading programming continued both in Library branches and the community. Storytime Outreach was offered to new groups including LINC ESL classes. 394 programs were conducted reaching 5,975 children and 4,122 adult participants. Ready for Reading established an important partnership with the Toronto Preschool Language and Speech Program (TPSL) piloting a storytime series for families on their waiting list. A French language booklist was developed to support Ready for Reading and Kindergarten Outreach.
Dial a Story continued to extend its multilingual users with the launch of 39 Urdu stories in July. The service was an immediate hit with 6,250 calls for Urdu stories between July and December. Service in existing languages was improved with additional stories in Polish, Mandarin and Italian.
The Kindergarten Outreach program was highly successful again this year with a 4% increase in participation. 42,780 students or 92% of classes were reached including 3 French schools with 179 students. 67.5% of kindergarten students have Library cards as of September 2009, a .7% increase over 2008; 16 branches in the City's north-west area highlighted the Kindergarten Outreach program with a Kindergarten Fair. All of the branches created special displays and held activities on October 24th that promoted resources and services for kindergarten age children, including guest entertainers, storytimes, contests, raffles and prizes. At Jane/Sheppard special guest Mother Goose Kris van Krieken created a show for the occasion called "My Magic Library Card."
GOAL: Support youth in their educational achievement as a foundation for success
Educational achievement of youth was supported through outreach and class visits. The High School Outreach focused on reaching all schools in priority neighbourhoods; 964 classes and 26,836 students were reached. 150 school classes visited Toronto Reference Library and North York Central Library with 4,500 students receiving instruction on how to use the Library to conduct research for school assignments.
Word Out! Teen Summer Reading promoted the fun and value of recreational reading. 40 branches directly participated and 1,961 teens registered, a 135% increase in registrations over 2008. In addition the new Word Out! Website drew 5,291 visitors, mostly from Canada, but a few from as far away as Sri Lanka and the Philippines.
The Kennedy/Eglinton branch reopened with a new teen zone and an innovative ProTech Media Lab for youth launched with the help of local youth advisors; 21 programs between August and December were offered with 173 participants and an additional 1,669 visits.
The Transitional Intervention Program for Suspended Students (TIPSS) continues to be a highly successful partnership for TPL and the Toronto Catholic District School Board. The majority of suspended students choose to participate and some students have gone on to join a YAG and/or train as Leading to Reading volunteers. The province is considering this program as a model for wider implementation. In 2009, visits increased by 38% to a total of 1,425. The TCDSB held a recognition event to acknowledge the contribution of TPL to the success of this important program. It was nominated for the Ministers Award for Innovation by the Ministry of Tourism and Culture.
At Fairview the Library continues to partner in a variety of initiatives. Three student volunteers tutored at-risk Don Valley Junior High students, helping them build skills to grade level. This partnership with Don Valley JHS ran for one day a week, throughout July and August.
GOAL: Engage our youth in ways that are meaningful to them, with emphasis on leadership skills and social integration
Programs address the unique needs of newcomer youth; for example, the Newcomer Youth Orientation Week (NOW) was offered in partnership with Citizenship and Immigration Canada and local settlement agencies to assist

2009 Strategic Plan Achievements

Highlights		
newcomer students in making a successful transition to new high schools. 20 branches hosted the students for a day; 1028 students, peer leaders and accompanying adults attended and 388 Library cards were issued.		
The Library has an increased focus on intergenerational programming. The Joint Internet Mentoring (JIM) Program, an intergenerational program piloted at Richview with a New Horizons for Seniors grant, was implemented at other locations. The Weaving Memoirs program at Albert Campbell branch brought youth and seniors together to create online memoirs. The Writing Connections Project, funded by a New Horizon's grant of \$10,000 ran three life-writing courses for 32 seniors at Albion and Rexdale branches and Thistletown Community Centre. Five local youth were involved in putting the stories into booklet form.		
Leadership skills are developed through Youth Advisory Groups at branches throughout the city. At Centennial programs such as Shakespeare Fight Club, employment workshops, video tournaments and comedy workshops draw crowds of at risk youth.		
Programs in partnership also support leadership skills; for example, the Evelyn Gregory Branch co-sponsored the Youth Empowerment Program, a youth leadership program delivered in partnership with a local youth organization For Youth Initiative (FYI). The weekly program started in fall 2009 with a total of nine sessions and a total attendance of 106 by year's end. At nearby Jane/Dundas Branch, a partnership agreement with Four Villages Health Centre brought a weekly youth leadership program to that branch with a total of 13 programs attended by 99 youth. Both programs will continue in 2010.		
GOAL: Enhance older adults' quality of life and access to lifelong learning		
There has been a significant expansion in Library programs offered for seniors which increased in total numbers by over 55%. North York Central Library hosted 247 book and film discussion groups, lifelong learning and entertainment programs for older adults with over 7,000 in attendance. Deer Park Branch also offered a number of programs including a retirement series for active older adults on Finance, the Arts and the Mind.		
Technology programs engage seniors in the online community which is barrier free; ten new user education programs were created in the TPL @ Your Fingertips series on topics of interest to older learners such as Blogger, Career & Job Search, Consumer Reports and Facebook.		

Results	2009 Total	% Increase (Over 2008)
TD Summer Reading Club	28,308	-16.3%
Youth Programs	3,164	13.0%
Youth program attendance	73,969	24.2%
Seniors Programs	814	55.3%
Seniors Program Attendance	11,617	27.1%

2009 Strategic Plan Achievements

	<p style="text-align: right;">FOCUS: Addressing the Growing Income Gap</p>
	<p style="text-align: center;">Highlights</p>
<p>GOAL: Address the needs of vulnerable individuals and neighbourhoods, working in partnership with others</p>	<p>Toronto Public Library supported residents during the recession and was a significant partner in the City's Toronto Helps campaign. There was a 35% increase in employment-related programming serving 6,000 people. An additional 35,000 new books on jobs and careers were purchased; an average of 270 website visits per day were made to the Career and Job Search help site and there was a 12% increase in use of Library workstations.</p>
<p>Employment Support</p>	<p>All branches focussed on employment services; for example, the North York Central Library delivered 59 job search-related class visits and/or workshops that were attended by over 1,100 people. Toronto Reference Library delivered 94 job search training sessions with 750 people in attendance.</p>
	<p>The Library hosted or participated in a number of job fairs; for example, the Community Connections, a working group of employment service providers, planned and implemented a Career and Job Fair in October 2009 at the Etobicoke Civic Centre, featuring employer and service exhibits, employment workshops, resume critique service and online application centre. The event drew an audience of 700 job seekers. Other members of the working group include Toronto Employment and Social Services, Humber College, VPI, JobStart and PTP.</p>
<p>Newcomers</p>	<p>The Library Settlement Partnership (LSP) expanded from 12 to 18 branches; services were offered in 23 languages, including Sinhalese, Katchi, Tagalog, Nepalese/Nepali, Pashto and Punjabi; 11,303 newcomers accessed the program and 533 workshops were delivered on a variety of topics, including employment, housing and health.</p>
	<p>TPL was involved in the TRIEC mentoring partnership with 13 directors and managers participating as mentors for newcomers; in the first round there was a 70% employment rate for newcomer mentees completing the program, which is higher than the 40-50% success rate by business partners.</p>
<p>Youth</p>	<p>The Teen Fines Forgiveness Coupon Campaign was offered in the fall; 40% of the coupons were redeemed in City and Library priority neighbourhoods and 20%, or 840 coupons redeemed resulted in card renewals.</p>
	<p>Youth programs were offered in priority neighbourhoods; for example, the Big Day Out was an excursion day camp for 540 youth age 8 to 13 from the Jane/Finch community. The three, two-week camps took participants on outings around Toronto highlighting arts, culture and career opportunities. York Woods branch co-sponsored Big Day Out with World Literacy of Canada and provided library and computer training for the camp counsellors during the pre-camp staff training and for campers during each camp session. Campers documented their trips through writing and photography and their work was published in the Big Day Out publication, distributed to participants, libraries and schools in the community.</p>
<p>Outreach</p>	<p>The Library was an active partner in the City's Neighbourhood Action Teams and Local Immigration Partnerships. For example, the Library supported the development of the Fairview Interagency Network and the Bathurst Finch Network to identify community needs, develop joint programs and share information. These networks and others contributed to the research of the City's thirteen Local Immigration Partnerships.</p>

2009 Strategic Plan Achievements

GOAL: Focus on supporting literacy and educational goals for adults

The Library offered a range of formal and informal English as a Second Language programs throughout the City. Toronto Reference Library offered 70 class visits and orientations to 923 newcomers, 26 newcomer and English Conversation Circle programs were offered for 507 adults. North York Central Library provided 16 English Conversation Circles for 120 youth, 36 adult English Conversation Circle sessions for 1,012 attendees, 187 ESL classes for 17,261 students, 25 ESL class visits and 16 citizenship classes.

The Library offers a range of programs to support literacy and is investigating new models. For example, in the Barbara Frum area they are working with literacy agencies to meet the needs of at risk youth.

Results	2009 Total	% Increase
New Registrations	161,857	0.1%
Literacy Programs	968	4.1%

2009 Strategic Plan Achievements

	FOCUS: Expanding Access to Technology and Online Services
--	---

Highlights

GOAL: Create an outstanding virtual library branch

A new beta version of a newly designed website with enhanced search capability integrating collections, e-resources, programs, Library blogs and Internet content; the website incorporates Web 2.0 features and the beta site provided opportunities for user and staff engagement and input.

Downloadable e-content, including e-books, e-audio, and e-videos increased 88%; in 2009 151,367 e-titles were borrowed compared to 80,432 in 2008.

GOAL: Ensure access to technology for all

The Library became Toronto's first and foremost location to access public wireless service with all 99 branches offering wireless by year end. The Library continues to have a critical role in addressing the digital divide.

Providing access to computers continues to be an important role in addressing the digital divide. The new Jane/Sheppard Branch opened with a laptop lending pilot project that has greatly extended community access to computers in the branch. Through the branch renovation process and the laptop lending pilot, the branch opened with 18 more public computers than it had in its former location.

User education extends access to technology; to support user education, Facebooks accounts were piloted in each Le@rning Centre as tools for demonstrating and instructing users on Web 2.0 tools.

Laptop stations were introduced at Richview and Eatontown as a convenience for laptop users in the Library. These popular workstations consist of counters or tables that have been retrofitted with access to electrical power. They were created in response to customer demand for plug in access.

16 new digital microfilm scanners were installed in public service departments at Toronto Reference Library and North York Central Library.

GOAL: Build virtual content

25,000 images were added to TPL's digital collections website extending access to the Library's collection.

11 virtual exhibits are available on the TPL website; four exhibits were devoted to celebrating Toronto's 175th anniversary.

The Toronto Reference Library digitized 2,000 books from the Baldwin collection extending access rare, primary source material about Canadian history.

New blogs were featured on the Library's website including: Services for Newcomers, Career and Job Help, Readers' Advisory Business and Personal Finance; Health and Wellness; and the Performing Arts Blog featuring upcoming theatre auditions in Toronto.

Book Buzz, the online book club, completed a stellar year with very active discussion forums, an average of 10,441 page views per month and a regular growing membership averaging 23 new members per month. There are now 1147 registered members in total. The Summer Reading Contest on Book Buzz drew a record 1017 posts for the months of July and August, with extremely active participation, successful both in terms of quality of content and the intergenerational exchange among participants.

Blogs are also used to support staff training and networking across 99 branches; for example, the Programming Sparks, Blog in features news, updates, tips and training on adult cultural programming to support staff engagement and networking.

Results	2009 Total	% Increase
Workstation Users	6,130,523	11.5%
Wireless Internet Sessions	677,364	20.4%

2009 Strategic Plan Achievements

	<p style="text-align: right;">FOCUS: Supporting Creativity and Culture</p>
Highlights	
<p>GOAL: Support city-wide and local cultural expression</p>	
<p>TPL expanded its focus on literary programming through Keep Toronto Reading, One City, One Book and the Eh List, Guess the Giller and other events. Related programming was offered in branches throughout the City. Keep Toronto Reading events at North York Central Library, for example, included an Anime Bash; Blue Spruce and Silver Birch awards celebrating the best in Canadian literature for children and youth; and other programs; Keep Toronto Reading Events at the Toronto Reference Library included Lit City; literary lunches, Heights of Fashion and a Wine Tasting in support of the Osborne Collection of Early Children's Books. The Eh List promotion of Canadian books expanded author programs throughout the City.</p>	
<p>The Toronto Reference Library hosted the Canada Reads program and the Toronto Book Awards.</p>	
<p>Writer-in-Residence programs provide support for emerging authors. Gail Bowen was the mystery writer in residence at the Toronto Reference Library. She reviewed manuscripts and offered programming. Deborah Cooke was the Romance writer in residence at the North York Central Library. She reviewed 35 manuscripts, seven written reports, held 22 meetings with residents who submitted manuscripts, hosted two programs with 135 attendees and was a featured author on Book Buzz, the Library's readers' advisory webpage.</p>	
<p>Various branches participated in Doors Open. Highlights included:</p> <ul style="list-style-type: none">○ S. Walter Stewart's Doors Open, featuring Philip Carter, and author Vincent Lam;○ Beaches hosted two architectural walking tours, starting with a tour of the branch, led by Barbara Weissmann. Glenn and Jean Cochrane's book talk featured community stories about the neighbourhood and the library, taken from: <i>The Beach: An Illustrated History from the Lake to Kingston Road</i>;○ Dufferin/St. Clair's Doors Open featured local poet, Gianna Patriarca, who read a selection of her works focusing on a theme of "neighbourhoods in Toronto";○ Lillian H. Smith, featured a walking tour of Kensington Market;○ City Hall participated as part of Lit City, a celebration of Toronto's 175th anniversary and an exhibit featuring 30 years of the Toronto Book Awards;○ Jane/Sheppard, as TPL's newest building, participated in Doors Open and gave many people tours of the new building.	
<p>Local author, library fan and 2009 Giller Award nominee Kim Echlin was selected to have her interview for the Giller Awards broadcast filmed in the Beaches Branch on October 16. The interview aired on Showcase and CTV on November 10 and other dates, and highlighted the branch very favorably.</p>	
<p>The Library supports Toronto's local music scene through concerts featuring new artists. Make Some Noise, the Library's local music concerts continued: Katie Stelmanis gave an "after hours" music concert at Bloor/Gladstone; over 300 people attended, most were between the ages of 25-39 and many were new to the Library.</p>	
<p>The Library supports visual artist; 114 local artists exhibited at 11 prime branch locations as part of Toronto Public Library's Art Exhibits program.</p>	
<p>Caravan of India is a new mural painted on the lower facade of the event platform at the Gerrard/Ashdale Branch, located in the heart of Little India. Sponsored by the Gerrard India Bazaar BIA, the mural was unveiled at the annual Festival of South Asia, and reflects the Indian subcontinent using richly painted images linked together in a caravan procession. The artist, Shayona Panth, is a local Toronto portrait artist, muralist and decorative painter.</p>	

2009 Strategic Plan Achievements

Highlights
Morningside partnered with the Cedar Ridge Cultural Centre to create a mural painted by youth in the children's area of the library. Art from the Cultural Centre is also being displayed in the library.
<i>Build the Library's role in providing original and accessible cultural programming</i>
People of all ages in the Jane/Finch community came out in support of using POL funding to create an Arts Hub at the York Woods Library. The project is a partnership of individual artists and performing arts groups in the Jane/Finch area, Toronto Public Library and the City of Toronto, all of whom want to be part of creating a vibrant and exciting community space where artists and mentors can gather and network and groups can rehearse and showcase their work.
Partnerships extend the range of services we offer to the French-speaking community. A new partnership with the National Film Board increased the number of film programs we are able to offer. Partnerships were also ongoing with CinéFranco (Film Programs), Communication Jeuness (children's author visits), Centre Francophone (Bilingual Conversation Circle, SEPT, Francophone week, Black History Month celebration).
Riverdale participated in the official opening and dedication of the "Zhong Hua Men Archway" by displaying archway posters, a model and books and providing programming with a high profile tent, book sale and children's events.
The launch of the Bram and Bluma Appel Salon positioned Toronto Reference Library as a major cultural destination in the City with engaging programming delivered in partnership. For example, the Stratford Shakespeare Festival and the Toronto Reference Library jointly hosted a series of free public lectures featuring Jill Levenson, Alan Somerset, Philippa Sheppard, and Alexander Leggatt discussing the four Shakespeare plays being performed in the 2010 season.

Results	Total	% Increase
Circulation	31,271,072	4.9%
French Circulation	358,809	7.61%
Programs	27,862	5.31%
Program Attendance	750,200	9.31%

2009 Strategic Plan Achievements

FOCUS:

Supporting a Sustainable Library

Highlights	
GOAL: Promote environmentally sustainable practices	
The Library established a Green Strategy Task Group to promote green office practices including reducing printing, eliminating bottled water at Library sponsored events, and green procurement.	
Reading gardens were established at Highland Creek and Taylor Branches. Outdoor programming was introduced at these locations.	
TPL partnered in the City's green initiatives; for example, Toronto Parks and Trees Foundation BULBS (Better Urban Landscapes through Bulbs) program. Fairview received 300 daffodil bulbs from High Park, which were then planted by community members at the branch. Fairview also received grants from Clean and Beautiful and Walmart Evergreen.	
GOAL: Engage in leadership and advocacy for the essential role of the public library in the community	
TPL supported the growth and profile of the Federation of Ontario Public Libraries and supported advocacy efforts focussing on the enhanced role of public libraries during the recession and public libraries' contribution to literacy.	
The Library supported the Ontario Library Association through active participation on a number of committees, presentations at the annual conference and hosting a popular tour of TPL branch renovations with over 100 participants.	
TPL supported the Toronto Public Library Foundation to support the re-vitalize campaign for the Toronto Reference Library and other fundraising initiatives to enhance and extend the reach of library services.	
GOAL: Ensure sustainability of the budget, staff resources and infrastructure	
Budget	
Achieved \$4.3 million from the Federal Infrastructure Stimulus Fund to advance the multi-branch state of good repair projects including Fairview, North York Central, Northern District, Agincourt and Richview and \$3 million in funding for the Toronto Reference Library.	
Ensured the 2009 operating budget incorporated key strategic plan initiatives and addressed ongoing sustainability.	
Staff Resources	
A succession strategy was initiated to identify key positions and staff to participate in development opportunities.	
The Library employed a Diversity Manager, conducted an organizational assessment, research and environmental scan of diversity planning across other organizations.	
A comprehensive staff training program was undertaken including a tuition reimbursement program to support continuing education, the introduction of two new staff awards through funding from the Foundation, conference attendance and an internal training program which delivered 160 sessions with attendance of over 3,074.	
Staff training programs supported areas of strategic focus. For example, 80 staff attended TPL's first conference on Community Engagement. Staff learned about contemporary community development concepts and were introduced to the new document, Toronto Public Library's Approach to Outreach and Engagement in our Communities. Staff also received self-directed training on web 2.0 technologies; ebook technology and roving reference piloting the use of netbooks to provide on the floor support to users.	
Infrastructure	
The Library completed a state of good repair audit to address the future sustainability of the Library's infrastructure.	
Renovations were completed at Bloor/Gladstone, Jane/Sheppard, and Kennedy/Eglinton which included the Pro-Tech Media Lab; advanced renovation projects at Thorncliffe, Cedarbrae, the Toronto Reference Library and through the multi-branch state of good repair program with strong recognition for the architectural quality of	

2009 Strategic Plan Achievements

Highlights
renovations.
Introduced RFID technology at nine new branches for a total of 19 locations.
Achieved enhancements to bandwidth at a number of branches and achieved wireless internet service at all branches.