



STAFF REPORT INFORMATION ONLY

22.

Bookmobile Schedule – 2015

Date:	June 22, 2015
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to provide a summary of the annual staff review of bookmobile service, including new outreach initiatives and the new bookmobile schedule that will be fully in effect in July 2015. One new stop was introduced in late 2014 and made permanent in February 2015.

The new schedule takes effect July 2015 and includes 28 permanent stops, all of which are weekly. Library staff have contacted local City Councillors and advised customers affected by the changes. A map of the bookmobile stops is provided in Attachment 1.

The successful Family Shelter Outreach initiative will continue to provide service to residents who are underserved and experience barriers to library service. By the end of 2015, a total of eight shelters will have participated.

Bookmobile service continues to provide a flexible and timely response to changing community needs. As community demands shift, the scheduling and location of stops can be changed to provide service where the need is greatest.

FINANCIAL IMPACT

There is no financial impact to this report.

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

ISSUE BACKGROUND

Toronto Public Library currently operates two bookmobiles that provide library service at 28 permanent weekly stops across the city. Service is targeted to populations including young children, seniors and newcomers who face barriers to accessing local branches. In October 2014, a temporary bookmobile stop was established at Taylor Massey on a trial basis. The

stop was subsequently made permanent in February 2015.

Bookmobile stops are reviewed annually to determine overall performance. The evaluation of stops is based on performance in terms of circulation per hour. In evaluating any potential changes and additions, consideration is also given to at-risk neighbourhoods. The location of a bookmobile stop within a neighbourhood is important to the success of the stop. The presence of a community focal point that draws potential customers from throughout the neighbourhood is ideal.

Outreach to Family Shelters was implemented in September 2014 to reach individuals who experience barriers to library service and to offer library programming to an underserved group. The Bookmobile and a librarian from the local branch visit the facility to provide the residents with an opportunity to learn about library services and enjoy literacy-based programming. This was a collaborative pilot project between Mobile Library Services and Branch Libraries. To date, four homeless shelters whose mandate includes the provision of services to women and their children have participated

COMMENTS

Review of service changes to the bookmobile schedule are outlined below and address issues identified in the annual review. The current schedule includes 28 permanent stops, all of which are weekly. Total weekly service hours remain the same as the 2014 schedule at 41.25 hours per week. Library staff have contacted local City Councillors and advised customers affected by the changes. A number of adjustments were made to the schedule in 2014; only minor changes are being implemented in 2015.

New Stop

Taylor Massey (Victoria Park Avenue and Crescent Town Road) was introduced in response to a need identified for library service in this apartment building community, which is bordered by Massey Creek and Dentonia Park to the north and south and Dawes Road and Victoria Park Avenue to the west and east. Following a trial period from October 2014 to January 2015, this stop became permanent in February 2015. The stop is located next to Crescent Town Elementary School.

Family Shelter Outreach

From September to November 2014 the bookmobile partnered with staff from local libraries to visit two shelters, Ernestine's Women's Shelter (Albion and Kipling area) and Birkdale Residence (Ellesmere and Midland area) on alternate Thursday evenings. Building on this successful outreach, service was expanded to include two additional shelters from February to May 2015: Family Residence (Kingston and Galloway area) and Beatrice House (Caledonia and Rogers area). The shelter visits take place each Thursday evening on a rotating basis. This program will continue through 2015 with a total of eight shelters planned to receive visits.

CONCLUSION

The new bookmobile schedule provides for service at 28 weekly stops throughout the city, including the new stop at Taylor Massey.

The successful Family Shelter Outreach initiative will continue to provide service to residents who are underserved and experience barriers to library service. By the end of 2015, a total of eight shelters will have participated.

Bookmobile service continues to provide a flexible and timely response to changing community needs. As community demands shift, the scheduling and location of stops can be changed to provide service where the need is greatest.

CONTACT

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SIGNATURE

Vickery Bowles
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ATTACHMENT

Attachment 1: Bookmobile Stops as of July 2015 Map