

August 7, 2015

Mr. Peter Wallace
City Manager
City of Toronto
11th Floor, East Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Mr. Wallace:

On behalf of the staff and Board of the Toronto Public Library, please accept our congratulations on your appointment as City Manager. We look forward to working with you to support Council directions and to advance the City's strategic interests.

By way of introduction, Toronto Public Library is the world's largest and busiest urban public library system. The important role of public libraries cannot be underestimated. The Toronto Public Library:

- fosters literacy and a love of reading as a first priority;
- supports lifelong learning as fundamental to economic prosperity, social cohesion and civic engagement;
- positions Torontonians to succeed in a global knowledge economy;
- provides responsive services and promotes a shared sense of ownership and responsibility for the efficient use of public funds and resources with staff, service partners and the public through effective stewardship and a culture of continuous improvement.

In 2014, more than 18 million people visited the Toronto Public Library, circulating over 32 million items. Virtual visits of more than 29 million included visits to the Toronto Public Library website for 24/7 access to a wealth of information. In 2013 - 2014, areas of growth included demand for e-books, e-magazines and other e-content, which increased 65.7% and for access to in-branch and wireless technology, which grew 28.9% (see Attachment 1).

The Library commissioned the Martin Prosperity Institute, part of the Rotman School of Management at the University of Toronto in 2013 to conduct the first ever Canadian study to measure the Toronto Public Library's economic impact on Toronto (see Attachment 2). The results clearly demonstrated that the Library delivers a strong return on investment through the delivery of library services that enhance Toronto's competitiveness and prosperity and contributes to a better quality of life for all. Considerable data was culled from the study, most notably, the Toronto Public Library creates over \$1 billion in total economic impact. For every dollar invested in the Library, Torontonians receive \$5.63.

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Office of the City Librarian

In the final year of Toronto Public Library's 2012 - 2015 Strategic Plan, *Read. Learn. Create. Deliver.* (see Attachment 3), the Library is looking to the future and creating a new strategic plan to guide library service for the period 2016 - 2019. Development of the plan includes extensive consultation with residents, community and private partners, City councillors and staff. The new plan will align and support City initiatives, including the Poverty Reduction Strategy, Toronto Strong Neighbourhoods Strategy 2020, Youth Equity Strategy, Middle Childhood Strategy, Toronto Newcomers Strategy and the Toronto Seniors Strategy.

The strategic planning process is energizing and exciting. It is an opportunity to understand residents' needs and priorities for service, to plan the future of Toronto Public Library and strengthen its contribution to the quality of life and economic vitality of Toronto and its neighbourhoods.

I look forward to meeting with you to share our vision and emerging plan, and to hear your ideas about the future of Toronto and the role the Library can play.

Finally, I am pleased to provide you with a copy of What's On (see Attachment 4), a guide to programs and events at Toronto Public Library in July and August 2015. The Library offers hundreds of free programs, classes and events taking place at branches across the city all year-round.

Sincerely,

A handwritten signature in black ink that reads "Vickery Bowles." The signature is written in a cursive, flowing style.

Vickery Bowles
City Librarian

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Attachments 1 – 4: Not included in the Communications report for the September 21, 2015
Board meeting