



BUILDING MARKHAM'S FUTURE TOGETHER
2020 – 2023 Strategic Plan



Markham Public Library Board Annual Presentation 2021

General Committee
Monday, November 15, 2021





BUILDING MARKHAM'S FUTURE TOGETHER
2020 – 2023 Strategic Plan



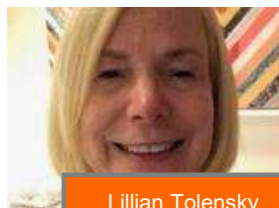
Markham Public Library Board



Chair Alick Siu



Vice-Chair Margaret
McGrory



Lillian Tolensky



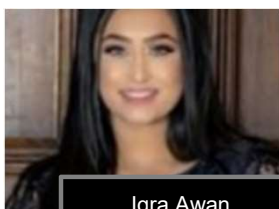
Edward Choi



Raymond Chan



Pearl Mantell



Iqra Awan



Ben Hendriks



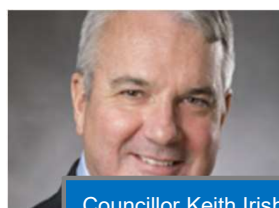
David Whetham



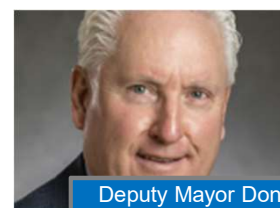
Jay Xie



Councillor Andrew
Keyes



Councillor Keith Irish



Deputy Mayor Don
Hamilton





Strategic Themes

Alignment

**Building Markham's Future Together
and municipal priorities**



**Strategic
Focus**

**Resource Allocation to most
effectively contribute to City priorities**



Evidence

**Learning Recovery
Re-building Social Capital**

Strategic Focus

A hand holding a camera lens against a blurred background of a lake and mountains. The lens is held in the foreground, and the background shows a serene landscape with water and distant hills under a blue sky.

Our Passion: What we stand for and why we exist.

What We Are Best At: Our unique contribution to the community.

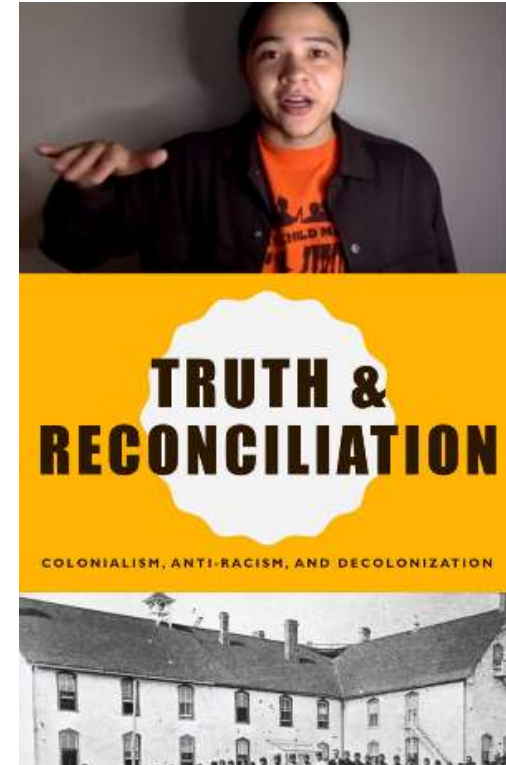
Our Engine: What best drives our time, funding, and where we can most effectively contribute to City priorities.

2021 ACCOMPLISHMENTS



← New Website for
Children & Families

← Taking In-
Person
Programs
Outdoors
↓



↑
Taking Programs
& Events Online

2021 Accomplishments



Safe Re-Opening of
Library Branches

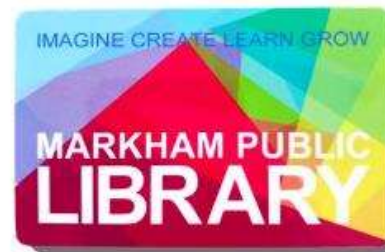
Access to Library
for Study & Work



GOT A QUESTION FOR YOUR LOCAL CANDIDATE?

Submit them online and we'll ask them at our virtual
All Candidates meetings.

eCards Are Here!
Sign up for a library card without leaving your home.



↑ Fine Free Pilot
for Youth
Cards

← eCards
launched

Lessons Learned During COVID



2021 eCirculation
815,600



2021
Holds Placed
352,300



2021 Physical
Circulation 682,600



mpl



2021
Physical Visits
75,900



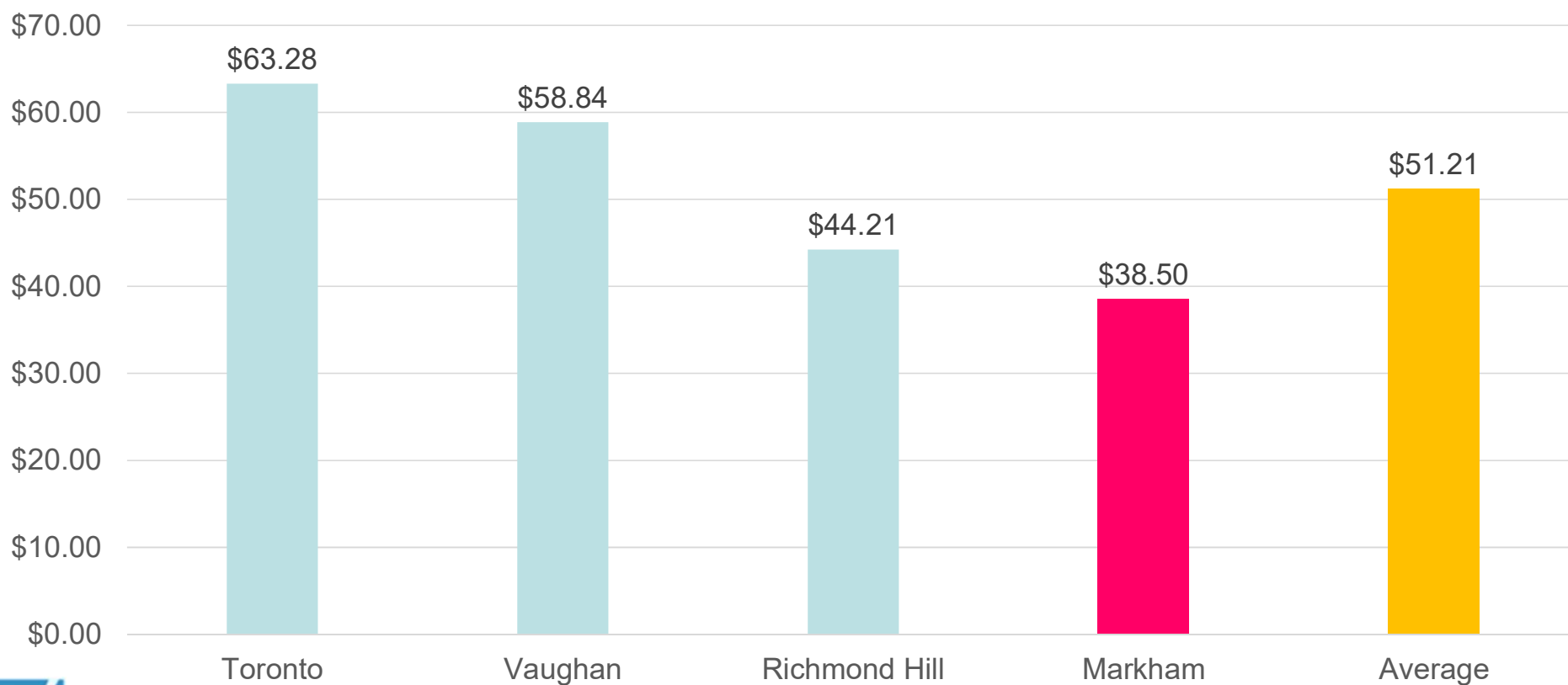
The Last “Normal” Year 2019



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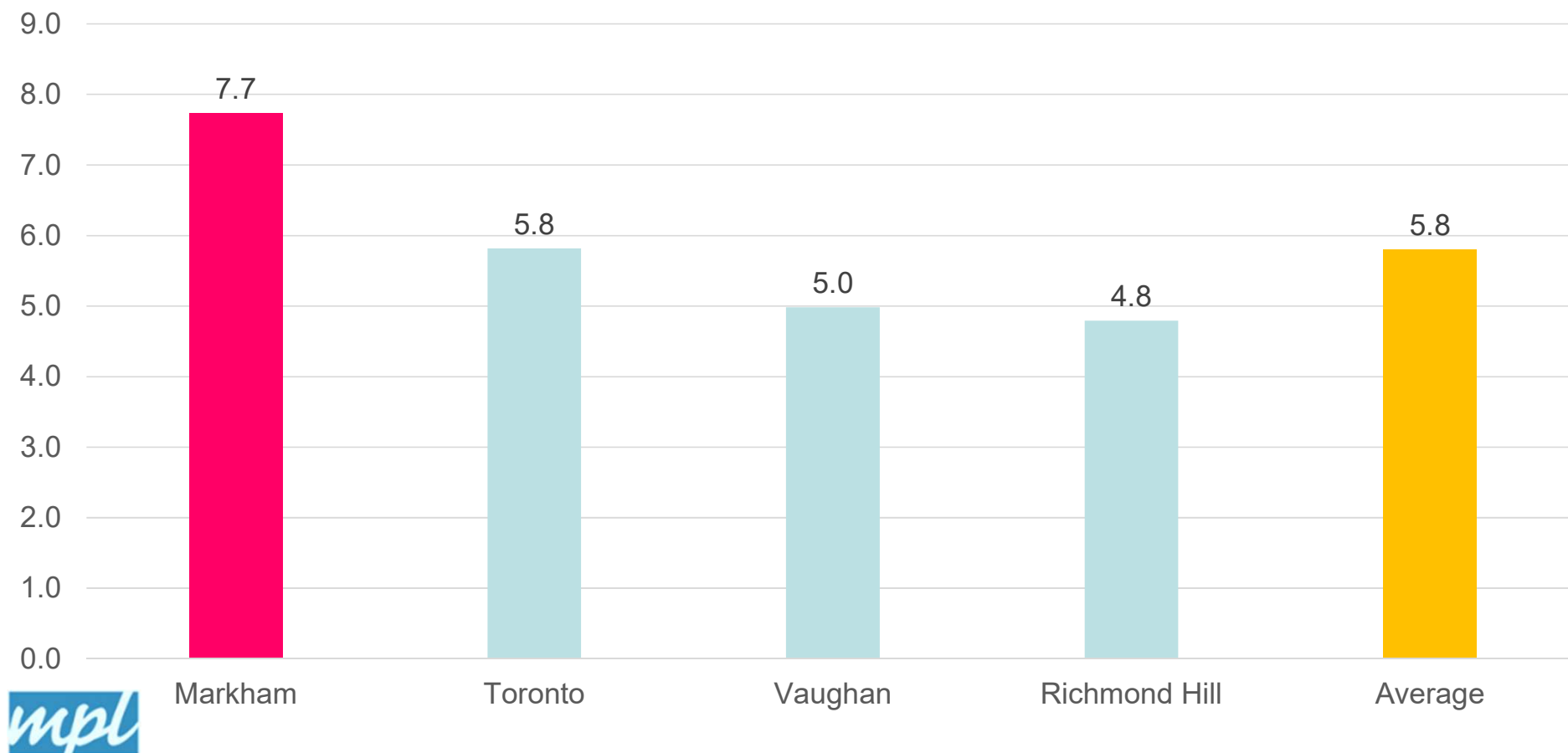


Operating Budget Per Capita 2019



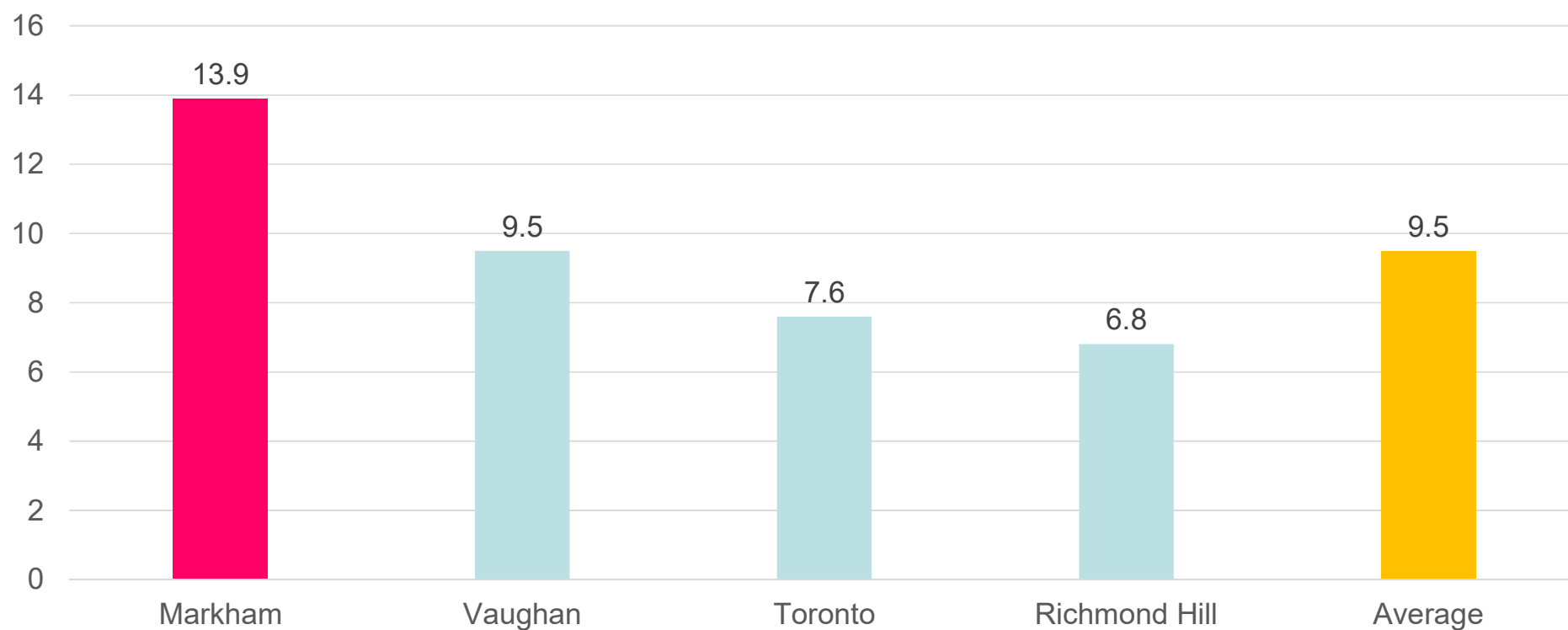


Visits per Capita 2019





Borrowing per Capita 2019 Physical Library Materials





Getting Back to Normal





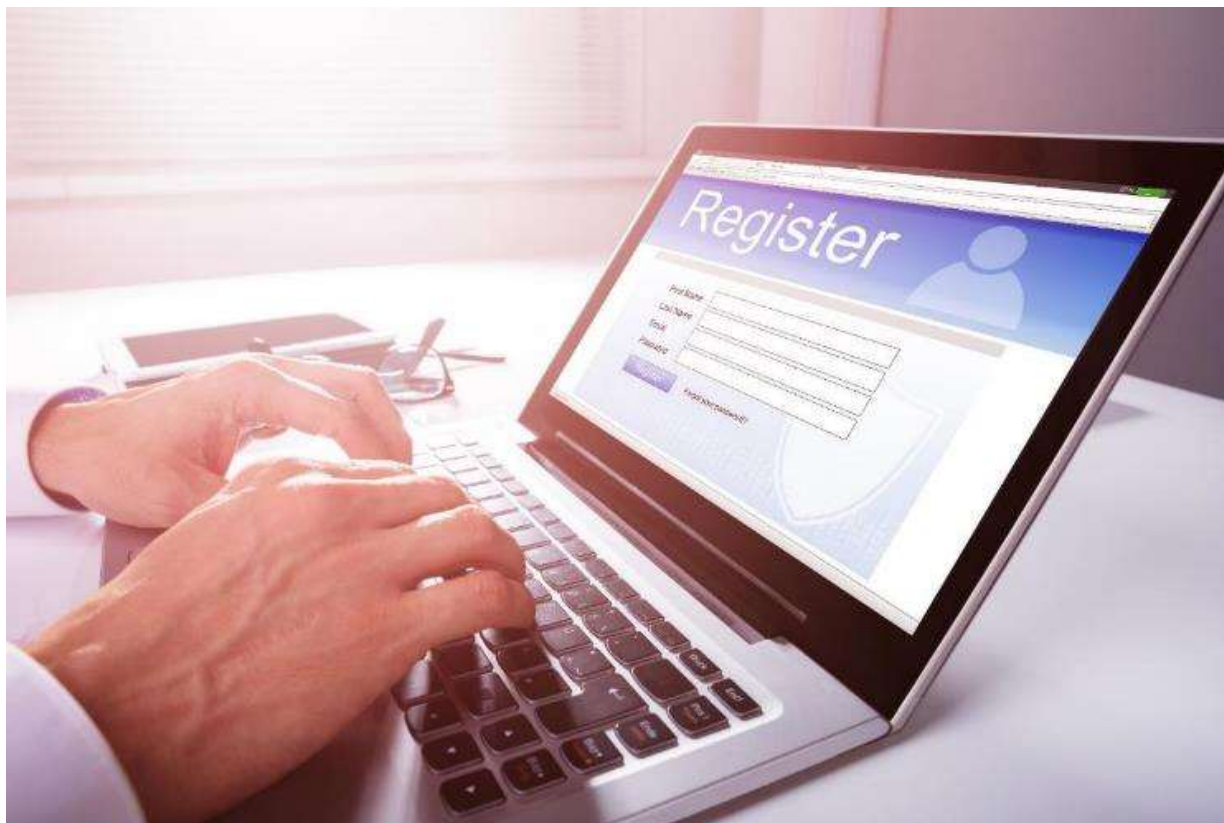
2022 Business Plan





GOAL 1 - Exceptional Services by Exceptional People

- Launch Perfect Mind - Program Registration and Facility Booking System



October 13, 2021

10



GOAL 1 - Exceptional Services by Exceptional People

- Digital training for community
 - access to online services
 - online voting
- Launch new Digital Media Lab
 - creative digital skills





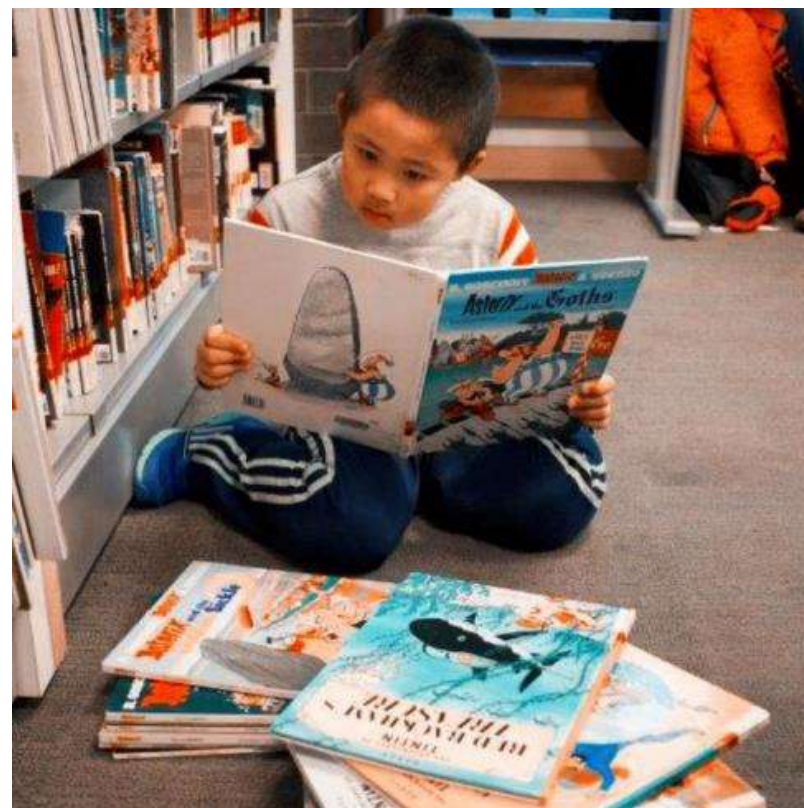
GOAL 2 - Engaged, Diverse, Thriving and Vibrant City





GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Advance education/learning recovery
- Leverage the ROI of collection budgets to our community
- Re-ignite volunteer recruitment and training





GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Implement Markham's Diversity & Inclusion action plan, including curated collections and programs focused on building awareness of Anti-Black Racism and Indigenous peoples



Red Dress Project: building awareness of missing and murdered Indigenous women, girls and 2 Spirit+ people (MMIWG2S+)



GOAL 2 - Engaged, Diverse, Thriving and Vibrant City

- Develop the Living Lab Library (LLL) concept in Markham Centre
 - Anchor for a future Civic Square.
 - Convergence of arts and business





Living Lab Library Concept

- Advancing Strategies
 - Digital Markham Strategy “Living Lab” Goal
 - Economic Development
 - Destination Markham
- Partnering with Culture, Economic Development, and other stakeholders.



GOAL 3 - Safe, Sustainable and Complete Community

- Support the Active Transportation Master Plan and bike culture through partnership with Markham Cycles





GOAL 3 - Safe, Sustainable and Complete Community

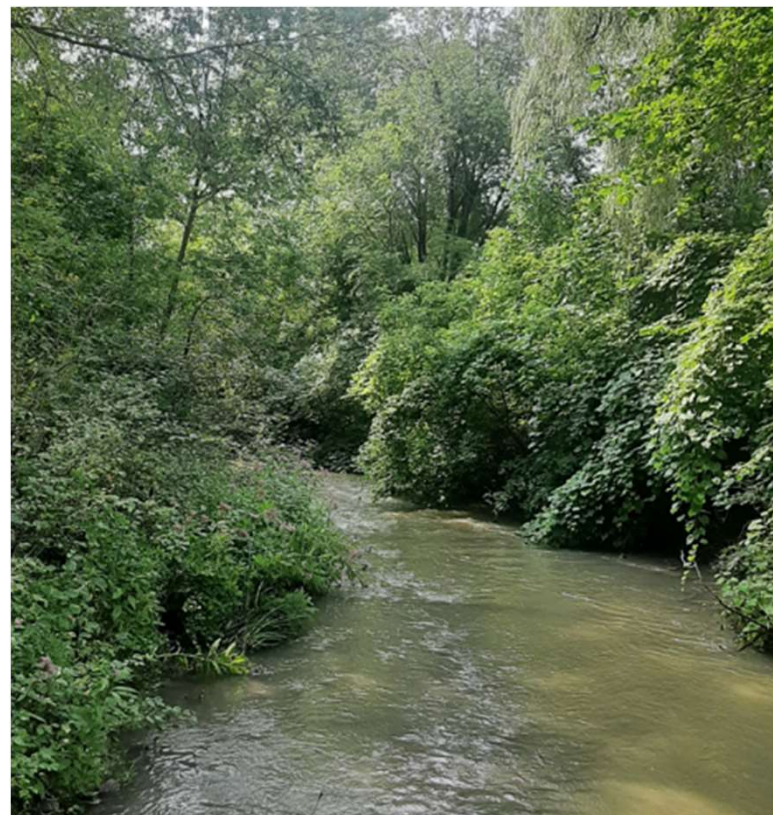
- Leverage existing library branches as accessible information hubs for cyclists and pedestrians using the Markham trail system and the Rouge National Urban Park (RNUP)





GOAL 3 - Safe, Sustainable and Complete Community

- Promote and develop informational programs (such as Story Walks) and content for trails and the RNUP





GOAL 4 – Stewardship of Money and Resources

- Partner with Recreation in the Indoor Public Space Study for Intensification Areas
 - Develop a corporate process for evaluating public and private sector partnerships and business opportunities related to facility provision in Intensification Areas





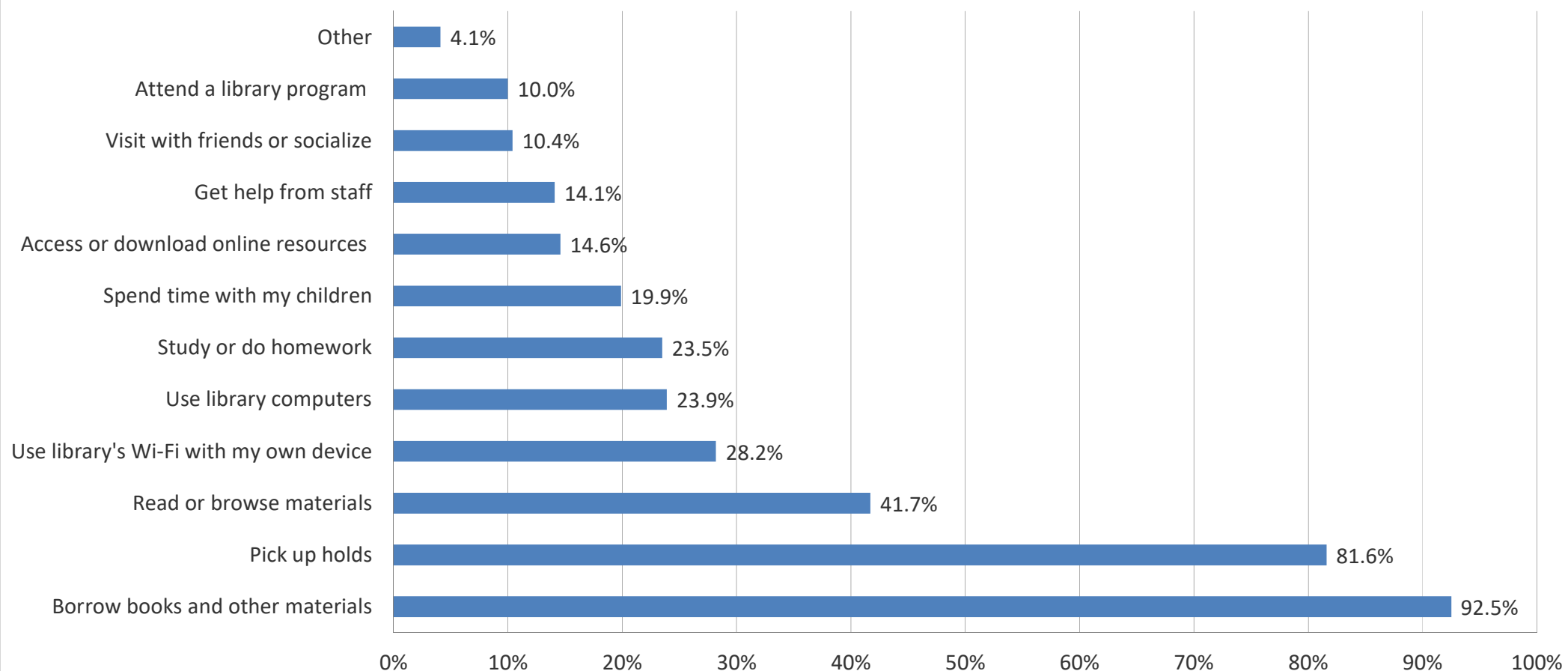
GOAL 4 – Stewardship of Money and Resources

- Maximize Return on Investment (ROI) on capital and operating budgets through judicious allocations aligned with and linked to success of municipal priorities.





What do you typically do when you visit the Library? Check all that apply.

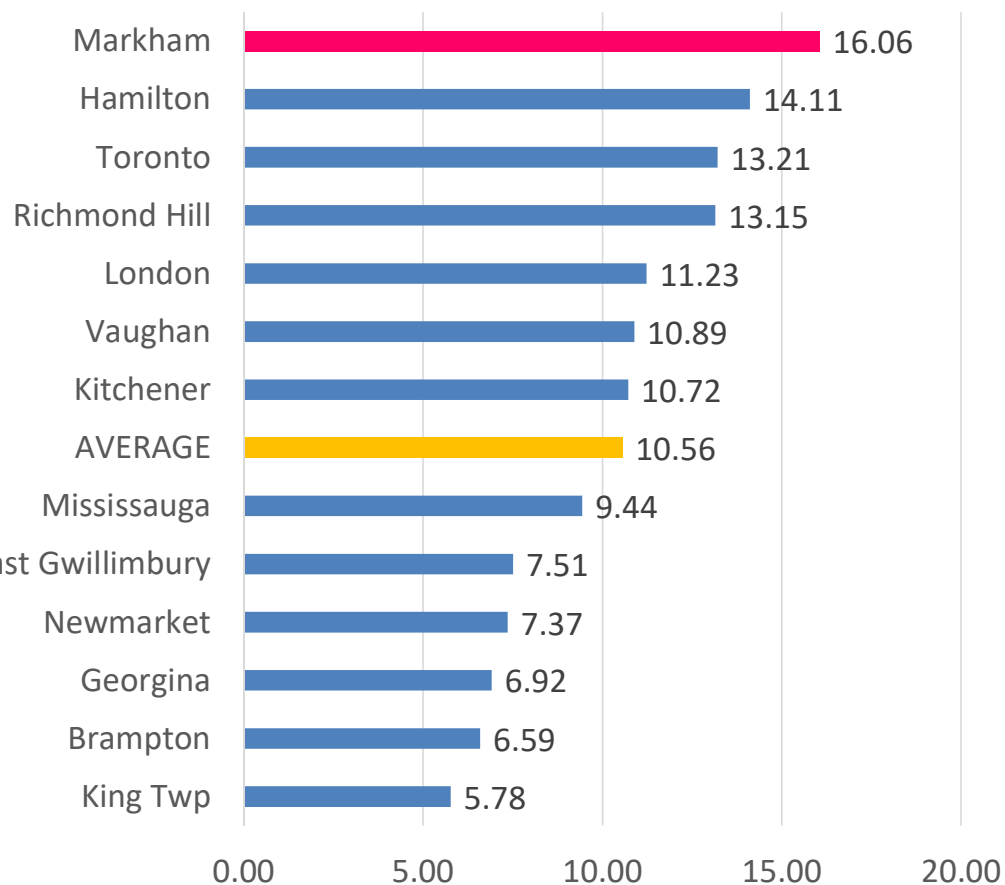




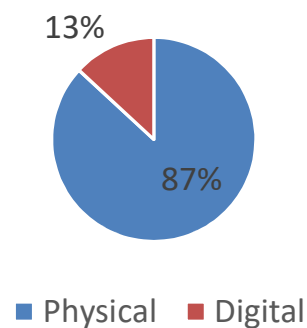
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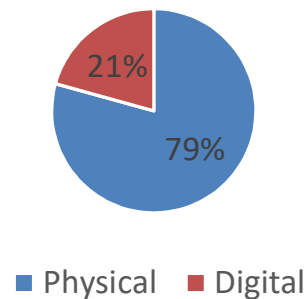
Total Circulation per Capita 2019



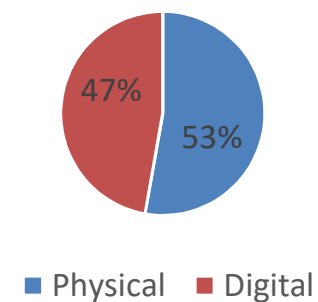
2019
Circulation



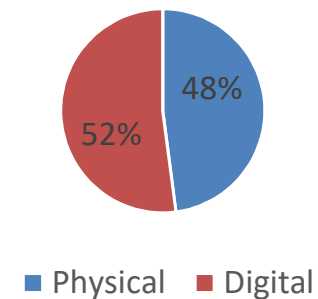
Holds



2020
Circulation



Holds





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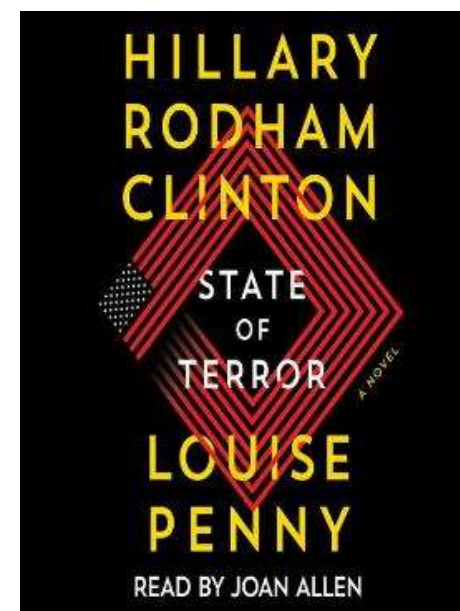
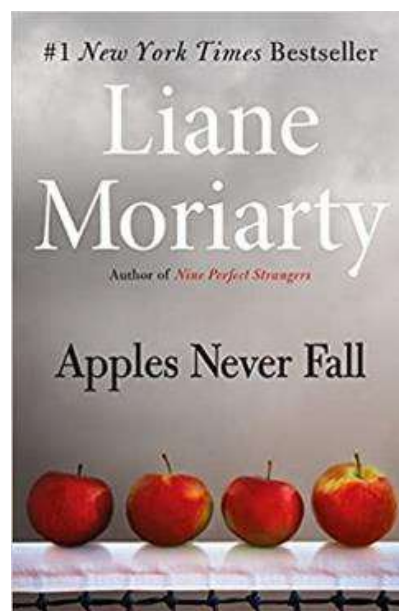
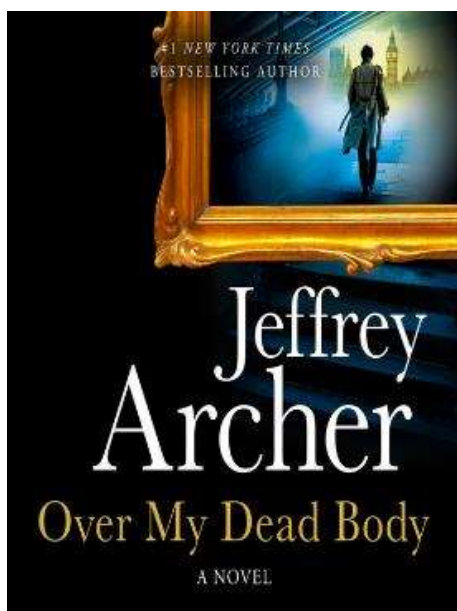
Retail Price

Hardcover
eBook

\$24.75
\$16.99

\$21.49
\$14.99

\$34.71
\$14.99



Library Price

eBook
eAudio

\$36.99 (26 checkouts)
\$139.96

\$60.00 (24 month)
\$94.99

\$59.99 (24 month)
\$127.12 (24 month)



Balancing Digital and Physical Items

CONSIDERATIONS	EBOOKS & EAUDIOBOOKS	PHYSICAL BOOKS & AUDIOBOOKS
COST	Restrictive pricing models and high prices set by multinational publishers <ul style="list-style-type: none">• Higher cost per unit• Higher cost per use• Ebook/Eaudiobook costs are in US\$ - subject to fluctuations in exchange rates	Stable unit costs, subject to inflation rates Lower cost per unit Lower cost per use
AVAILABILITY TERMS	Limited term licenses with term caps by # of uses or 2 years maximum	Indefinite availability Library discretion/control over timing of withdrawal
AUDIOBOOKS	Pay-per-use subscription services	Stable unit costs Lower cost per unit Lower cost per use



Annual Budgets for Library Materials

CONSIDERATIONS	PRINCIPLES
Equitable Access	Free and equitable access to a broad range of human knowledge, experience, information and ideas
Outcomes	Residents who are more literate, more resilient, more informed, more skilled and knowledgeable, more connected, more workplace-ready and more successful
Ongoing Investment in Capital Assets	Like other aging infrastructure assets, we need to maintain a healthy "State of Good Repair" for library materials. <ul style="list-style-type: none">• Current, accurate, timely, good condition• Relevant to residents' current needs and interests• Replace "well-loved"/heavily used items of lasting value
Development Charges	Will decline if collection inventories shrink



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Literacy Programs





Thank You

Questions?