Introduction
The Pemberton & District Public Library is located within the Community Centre in the Village of Pemberton. It serves a total population of approximately 6061, covering the Village of Pemberton and the Squamish Lillooet Regional District Area C, with a service area in excess of 5,600 square kilometers. Its location within a shared recreational facility in the village and the range of services offered strengthen its position as the hub of the community.
Pemberton and District is largely a young and growing population but with a sizeable seniors community too. The community has solid roots in the past and 45% of the population is aboriginal. Agri-tourism, service based industries, and recreation tourism are the principal industries in the area. Its proximity to Whistler make it attractive to both tourists and those who wish to settle in the area.
Limited public transport options between Pemberton and the surrounding communities can make accessibility to the Library service difficult for some and we must seek out outreach opportunities to strengthen our connection with the outlying areas. Unemployment, low income, and high cost of living, are challenges faced within the community, making the Library and its services an important resource for many.

Our strategic plan covers the period 2017-2019. Our strategic priorities are:
1. Programming – To provide free access to a range of formal and informal learning opportunities to the residents of the Village of Pemberton and the Squamish Lillooet Regional District Area C
2. Resources – To offer access to physical and digital resources that provide learning opportunities to community members
3. Partnerships – To create strategic and creative partnership with community organizations and experts to increase funding and programming
4. Flexible Spaces – To have the Library be an integral part of the daily lives of the residents of Pemberton and District.

We made solid progress with the key deliverables within our four strategic priorities in 2018 and the Library has continued to show strong use by the local community both in terms of visits to the Library and use of our resources.
Library Priority 1: Fostering Equitable Access to Information and Services

Library Goal that supports the priority:
Our strategic priority of Resources focuses on enhancing equitable access to all types of information and tools. Through this priority we seek to:

- Reduce barriers to resource access
- Provide basic computer support and training
- Ensure ongoing staff development so that staff are better positioned to support the community with their learning needs.

Internet connectivity remains an ongoing challenge for many in our service area. Many new residents are unable to set up an internet connection at home unless there is already an existing line. Internet speeds and reliability also fluctuate greatly. The Library is the only location that offers free access to internet connected computer facilities in our community and we are one of the few locations offering free Wi-Fi. **9384 Wi-Fi sessions** took place in the Library in 2018, an increase of 25% compared with 2017, demonstrating the growing importance of this service for our community, whether for work, study, or leisure purposes.

Programs and/or Services that aligns with the priority:

**Book A Librarian**
We continued to develop our Book A Librarian service in 2018 to provide a wider range of support topics. Previously, the service had been intended to primarily support patrons with accessing the library’s digital resources but we recognized that the need in the community was greater than this. While we try to offer assistance with technology as and when it is needed, more complex questions or basic computer skills assistance require dedicated staff attention. As we are a small team, we encourage patrons with these specific needs to book an appointment so we can provide focused support and therefore not impact on service delivery to other patrons. We now offer support for any basic computer skills that impact on a patron’s ability to perform necessary activities in an increasingly digital world (such as uploading a resume, or saving it to the Cloud). 27 Book a Librarian sessions were completed in 2018, nearly double that of 2017.

**Pop-Up Libraries/ Outreach visits**
A goal of 2018 was to continue to increase our presence in the wider community through pop-up libraries and special visits, to better promote our resources and services. We had a total of 21 outreach visits in 2018 including:

- Pemberton Secondary School – these monthly visits also involve a book exchange where we bring a selection of Young Adult materials for the school library to loan out
- Farmers Market Pop-Up – we host a table at the Pemberton Farmers Market once a month to promote our services and resources
- Pop-Up Storytimes at the Sea to Sky Community Services outdoor playgroups – a team member visited with the outdoor playgroup over the summer period and hosted outdoor storytimes.
- Seniors Society – visits were made with the Seniors group to discuss ways we can help them access the various resources we offer (including a monthly drop-in at the Library for support with anything related to technology). A presentation was also made on Staying Safe Online.
• N’quatqua Children’s Centre – we visited with parents at the N’quatqua Children’s Centre to demonstrate some of the library resources available to them from home. We assisted with getting library cards and helped with registering for some of our digital resources.
• Ts’zil Learning Centre – we visited with a class of English students to demonstrate some of our online learning resources (such as Lynda.com) and issued Library cards. In 2019 we look to establishing regular monthly visits with Ts’zil as the Learning Centre will have moved to a new facility and has no library facilities. We will offer support with setting up library accounts and accessing digital resources. We will also bringing a selection of materials that can be borrowed and will accept returns.

Partnerships that support the priority:
The visits would not be possible without the support of all of the groups listed above that welcome the Library into their space or their programs.

Outcomes that were identified:
A desired outcome of providing the Book A Librarian service is that the patron increases their knowledge on whatever technology related need they have brought to us, with a view to being able to complete the task on their own. We survey the patron at the end of each session to find out if their need was met and if not, offer the option of a follow up appointment. We are confident that the outcome is being achieved as all patrons have confirmed they have gained knowledge through the time spent with us. We plan to take this a step further in 2019 and do follow up calls a week after the session to determine if the need has still been met.

A desired outcome of the pop-up libraries is to increase awareness of the Library and its resources in the community. Our goal through these visits, is to make the Library more accessible to all, particularly those that experience difficulties in visiting the Library in person. At each visit we always interact with at least one person who subsequently joins the Library or renews an expired account because they would like to try accessing some of the resources we offer. For many it is an opportunity to reconnect with the Library and to discover new ways that the Library can support them in achieving their personal and professional goals.
Library Priority 2: Developing Skills and Knowledge

Library Goal that supports the priority:
Our strategic priority of Programming aims to build capacity by providing access to a range of formal and informal learning opportunities. This priority aligns closely with the provincial priority of building capacity by inspiring creativity, innovation and knowledge creation. A key goal for 2018 was to offer impactful family programs and for this we decided to look at improving the community involvement in our Summer Reading Program.

Programs and/or Services that aligns with the priority: Summer Reading Club
We have always participated in the annual BC Summer Reading Club Program to support and encourage our younger patrons and their families to continue to use the library and read throughout the summer months. We have traditionally followed the themes and activities set out by the program very closely but had noticed in recent years, registrations and overall participation had dwindled for the weekly summer program.

Despite strong initial registrations, 2017 had the lowest weekly participation and completion rate for the reading logs we had ever seen, with fewer than 5 medals handed out at the end of the summer. As a team we decided to look at the various reasons we felt the program was failing to capture the enthusiasm of our younger patrons. We recognize that our community is a very active, outdoors community and the summer months are typically packed with trips, vacations and camps. The weekly drop-in program was proving to only be beneficial to a small number of families due to its set days and short session times.

We discussed changing the days and times of the sessions but felt that wasn’t solving the problem as there are so many other recreational activities for this age group available in our small community. We then discussed how we could still have strong engagement but perhaps without the traditional weekly in-library hosted program. From that simple question, our re-imagined Summer Reading Club was developed and the concept of our summer reading passport was created.

Each week participants had three challenges to complete to earn points:
- Points for each day they read for 15 minutes or more and completed their reading log
- Points for completing a weekly scavenger hunt to find a hidden word (which would form a sentence at the end of the summer for bonus points)
- Points for an activity that typically required coming into the Library and engaging with a staff member (such as tell a joke or solve a riddle)

Points were tracked on a leaderboard we created inside the Library and the child in each age group with the most points at the end of the summer won a prize. With the exception of the reading log, all of the challenges could be completed even after that week had passed so families that were on vacation were still able to play ‘catch up’ when they returned. Our aim was to create a program that could be accessed at any point throughout the summer months, at a time that was convenient to the participants and their families.
We set ourselves the goal of having 50 children register – double what we typically have seen - and to have at least 25 reading logs returned by the end of the summer. We visited the local elementary school to promote the new format to all of the classrooms and advertised it extensively on social media and in the local community. The concept was well received and even before the launch party we had reached our goal of 50 registrations. We were amazed to see the overwhelmingly positive reaction to the new program but immediately knew that the changes we made were the right decision and look forward to taking what we learned from our first year to make the 2019 Summer Reading Club even more successful.

**Partnerships that support the priority:**
We couldn’t have achieved our success without the BC Summer Reading Club format to springboard our ideas from. While we designed our own marketing materials and passport, we were able to incorporate many of the existing materials and themes into our own design. We used the transport theme as a basis for many of the activities and the reading logs and medals were of considerable benefit.

**Outcomes that were identified:**
Our primary desired outcome of changing the format of the program was that more children would want to participate, and would continue to actively participate until the end of the summer. This outcome was achieved, as we had a total of 118 children register for the program (63 in the 5-7 age group and 55 in the 8-12 age group) and we also had a completion rate of over 40% in both age groups (completion was considered as handing in a completed reading log and passport at the end of the summer). The participants really enjoyed the new program and we received feedback such as:

“*I loved it! So much fun!*”

“Oh loved it! Especially because of the secret words across town”

“*Next year some of us will be 13. We would like to request that there be a teen summer reading club so we are still encouraged to read. Thanks*”

Another outcome we hoped to achieve was to encourage more family involvement in the program. We definitely saw evidence of this as we witnessed parents and/or siblings regularly come to the Library together over the summer to complete their challenges or get their points awarded.

Some feedback from parents included:

“*I just want to say how much we’ve enjoyed the summer reading club. July and August have been busy with activities and trips but doing the reading club (or catching up on it) became our weekly ritual. Thanks to everyone at the library for making it happen!*”

“*It was nice that the older siblings could work with the younger ones.*”

One bonus outcome was how we as a staff became more connected with our younger patrons and their families. Our summer program was typically hosted by one staff member who was the ‘face’ of the program whereas this year we were all involved in the process from start to finish and we got to see many of the children grow in confidence over the summer as they became more familiar with all of us. Over 100 people attended our awards ceremony and it was great to see how all of the participants knew each of every one of the team.

Our small team of 6 staff, put a considerable amount of effort into the program, but the opportunity for us to work collaboratively to come up with a creative solution that would work for our community, and to see that effort produce such positive results, was very rewarding and we look forward to growing on that success in 2019.
Library Priority 3: Working Together

Library Goal that supports the priority:
Our strategic priority of Partnerships seeks to create strategic and creative partnerships with community organizations and experts to increase funding and programming. This aligns directly with the provincial strategy of Working Together to harness our ability to innovate and deliver services collaboratively.

In 2018, a key goal was to continue to explore new partnerships to increase and diversify the programs and services we currently offer.

Programs and/or Services that aligns with the priority:
Service Canada & Canada Revenue Super Clinics
Although we are situated only 32km away from Whistler, limited public transport options to and from Pemberton make accessing services outside of our community extremely challenging for many. Both the Library staff and the representative from Work BC who provides the weekly drop-in employment services at the Library, are regularly asked to assist patrons with accessing government websites and often received feedback about how it would be less stressful to be able to have in person support with these matters, whether due to challenges with the technology or language. In 2017 we reached out to Service Canada about the possibility of partnering to offer outreach services at the Library so that those that cannot get to the monthly clinics in Whistler or the Service Canada office in Squamish would have an alternative.

Much groundwork was laid in 2017 and in July 2018 we offered the first Service Canada Super Clinic at the Library. Canada Revenue Agency also sent a representative and the service was so well received that another visit took place in September. A total of 41 people accessed the services over the two visits, illustrating a clear need in the community and dates for 2019 were discussed.

We have hosted Service Canada & CRA information sessions for the community in the past but the ability to offer transactional assistance rather than just informational assistance was an important step forward for the success of this program and we look forward to strengthening this partnership in the coming years to better support our community in accessing important government services.

Radon Detection Kits
We were very grateful to be invited to participate in a project spearheaded by SFU and North Vancouver City Library to add 3 Radon Detection Kits to our collection. These kits enable patrons to monitor radon levels in their homes and provide them with information about what high levels of radon mean, and what to do about it. Each kit contains a Radon detection monitor, information from Health Canada and the BC Lung Association, a general information/FAQ sheet detailing how to use the detection meters and how to save/procure data recorded on the device, in addition to contact information for the Health Canada Radon department in case of high readings (and what to do about them). The kits have been well received by the community and have all been checked out since we received them, with wait lists to borrow them.
Partnerships that support the priority:
Our partnership with Service Canada and Canada Revenue Agency is crucial in ensuring we can offer this valuable service to our community. The Radon Detection Kits would not have been possible thanks to the efforts and partnership of North Vancouver City Library and Simon Fraser University.

Outcomes that were identified:
A desired outcome of hosting the Service Canada and CRA Super Clinics was that patrons would be able to receive assistance from government specialists to answer their questions regarding their benefits and taxes. Service Canada reported that the majority of those that attended the Clinic had their issues resolved with only a small number requiring follow up assistance. Many of our patrons expressed their gratitude for the provision of the Clinics as they were previously either unable to get transport to other service points or to access the services online (whether due to limited access to technology or insufficient digital literacy skills) and that had caused them considerable stress and/or frustration.

A desired outcome of adding the Radon Detection Kits to the collection was to provide a means for our patrons to increase their awareness and knowledge of radon and to be able to gather information about levels on their own properties. We regularly receive questions about the kits from patrons that do not know what they are and typically find them requesting to borrow one after our conversation. Providing access to “non-traditional lending” items such as this also helps to raise awareness of how a Library can support individuals in different ways, at different times of their lives.
Library Priority 4: Enhancing Governance

Library Goal that supports the priority:
Our strategic priority of *Flexible Spaces* aims to have the Library be an integral part of the daily lives of the residents of Pemberton and District. Our goal to *promote comfort and enhance access to the collection* supports this provincial priority through the effective governance, planning, information sharing and demonstration of the Library’s impact required to realize this goal.

Programs and/or Services that aligns with the priority:

*Space Reconfiguration*

In 2018 we took a big step in achieving some of the key deliverables from our 2017-2019 strategic plan. During our 2017-2019 strategic planning process, we identified that with the annual increase in visits to the Library and projected increase in population size over the next five years, we needed to ensure that the physical library space was going to be able to continue to meet the needs of the community as it grows and changes. Relocating, or increasing the size of the Library were not feasible options so we wanted to ensure that we were maximizing the use of the existing space, similar to what we achieved with the Children’s Library redesign in 2016.

In 2018 we aimed to *secure funding for developing a plan for reconfiguration* (of the Library space) and in 2019 we aimed to *implement the plan for space reconfiguration*. Our ability to effectively demonstrate the impact, role and relevance of our Library in our community and the need for a reconfiguration of the Library space, led to us successfully secure grants from both the Whistler Blackcomb Foundation and Squamish Lillooet Regional District (Area C) towards the project. When combined with funds raised previously by the Friends of the Library and at the 2018 Oktoberfest fundraiser organized by the Board, we were able to move ahead with the reconfiguration plans a year earlier than previously anticipated.

While we still have a few items outstanding before the project is entirely complete (such as new lounge furniture), the primary goals of maximizing the space and creating a more comfortable environment to work, study or relax have been achieved.
Partnerships that support the priority:
We could not have completed our reconfiguration plans ahead of schedule without the support of the Whistler Blackcomb Foundation, Squamish Lil’l’oet Regional District (Area C), Friends of the Pemberton Library, and the Pemberton & District Public Library Board. We also could not have had such a successful Oktoberfest fundraiser without the support of many of our local businesses.

Outcomes that were identified:
A desired outcome of the space reconfiguration was that the use of the Library space would be optimised. We were able to open up space for additional seating, without impacting on the collection size. By removing the ‘traditional’ high counter-style service desk, we not only removed the physical and psychological ‘barrier’ between staff and patrons, we opened up space to the public for a dedicated computer lab area, with room to increase the number of public access stations as our budget allows. We created a dedicated ‘study area’ to assist with finding a quieter space to sit in an open concept space. The new moveable shelving has enabled us to double the capacity at special programs and events and the lower shelving has improved the visibility of, and access to Library materials. Feedback on the new space has been overwhelmingly positive.

“I love the new study area where I can work quietly in my own space”
“It looks so bright and spacious”

Summary
2018 was a busy year for the Pemberton & District Public Library and the physical space has changed significantly over that time. Our community has also continued to change and grow, so our challenge remains how to ensure the space and services we have continues to meet the changing and growing needs of our community.

For the first time since 2013, we experienced a slight decline (1.2%) in physical materials being borrowed from the Library however, this was offset by a 17% rise in digital materials being borrowed, indicating for the first time we are seeing a potential shift in the borrowing habits of our patrons. We also continue to face the challenge of how to better support our patrons with their digital literacy needs, particularly when staff resources are limited. Ensuring adequate funding for core operations, collections and programs so that we continue to anticipate and respond to these changes to remain relevant and vital to our communities, will remain at the forefront of our strategic planning. This further reinforces the importance of the funding we receive from these provincial grants, for the continued investment in our services, and the importance of demonstrating our value and impact to our funding bodies.