INTRODUCTION

The Port Moody Public Library serves a population of 33,500 through a single branch facility that is prominently located in the Civic Centre Complex. Over the past 23 years since the library moved to this location, the surrounding neighbourhood has changed dramatically and library use has grown accordingly. Three high density residential/commercial developments (Newport Village, Suter Brook and Klahanie) are within a short distance of the library. The library’s location, the range of programs and services offered, and our focus on being responsive to community/customer needs make us a natural hub for our community.

There was minimal growth in Port Moody’s population during the last census period, 2011 to 2016 (1.6% increase or 540 people); this is closely tied to almost zero growth of private dwellings during the same period. Median age of the population is 40.6 years. In the 2016 Census, immigrants represented 32% of the population; 4% of these people were recent immigrants who had lived in Canada for less than 5 years. The top four countries for immigrants remain South Korea, China/Hong Kong, the United Kingdom and Iran. Chinese, Korean and Persian are the top three non-official languages spoken regularly at home.

At the end of 2016, the Evergreen Line arrived in Port Moody; a Skytrain station is now located just three blocks from the library. Development related to the arrival of Evergreen was expected to boom. However, population growth has remained flat.

The last Community Needs Assessment was completed by the Library in 2012. Community input gathered through that needs assessment process was a critical driving force in shaping the library’s Strategic Plan 2013-2017 which was released in 2013. The 2013-2017 strategic plan is still being followed while a new one is in the process of being finalized for spring 2019. The priorities are implemented through an annual Strategic Initiatives Plan; a Year-End Report on Achievements and Outcomes shows progress in achieving objectives. All information is available to the public via our website.

The City of Port Moody released an Economic Profile 2016 document that provides the most recent economic information of the area including a business profile and demographics. The three largest employers are in the public sector: Eagle Ridge Hospital, the City of Port Moody and School District 43. The largest private sector employers are Mill & Timber, Pacific Coast Terminals, Suncor and Imperial Oil. BC Hydro’s Burrard Thermal Power Plant was one of the largest private sector employers in Port Moody until 2016, when the plant was shut down.

One of the key challenges that the library, and community, face is the development and replacement of infrastructure. For the library, the concern is our building (1,161 sq. m.) is too small for our community’s needs and population. According to a functional programming report, the library is only 43% of the size for it to meet current population needs. The library was renovated at the end of 2017 to meet immediate needs. The City is aware of the library’s need for a larger facility and is looking at various funding options.
DISCUSSION AND EXAMPLES

PRIORITY 1 FOSTERING CONNECTED COMMUNITIES

Library goals that support the priority:

A priority area for the library’s Strategic Plan is to “invest in new technologies and digital collections”. More specifically, the plan states that: “We will invest in new technologies that increase efficiency, improve services and extend access to resources. Our services will increasingly be offered in virtual spaces and focus on access to expanded digital collections and content.”

Programs and/or Services that align with the priority:

This year’s grant report highlights the creation of the library’s Digitization Station.

1. Digitization Station

The library’s new “Digitization Station” provides people with the opportunity to convert photos, film negatives, slides, and home movies into a digital format. The objective of this project is to help people preserve their past and allow them to tell their stories to current and future generations. Design and creation software tools enable a wide range of tasks and functions, such as creating family videos to share with distant relatives, digitizing photographs to preserve precious memories, or creating an animation to illustrate an important presentation. Some of these digital design and creation tools are expensive to purchase and difficult to understand without instruction or experimentation. By establishing a Digitization Station, Port Moody Public Library offers an opportunity for lifelong learners to access digital tools and expand their skill set while achieving their goals.

Outcomes & outputs

a) Members are actively using the service and find it easy to use.
   o In the first 6 months of this service, 59 people were trained, and these people used the service 144 times.

b) Members are using the service for a variety of purposes including preserving photos, letters, scanning slides and film negatives.
   o One member commented that this service is great because he can surprise his wife with photos on Valentine’s Day.
   o Another member noted that she has been able to scan and share letters with relatives that were very fragile.

c) Many members report learning outcomes and appreciation for the tools and technology they would not otherwise have access to.
   o One member expressed thanks for the opportunity to learn Adobe Photoshop.

d) Most of the members using the service comment how this service has allowed them to preserve family history. The outcomes reported have been qualitative and reflect improved or increased social cohesion.

e) This service has opened up opportunities for conversations with memory institutions and creates potential for researchers and instructors.
PRIORITY 2 BUILDING CAPACITY

Library Goals that support the priority:

A priority area for the library’s Strategic Plan is to “ignite the imagination of the community”. More specifically, the plan states that “we will experiment with innovative and exciting new services and programs that support our strategic direction and foster 21st century literacies”. Our strategic plan also commits the library to “inspiring a generation of young readers and learners”, which includes connecting with parents, caregivers and educators.

Programs and/or Services that align with the priority:

This year’s grant report highlights new staffing. A review of staffing levels revealed the library did not have the capacity to experiment with new services and programs unless we have more people to do the work.

1. Digital and Information Services Librarian

There is a need for our library to invest in new technologies and digital collections. This includes website development, digital literacy, digital collections and new service development. Previously, only 0.5 FTE could be allocated to these services. There was need to have a new position to mitigate risk and ensure that strategic goals could be met.

2. Programming and Outreach Librarian

Our library has always struggled with having enough staff to do a broad range of programming. An opportunity presented itself to restructure staffing when a “Program & Services Advisor” retired. The Programming and Outreach Librarian was needed to build capacity for programming of all types with a particular focus on outreach.

Outcomes & outputs

a) The number of adult programs offered increased 102.8%, and the number of youth programs offered increased 22.36%

b) Adult program attendance increased by 103%, and youth program attendance increased by 46.49%
c) Overall programming is up 47.41%

d) Increased staffing capacity has led to a dramatic increase in technology training vis-à-vis one-on-one technology appointments.

e) The number of technology related classes have essentially doubled.

f) Outreach and networking with seniors’ groups has increased.

g) Comments anecdotally suggest member satisfaction has increased in regard to the range and quality of programming.
   o One member expressed thanks staff were able to fix her problem within five minutes when she could get no help at the local Apple Store.
   o Another member expressed thanks for library staff being patient in solving her technology problems.
   o A third member said, “The library is the only place I can get help with technology.”
**PRIORITY 3 WORKING TOGETHER**

**Library Goal that supports the priority:**

A foundational element of the library’s strategic plan is “strategic partnerships to extend the impact of the library” and, in particular, to “develop strategic partnerships and foster collaborative relationships with other libraries as well as community and government organizations and agencies”.

**Programs and/or Services that aligns with the priority:**

This year’s grant report focuses on our maximizing the available partnerships for outreach with an emphasis on larger intergenerational events as well as increasing adult related outreach. Examples include:

1. Storytimes at the SHARE Food Bank and StrongStart
2. Port Moody Car Free Day
3. “Stories Galore and More” with the Tri-Cities Early Literacy Committee
4. Information Sessions at the Ismaili Cultural Centre
5. “Heritage Day” with the City of Port Moody and the Heritage Commission
6. “Library Champions” with New to BC
7. “Learn About Canadian Culture” series for new immigrants with the Adult and ESL Working Group
8. Workshops at the YMCA Childcare Resource and Referral Office
9. Art Centre Birthday Bash with the Port Moody Arts Centre
10. Child and Youth Mental Health with the Ministry of Children and Family development

**Outcomes & Outputs**

- a) Children’s Outreach Programs increased 3.16%
- b) Children’s Outreach Program Attendance increased 85.69% (2017 = 4,988 people; 2018 = 9,262 people)
- c) Adult Outreach Programs increased 87.5%
- d) Adult Outreach Program attendance increased 1,306.88% (2017 = 189 people; 2018 = 2,659 people)
- e) Many sessions were very popular
- f) Increased general knowledge of the library’s role and benefits to the community
- g) Increased knowledge of the importance and best practices of early literacy in the community
- h) Increased excitement around books and a love of reading in elementary and middle-school age children
- i) Increased student and teacher awareness of the public library and its resources
- j) Improved library customer service through education
- k) Service gaps were identified
**Priority 4: Sustaining Our Success**

**Library Goal that supports the priority:**

Another foundational element of the library’s strategic plan is “continuous improvement and reviewing the use of our resources to ensure resilient, sustainable business practices”. A strategy in our 2017 Strategic Initiatives Plan was to “improve accountability and transparency in relations with the public to better communicate the extent and value of library services”.

**Programs and/or Services that align with the priority:**

This year’s grant report highlights the library’s efforts at community consultation in the process of developing a new three to five year strategic plan. The need for a strategic plan was prompted by numerous changes in the publishing and technology sectors, as well as the need to reassess library services. The 2018 consultation process included the public, staff and Board, but we focus on the public for this report. This strategic plan is expected to be adopted by the Board in early 2019.

1. **In-Person Community Consultation**

   The library conducted in-person consultation with community members. This consultation involved Board and staff members interacting with the public. These consultations were informal, involved fun activities, and provided opportunities for people to address whatever issues or concerns they had about the library.

2. **Online Community Consultation**

   An online survey resulted in over 1800 completed surveys. Members were asked about the library collection, programs and partnerships, space and service delivery, as well as its social role. The central question we were seeking to answer was, “What kind of library do you want to meet present and future needs of Port Moody residents?”

**Outcomes & Outputs**

b) Over 1800 people completed online surveys.
   - Many people commented they were happy with the opportunity to express their concerns
   - Dissatisfaction and misunderstandings were clarified for many

c) Three general themes emerged:
   - Residents are not sufficiently aware of what the library has to offer
   - Residents want convenient services
   - Residents want more programming specific to their interests

d) Three strategic directions were developed
   - Raise the profile of the Library in the community
   - Revitalize how the Library does business to prepare for a future of growth and change
   - Provide robust and relevant programming that addresses 21st Century literacy needs

e) A series of strategic initiatives were developed that speak specifically to sustaining success within the context of an improved sense of identity, evaluation processes, and priority setting
   - An unexpected outcome was improvement in the way data is collected, analyzed and used to identify service gaps.
SUMMARY

In 2018, our library facility presented the greatest challenge. While a renovation was largely complete at the end of 2017, deficiencies needed to be addressed throughout 2018. What complicated matters was a general “building envelope” revitalization project to City Hall that included the library. The “building envelope” project significantly impacted the comfort and enjoyment of the building for customers and staff. The fact that the project scope expanded and took much longer to complete was unavoidable and disruptive. Remediation work on the exterior of the building was accompanied by many physical and visual barriers to accessing and using the library facility. We suspect that, although our activity numbers were still generally good, some customers chose not to visit the library during that time.

Our biggest opportunity in 2018 related to staffing. City Council approved a new full-time position for a Digital and Information Services Librarian. There was also the opportunity to restructure staffing after a retirement by upgrading one position to be a full-time Outreach Librarian. The addition of these positions not only significantly increased staff capacity, but they allowed us to provide greater focus on direct public services. There was also the retirement and replacement of the Library Director midway through 2018. This change not only provided a new opportunity for fresh ideas and strategic direction, but it also provided the opportunity to alter various business practices.

The greatest challenge anticipated for 2019 will be to gain support and direction for the construction of a new library facility. A functional programming report related to the library facility was completed in 2017 and released to the public in 2018. What followed was a public consultation by the City on whether certain lands could be used for that purpose, and how a library facility might be funded. 2019 represents a new phase of advocacy for the Port Moody Public Library.