

RICHMOND PUBLIC LIBRARY BOARD

ANNUAL REPORT TO COUNCIL

Monday, November 14, 2011

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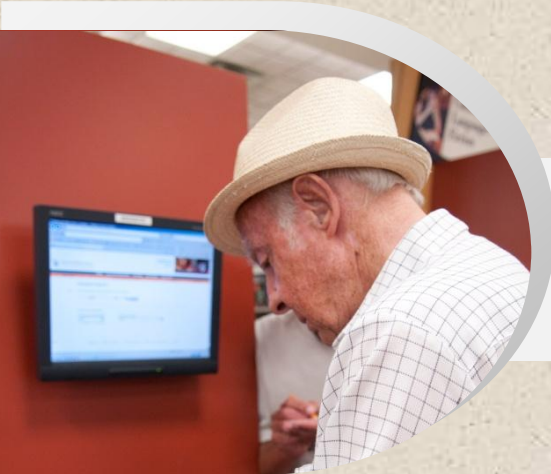
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morethanbooks

Our 148,000 program attendees would fill BC Place 3 times!

from **users** to **collaborators**

Our community has tremendous resources. Citizens take an active role in library programming allowing them to give back and share their knowledge.



from **beginners** to **masters**

We not only provide the technology for the 600,000 hours the public spend on library computers, we also assist them in navigating the overwhelming world of online information.

from **strangers** to **friends**

With over 5,400 visitors to the library every day, friendships are made all the time!



from **print** to **electronic**

Reading is a right, and we're here to make sure it stays free and accessible, no matter what the format. Choose from 26,000 e-items online.

www.yourlibrary.ca

35 YEARS AT THE RICHMOND PUBLIC LIBRARY

2010 report to the community



Number of Richmond residents with



Pat Watson,
Library Board Chair

As we mark our 35th year of serving the Richmond community, we can reflect back on many significant achievements that have enhanced our customers' library experience and changed the face of libraries. From the first computer terminal and Internet connection, to the Information Kiosk, Learning Resource Centre, Self-checkout stations, Online Canadian Citizenship Practice Test, Online BC Practice Driving Test, e-Books and DVD Dispenser, Richmond Public Library has led the way. A world leader in implementing unique approaches to library service, our Ironwood "*Library of the Future*" with its PowerWall displays and comfy living room is one-of-a-kind. Another high profile innovation is the unique Ralphy card for kids, the world's first round library card, designed by local author/illustrator Trevor Lai. And finally, hosting over 46,000 visitors in our *International Living Room* during the 2010 Olympic Winter Games allowed us to show the world how much fun libraries can be. Our 35th anniversary wouldn't be complete without thanking our dedicated Friends of the Library, who continue to raise funds for special library collections and projects. Why not take a look back in time and see how far we've come at www.yourlibrary.ca/35years.



They say "a picture is worth a thousand words". Take a look back at our lib

library cards: 97,046 • Library held 2,452 programs with 147,874 attendees •
135,882 questions answered • 4.49 million items borrowed

2010 Financial Highlights

Revenue:

Municipal contribution	\$ 7,485,900
Fines and miscellaneous	518,868
Grants	441,025
Donations	81,554
Gain on disposal of tangible capital assets	13,037
	<hr/>
	8,540,384

Expenditures:

Salaries and employee benefits	5,990,446
Amortization	1,169,219
Supplies and equipment services	200,566
General and administration	185,697
Building, leases and maintenance	212,104
Utilities	175,634
Periodicals	116,506
Automation	77,963
Resource sharing services	74,904
Contribution to City of Richmond Enterprise Fund payment	17,723
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	8,220,762
Annual surplus	319,622



The Richmond Public Library Board acknowledges generous financial support from the Public Library Services Branch, Ministry of Education.



Library's 35 year history at www.yourlibrary.ca/35years

WE COULDN'T DO IT WITHOUT YOU! THANK YOU!

CASH AND IN-KIND DONATIONS RECEIVED JAN.- DEC. 2010

Thank you to our many generous donors who help us improve and expand access to essential programs, collections and services. To donate, visit www.yourlibrary.ca/donations or any RPL branch.

Donations \$100,000 and up: Richmond Chinese School Foundation; **Donations \$50,000 and up:** Friends of the Richmond Public Library; **Donations \$1,000-\$10,000:** The Ben & Esther Dayson Charitable Foundation; John Yat-Wah Lee; Scotiabank; Pat Watson; **Donations \$100-\$800:** Art Alafritz; Allsorts Book Club; Anonymous; William Ban; Linda Barnes; Jeanne and Richard Bushey; Greg Buss; CFUW Richmond Evening Book Club; Andy Chan; Bernard Che; Kelly Davis; Jose Maria Delgado Enage; Mabel Esteban; Jose Flores; GG Francisco; Dennis and Neva Goqingco; Anil Kumar Gulati; Robbin Greig; Irene Ho; Jen Hung; Ironwood Evening Book Club; Beryl Jeffrey; Peter Kafka; Lulu Katigbak; Connie Lau; Cyndi and Max Mintzberg; Angela O. Nevada; Anonymous; Antonion Pena; Emmanuel Raguin; Lorina Serafico; Koon Hong Siu; Simon Tang; TELUS Corporation; Jose Sevilla Varona; Valerie Wagar; Ya Ya Sisters Book Club; **Donations up to \$99:** Zenaida Albino; Evelyn Amurad; Anonymous; Holly Armstrong; Vicky Au-Yeung; Cenen Bagon; Hardeep Bains; Emperatriz Banting; Esperanza Banting; Rally Catherine Bernardo; Winnie Joy Bernardo; Mark Bostwick and Linda Hilts; Estela Buntan; Jayson Burden; Cindy Burgoyne; Cecille Carpio; Meena Cai; Mike Chien; Magdalene Chung; Chester Co; Julia Coe; Sandy Costimiuk; Cynthia Cruz; Josefina Cueto; Arailli ce Vera; Patrick De Vera; Christina Dionisp; Miguel Echevarria; Christine Elum; Priscilla Estrada; Delly Fairbrother; Susie Fisher; Rey Fontaleza; Sonny Francisco; Ashley Frasca; Pauline Gamboa; Manjinder Garcha; Sharon Gargaro; Gheeta; Laura Ho; Xinhua Hu; Harold Hung; Magdalene Hwang; Anna Imperial; Carlos Imperial; Rosaline May Imperial; Chris Ip; Patrick Ip; Marvie Jayme; Marvie and Jose Jayme; Emma Jusay; Tirth Kular; David Lai; Ron Lakhan; Yvette Larsen; Trieu Nang Lieu; Cecilia Lim; Ben Magcalas; Marianne Mamaril; Kan Kar Man; Victoria Marasigan; Khysen Marasigan; Colin Mathews; Ishmael Mayuga; Nora McCallum; Cynthia Mendoza; Maria Mendoza; Estelita Miller; Diane Moncur; Rene Montano; Monina Montecillo; Norender Nagra; Natasha; Eric Ng; Lily Nguyen; Albert Oh; Edwin Parcerero; Bert Parungao; Albert Pastoral; Maria Pastoral; Rosa Piezas; Satish Prasad; Elisa Lee Qua; Wilfredo Rances; Ann Rees; Lani Santiago; Winston Sayson; Benny and Gail Sczerkowsky; Rajinder Sehmy; Sisterhood of Temple Shalom; Andy Stashuk; Debbie Steinwandt; Eleanor Tan; Rochelle Tan; Zehra Tejani; Edward Teodono; Edmond To; Alberto Tuiza; Cora Tuiza; Vincent Uy; Joselito Valencia; Carmelita and Harri Weichert; Westwind Elementary School, Parent Advisory Council; Natasha Whitty; Renee Wiebe; Floserpina



Richmond Ranks First in Library Use for 2010

ITEMS LOANED PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>ITEMS LOANED</u>	<u>ITEMS LOANED PER CAPITA</u>
Richmond	193,225	4,498,624	23.3
Burnaby	222,802	3,982,449	17.9
Vancouver	629,992	9,458,415	15.0
Coquitlam	121,476	1,332,758	11.0
Surrey	446,670	4,027,369	9.0
Average			14.4

VISITS PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>VISITS</u>	<u>VISITS PER CAPITA</u>
Richmond	193,225	1,902,435	9.85
Vancouver	629,992	6,161,647	9.78
Burnaby	222,802	2,012,510	9.03
Surrey	446,670	2,437,539	5.46
Coquitlam	121,476	645,350	5.31
Average			8.15

PROGRAM ATTENDANCE PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>PROGRAM ATTENDANCE</u>	<u>PROGRAM ATTENDANCE PER CAPITA</u>
Richmond	193,225	147,874	0.77
Vancouver	629,992	218,733	0.35
Coquitlam	121,476	34,224	0.28
Surrey	446,670	105,648	0.24
Burnaby	222,802	44,931	0.20
Average			0.33

ELECTRONIC VISITS PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>ELECTRONIC VISITS</u>	<u>ELECTRONIC VISITS PER CAPITA</u>
Richmond	193,225	8,850,975	45.81
Vancouver	629,992	5,385,076	8.55
Burnaby	222,802	1,437,941	6.45
Surrey	446,670	1,150,193	2.58
Coquitlam	121,476	227,775	1.88
Average			8.09

Source: BC Public Library Statistics
Canadian Urban Libraries Council

Comparison of Library Expenditures for 2010

LIBRARY EXPENDITURE PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>OPERATING EXPENDITURE</u>	<u>LIBRARY EXPENDITURE PER CAPITA</u>
Vancouver	629,992	\$47,876,468	\$76.00
Burnaby	222,802	\$13,463,437	\$60.43
Coquitlam	121,476	\$5,180,753	\$42.65
Richmond	193,225	\$8,182,542	\$42.35
Surrey	446,670	\$16,537,847	\$37.02
Average			\$50.53

MUNICIPAL SUPPORT PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>MUNICIPAL SUPPORT</u>	<u>MUNICIPAL SUPPORT PER CAPITA</u>
Vancouver	629,992	\$37,406,169	\$59.38
Burnaby	222,802	\$9,616,944	\$43.16
Richmond	193,225	\$7,485,900	\$38.74
Coquitlam	121,476	\$3,904,406	\$32.14
Surrey	446,670	\$11,384,921	\$25.49
Average			\$43.24

MATERIALS EXPENDITURE PER CAPITA

<u>CITY</u>	<u>POPULATION</u>	<u>PUBLIC SEATING</u>	<u>MATERIALS EXPENDITURE PER CAPITA</u>
Vancouver	629,992	\$5,267,332	\$8.36
Richmond	193,225	\$1,247,505	\$6.46
Burnaby	222,802	\$1,413,319	\$6.34
Surrey	446,670	\$2,112,197	\$4.73
Coquitlam	121,476	\$412,545	\$3.40
Average			\$3.65

LIBRARY COST PER USE *

<u>CITY</u>	<u>TOTAL EXPENDITURES</u>	<u>TOTAL USE</u>	<u>LIBRARY COST PER USE</u>
Surrey	\$16,537,847	8,746,646	\$1.89
Vancouver	\$47,876,468	26,152,122	\$1.83
Coquitlam	\$4,336,591	2,577,027	\$1.68
Burnaby	\$13,463,437	8,110,287	\$1.66
Richmond	\$8,182,542	16,659,225	\$0.49
Average			\$1.52

Source: BC Public Library Statistics
Canadian Urban Libraries Council

* COST PER USE: Total Expenditures divided by Total Use.

Total Use = sum of visits in person + circulation + in-house use + program attendance + information questions + electronic visits + public wireless usage + electronic database uses + public computer uses.



RICHMOND - CITY OF READERS

Strategic Plan 2011-2014

MESSAGE FROM PAT WATSON, BOARD CHAIR



Go Anywhere. Learn Anything. Read Every Day.

This year marks 35 years of Richmond Public Library serving the community. Since our inception, our goal has been to support beginner readers, lifelong readers and everyone in between. Over the years, we have witnessed the evolution of reading from the printed word in books, to reading on computers, e-readers and other handheld electronic devices. Despite these dramatic changes, the fundamental

value of reading prevails and continues to play a crucial role in achieving our full potential. The library is in the unique position to transform lives and communities by encouraging and celebrating the power and joy of reading. Literacy has a powerful effect, not only on individuals, but also on the economic and social well-being of the entire community.

The people of Richmond love their library. National library statistics confirm that more people borrow more materials from our library per capita than any other large urban library in Canada. We truly are a city of readers. However, numbers are only one measure of the community's support. As you can see from the quotes throughout this document, our customers have a heartfelt connection with the library and its staff.

Richmond Public Library is recognized internationally for its excellence and continues to receive awards for its innovative services and programs. However, part of being successful includes a critical review of what has been accomplished to date and developing a strategic plan that lays out priorities and goals for the future.

During our strategic planning process the following questions were asked:

- Where can we make the greatest difference?
- How can we work collaboratively with other organizations?
- What are customers asking for?
- What barriers prevent effective library use?

In addition, we solicited comments from customers, community organizations and staff on how to improve services.

Our findings resulted in five strategic goals:

- Goal 1: Support reading in our community
- Goal 2: Use technology to connect readers
- Goal 3: Develop collections to meet popular demand
- Goal 4: Offer programs that inform and inspire
- Goal 5: Create friendly, welcoming facilities

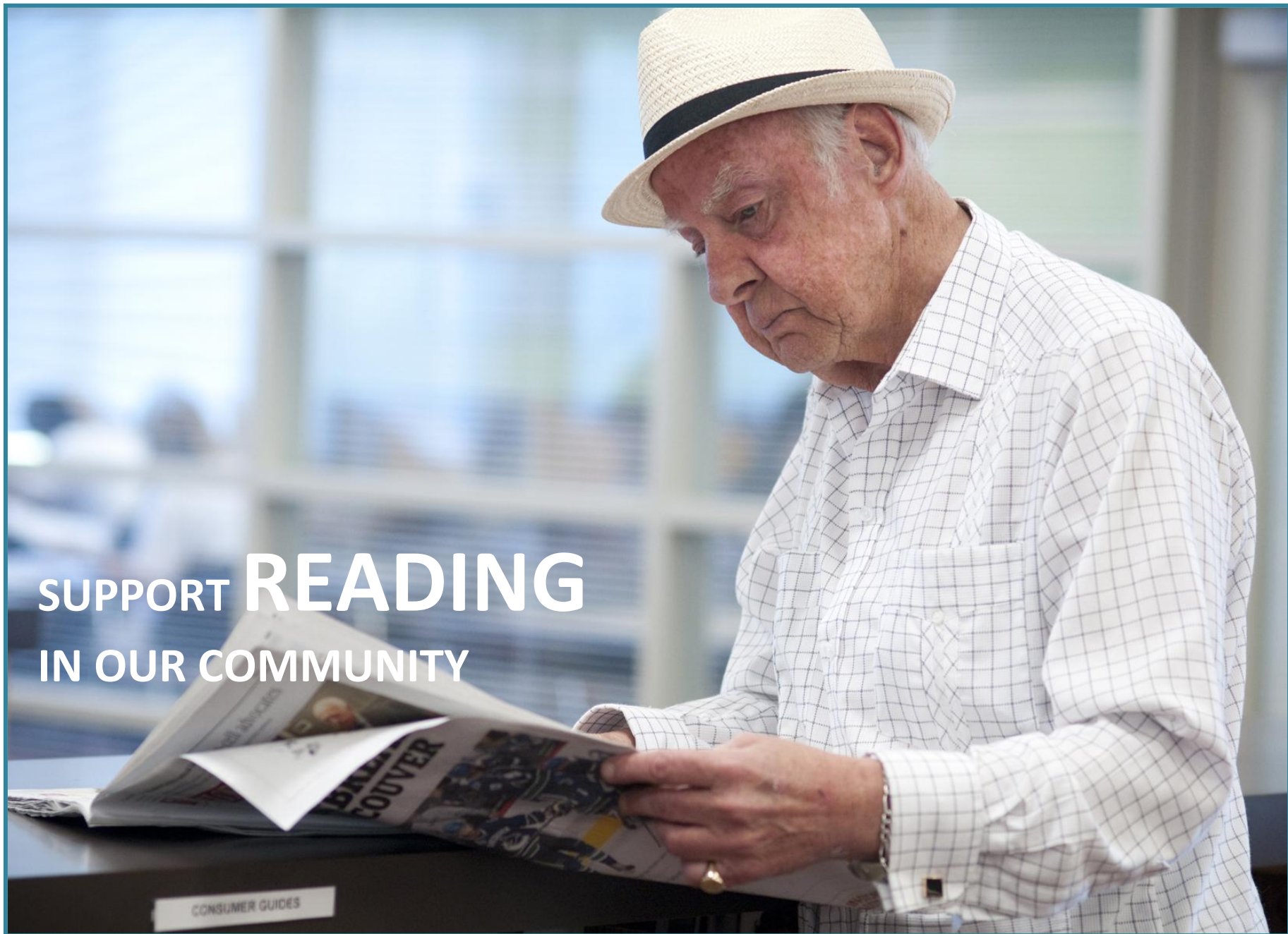
The Library Board and staff look forward to working with Mayor and Council, city staff, our community partners, and our many generous donors to achieve these goals. And if the past is any indicator of the future, we anticipate many more years of invigorating challenges, innovations and change. Our focus will always be on our city of readers.



Thank you for reading this important document and keep enjoying our wonderful library!

“ A father came to tell us that his daughter had just been evaluated for English language comprehension and had scored a perfect 5. When the instructor asked what preschool she attended, she said, ‘I go to the library. That’s my preschool.’ ”





SUPPORT **READING**
IN OUR COMMUNITY

GOAL 1: SUPPORT READING IN OUR COMMUNITY

Work with community partners to promote and support reading; especially to reach out and serve populations currently not using the library's resources and services. Many of these organizations work with vulnerable groups dealing with low income, low literacy and other life challenges that inhibit them from using the library.

Activities

- Enhance the effectiveness of existing partnerships.
- Identify new partners that will encourage reading and use of the library's resources.
- Identify barriers for underserved populations and find solutions to encourage them to use library services.
- Celebrate and promote the joy and value of reading by enhancing reading programs and finding new ways to highlight our collections.

“Years ago, as a young single mother of small boys, the library was an oasis of calm in a very chaotic life. Welcoming. Free. Interesting. Stimulating. A place where I could stop saying no, sorry honey, we can't afford that right now, but Yes! We can borrow books and movies - go ahead and choose! Yes! Let's stay and listen to a story! Yes, we'll come back next week.”

USE **TECHNOLOGY** TO CONNECT READERS



GOAL 2: USE TECHNOLOGY TO CONNECT READERS

Provide customers with access to the technology and skills required to navigate information and connect with people throughout the world.

Activities

- Ensure that customers have access to reliable computers with up to date software.
- Take advantage of social media technologies that will help us connect to customers and let readers connect to each other.
- Offer instruction on technology from basic computer courses to eBook downloading and advanced online database research.
- Continue to improve the library's website to reflect the needs and interests of readers.
- Develop virtual reference and customer service support systems to improve customer convenience.



My mom has been here for 2 decades, and if it weren't for the computer classes available, I don't think she would ever learn!!! Thank you!!!!



DEVELOP
COLLECTIONS
TO MEET
POPULAR DEMAND



GOAL 3: DEVELOP COLLECTIONS TO MEET POPULAR DEMAND

Help children, teens and adults find books and other materials to stimulate their imagination and foster lifelong learning at a variety of reading levels, and in various languages.

Activities

- Refresh and expand the merchandising of collections to highlight and increase the use of library materials.
- Continue to ensure popular material is widely available to meet the demand of customers.
- Further develop collections in languages other than English to reflect the demographics of our community.

“ *Our library is a fabulous place, with an excellent collection and friendly staff. What would I like? More of the same - bigger libraries with even more books, movies and CDs.* ”

OFFER PROGRAMS THAT
INFORM AND INSPIRE



GOAL 4: OFFER PROGRAMS THAT INFORM AND INSPIRE

Provide Richmond residents, regardless of reading ability or ethnic background, with programs to expand their interests, skills and knowledge.

Activities

- Continue to develop unique and appealing programs for youth that encourage a love of reading.
- Support literacy and reading readiness through the library's own programs as well as with community organizations involved with literacy.
- Offer programs that celebrate the diverse cultures of our community.
- Offer programs that support newcomers to Canada.
- Encourage community experts to present programs of interest to the community.

“

When I was a new mom with my first child, I found support through a network of other new moms during babytimes and storytimes. They don't give you an instruction manual for being a mom, but at least with the library, you can find resources about parenting, find recipe books to cook the family a decent meal, travel books to take them on a well planned vacation, videos for family night, and the Summer Reading Club to encourage the kids to read during their vacation.

”



CREATE **FRIENDLY, WELCOMING** FACILITIES

GOAL 5: CREATE FRIENDLY, WELCOMING FACILITIES

Ensure that people of all ages feel welcome in their local branch by providing a comfortable, engaging environment and friendly, helpful staff. Plan all policies and activities with the customers' needs and benefits in mind.

Activities

- Create warm, welcoming and safe public spaces.
- Offer exceptional customer service to ensure that everyone feels at home in their branch.
- Provide ongoing staff development that promotes passion and enthusiasm for reading.
- Work with the City of Richmond to plan branch development and expansion to meet growing needs.
- Promote the “greening” of the library and its operations and set an example for conserving resources and protecting the environment.

“ *I like to come to the library every day. It’s a part of my life and I feel comfortable coming here.* ”

RICHMOND PUBLIC LIBRARY BOARD 2011



Front Row L - R: Susan Koch, Dulce Cuenca, Pat Watson (Chair), Councillor Linda Barnes, Sanjiv Khangura, Simon Tang
Back Row L - R: Mark Bostwick, Diane Cousar, Peter Kafka (Vice Chair)

SENIOR STAFF

Greg Buss, Chief Librarian and Secretary to the Board
Shelley Civkin, Communications Officer
Mark Ellis, Manager of Information Technology
Cathy Gettel, Executive Assistant
Ping He, Head of Adult Services
Wendy Jang, Coordinator of Multilingual Services
Beryl Jeffrey, Manager of Support Services

Kat Lucas, Head of Ironwood Branch
Virginia McCreedy, Coordinator of Children's Services
Shaneena Rahman, Coordinator of Circulation & Merchandising
Lee Anne Smith, Head of Cambie Branch
Dace Starr, Special Projects Librarian
Susan Walters, Manager of Customer Services
Charlotte Welter, Coordinator of Computer Services



Approved May 2011 by the Richmond Public Library Board