
Pilar Martinez, CEO
Edmonton Public Library

Computers in Libraries
April 2018
Community-Led
Strategic Plan – Socially Responsible

The Library will be a socially responsible institution, a participant and an active initiator in community dialogue and development.

Enriching People’s Lives
EDMONTON PUBLIC LIBRARY STRATEGIC DIRECTIONS 2006-2010
Inspiration

Library and Information Commission Research Report 84

Open to All? The Public Library and Social Exclusion

Volume One: Overview and Conclusions

Dave Medcalf
Sharon Bonnici
Martin Berlin
Rebecca Lister
John Peterson
Alan Easton

Resource: The Council for Museums, Archives and Libraries

2000

Community-Led Libraries Toolkit

STARTING US ALL DOWN THE PATH TOWARD DEVELPING INCLUSIVE PUBLIC LIBRARIES
Community-Led

SEE
YOURSELF
IN THE
COMMUNITY
Community-Led Defined

“connecting, consulting and working collaboratively with community members to understand the needs of community and to inform the direction of library work and policies.”

--Annette DeFaveri
Levels of Community Engagement

- **Passive**: Local residents and organizations are informed of issues by external organizations.
- **Reactive**: Local residents and organizations provide input into the priorities and resource use of external organizations.
- **Participative**: Local residents and organizations influence the priorities and resources of external organizations.
- **Empowerment**: Local residents and organizations work in shared planning and action with external organizations.
- **Leadership**: Local residents and organizations initiate and lead, with external support, on issues.

*Tamarack Institute*
Community-Led in Action
Partners in Success
We Are Better Together
Underserved Communities

“The students always ask me how many sleeps until Reading Rockstars. The school is so lucky to have this partnership with EPL.”
4 Vans, 790 Programs, 22,776 Customers
Welcome Baby!
Community-Led - Technology
Digital Public Spaces

“A digital public space is a wholly collaborative web through which anyone, anywhere, anytime can access, explore and create with digital content.”
Outreach Social Work

EPL Transforms Lives

Services provided:

• Housing referrals
• Employment counselling
• Income support
• Legal support
• Medical referrals
• Addiction referrals
• ID support
• Suicide intervention
“Basically my whole life I have been a non-member of society. This outreach program is part of my sobriety right now. For the first time I have ID, I have a family doctor. I love this building. Without this building I don’t think I’d be halfway to where I am right now.”

Douglas Myers, Outreach Services Customer
Making a Difference
# Meetings Database

## Add a Meeting

<table>
<thead>
<tr>
<th>Organization</th>
<th>EPL Staff Member</th>
<th>Date of Meeting</th>
<th>Purpose of Meeting</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shepherd's Care Foundation - Kensington Village</td>
<td>Christy Travis</td>
<td>Mar 08, 2018</td>
<td>Met with Shepherd's Care and St. Edmund's school to discuss intergenerational programming opportunities.</td>
<td>CAL</td>
</tr>
<tr>
<td>Rosedale Developments - Rosedale at Heritage Valley</td>
<td>Pam Fong</td>
<td>Mar 08, 2018</td>
<td>Touch base and discussion of creating shared objectives.</td>
<td>LTV</td>
</tr>
<tr>
<td>Chappelle Gardens Residents' Association</td>
<td>Pam Fong</td>
<td>Mar 07, 2018</td>
<td>Create site objectives, touch base and discuss epl2go in the summer.</td>
<td>LTV</td>
</tr>
<tr>
<td>Southeast Edmonton Early Childhood Community Coalition</td>
<td>Wendy Gronnestad-Damur</td>
<td>Mar 07, 2018</td>
<td>Share and discuss new EDI results</td>
<td>IDY</td>
</tr>
<tr>
<td>C2 Homes</td>
<td>Pam Fong</td>
<td>Mar 06, 2018</td>
<td>Touch base on current visits, create site objectives and go door knocking.</td>
<td>LTV</td>
</tr>
<tr>
<td>Lake Summerside Residence Association</td>
<td>Pam Fong</td>
<td>Mar 06, 2018</td>
<td>Create site objectives and discuss upcoming visits.</td>
<td>LTV</td>
</tr>
<tr>
<td>ELVES Special Needs Society - Elves Child Development Centre</td>
<td>Lindsey Juke</td>
<td>Mar 02, 2018</td>
<td>Site visit and interview for possible field trip planning</td>
<td>WOO</td>
</tr>
<tr>
<td>Newton Community League</td>
<td>Masha Ribich</td>
<td>Mar 02, 2018</td>
<td>To discuss the enirocons data which shows us that there are larger pockets of low active users in Newton Community - To learn about ways that we can improve our reach in Newton with help of NCL.</td>
<td>HIG</td>
</tr>
<tr>
<td>Orchards Residents Association</td>
<td>Pam Fong</td>
<td>Mar 02, 2018</td>
<td>Create shared objectives, discuss current visits and demographics in area.</td>
<td>LTV</td>
</tr>
</tbody>
</table>
Time spent on Community-Led activity

- Mean:
  - 2011: 53%
  - 2012: 61%
  - 2013: 64%
  - 2014: 64%
  - 2017: 59%

- Median:
  - 2011: 50%
  - 2012: 61%
  - 2013: 69%
  - 2014: 67%
  - 2017: 58%

- Standard Deviation:
  - 2011: 18%
  - 2012: 11%
  - 2013: 8%
  - 2014: 11%
  - 2017: 14%
Mill Woods Community Profile

- 24-hour return slot
- Collection size: 50,000 items
- Branch is fully wheelchair accessible
- Hearing loops installed at the service desk, to hearing aids.

Branch Statistics

Note: The following statistics to reflect the impact of the move to the new location on May 4, 2015. To accommodate the move, the mail hold pick-up, drop off and account services were offered at the new branch, this reason, April statistics are lower than other months. Statistics also exceeded visits to the older branch thereafter. The new branch (Meadows Branch opened, after which outreach for the 2015 organization programs) would be split between the two locations.

Circulation

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>415,313</td>
<td>390,040</td>
</tr>
<tr>
<td>Student</td>
<td>444,013</td>
<td>440,213</td>
</tr>
<tr>
<td>Total</td>
<td>864,326</td>
<td>830,253</td>
</tr>
</tbody>
</table>

Younger, upscale suburban families

Younger, diverse city singles in apartments
Organizational Reviews

How do you feel?
Value?
Clients’ view?
Ways to improve?
Librarian Interns

Digital Exhibits Intern Library

Submitted by: Lydia Zvyagintseva, Digital Exhibits Intern Librarian
For: Steve Till-Rogers, Director, Technology Services
Date: April 25, 2017

EDMONTON PUBLIC LIBRARY
REPORT

Title: THE TOP FIVE BARRIERS TO LIBRARY ACCESS AND RECOMMENDATIONS FOR ELIMINATING THOSE BARRIERS
Presented by: Peter Maguire, Community-Led Intern Librarian
Laura Winslo, Assessment and Research Librarian
Date: 2014/03/10

EXECUTIVE SUMMARY

In 2012/2013, EPL connected with underserved communities to identify the Top Five Barriers to accessing library services. The EPL Barriers Study identified 11 underserved communities, spoke with 174 representatives of those communities and identified the five barriers that had the greatest impact on their ability to access our services.

The top five barriers were:

- Library Policies: People have trouble understanding and navigating our policies
- Fees: People are afraid of, cannot afford, and do not feel like they have options for paying fees.
- Transportation: People have difficulty getting to the library.
- Service Awareness: People do not understand what they can use the library for.
- Literacy: People lack literacy and digital literacy skills

Primary Recommendations:

Library Policies

1. Design and implement staff training and orientation programs to ensure all front-line staff know and understand EPL membership, customer conduct, borrowing, fine policies, and that all staff enforce these policies consistently. (COMPLETE)
2. Simplify EPL’s borrowing policies. (COMPLETE)
3. Simplify EPL’s membership policies. (COMPLETE)

Fees

1. Institute a yearly system clean-up that would eliminate/defer outdated late fees. (COMPLETE)
2. Explore simplification of late fees (included in 2014-2016 Business Plan). (COMPLETE)

Spread the words.

EDMONTON PUBLIC LIBRARY

ere our job seeking customers?

ereographic Service Users

ere women (55%) participated in the Customer Survey; however, the
ejercise was dominated by men (70%). Most participants of the surve were between the ages of 26-45 (65.5%). Age can only be
t the Dotmocracy exercise but based on observation and responses, it is
t that the percentage of participants in the 26-45 year old age bracket
ightly higher.

thic background was originally sought for the purposes of identifying any
dicated with these populations. Ethnically, the Customer Survey was
tly answered by Caucasians (42%), followed by those of African (17%),
Asian (14%), and Aboriginal (7%) descent (total visible minority 38%).
bservations would push the percentage of Aboriginal customers up
(10%) (making the ratio of Caucasian to visible minority to be almost 1:1)
and would estimate the other percentages to be accurate.

lent of residence in Edmonton was sought because the Environmental
ified higher rates of unemployment among new arrivals (6 years)
and there were direct benefits to assisting immigrant settlement
placing immigrant labour into the workforce quickly. Slightly more than
Customers who answered the Customer Survey were long-time (more
residents of Edmonton (55%). Most were either unemployed (69%) or
aged part-time, and looking for better paying, full-time work (17%).
Both relate to comments made by customers during the Dotmocracy.

about the demographics of their clientele, WDOs advised that such
are not kept. Only seven (7) WDOs offered to comment on this issue. It
ed that the following information is based solely on their comments,
ile not generalizable to the client base of these WDOs as a whole, it
n interesting perspective.

majority of clients are counted among Edmonton’s socially vulnerable
ations. An Alberta Works consultant advised, “People who have
ation and computer skills usually do everything themselves. We don’t
them very often here, although they are certainly welcome to use our
ices. Alberta Works consider their clients to be facing “semi-barriers,” such as poor
lish language skills (this includes both new Canadians with very little

Average immigrant unemployment rate was 5.3%, with very recent immigrants
1% unemployment compared to established immigrants at 4.8%. Unemployed
accounted for 22.7% of total unemployed Albertans in 2014 (Government of Alberta,
Top Five Barriers

Transportation
Awareness
Library Policies
Library Fees
Literacies
I’m writing to let you know how proud I was to be an Edmontonian as I saw our public library system coming to an event like this with a curated collection as well as the ability to issue library cards (yes, I confess - my card lapsed so long ago I wasn’t even in the system anymore!). And, to do so on a Sunday was even more remarkable.
Today I registered a Syrian refugee for an @EPLdotCA card. It was his 2nd day in #yeg. "The library is the most important place," he said.
Challenges and Learnings
Roles
Unintended Consequences
What does an inclusive library look like?
Working Together to Support Socially Vulnerable
Edmonton Public Library targets homeless, bans sleeping in the stacks

No-sleeping rule at public libraries unwelcome change for Edmonton’s homeless

BY CAILYNN KLINGBEIL, EDMONTON JOURNAL  APRIL 13, 2015
On no longer allowing the homeless to sleep in the Edmonton Public Library: "The library cannot be the day shelter of last resort. That's just one more download on the city, one more failure to address to some of the deep social challenges."
Are we making a difference?
EPL is Vital to Our Community
Books and so Much More

“EPL isn’t a PLACE FOR BOOKS.
— It is a PLACE FOR PEOPLE.”
— Former Mayor Stephen Mandel
Discussion

• How do you engage with community
• How are you measuring outcomes/impact?
• What is working well?
• What’s tricky?
• What could you do differently?
Questions?

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