



The Corporation of the Town of Milton

Report To: Council

From: Sarah Douglas-Murray, CEO / Chief Librarian

Date: September 9, 2024

Report No: ES-025-24

Subject: Milton Public Library (MPL) Annual Report

Recommendation:

1. THAT Milton Public Library's 2023 Annual Report be received for information.
2. THAT Council approve the Milton Library Board's conversion of one (1) existing Full Time Equivalent (FTE) position into two (2) permanent part-time Customer Service Associate positions (1.37 FTE) on a cost-neutral basis, effective immediately as outlined further in this report.

EXECUTIVE SUMMARY

- The 2023 Annual Report that is attached highlights key activities and accomplishments of the MPL from the year 2023.
- During the year, in person visits increased by 39% relative to the prior year, and increases were achieved in a number of areas such as the number of new cardholders, program attendance, online visits and use of the mobile app and E-newsletter.
- The MPL Board approved the conversion of one existing FTE into two permanent part-time Customer Service Associate positions in accordance with the findings of the Service Delivery and Organizational Review. This change was made on a cost-neutral basis, and enhanced the direct customer service offered by the MPL.

REPORT

Background

The Terms of Reference for the Milton Public Library Board require that the Board prepare an annual report that includes, but is not limited to, activities and achievements that were



Background

reached during the year. As such, the presentation of the Appendix A to this report confirms completion of this requirement in relation to the most recent calendar year.

Separately, the Town's Budget Management Policy (Policy 113) outlines the authorities by which staff complement is managed for the Town and its boards. Town staff, the MPL and the BIA have delegated authority to re-purpose an approved FTE so long as the changes are FTE neutral, sustainable funding sources are available and the changes align with approved service levels. Further, delegated authority has been provided to temporarily increase staff complement (as measured by FTE) where funding is available during the term of the related contract and the contract aligns with approved service levels. The MPL Board has managed complement within these parameters, and are requesting Council authority at this time in order for improvements that have been made to be properly resourced on a permanent basis.

Discussion

2023 Annual Report

A copy of the MPL's 2023 Annual Report is attached as Appendix A, and is also publicly available on the MPL's [website](#). The report:

- Summarizes key accomplishments of the MPL from 2023
- Provides key statistics related to the services provided to the community
- Provides a financial overview
- Presents public engagement data and trends
- Outlines programs and initiatives that were delivered during the year
- Looks forward towards improvements and services that are expected in the years ahead

A copy of the 2023 Annual report was approved by the MPL Board through resolution 24-1938 on June 19, 2024.

Recommendation regarding Milton Public Library (MPL) Staffing

In May of 2024, the MPL Board approved the conversion of an existing Full Time Equivalent (FTE) position into two permanent part-time Customer Service Associates (with up to 1,248 hours per position per year). This direction was aligned with the findings of the Service



Discussion

Delivery and Organizational Review process that was undertaken by the MPL, where additional resources for front-line customer service were identified as a priority.

In accordance with the Town's Budget Management Policy, since the revision could be made on a cost-neutral basis, the MPL was able to proceed with implementing elements of the change immediately in 2024. Specifically, one of the two part time roles has been filled on a permanent basis, while the second has been filled on a contract basis. Since full implementation (i.e. the ability to recruit both of the new part time roles on a permanent basis) requires an increase to the approved staff complement (as measured by full time equivalents), Council approval is required in accordance with existing Town policy.

Given the above, and with consideration to the language in the MPL's collective agreement, it is recommended that Town Council approve the conversion of the existing one (1) FTE to two (2) permanent part time Customer Service Associates (1.37 FTE) at this time. This approval will allow the change to be effective in advance of the 2025 Budget's approval, such that the MPL can recruit the second position on a full-time basis in 2024.

Financial Impact

Financial considerations related to the MPL for the year 2023 were previously presented in the annual report provided in report [ES-013-24](#).

The conversion of an existing FTE to two permanent part time customer service associates has been made on a cost neutral basis, and therefore has no impact on the approved budget for the MPL.

Respectfully submitted,

Sarah Douglas-Murray
CEO / Chief Librarian

For questions, please contact: Sarah Douglas-Murray

Phone: 905-875-
2665 ext. 3265

Attachments

Appendix 1 - Milton Public Library's 2023 Annual Report



The Corporation of the Town of Milton

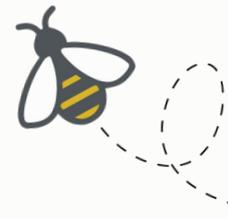
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Approved by CAO
Andrew M. Siltala
Chief Administrative Officer

Recognition of Traditional Lands

The Town of Milton resides on the Treaty Lands and Territory of the Mississaugas of the Credit First Nation. We also recognize the traditional territory of the Huron-Wendat and Haudenosaunee people. The Town of Milton shares this land and the responsibility for the water, food and resources. We stand as allies with the First Nations as stewards of these lands.

2023 Annual Report

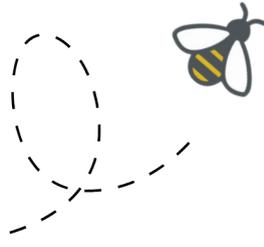


Be
Inspired





Sarah Douglas-Murray



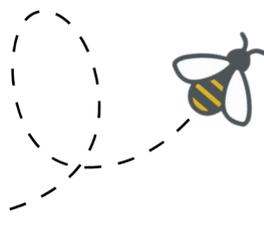
MESSAGE FROM CEO/ CHIEF LIBRARIAN

This past year, we've made significant strides, driven by our commitment to empower the community to Read, Learn, Create, and Connect. Our achievements include a Service Delivery and Organizational Review to better meet community needs. We also promoted inclusivity through the Government of Canada-supported 'Seniors Translation for Newcomers' project, which encouraged intergenerational learning. Additionally, we celebrated cultural understanding with projects like '101 Deweguns... A Living Hearts Legacy' and the 'Medicines' mural, highlighting our Indigenous communities.

Looking forward, we are excited about our upcoming community consultations and the Master Plan for 2025-2029. We appreciate the dedication of our staff, board members, volunteers, and patrons, whose support is crucial for our continued success and future goals. Together, we are committed to enhancing Milton Public Library as a center of knowledge, creativity, and community connection.



Sana Malik



MESSAGE FROM BOARD CHAIR

This past year, MPL has not only adapted to challenges but has also launched ambitious initiatives that underscore our commitment to serving and growing with our community. Projects like the Service Delivery and Organizational Review have set a new standard for how we meet the needs of every library user. It is initiatives like these that ensure our library remains a vital, responsive part of our community.

As we look ahead to the Master Plan for 2025-2029, the Board is eager to support MPL's vision and ensure we continue to adapt and respond to the needs of our patrons.

I would like to extend my gratitude to our dedicated staff, volunteers, board members, and especially to you, our patrons. Your engagement and feedback are what drive us forward and make MPL a cornerstone of this community.

OVERVIEW OF THE YEAR

Library Usage and Reach



TOTAL
IN-PERSON VISITS

507,837

An increase of 39%
from 2022



TOTAL ONLINE
VISITS

981,823



NEW
CARDHOLDERS

8,745



REFERENCE
QUERIES

113,848



TOTAL PHYSICAL
CIRCULATION

755,603

Program and Event Impact



TOTAL PROGRAMS OFFERED

37,000

total attendance from 1,837 programs, an increase of 35%
from 2022.



CHILDREN'S PROGRAMS

28,494

total attendance from 990 programs offered.

Highlights:

- Summer Reading Club
- March break programs
- Summer of Pride
- Multicultural programs including Ramadan, Eid storytimes, Diwali, Emancipation Day Celebration



ADULT PROGRAMS

5,008

total attendance from 540 programs.

Highlights:

- Laurier Milton Lecture Series
- Super Bowl Cooking
- Hand-Me Down Project
- Project Pen Pal
- Artist in Residence



TEEN PROGRAMS

3,507

total attendance from 307 programs.

Highlights:

- 101 Deweguns Project
- Teen Podcast Club
- Teen Zine
- Teen Summer Reading Club

Technology and support Services



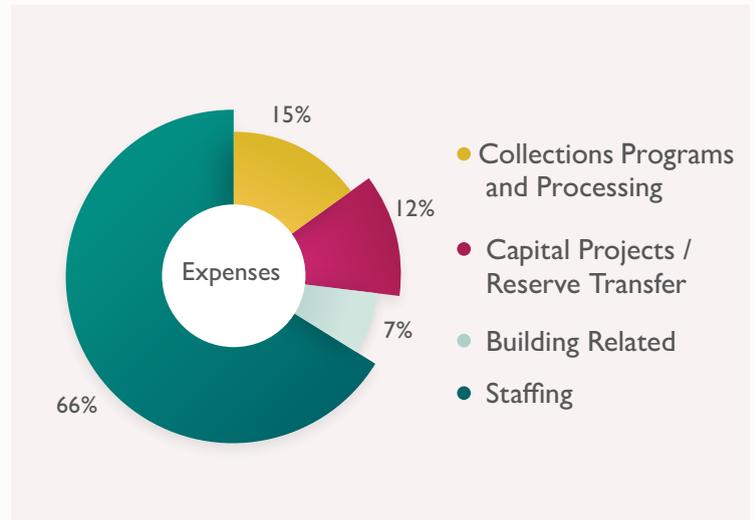
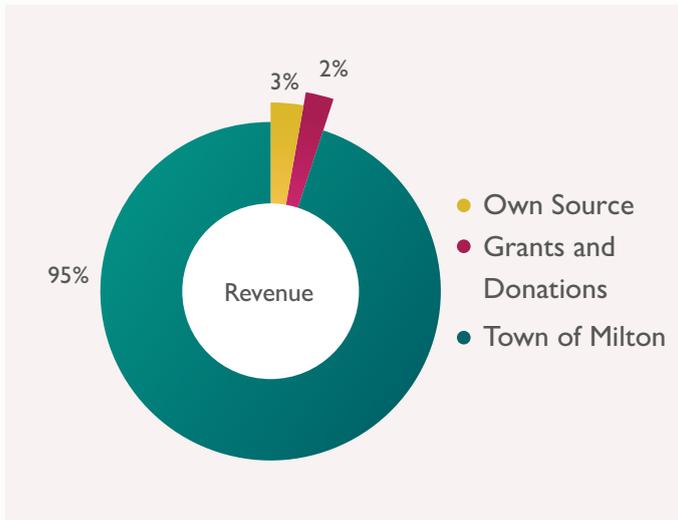
DIGITAL INNOVATIONS AND FACILITY ENHANCEMENTS

- 🐝 Launch of CBC Corner
- 🐝 PressReader
- 🐝 OverDrive
- 🐝 Laptop Kiosk at Beaty Branch
- 🐝 Express printing station at Beaty Branch and Sherwood Branch
- 🐝 AWE tablets for Beaty Branch
- 🐝 Reconfiguration of Teens and Children area at Sherwood Branch
- 🐝 Vending machine at Beaty Branch

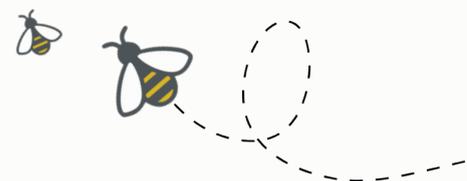
Financial Overview (Operating)

WHERE THE MONEY COMES FROM

WHERE THE MONEY GOES

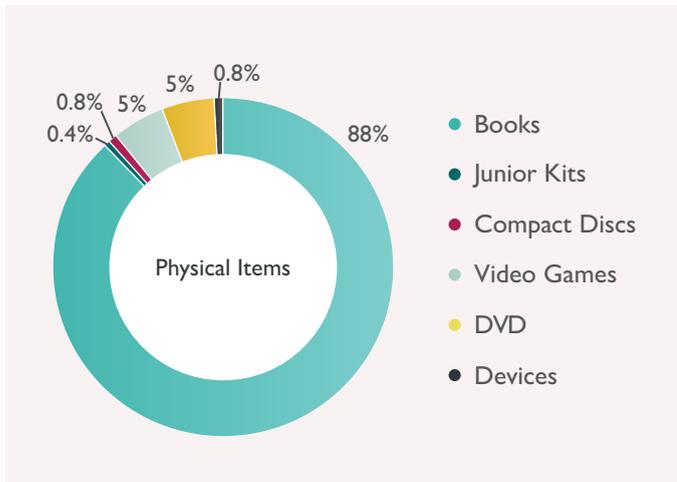


Funding for new and replacement collections, technology and furniture is funded out of the Capital budget and is not included in the above amounts.

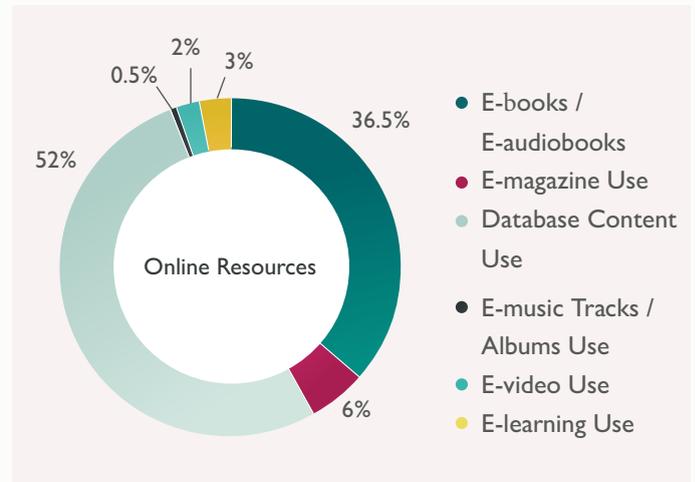


LIBRARY USAGE AND REACH

Circulation – Physical Items



Circulation – Online Resources



“MPL continues to impress me with their commitment to making the library a place for everyone, to feel welcome, and have access to materials/resources in so many languages. Thank you!”

Mobile App Usage: Downloads and Active Users



EXPANDING MOBILE APP USER BASE

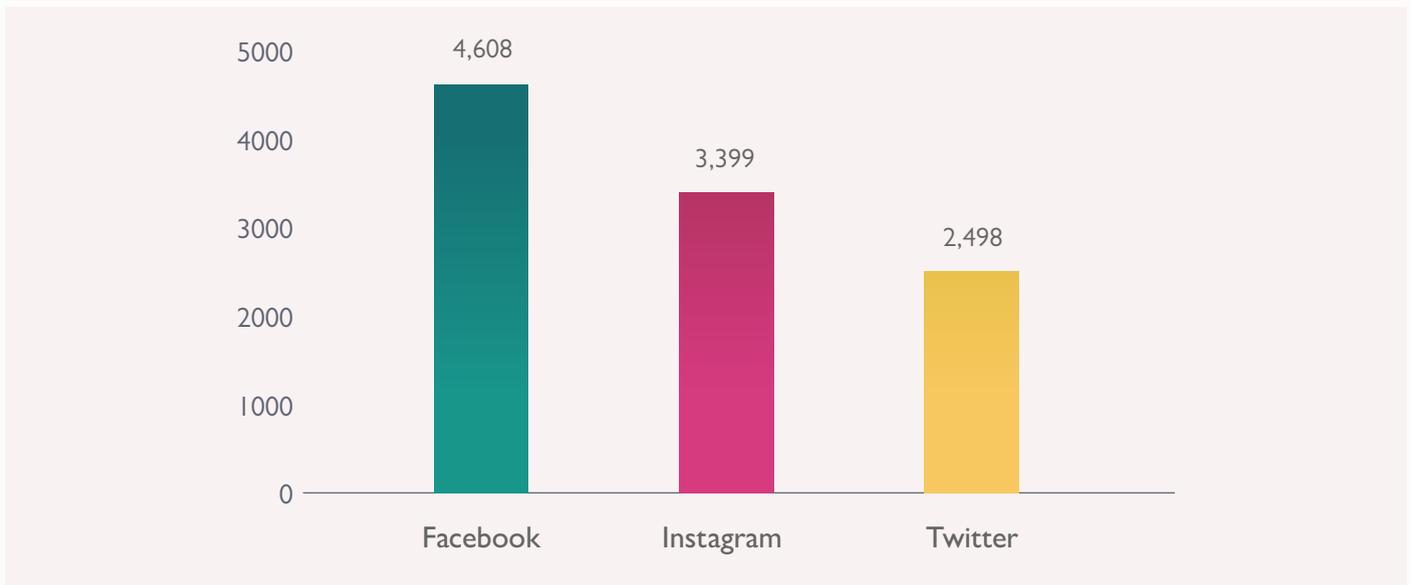
The library’s mobile app saw a robust user base of **8,938** in 2023, indicating a growing trend of accessing library services through mobile devices.



HIGH USAGE RATES

There were **2,437,545** interactions with the library’s mobile app over the year, demonstrating a high level of engagement and frequency of use among patrons.

Social Media Followers



E-newsletter: Subscription Growth and Open Rates



STRONG OPEN RATE

The library's E-newsletter achieved an open rate of **41%** in 2023, increasing from **33%** in 2022 demonstrating that nearly half of all subscribers are actively engaging with our communications.



INTERACTIVE CONTENT

The E-newsletter maintained a click rate of **6%** increasing from **5%** in 2022, indicating that subscribers not only read the newsletter but also interact with the content by clicking on links to learn more or participate in library programs.



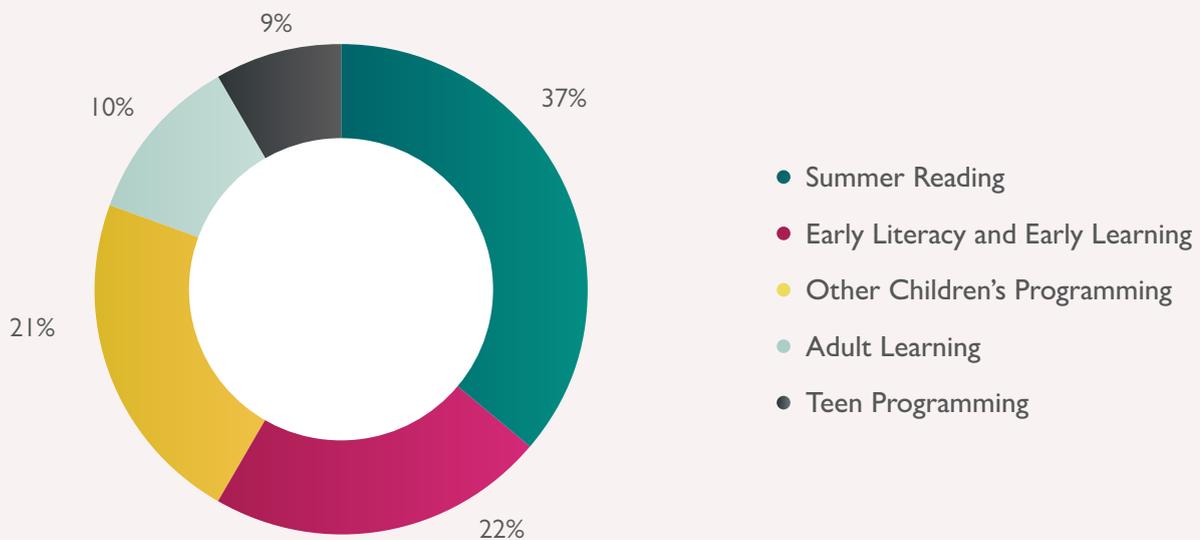
EXPANDING SUBSCRIBER BASE

The total number of E-newsletter subscribers grew to **41,008** from **30,436** in 2022 reflecting increased interest and continuous growth in our community's engagement with library updates and events.



It is an incredible place to enjoy with the little ones, great family time! The people in the library are very friendly, it was my first time and I can't wait to go back!

PROGRAM ATTENDANCE: OVERVIEW OF TOP PROGRAMS



2023 INITIATIVES AND ACHIEVEMENTS



OBOM 2023 with Sarah Polley:

Milton Public Library's 2023 One Book, One Milton event featured Academy® Award-winning screenwriter and actor/director Sarah Polley discussing her **#1 National Bestseller, "Run Towards the Danger,"** amidst a sold-out crowd of 500. The event engaged the community in a dynamic evening highlighted by inclusivity with ASL interpreters and a diverse Q&A session. Hosted by CBC's Elenor Wachtel, attendees expressed gratitude for the opportunity to engage with Polley and participate in a personal book signing session, emphasizing the event's impact on community connection and cultural enrichment.



OBOM 2023 - An Evening with Sarah Polley

Such a cool night, Sarah Polley was SO well-spoken and impressive!!



Medicines Mural:

To commemorate National Indigenous History Month, Milton Public Library unveiled a striking new mural titled **"Medicines" at the Beaty branch. Crafted by local Kanien'kehá:ka artist** Cassandra Bomberry from the Six Nations of the Grand River reserve. The four-panel artwork celebrates indigenous culture and the healing power of nature. Bomberry's inspiration stems from the library's garden and surrounding flora, aiming to evoke the same sense of positivity and well-being she experienced growing up surrounded by nature. The mural, now a permanent fixture in the library's entrance, serves as a reminder of humanity's vital connection with the natural world.

2023 INITIATIVES AND ACHIEVEMENTS

New Website:

Milton Public Library embarked on a **digital transformation with the launch of its new website, beinspired.ca, on September 25.** The user-friendly website introduced several enhancements to elevate the patron experience. It provided seamless navigation, ensuring effortless access to library news, events, and resources. Additionally, patrons could conveniently manage their library cards online, streamlining processes and reducing in-person visits. **The website provides 24/7 access** to a vast array of online resources, including courses, tutoring, and an extensive collection of digital books and newspapers, empowering patrons to explore and learn at their convenience.



Sherwood Flooring/Expansion of Children's Area:

Milton Public Library temporarily closed its Sherwood Branch on October 21st, 2023, to embark on renovations to replace defective flooring. As part of the renovation, the library aimed to modernize the space, allowing for the future integration of new services and to expand the children's area to accommodate a broader collection.

Staff Development Day and Town Hall:

Throughout 2023, Milton Public Library prioritized staff development through comprehensive training sessions on various topics. **This commitment culminated in a Staff Development Day held on November 6th, 2023, at the Sherwood Community Centre.** The event, featured an engaging agenda designed to enhance professional skills and foster team cohesion.



2023 INITIATIVES AND ACHIEVEMENTS



Participation in first ever Halton Pride Parade:

Milton Public Library had the privilege of participating in Halton's inaugural Pride Parade. Alongside fellow libraries from Oakville, Burlington and Halton Hills, staff marched to **celebrate inclusivity and express our support for the 2SLGBTQIA+ community across Halton**. It was a day filled with unity, pride, and a vibrant demonstration of the library's commitment to embracing diversity.

Spring Book Sale:

MPL organized a Book Sale at the Sherwood branch in March 2023. Patrons had the opportunity to stock up on a diverse selection of gently used books and other items. This initiative not only provided great reads at low prices but also supported the ongoing efforts of MPL.



101 Deweguns:

In partnership with the Indigenous community, **Milton Public Library** launched **'101 Deweguns... A Living Hearts Legacy,'** funded by the **New Horizons for Seniors Program Grant**. The workshop empowered seniors to impart their experiences to teenagers, who crafted drums and accessories that would be used by 101 artists across Canada to depict stories of residential school impacts through the painted canvas of the Drum.



2023 INITIATIVES AND ACHIEVEMENTS

Investment in Customer Service Delivery:

Milton Public Library invested in **the cutting-edge technology programming database Springshare, offering a suite of versatile tools to enhance user experience and streamline library operations.** With LibWizard, patrons could effortlessly engage with interactive forms and surveys embedded in the library website. LibCal simplified event management and room bookings, providing a seamless online calendaring system. The LibAnswers platform ensured prompt and accurate responses to patron inquiries, further enhancing the library's commitment to exceptional service.



Service Delivery and Organization Review:

In 2023, Milton Public Library initiated a **transformative Service Delivery and Organizational Review Project in collaboration with Forum Research and TCI Consulting.** This ambitious initiative was aimed at thoroughly evaluating and enhancing the library's services and operations to better align with the dynamic needs of our community. Through an in-depth assessment of service delivery, organizational structure, and community engagement, the project was designed to ensure that library services not only met current requirements but were poised to anticipate future community needs. **As a result of the findings and insights gathered in 2024, a strategic plan is now being developed.**



LOOKING AHEAD

LIBRARY MASTER PLAN

The Library Master Plan **(2025-2029)** will **identify future directions** that reflect the needs of the community and align with the strategic goals of the Town of Milton and will establish a collective community vision for library services in Milton. MPL has engaged Monteith Brown Consulting to develop an updated plan expected to be presented to the Library Board in fall 2024.

NEW HORIZONS FOR SENIORS

Milton Public Library secured the **2024 New Horizon for Seniors Grant** to support the **“Engaging Senior Artists” project**, which offers workshops and exhibitions to promote lifelong learning and reduce isolation among seniors through visual arts.

TECH HUB AT SHERWOOD BRANCH

Sherwood Library is **introducing a new “tech hub” this fall, centralizing all branch technology including a 3D printer, circuit cutter and laminator.** Located in the middle of the library, this space will also support tech-related programming, seating up to 10 people with an accessible section included.

ONE BOOK, ONE MILTON 2024

Milton Public Library has chosen **Waubgeshig Rice’s “Moon of the Turning Leaves”** as the **2024 One Book, One Milton** selection to foster community connections through its exploration of resilience and identity. The campaign will include programs and an exclusive discussion with Waubgeshig Rice on November 20, 2024, at the FirstOntario Arts Centre.





MISSION

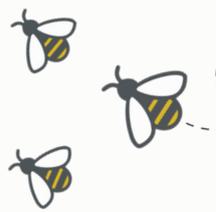
MPL empowers the community to: Read. Learn. Create. Connect.

VISION

To inspire through discovery, collaboration, and creation.

VALUES

Intellectual Freedom. Inclusivity. Accessibility. Exceptional Public Service.
Lifelong Learning. Accountability.



MAIN

1010 Main Street East,
Milton, Ontario
L9T 6H7

SHERWOOD

6355 Main Street
West, Milton, Ontario
L9T 2Y1

BEATY

945 Fourth Line,
Milton, Ontario L9T 6P8