



Milton
Public
Library
Be Inspired



2019 Annual Report

Message from our MPL Board Chair & Chief Librarian



Milton Public Library continued to grow and transform throughout 2019. This was achieved through the implementation of a more efficient, customer-focused service delivery model,

the opening of the Sherwood branch, and the launch of our new online card renewal portal. MPL offered traditional library services in combination with state-of-the-art programming to over 78,000 patrons on a regular basis. As the Board Chair for MPL, I am delighted the library remains an important pillar of our community and that library staff continue to develop exciting, innovative opportunities for you to 'Read. Learn. Create. Connect.' with us.

– Sarah Marshall, MPL Board Chair



We are delighted that through the hard work and commitment of all levels of staff at MPL in ensuring the success of our new, innovative and ultimately much more effective approach to

public library service provision, that our patrons are responding positively. To be ultimately responsible for a public library that serves 71% of the population on a regular basis in 2019 is a phenomenal achievement and speaks to MPL's commitment to being as responsive to the community's needs as possible. As a direct result of our new focus and commitment to community-led librarianship, we are providing more of what the community wants and less of what we think they want - the traditional approach to public library service provision.

– Mark Williams, Chief Librarian

2019 Revenue & Expenses



Where the Money Comes From

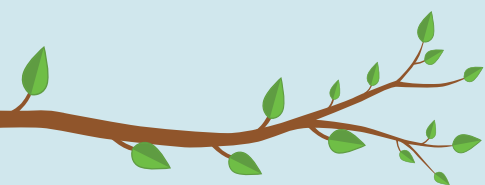
94%	\$4,785,491	Town of Milton
4%	\$186,394	Own Source
2%	\$90,122	Grants & Donations

Where the Money Goes

64%	\$3,251,320	Staffing
3%	\$856,906	Building Related
17%	\$791,015	Collections & Processing
16%	\$162,766	Capital Projects/ Reserve Transfer

Collection Expenditures

49%	\$329,720	Print
32%	\$215,327	Electronic Products
8%	\$53,831	DVDs
6%	\$40,373	Recordings
5%	\$33,644	Subscriptions



Year at a Glance: Usage & Attendance



Cardholders
Up 17%
78,171 vs
66,962

eResource
Usage
Up 10%
335,032 vs
304,289

Programme
Attendance
Up 11%
59,124 vs
53,411

In-house
Library Use
Up 5%
453,055 vs
430,134

Reference
Queries
Up 1%
117,191 vs
116,119

Adult
Programme
Attendance
Up 7%
8,054 vs
7,507

Circulation
Up 2%
825,050 vs
811,154

eBook
Usage
Up 18%
89,268 vs
75,705

Teen
Programme
Attendance
Up 64%
4,849 vs
2,962

Physical Book
Circulation
Up 7%
647,833 vs
610,500

Children's
Programme
Attendance
Up 8%
46,221 vs
42,942



Year at a Glance

Improving Your MPL Experience

New Management Team

Hand-in-hand with the implementation of the new staffing model, MPL's management team structure was overhauled in 2019. Doing so has resulted in greater efficiencies for MPL and an improved reporting structure for the staff. The management team now consists of experts in their field, such that the in-house knowledge has reduced the need for external consultancies. Moreover, through the wealth of knowledge and experience the collective management team bring to MPL, they are able to effectively support their teams in delivering both public library and customer service excellence.



Sherwood Branch

MPL's third location, Sherwood, opened in the fall of 2019. This new library applies retail principles through a discovery layout in order to provide a much more customer-centric and user-friendly approach to library layout and design. In addition, by incorporating a range of new technologies, including the children's activity touch tables and self-serve laptop lending kiosks (the first of their kind in a public library in Ontario), the focus has been on elevating and enhancing the customer



Community-led Librarian reads to children at our Card Contest event.

service experience. As a result, the response from our patrons at the new branch has been overwhelmingly positive ensuring this new approach to library layout and design will be replicated at any new and/or refurbished branches of MPL, in the future.

New Service Delivery Model

2019 saw the full implementation of Milton Public Library's new service delivery model, in readiness for the opening of MPL's third location, Sherwood. By moving away from a traditional and outdated staffing model that focused on distinct circulation and information services departments and creating a unified customer service team, we have been able to reduce our overall staffing complement whilst at the same time, improving the customer service experience. In addition, all of the professional librarians are now able to engage in a broad range of new and innovative community conversations, in order to build even further on this customer service excellence.

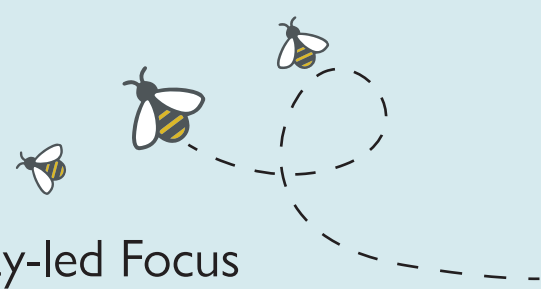
New Branding

In order to update MPL's brand in a way that reflects the new approach to customer service and public library service excellence, a re-branding exercise was undertaken, in house, in 2019. As a result, MPL's new 'bee' logo was developed that seeks to represent MPL as a hive of activity that is evident in all of MPL's branches on any given day. The new logo has now been fully incorporated into all of MPL's branding through all physical and virtual channels and the response from our patrons and the broader library community has been one of wonder and joy.



MPL's new branding at Sherwood.

True Community Hub



Community Conversations

MPL held a series of monthly Community Conversations with local residents in 2019 to better understand and respond to the issues affecting Miltonians. The series gained the attention of CBC, who then interviewed staff at MPL to learn more about the programme and its outcomes. As a result of the interview, CBC chose MPL to host a “CBC in the Community” panel discussion moderated by Matt Galloway at the MinMaxx theatre on 26th September. Following the event, Galloway tweeted: “Thanks for having us #MiltonON and thanks for the smart questions.”

Halton Youth Disability Advisory Council

The Halton Youth Disability Advisory Council (HYDAC) is a group of young people of all abilities who work to make a difference in their communities. Their goal is to empower young people to have a voice, to influence, to encourage participation, and to build awareness and acceptance. Throughout 2019, HYDAC met monthly with MPL staff to discuss their ideas about how to make Milton more inclusive and accessible, and to develop fundraising initiatives and community events to support their goals.

Cognitive Care Kits

In collaboration with the Alzheimer’s Society of Halton Region, MPL developed Cognitive Care Kits as a resource to help support caregivers and patrons with dementia and other forms of cognitive impairment. Each Cognitive Care Kit contains up to ten unique, dementia-friendly activities such as games, workbooks, puzzles, and various prepared activities curated to enhance environments that support the needs, interests, skills, and abilities of individuals living with a cognitive impairment in Milton.

Community-led Focus

Milton Public Library’s community-led approach means that every resident is invited to see their local library as an inclusive community hub where everyone feels included, represented, and inspired to reach their fullest potential. From growing partnerships with local organisations, to engaging with library users and non-library users alike, being community-led means meeting Miltonians where they are—at school, work, and play, or embedded in other services like the local hospital and public transit. As a strategic priority, community-led values inform every layer of our organisation, including frontline customer service, physical and digital resources, and diverse programming opportunities for all.



CBC’s Matt Galloway hosts a community session sparked by MPL’s Community Conversations.

Multilingual Storytimes

Throughout 2019, MPL worked with community partners to implement inclusive programming for newcomers and children with special needs. Using the top five languages read in the homes (of MPL’s patrons), staff facilitated storytime programming for children in Urdu, Hindi, Arabic, French, and Spanish in partnership with the Milton Community Resource Centre. MPL also conducted sensory storytimes incorporating movement, repetition, and interaction in a safe space for children of all abilities.



Ms. Suzan from MCRC hosting an Arabic storytime in partnership with MPL.

Technology

John Iliff Award & Presidential Citation

In 2019, Milton Public Library was the recipient of two international innovation awards for the Quest Milton app. The John Iliff award was presented to Mark Williams, Chief Librarian for the development of the Quest Milton app by the Public Library arm of the American Library Association. In addition, Milton Public Library was one of four libraries around the world to receive the American Library Association's Presidential Citation for Innovative International Library Projects, again for the Quest Milton app.

At the award ceremony for the Presidential Citation for Innovative International Library Projects which was held in the Library of Congress in Washington

D.C, in June 2019 Milton Public Library was commended for:

“maximizing tax dollars in using technology to bring together numerous agencies, all with the purpose of enhancing the customer experience”

A sentiment echoed by the Chair of the John Iliff award committee who stated that:

“The committee was impressed with not just the app itself but what you were able to do in bringing together a wide array of partners and creating something that is fun and also helps people get to know the community and library better.”

cloudLibrary

Milton Public Library transitioned to cloudLibrary, an exciting new ebook platform in 2019, dramatically increasing access to digital materials for patrons from 38,000 titles to over 200,000. cloudLibrary supports MPL's commitment to providing a diverse collection in a variety of formats to promote lifelong learning, research, popular reading, cultural pursuits, and the creative use of leisure time in the community.

Online Card Renewal

In order to further enhance the customer service experience and to better utilise existing technologies, MPL launched its online card renewal process in 2019. Developed in-house, MPL's online card renewal feature allows patrons to renew their MPL card and to update their information from home. Since its launch, almost 3,000 patrons have chosen to use this convenient option to renew their MPL card.

New in 2020

MPL Mobile App

To increase accessibility and offer improved services, MPL's mobile library app will allow patrons to save their e-card for quick and easy access with an option to link all their family accounts. Additionally, patrons can access the library catalogue, place holds, pay fines, and manage their accounts using their mobile devices, bringing together access to all of MPL's services, for the first time, into one convenient e-application.



MPL's new mobile app.

Online Card Registration

In order to provide ongoing opportunities to support MPL's mission to empower the community, to Read, Learn, Create and Connect, MPL will be launching an online card registration portal in 2020. This new feature will allow Miltonians to create an e-card that they then receive via email. The e-card offers access to all of MPL's electronic resources and ebooks.

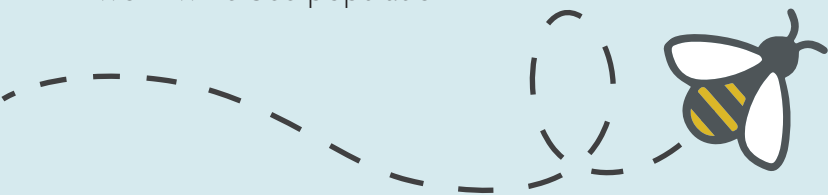
Looking Ahead

The Buzz at Beaty...



Bee Hives

In addition to the sensory garden, staff at MPL used the re-branding exercise to work with Humble Bee Inc. to bring beehives to the Beaty branch. While the installation of the beehives was planned for the spring of 2020, this has been placed on hold as a result of the worldwide COVID-19 pandemic. Once the beehives are installed, customers will be able to purchase 'Bee-ty' branch honey while staff will be delivering STEAM based programming for patrons of all ages. In addition, MPL is contributing to worldwide efforts to offset the decline in the worldwide bee population.



Beaty Sensory Garden

In 2019, the neglected and overgrown purpose built planters at the Beaty branch were dug up and staff took the opportunity to create a new 'sensory garden,' in their stead. The new sensory garden, which will spring into life in 2020, is designed to appeal to all five senses:

- Taste - Lavender
- Smell - Citronella
- Sight - Gracillimus Miscanthus
- Touch - Dusty Miller
- Sound - Stella D'Oro Daylily

In doing so, the new sensory garden provides a welcoming feature at the branch which encourages patrons to fully engage with the plants on offer. The sensory garden will also be used to support children's STEAM based programming, at the branch. Thanks to the staff at Crawford's Garden Centre for partnering with MPL in selecting and bedding the plants for MPL.

New Strategic Plan

MPL's current Master Plan expired at the end of 2018 and a new Strategic Plan is scheduled for development in 2020, in conjunction with the development of the Town of Milton's Strategic Plan (as a result of the global pandemic, the development of the new plan will be delayed). In doing so, for the first time, MPL will be engaging in a wide range of community conversations, building on the success of those undertaken in 2019, in order that the strategic plan, and ultimately the services we offer, are informed by and fully responsive to the customers we serve.

HYDAC Sensory Kits

MPL worked with members of HYDAC to develop Sensory Kits that assist patrons with sensory processing disorders to actively participate in their community. Kits include a variety of sensory materials and manipulatives that will be available for in-library use during visits or programmes. To further support this initiative, MPL successfully applied for a grant through the "Autism Welcome Here: Library Programmes, Services and More" funding stream. The selection committee was especially impressed with the degree of involvement young adults living with autism had in developing the grant application.



Patrons in a reading pod at Sherwood.

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.

Management Team

Mark Williams	Chief Librarian
Dave Hook	Deputy Chief Librarian (effective July 2019)
Vito Montesano	Senior Manager, Human Resources
Lee Puddephatt	Manager, Public Service (effective Apr 2019)
Maria Petricko	Manager, Branches (effective Apr 2019)
Kanta Kapoor	Manager, Support Services (effective Mar 2019)
Chris Jasztrab	Manager, Information Technology
Ashley Directo	Manager, Marketing & Communications Part-Time (effective July 2019)

Board Members

Sarah Marshall, Chair
Margaret Warmels, Vice Chair
John Watson (until June 2019)
Maggie Chan (effective Sept 2019)
Matthew Fabian
Omer Amin
Councillor Sameera Ali
Councillor Kristina Tesser Derksen



Locations

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



www.beinspired.ca