



Plans for 2015–2018

June 11, 2014

Our Future Direction

At the Calgary Public Library, we are building not only a great new Central library, but also a great new Library system. Just as the New Central Library will be a cornerstone of downtown Calgary's redevelopment, the Calgary Public Library will play a key role in community building for Calgary's growing neighbourhoods. By focusing our efforts in the following areas, we will make the Library relevant to the people we serve.

QUALITY LIBRARY BUILDINGS: Every library in the Calgary Public Library system will be of the same caliber as the New Central Library. In some cases, this will mean planning and building new facilities; in others, significant makeovers. Our facilities will have a distinct look and feel, ensuring a consistent patron experience across the system that will be unmistakable as the brand of the Calgary Public Library. All our libraries will look new, fresh and appealing. People will know they are in a public library that promotes reading.

THE LIBRARY IN THE COMMUNITY: The Calgary Public Library is more than just a system of buildings: it is a concept that permeates all aspects of community life. We will spend more time in the community, meeting people where they are. We will bring content and access to information to people, organizations and businesses. We won't wait for people to come to the Library—we will take the Library to the community, where and when the community needs us most.

Our Future Direction

NEW TECHNOLOGIES: Libraries have been very successful at integrating new technologies into their services and operations. At the Calgary Public Library, we will continue this tradition by taking every opportunity to offer new technologies and access to digital content to our patrons. To foster the digital literacy of all Calgary residents, we will ensure that technology and content are accessible and easy to use; more than that, we will help people use and access technology and content.

FOSTERING READING: Our patrons will always find something good to read at the Calgary Public Library. The Library's catalogue will be the launch pad to a collection of more than two million items. The Virtual Library will provide online access to eBooks, magazines, newspapers, music and video. In Library buildings, attractively marketed book collections will entice patrons. Library staff will not only be knowledgeable about the next book to read, but also enthusiastically inspire Library patrons to read and read more.

FOCUS ON THOSE WHO MOST NEED THE LIBRARY: We will focus our efforts on serving those segments of the community who need us most and have the most to gain from the Library. This population includes those who are new to Canada and new to Calgary. It includes young children, and families with young children, who are developing lifelong habits of reading and learning. It includes those who can't get to a library because of physical or economic barriers. We will ensure that everyone in the community is a part of the community, no matter what their circumstances.

EASY AND CONVENIENT: The Library will be easy and convenient to use and available to everyone. We will identify and remove financial, operational, technological and physical barriers so that using the Library is seamless and easy. A strong marketing program will ensure that the Calgary Public Library is prominent in the lives of all Calgarians, and that we are keeping our promise to make the Library relevant to the people we serve.

Strategy #1: Strengthen Neighbourhoods in a Growing City

Goal 1

Play a unique and pivotal role in the planning and design of Calgary communities that positions the Library as a significant public place.

Library Outcome Targets

- Community libraries clearly reflect their neighbourhood's identities.
- Community planning gives prominence to siting of the library.
- Every library reflects the Library facility benchmark.

Library Output Targets

- Community library sq. ft. per capita
- % of population residing more than 3.5 km from a community library
- % of patrons rating their Library facility as 4 or 5 on a 5 point scale
- Facility Quality Rating Score

Examples of Library Actions

- Apply the thinking and imagination inherent in an innovative New Central Library to all Library spaces and services, and for the benefit of all neighbourhoods.
- Revitalize and expand the community library network so that all Calgarians can enjoy access to our services.
- Ensure the Library has a positive presence in every Calgary neighbourhood through our physical, mobile and virtual spaces, programs and services.



Supported ImagineCALGARY Targets

- [#2] All Calgarians have easy access to current forms of communications technology and resources.
- [#4] Calgary increases the number of facilities and spaces that encourage human interaction...
- [#18] Develop complete communities that enable people to meet most of their daily needs within a reasonable walking distance from home.

Strategy #1: Strengthen Neighbourhoods in a Growing City

Goal 2

Contribute to the social fabric of Calgary neighbourhoods by building community identity, interaction and cohesion.

Library Outcome Targets

- The Library is Calgarians' first choice for information on and about their community.
- The Library makes patrons feel connected to each other and to their communities.

Library Output Targets

- % of Calgarians who report the Library is a good place to get information about their community
- % of Calgarians who rate the Library an effective partner in creating and sustaining local networks

Examples of Library Actions

- Create community connections and networks to assist residents in building stronger neighbourhood based associations.
- Select and acquire new and improved vehicles for outreach.



Supported ImagineCALGARY Targets

- [#109] 95% of Calgarians ... report that they value and have supportive relationships in several settings including in the community.
- [#112] 90% of Calgarians agree that there is a strong sense of community ... a sense of belonging, attachment and civic pride.

Strategy #2: Bring the Library into More People's Lives

Goal 1

Improve the experience, ease and convenience of using the Library.

Library Outcome Targets

- Administrative procedures and customer contact points are frictionless.
- There are no financial or time constraints to Library use.
- The Library brand is one of the most admired in Calgary.

Library Output Targets

- % of patrons rating their in-person Library experience as 4 or 5 on a 5 point scale
- % of patrons rating their online Library experience as 4 or 5 on a 5 point scale
- % of patrons rating ease of using the Library as 4 or 5 on a 5 point scale

Examples of Library Actions

- Reallocate space for more flexibility and patron activity.
- Implement online card registration.
- Eliminate membership processing fee.



Supported ImagineCALGARY Targets

- [#47] All children of low-income families have the opportunity to complete... appropriate training to enable them to fully participate in the economy.
- [#62] All publicly provided goods and services are affordable, accessible and priced in accordance with their public benefits.

Strategy #2: Bring the Library into More People's Lives

Goal 2

Reposition the Library as a relevant and essential community resource supported by all Calgarians.

Library Outcome Targets

- Patrons and non-users champion the Library, advocating for additional funding and encouraging increased philanthropic support from businesses and individuals.
- Council votes on Library-related motions are unanimous.

Library Output Targets

- % of Calgary households who are active Library users
- % of Calgarians who rate the Library as important or extremely important to the community (4 or 5 on a 5 point scale)
- % of Calgarians who identify themselves as Library advocates

Examples of Library Actions

- Rebrand in accordance with the Library's strategic plan.
- Partner with other organizations to create joint educational experiences.
- Partner with other organizations to promote Library resources, programs and services.



Supported ImagineCALGARY Targets

- [#86] 95% of Calgarians...have a range of opportunities for the aesthetic enjoyment of nature, arts and culture
- [#89] 90% of Calgarians report that participation in creative activities is an important part of their lives
- [#101] 90% of citizens agree that "Calgary is a city with soul," ... defined as ... ongoing feelings of connectedness with some form of human, historic or natural system.
- [#102] 100% of Calgarians ... feel ...supported in their pursuits of meaning, purpose and connectedness, and ... extend ... support to others who meet this need in ways different from their own

Strategy #3: Focus on Services That Make A Difference

Goal 1

Refocus our services and programs on the following literacies: early literacy and reading; numeracy; digital, information, and civic literacies.

Library Outcome Targets

- The Library is regarded as the most effective literacy-promoting organization in Calgary.
- Literacy-related programming attracts the largest share of philanthropic giving to the Library.

Library Output Targets

- % of program capacity targeted at priority literacies
- % of estimated target audience that attended a Library program
- % of program attendees that report the program goal was achieved

Examples of Library Actions

- Implement sustainable models for early literacy and numeracy programs.
- More early childhood and teen programs offered in Library locations.
- Increase outreach to care facilities for children.



Supported ImagineCALGARY Targets

- [#99] 100% of adults have access to quality... informal learning opportunities.
- [#100] 95% of adults have minimum levels of literacy and numeracy required to fully participate ...
- [#110] 95% of children aged two to five exhibit high levels of emotional well-being and age-appropriate levels of attention span and impulse control...

Strategy #3: Focus on Services That Make A Difference

Goal 2

Target services for priority populations: preschoolers and their families, newcomers, and students.

Library Outcome Targets


- The Library is regarded as an essential resource by members of targeted populations.
- The Library is regarded as a valuable partner for collaboration by other organizations serving targeted populations.

Library Output Targets

- % of program capacity targeted at priority populations
- % of priority populations that attended a Library program
- % of targeted institutions enrolled in a Library visitation plan

Examples of Library Actions

- Double settlement services for newcomers.
- More cataloguing in world languages.
- Increase programs for small businesses and job seekers.
- Double the number of early childhood programs offered in Library locations.



Supported ImagineCALGARY Targets

- [#41] 95% of teens graduate high school and 75% of adults complete a post-secondary or vocational program.
- [#43] All adult immigrants have the opportunity to integrate in the economy ...
- [#96] 95% of 6 year olds exhibit school readiness.
- [#97] 95% of students succeed in elementary and junior high school.