



## REPORT TO THE LIBRARY BOARD

**MEETING DATE: Wednesday, October 17, 2007**

Session:	Public Session
Subject:	Services and Operations Report – Central Library Service Model & Space Plan
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Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

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### Recommendation

It is recommended that this report be received by the Library Board.

### Issue / Opportunity

The new Central Library opened to much acclaim on August 25, 2002. In the intervening years, slight modifications have been made to the layout of collections, equipment and furniture, as well as to staffing allocations throughout the building as the Library received important feedback on functionality and aesthetics from both customers and staff. As the Library moved through its current strategic process, it was critical to align the Central Branch to our Vision, Strategic Plan and Value Promise. This review resulted in a fresh service and space plan. Implementation of the plan is nearing completion. This work dovetailed with other strategic initiatives such as the creation of the Central Branch Teen Annex, the implementation of both the new Collections Management Service Model and Community Outreach and Programming Services Model, and a system-wide review and plan for improved library signage and navigation aids.

### Background & Review

The Central Service and Space Planning Team, led by Anne Becker, began their work in September, 2006. The team quickly identified the key service goals to be achieved:

- Accessible, welcoming and relevant spaces;
- Vibrant, energetic, experiential and self-revealing library spaces;
- Fewer service points providing more and better service options (e.g. self-serve checkout machines, enhanced catalogue features);
- Effective staffing levels with greater flexibility to provide proactive and “just in time” roving reference and referral services;
- Customer-friendly and intuitive navigation, with supporting signage;
- Themed and timely displays of library resources and merchandising throughout the building;

- Logical arrangement of collections that is as use-friendly as possible;
- Centralization of computer services to achieve optimum service levels; and
- Appropriate placement of security (staff, cameras, motion detectors) throughout building

Arlene Thompson, acting as Project Manager, worked with the Team and Central staff to bring the plan to completion. Key to the project's success were: Julie Brandl, David Caloren, Delilah Deane Cummings, Jennifer Hesse, Anne McCambridge, Reg Patterson, Brian Rhoden, Rosemary Townshend, Cathy Willits, Nancy Ward, Margaret Wilkinson, Public Service Staff, Tom Travers and the IT Department, Terry Wilkes and the Facility Services Staff.

## **Service & Space Model**

The space plan supports the Core Service Outcomes of the LPL Service Excellence Model.

### Core Service Outcomes

The Library offers a range of core service outcomes to serve various individuals and community needs, audiences and ways in which people seek information, learn and interact. These outcomes include:

- Literacy
- Learning
- Culture, Leisure and Recreation
- Information
- Community Meeting Place.

The space plan will have a positive impact on the Service Delivery Streams of the LPL Service Excellence Model.

### Service Delivery Streams

Services are offered in a variety of ways:

- Reference, Reader's Advisory, and Referral
- Collections and Learning
- Technology
- Programming
- Outreach

Detailed Service Excellence Profiles were written by Central Library Supervisors. Reflecting the Library's Vision, Mission and Value Promise, the service profiles define the service goals and available assets for all service areas of the Central Library. Action Plans, set on an annual basis, will detail key, measurable objectives for each Service Delivery Stream ensuring a continuum of excellence.

### Highlights of the Changes by Floor

1<sup>st</sup> Floor (welcoming, lively, engaging, colourful, quick access/service)

- Welcome Desk relocated to a prominent space inside the security gates. Staff actively welcome and offer assistance to customers to ensure the needs are met with excellence
- DiscoverPlace created as a convenient, engaging popular resources area. Included here are the new QuickPicks (current, in-demand titles available for quick lending turnaround (1 week), recently published Biographies, DVD and VHS recordings, selection of magazines, viewing stations, quick access/ restricted function computers, displays (recent reads, themed displays, library merchandise, etc)
- DVDs moved to DiscoverPlace in May. 59% increase in DVD circulation from July 06 to July 07. The percentage of current biography collection checked out rose from 25% to 34% in 6 weeks.
- Teen Annex officially opened January 18, 2007 (report made at Board inaugural meeting, December 2006); name and the Teen Annex brand launched and to be

implemented in Branches across the system (Pond Mills re-opens with Teen Annex in place in March, 2007)

- Walls, shelving, pillars painted fresh colours throughout to create bright, attractive, welcoming spaces
- Community Outreach & Programming Team relocated to the 1<sup>st</sup> floor to the space formerly occupied by Telefact. "Box office" service operates during specified hours from desk in the Passageway
- Self-serve checkout stations centralized in a prominent, customer-convenient location beside the Circulation Desk. Use of the self service checkout stations has increased since the move of the units to a highly visible central location
- 2<sup>nd</sup> floor entrance/exit closed permanently (closure tested over summer, 2006) and all Circulation functions and staff moved to main floor. Concentrated staff better able to assist customers and encourage self-service
- Ergonomic improvements made to Lending Services Desk (height raised by several inches)
- Parenting collection relocated to Children's Library for customer convenience

2<sup>nd</sup> Floor (research, self-directed work, specialty services, partner services (e.g. ERC))

- 2<sup>nd</sup> floor 2007 Action Plan identified the need for high impact displays including in-shelf face out displays. Placement of shelving units and rearrangement of some collections achieved this goal
- The Action Plan also recommended the move of the Business collection into the Business Hall of Fame to maximize visibility and accessibility for customers
- Cyber Central created. Internet computers from 2<sup>nd</sup> and 3<sup>rd</sup> floors centralized into new easy-to-locate computer commons area, easily supported by staff and volunteer Tech Tutors. While customers are still adjusting to the new Cyber Central arrangement, many have commented that the Internet computers now are much easier to locate
- 2 service departments amalgamated to create single 2<sup>nd</sup> floor department, under leadership of 1 supervisor; staff relocated to a common workroom for efficiency and effectiveness
- Telefact, the LPL call centre, relocated from 1st to 2<sup>nd</sup> floor
- Service Desks combined to create single service point on 2<sup>nd</sup> floor for customer effectiveness and satisfaction. The location of the desk is being assessed. The desk may still be moved to provide more effective service to the customers
- Lifelong Learning and Literacy Centre, including the new CTVglobemedia Media Education Zone, established to support several strategic objectives; highlights literacy collections, services and other resources such as alternative formats, adaptive technology, computer training and programming spaces
- Access to various collections improved by new layout

3<sup>rd</sup> Floor (quiet reading lounges, research, study zone)

- London Room enhanced by creation of a darkened microform reading room; reader/printers and microform moved into space
- Most current newspapers and magazines relocated here to create a one-stop reading lounge; magazines arranged by subject categories for easy browsing access and enjoyment
- Newspaper back issues on microfilm relocated to floor
- Creation of inviting reading and lounge spaces by fresh furniture layout
- Comments received from customers since the rearrangement of magazines have all been positive. Customers are finding them very easy to browse and are surprised at the sheer numbers and variety of magazines available. While the magazines already available have been consolidated and arranged by subject, customers feel that the Library has added subscriptions. To quote one customer "Well done on reorganization and choice of periodicals. Much improved!"

Signage (welcoming, easy to understand, fresh and vibrant look, navigation guide)

- New signage created for the Passageway and all floors
- Signage easily understood by customers
- Vivid colours provide a navigation guide to collections/areas
- Wording simplified and Dewey ranges added when appropriate
- Similar signage, already introduced at Pond Mills and Jalna, to be rolled out across Library system

Public Art Display Space

- To enhance the visual experience for customers, two additional art display spaces created on the 2<sup>nd</sup> and 3<sup>rd</sup> floors
- Accessible whenever library open
- Displays provide colour, interest and create welcoming spaces
- Additional display space will accommodate more artists in a timely fashion, support community artistic creativity