

Just getting started!

Edmonton Public Library
2013 Annual Report

100

EDMONTON PUBLIC LIBRARY
1913-2013 epl.ca

“EPL
— isn’t a —
PLACE FOR
BOOKS.
— It is a —
PLACE FOR
PEOPLE.”

— *Mayor Stephen Mandel*



Mayor Stephen Mandel, Board Chair Ellen Calabrese-Amrhein and Minister Doug Griffiths cut the ribbon at the Jasper Place Library grand opening.



Message from the Board Chair and Chief Executive Officer

Over the last 100 years, the Edmonton Public Library has become an integral part of the lives of Edmontonians by not only growing and changing to adapt to customer needs, but also by anticipating and even paving the way for library innovation and excellent service on both a national and international scale.

The year 2013 marked our Centennial and was brimming with a celebration of accomplishments, as well as continued exponential growth. As we spent the year reflecting on the past 100 years through local author Todd Babiak's book *Just Getting Started: Edmonton Public Library's First 100 Years, 1913 to 2013*, we also added new chapters that make our ongoing stories worth sharing.

As a birthday gift to Edmontonians, memberships became free effective March 13, 2013 and we are pleased that, due to donations towards free library cards and funds found within our own budget, City Council approved the continuation of free memberships in 2014 and beyond. We opened a new Jasper Place Library and were presented with an award of merit from the City of Edmonton for Urban Architecture. We also installed a lending machine at MacEwan University – proving that we are bigger than our buildings - supplying more than 1,100 library items to the post-secondary campus.

As technology continues to grow and enhance the way we share with our customers, we grew our eCollection via streaming videos, eBooks and eLearning databases. EPL was also instrumental in creating the technology to make the Me Card possible, and brought ground-breaking

service with the creation and implementation of the EPL Makerspace. Located in the Stanley A. Milner Library, the space is home to the latest technology and equipment for Edmontonians to make and create. It is for these reasons and many more that EPL is recognized worldwide as a leader in public libraries.

As much as we have accomplished over the past year – and the past Century – we will not rest on our laurels. Two new branches are under construction, as are two redevelopments. We will continue to grow beyond our walls with an expansion of the Welcome Baby program bringing early literacy materials to children and epl2go literacy vans delivering library resources and programs to underserved areas of Edmonton.

As we embark on our second century, it is important to reflect on the leadership of our Board of Trustees and ongoing support from Edmonton City Council, Alberta's provincial government, the Friends of EPL, donors, staff and, of course, our customers. Thank you for your continued belief in and enthusiasm for EPL.

Spread the words.

2013 BOARD OF TRUSTEES

Mrs. Ellen Calabrese-Amrhein,
Chair

Mr. John J. McDonald III,
Vice-Chair

Mr. Jay Ball
Mrs. Kate Freeman

Councillor Ben Henderson
(Appointed October 29)

Councillor Don Iveson
(Retired October 29)

Mr. Michael Janz
Mrs. Miranda Jimmy



Ellen Calabrese-Amrhein
Chair, Board of Trustees



Linda C. Cook
Chief Executive Officer

Dr. Sherrill Johnson
Mr. Nazir Mulji
Mr. Jeff Reynolds

Our Customers

PARTY OF THE CENTURY

March 13, 2013 kicked off the party of the century as EPL hosted 100th birthday parties at each branch. The centennial festivities began with a special dinner hosted by Stanley A. Milner at Government House with Premier Alison Redford and Edmonton's Mayor Stephen Mandel. Throughout the year, many new and familiar faces stopped by to join our celebrations. Rick Mercer delighted us with his charm; the mysterious Daniel Handler, aka Lemony Snicket, puzzled us with his intrigue and the witty Mary Walsh left us in stitches as the trio visited the library in Alberta's capital city. A centennial commemorative painting of the Strathcona branch was created by Canadian artist Toti, and Todd Babiak's book "*Just Getting Started*" which celebrates EPL's storied 100-year history was published for all to enjoy. Over 6,000 customers attended free BBQs that were hosted at each and every branch throughout the summer, and EPL invaded Churchill Square not once, but twice for the Princess Bride outdoor movie in August and EPL Squared in September. And to top it all off, our customers got to explore our past with centennial themed library guides.



Back: Mayor Stephen Mandel, Stanley A. Milner, Minister Doug Griffiths, Lieutenant Governor Donald S. Ethell.
Front: Board Chair Ellen Calabrese-Amrhein, Premier Alison Redford and EPL CEO Linda Cook at the Government House dinner.

NEW CUSTOMERS EVERY DAY!

For the first time since 1994, EPL announced free library cards for all. This was a special gift to Edmontonians to celebrate our centennial.

In 2013, over **200,000**  Edmontonians used their library cards

TONS OF FUN FOR THE KIDS!

Laughter, smiles and fun were a must at the wealth of children's programs offered at EPL in 2013.

- The Young Readers' Choice Awards gave kids and teens the chance to read, trade cards and vote on their favourite books.
- The days of Spring Break were quickly filled with the myriad of programs which were available at EPL's 17 branches.
- EPL carried on the long-held tradition of Summer Reading Club, welcoming thousands of youth to explore the magic world of reading throughout the summer months.



— EPL HOSTED —
15,799
PROGRAMS
AN INCREASE OF
30% FROM 2012
— **327,118** —
EDMONTONIANS
ATTENDED THESE PROGRAMS
16% MORE THAN
— 2012 —

Our Community

IT'S NEVER TOO EARLY TO START!

EPL gave a warm welcome to the city's newest additions with our Welcome Baby centennial project that launched in the fall of 2013 in partnership with Alberta Health Services. Piloted at three health clinics, all families received a Welcome Baby Kit equipped with a board book, a library card invitation and tons of great resources to start early literacy off on the right foot. The Welcome Baby pilot was launched at the Mill Woods, Woodcroft and Northeast clinics.



OUR COMMUNITY CARES

The Library Lovers Fundraising Brunch was held in September 2013 and provided our strongest supporters the chance to donate to EPL. Our new volunteer program took flight in 2013 and gave hundreds of Edmontonians an opportunity to take part in EPL events and activities as a volunteer.



MAKING DOWNTOWN EDMONTON SAFER AND STRONGER

The Safe Communities Initiative Funding from the Province of Alberta providing our Outreach Workers at the Stanley A. Milner Library entered its third year. EPL's Social Return On Investment (SROI) report completed in November 2013 concluded the Outreach Program has brought a value of over \$3.56 million in savings and/or reallocation of funds to Edmonton's downtown over the 20-month period between January 2012 and August 2013. EPL outreach staff had over 6,000 interactions with at-risk Edmontonians providing a range of services including addiction support, help finding medical care, housing referrals, employment counselling and suicide prevention. EPL received the Urban Library Council's Top Innovators Honourable Mention in the area of Health, Wellness and Safety for the community-led and Safe Communities Initiative.

CONNECTING WITH OUR COMMUNITIES

We continued transforming communities over the past year through staff connecting with over 350 organizations, such as Edmonton Poverty Elimination Steering Committee, Centre for Family Literacy, Edmonton Museum Strategies Steering Committee, Edmonton Literacy Coalition, Centre for Family Literacy and Edmonton Immigrant Services Association. In addition, EPL was thrilled to be designated the home of the Learning Cities Initiative.

WITH AN
INITIAL INVESTMENT OF

\$630,000

**THIS REPRESENTS A
SOCIAL RETURN
ON INVESTMENT**

RATIO

OF

SIX:ONE

3 7 3

**VOLUNTEERS DONATED
5,169 HOURS**

TO SUPPORT

**EPL IN 2013
13% INCREASE**

IN HOURS

FROM 2012

Evolving Technologies

WHAT WILL YOU MAKE?

A most impressive new creative space opened in the Stanley A. Milner Library in the fall of 2013. It features a large green screen, 3D printers, high-performance computers loaded with design software, robotics kits, a dedicated video gaming area, as well as opportunities to self-publish on an Espresso Book Machine and convert older media to modern formats via a digital conversion station. The EPL Makerspace is one of the first and largest library makerspaces in Canada!

COOL TOOLS TO LEARN

A Google Chromebook lending pilot was launched and widely welcomed at the Abbottsfield - Penny McKee branch. Meanwhile branches across the city can now utilize digital literacy kits to support programming and help customers. These Xbox, laptop and iPad kits are helping our customers learn and discover new things every day!

EPL HOSTED A
MAKERSPACE TWEETUP
IN DECEMBER 2013

AS A RESULT
#EPLMAKERSPACE
TRENDED ON TWITTER
 **IN EDMONTON.**
A FIRST FOR EPL!



ONLINE IS WHERE IT'S AT!

2013 was a huge year of growth for EPL's digital collection. Great new eResources such as Hoopla and Zinio, as well as new eLearning services, Learn4Life and Treehouse were introduced. In November 2013, EPL partnered with Simon and Schuster to offer 2,000 new titles through our eBook collection. This partnership was the first in Canada!



EPL'S DIGITAL COLLECTION
5.5 MILLION
ITEMS

— A —
14% INCREASE
OVER 2012

ELECTRONIC BORROWING
INCREASED BY
67% IN 2013

— OF —
1,113,000
HOURS

PUBLIC INTERNET
USAGE ACROSS
ALL BRANCHES

Open Spaces

BEAUTIFUL NEW SPACES

- In early 2013, EPL opened its brand new award-winning Jasper Place location to much fanfare! The new branch has become a community hub with many resources and programs to serve customers in that area of the city.
- The students at MacEwan University now have access to EPL with our newest lending machine located on campus.
- Construction is underway as four new and renewed branches are set to open in 2014: Highlands, Meadows, Clareview and Mill Woods.
- Included in our capital plan is the Stanley A. Milner library revitalization. Renderings were created in 2013 to give the downtown hub a modern, open and fresh new look to welcome our customers. Schematic design for a new Calder branch was also completed.
- The Whitemud Crossing and Strathcona branches received notable facelifts as their front desks were renovated to open their spaces and provide a more welcoming reception.

5.2 MILLION
IN-PERSON
VISITS TO OUR
17 BRANCHES

14.2
MILLION
VIRTUAL
AND
IN PERSON
VISITS IN 2013



Artist rendering of the Stanley A. Milner revitalization project.



The new Jasper Place Library.

A Learning Culture

NEVER STOP LEARNING

Learning and growing will always be a priority at EPL. To help our customers and ourselves do just that, we welcomed Leaders in Residence John Pateman, Stephen Abram, Ken Roberts and Kathleen De Long to share their knowledge. Omar Mouallem took the reigns as our Writer in Residence and controversial Pulitzer Prize-winning journalist and writer Chris Hedges launched Freedom to Read week.

To promote local authors growing their craft, EPL awarded the \$10,000 Alberta Readers' Choice Award to Fran Kimmel for her novel *The Shore Girl*.

LEARNING STARTS FROM WITHIN

At EPL, our staff is curious and ready to learn every day, therefore a variety of leadership and development courses are offered year-round. EPL staff shared our leading-edge initiatives at various conferences including the Alberta Library Conference, Canadian Library Association, Ontario Library Association and the Pacific Northwest Library Association Leads program.



Stanley A. Milner, Minister Heather Klimchuk, Canadian artist Toti and Councillor Don Iveson showcase the Toti centennial painting.



Service Excellence

SPEEDY SERVICE

EPL customers were served at the speed of light (well, almost) with our suite of great new tools. Our coin operated printers, self-checkout units, public fax machines, and chat and text service give our customers the tools they need to get what they want, when they want.

SHARING OUR COLLECTION

Gone are the days of one week loan periods for DVDs and videogames! Now our customers can keep DVDs and videogames for three whole weeks*. The hold notification process has moved online saving EPL \$30,000 annually in printing costs, plus the staff time to print and send hold notices so they can spend more time with our customers. A No ID library card was introduced to provide even more Edmontonians access to everything EPL offers, regardless of their home and living situation.

*With the exception of HitsToGo, which remain one week

— EPL STAFF —

ANSWERED

2,478,267

QUESTIONS

— IN 2013 —

9.3%

INCREASE

OVER 2012

SHARE THE LOVE

More people in the greater Metro Edmonton area (St. Albert, Strathcona County and Fort Saskatchewan) can borrow from EPL and other Metro libraries using their home library card thanks to the Me Card reciprocal borrowing service.

FIND WHAT YOU'RE LOOKING FOR

Signage and wayfinding has become an even greater priority at EPL because we want to make it easy for our customers to find what they want! The launch of the EPL online store, Shop EPL, also makes it easy for customers to stock up on EPL onesies, mittens, t-shirts and so much more. And speaking of finding what you're looking for, we now speak so many more languages! EPL Language Testing has been introduced to identify our staff proficiency in other languages. Customers visiting several of our branches can now converse with staff officially tested in English, French, Punjabi, Somali, Spanish and 25 other languages.

— NEARLY —

3,000

CUSTOMERS HAVE
ACCESSED THE

WEB-BASED
ME CARD

SERVICE AND REGISTERED
FOR MEMBERSHIP



EPL DONORS AND GRANTS IN 2013

\$25,000+

Metro Grant - Alberta
Municipal Affairs
Safe Communities Initiative Fund
Stanley A. Milner

Cecile Mactaggart
Dennis Mah
Kim Thompson
Tara Woloschuk

United Way of Alberta
Capital Region
Howard & Joan Welch
Alexander & Michelle Williams

Carmen Lomow
Roger MacEachern
Margaret Mackey
Marshall & Jenny
McAlister

Megan McAllister
Catherine Mcphalen
Nazir Mulji
Jason Ng
Abida Parveen

Kent McPhee &
Barbara Pearce
Sir Francis Price
Lisa Randall
Geraldine &
Irene Ridge
Shaun & Lindsay
Robinson

Orest Semchishen
Patricia Stevenson
Craig Stewart
Dr. Robert Swallow
Helen Whitson
Atiyah Yahya

\$5000+

Edmonton Public Library Shelley
Milner Fund
Government of Alberta - Culture
Stanley A. Milner Library Fund
Sylvia Syska Fund at Edmonton
Community Foundation

\$500 - 999

Paul & Carol Arnold-Schutta
Alexandra Bell
Cecilia Blasetti
Sarah Brown
Butler Family Foundation
Carl Amrhein & Ellen
Calabrese-Amrhein

Ann Campbell
Electro Equinology Fund
Michael Funduk
Douglas Goss
Kim Gowin
Heather & Tom Gulas
Garnet Ireland
William Kelly
Sandy Koe
Siegfried & Linda Kowand
Esther Ondrack
Michael Steger

\$250 - 499

R. & C. Allen
Anchor Fund
Coby Benoit
Marc Bisson
Paul Buhler
Linnie Chamberlin
Judy Cheng
Frances Cruden
Peter & Christine Dirksen
Dr. Rodney Eidem
Sandy Foy
Michael Gibbins
Joanne & Glenn Griener
Gus & Alexandra Hildebrandt
Elizabeth Hillier
Mr. & Mrs. J. E. Hokanson
Dr. Venta Kabzems
Dorothy Kwok
Rick Leech

\$1000 - 4999

Alberta Association for
Multicultural Education
ATB Financial 875
Barry Biglow
Linda Cook
Bibiana Cujec
John & Ann Dea
Holly Durrant
Larry & Ellen Eberlein
Donna Shew Fong
Mr. & Mrs. Steven LePoole



Statement of Revenue and Expenditures

	2013	2012
City of Edmonton	\$33,310,681	\$30,945,897
Provincial Government	\$4,646,603	\$4,576,979
Federal Government		\$5,511
Fines and Charges	\$1,031,153	\$992,959
Annual Registration Fees*	\$149,415	\$636,066
Other**	\$1,000,789	\$822,936
Funding for Library Capital Projects***	\$10,943,815	\$8,910,517
Total Revenue	\$51,082,456	\$46,890,865
Salaries, Wages and Benefits	\$30,267,775	\$28,411,453
Books and Library Materials	\$11,177,597	\$7,567,485
Building Operations	\$2,303,566	\$2,441,624
Utilities and Other	\$2,897,382	\$2,854,883
Material Goods and Supplies	\$1,638,784	\$1,467,368
Vehicles, Machinery and Equipment****	\$2,662,710	\$1,188,191
Services	\$1,555,397	\$964,607
Total Expenditures	\$52,503,211	\$44,895,611

* Collected until March 13, 2013 when memberships became free.

** Includes rentals, concessions, interest earned, donations, and gain on disposal of capital assets.

*** Includes capital funding from grants and contributions.

**** Includes capital expenditures for the Jasper Place Library.

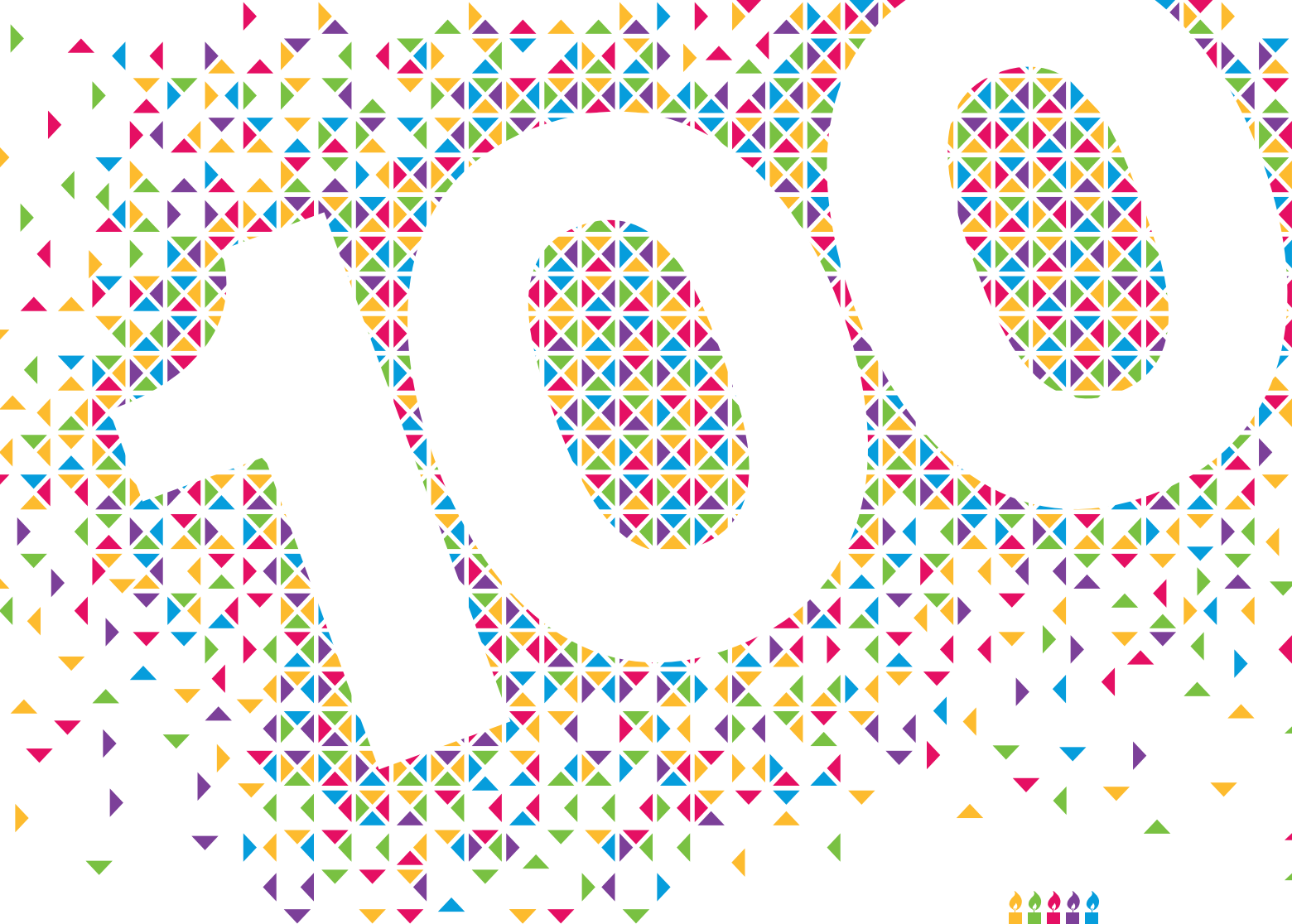
Collections and Services

	2013	% change	2012
In Person	5,218,136	6.4%	4,905,881
Virtual Visits	9,001,450	2.4%	8,786,348
Total Visits to the Library	14,219,586	3.9%	13,692,229
Adult	4,401,348	0.0%	4,403,496
Juvenile	3,032,375	-7.8%	3,289,485
Electronic Borrowing	477,609	66.8%	286,416
Web Renewals	1,998,699	-6.7%	2,143,287
Telephone Renewals	52,517	-11.0%	59,009
Staff Mediated Renewals	148,752	-17.9%	181,228
Total Items Borrowed	10,111,300	-2.4%	10,362,921
In-house Collections Use	1,346,639	3.5%	1,301,100
Public Internet Use	1,113,000	0.4%	1,108,119
Questions Answered	2,478,267	9.3%	2,266,394
Programs Presented	15,799	29.8%	12,172
Program Attendance	327,118	15.7%	282,702
Items Purchased	429,802	32.4%	324,525
Magazine Subscriptions	1,410	-39.1%	2,317
Physical Collections	1,883,006	6.4%	1,770,269
Digital Collections	5,518,195	13.9%	4,846,547
Total Physical and Digital Collection	7,401,201	11.9%	6,616,816
Number of Databases	78	-17.0%	94
Population of Edmonton	868,392	6.2%	817,498
Number of Libraries	17	0.0%	17



“THANK YOU FOR
100 YEARS
OF
NON-JUDGEMENTAL
PUBLIC SPACES
WHERE WE CAN
LEARN
AND
CREATE.”

- 2013 WRITER IN RESIDENCE
OMAR MOUALLEM



EDMONTON PUBLIC LIBRARY



epl.ca