



We Rock!

Library

of the

Year 2014

Edmonton Public Library
Annual Report



Message from the Board Chair and Chief Executive Officer

Even after being named 2014 Library of the Year, the Edmonton Public Library is just getting started.

The prestigious recognition by *Library Journal* and Gale Cengage Learning in June 2014 only inspired us to propel our city's public library system further ahead and continue to provide the absolute best for all of our customers.

We were also able to announce on EPL's 101st birthday that library cards will remain free after first introducing free memberships for our centennial year, during which we saw a 40 per cent increase in library card users. Other celebrations included the opening of a bold new Highlands branch, and two new locations in City of Edmonton recreation centres in the Meadows and Clareview communities. We grew in other ways as well, extending the impact of our outreach workers to five other branches, expanding our Welcome Baby program into the community at Alberta Health Services public health centres and launching the first in a series of epl2go literacy vans.

New eBook and eMagazine databases became one click away, and a growing number of eLearning databases offer everything from web design and coding to K-12 online learning support. We focused on digital literacy, holding the grand opening of our EPL Makerspace, and asking the community how they envision a digital public space for hosting local

music and recording music history. Our thirst for knowledge and desire to share brought about the 1st Annual International Open Data Day Hackathon, as well as the start of the Forward Thinking Speaker Series, which kicked things off with thought leaders George Kourounis, Sunny Grosso, Dr. Gabor Maté and Margaret Wheatley.

From humble beginnings above a meat and liquor store in 1913 to 18 branches throughout one of North America's fastest-growing and most northern urban centres, EPL has grown from a place for books to a place for people. We're proud of where we've come from and what we've accomplished. Our tradition of excellence and innovation will continue with a new Chief Executive Officer expected to be announced in June 2015.

As EPL embarks on our 102nd year, we want to reflect on how fortunate we are to have a city of library users and library lovers. We also have a supportive City Council and provincial government, a Board of Trustees with great vision and a knack for pushing the envelope, generous donors and volunteers, and hard-working staff.

It is because of all of you that EPL is looked upon as a leader and is what it is today—one of the very best. Thank you for your passion and commitment.

Spread the words.



Ellen Calabrese-Amrhein
Chair, Board of Trustees



Linda C. Cook
Chief Executive Officer



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TRANSFORMING COMMUNITIES



Mayor Don Iveson unveiled EPL's *Library Journal* cover when the 2014 Library of the Year award was announced.

LIBRARY OF THE YEAR

You could call it the Academy Award, Nobel Prize or Stanley Cup of the library world. Whatever you call it, EPL won it! EPL is truly honoured to be 2014 Library of the Year, as named by *Library Journal* magazine and Gale Cengage Learning. It is the highest honour a public library can be awarded, and EPL is the first Canadian library to receive this international recognition. The award celebrates the library that most profoundly demonstrates service

to the community, creativity and innovation in developing specific community programs or a dramatic increase in library usage, and leadership in creating programs that can be emulated by other libraries.

We celebrated in style with our customers when the honour was announced on June 11 in Churchill Square, complete with foam fingers, sunglasses and delicious cookies.



Customers of all ages celebrated EPL's Library of the Year win.



The Mayor, city councillors and Linda Cook celebrate EPL's Library of the Year announcement.



More Edmontonians than ever are accessing the library with their free memberships.

FREE LIBRARY CARDS

Another highlight of 2014 was the March announcement that library cards will remain free. It was a fitting way to celebrate our 101st birthday after a 40 per cent increase in memberships during our centennial year, and also introduce what will be EPL Day and Customer Appreciation Day moving forward.

Removing membership fees is yet another example of EPL leading the way, as the Calgary Public Library and other Alberta libraries were inspired to find ways to do the same.

“BORGES SAID THAT HE THOUGHT HEAVEN WOULD BE LIKE A LIBRARY. IN EDMONTON, WE DON'T REALIZE HOW CLOSE WE ARE TO PARADISE.”

—Jason Lee Norman, 2014 EPL Writer in Residence

BEYOND LIBRARY WALLS



EPL helps parents read, talk, sing, write and play with their babies.

PREPARING CHILDREN FOR A LIFETIME OF LEARNING

Thanks to the support of generous donors like you, we were able to bring our award-winning early literacy programs to even more Edmonton children. Our expanded Welcome Baby program launched at Alberta Health Services public health centres in 2014, provides early literacy resources – including a board book, early literacy tips for caregivers, reading recommendations and an invitation to get a library card – at the time of a

child's two-month immunization. The program reached over 10,300 babies in Edmonton – a major increase from approximately 3,000 we were previously touching by offering the program in the library alone. Operating for the full year in 2015, this program will reach over 90 per cent, or 12,000 Edmonton children and caregivers, ensuring every child in our city has the tools needed to learn, grow and thrive.



Baby Laptime is a popular EPL program.



The love of reading starts early.



The epl2go literacy van brings library programming and services to every corner of our growing city.

THAT'S HOW WE ROLL

We showed the city how we roll in July of 2014, officially launching the first in a series of epl2go literacy vans. Also funded through the support of EPL donors, the vans are a way to provide library services where and when our customers want them – from community centres to school playgrounds to housing complexes. The sleek

library on wheels brings a variety of educational programs and technology opportunities to Edmontonians in underserved areas of our city without easy access to our buildings, including young suburban families, new Canadians, seniors in residences and those with transportation barriers.

EXPANDING OUR OUTREACH

Although the provincial Safe Communities Innovation Fund expired in the spring of 2014, we not only remain committed to the outreach services provided for at-risk visitors to the Stanley A. Milner Library in the heart of downtown, but extended those services to five other branches where the greatest need was identified. Our team of three outreach workers now visit Abbotsfield, Highlands, Sprucewood,

Strathcona and Woodcroft every week. Key support services provided include mental health, addictions treatment, income, employment, personal identification and housing. According to a Social Return on Investment report completed in November 2013, the program saves \$3.56 million each year in costs such as ambulance and police services.

REDUCING BARRIERS

14,170,786
TOTAL VISITS

6%
INCREASE IN
PROGRAM
ATTENDANCE

BORROWING BENEFITS

In an effort to achieve 90 per cent satisfaction with our interlibrary loans, key changes were made in 2014, including borrowing and lending DVDs and Blu-Rays without hold queues, reducing the maximum overdue fee for a lost item and allowing customers to use self-checkouts to borrow items. EPL's innovative and award-winning ME Libraries launched provincewide in 2014. ME Libraries is a web-based technology that allows customers to use their library card to access the collections of all participating Alberta public libraries. This is an initiative of the Metro Edmonton Federation of Libraries and offers customers access to over 10 million items from 300-plus participating libraries.



EPL staff helps a customer find resources.



Cambridge Puppets joined us for some programming.

9,325,000

**INCREASE IN ITEMS IN
DIGITAL COLLECTION**

“[THE LIBRARY] WAS
FOUNDATIONAL TO
MY EDUCATION AND
MY WILLINGNESS TO
EXPLORE MY WORLD.”

—Lewis Cardinal, Community Activist

PROGRAMMING FOR ALL

EPL successfully hosted 13,532 programs throughout 2014 and saw total attendance increase six per cent to 347,995. National Aboriginal Day celebrations were held at 12 of our branches, and we continued to be a place of choice for many citizens on Family Day and during Spring Break. The Summer Reading Club went digital, and 11,265 young readers signed up. Altogether, they logged 111,574 reading hours – a 28 per cent increase from 2013.



LittleBits kits are always a hit in the EPL Makerspace.



Customers of all ages use our self-serve materials return.

BRANCHING OUT



The Meadows Library, part of the Meadows Community Recreation Centre serving the city's southeast, opened in November.

NEW LIBRARIES

The bold new Highlands Branch opened in July 2014 and was celebrated during a grand opening with the community in October. Both Meadows and Clareview, part of City of Edmonton recreation centres, opened late in the

year to much fanfare. The fun will continue in 2015 when we open our redesigned Mill Woods branch. Calder and Capilano are in the midst of design work, and those neighbourhoods will be enjoying new buildings in the near future.



The Clareview Library, also part of a new city recreation centre, opened in northeast Edmonton in December.



From left: EPL CEO Linda Cook, EPL Board of Trustees Vice-Chair John McDonald III, Councillor Tony Caterina, MLA Brian Mason, MLA Matt Jeneroux and Highlands Community League President Susan Ruttan helped celebrate the grand opening of Highlands in October.

eplGO

As our city continues to grow, we are looking for fast and cost-effective ways to bring library services to new neighbourhoods currently without easy access to public library service. To meet this need, EPL is introducing the eplGO

storefront library model. Plans are underway for a small-footprint location in Lewis Estates in 2015, and we are investigating future sites in the Pilot Sound-McConachie and Rutherford-Allard communities.



The new Highlands Branch is an iconic community gathering place rebuilt on 118 Avenue.



The ribbon is cut at the Highlands Branch grand opening.



Catalogue and Print station

Pay for your printing here

One card to rule them all.

JOIN the



EVOLVING OUR DIGITAL ENVIRONMENT



Children can access a variety of educational computer programs at any EPL location.

WHAT WILL YOU MAKE?

The grand opening of our EPL Makerspace in February opened the doors for members of the public to make and create using a variety of technology, equipment, hardware and software that are not readily accessible, such as 3-D printers, an Espresso Book Machine, creative workstations (PCs and Macs), digital conversion hardware, gaming consoles, and a green screen with all the fixings and more. The digital public space is a hit, as more than 5,000 objects were created with the 3-D printers and over 2,000 books printed and bound on the Espresso Book

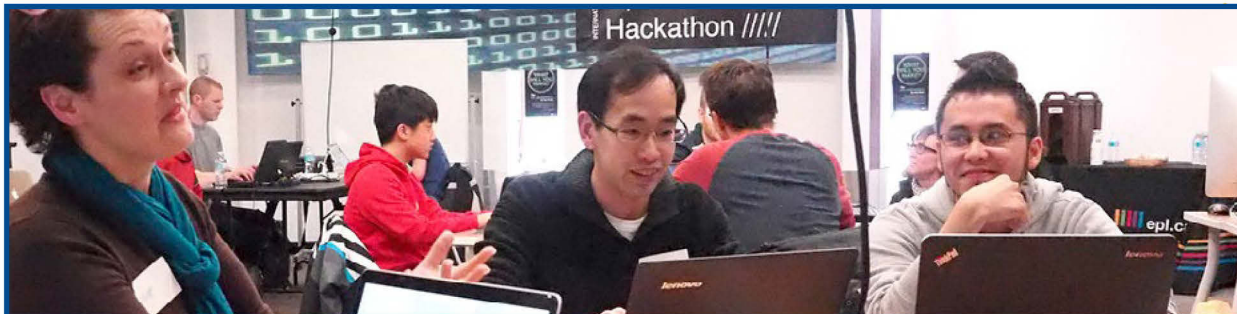
Machine. Since the grand opening, we have seen the space grow to encompass a sound recording studio. Adjacent to the Makerspace is a new 1,000-square-foot program room, which provides space for a variety of learning opportunities, such as a 15-week intensive course on how to design a simple video game and publish it online. The free course, offered by the Edmonton Digital Arts College, filled up quickly and brought new users to the library.



The Oculus Rift virtual reality headset was added to the EPL Makerspace.



Makerspace assistants are on hand to help with the technology and equipment.



Participants dove into the City of Edmonton's datasets during the 1st Annual International Open Data Day Hackathon in February.

AT YOUR FINGERTIPS

Our eCollection grew immensely in 2014, with the number of digital items in the collection increasing 69 per cent to a total of 9,325,000. We also offer our customers free access to 77 databases, as well as app development, web design and coding through the online database, Treehouse. A new learning support program

called Brainfuse with tutors for kindergarten through Grade 12 is also new. Available are 30 top magazine titles, such as *Time*, *People*, *Sports Illustrated* and *Entertainment Weekly*, through a new digital service called *Flipster*.

OPEN DATA

Continuing our commitment to help develop a technology-savvy city, EPL hosted a hackathon with the City of Edmonton on February 22, bringing together more than 50 people interested in computer programming and app development. In celebration of International Open Data Day, they explored the more than 400 datasets available through the City's open data catalogue. Many ideas and projects came out

of the day-long event, including apps identifying the most popular dogs in Edmonton, the type and age of trees planted throughout the city, and measuring the energy produced from solar panels at NAIT to use as a way of evaluating the effectiveness of the way they are mounted. Participants' feedback enticed EPL to increase programming and opportunities around open data, and host more hackathons.



The Espresso Book Machine allows customers to print and bind their own books.

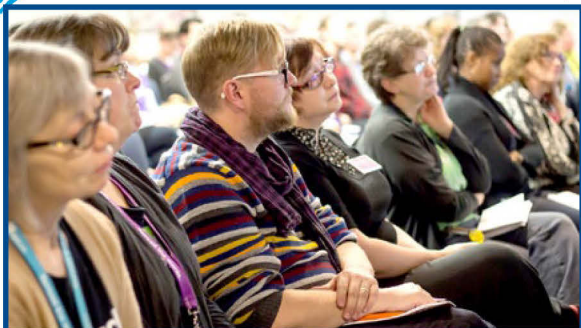


The grand opening of the EPL Makerspace was held in February.

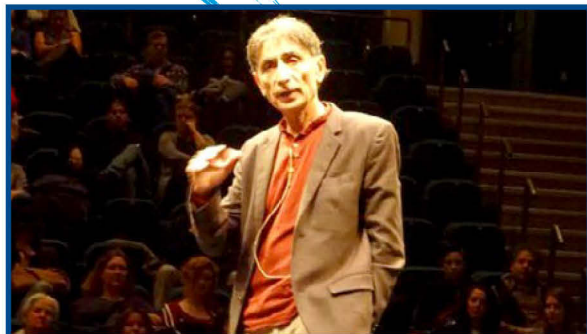




**ACTING AS A CATALYST
FOR LEARNING, DISCOVERY
AND CREATING**



EPL staff enjoyed numerous sessions during PD Day.



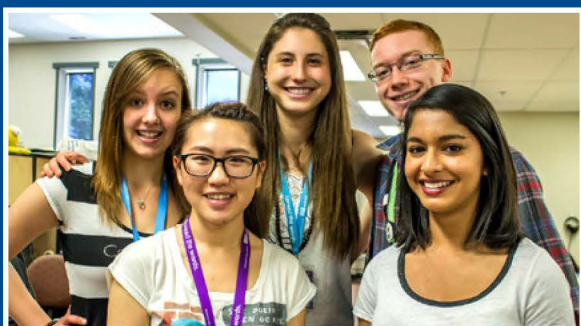
Dr. Gabor Maté spoke at the Citadel Theatre during a Forward Thinking Speaker Series event in November.

ONE LIBRARY, ONE DAY

EPL staff are always learning, and we all came together to do just that at our first-ever Professional Development Day on October 29. Approximately 600 library staff gathered under one roof for the first time, taking in interesting, fun and thought-provoking workshops that will increase our ability to better serve Edmontonians. There were 22 session topics in total, including building community through competitive gaming, digital publishing trends, the vision for new and renewed building design that has informed the construction of EPL branches over the past five years, and more.

FORWARD THINKING

Our new Forward Thinking Speaker Series was a hit in 2014, with stormchaser George Kourounis kicking things off in September by thrilling Edmontonians with stories of journeys into a volcano and flaming gas crater, as well as being in the middle of Hurricane Katrina. Sunny Grosso was next in October, with tips on how to inspire passion and purpose in an organization, and create a positive and sustainable workplace culture. Dr. Gabor Maté stirred up thoughts about compassion, addiction and inclusion in November, and bestselling author Margaret Wheatley shared ideas and tools to help build stronger communities in December. Other notable speakers who paid us a visit included Amanda Lindhout, who shared her story of survival in Somalia during Freedom to Read Week, and Mark Frauenfelder, who enlightened us about the maker culture.



EPL employs a number of student pages.



University of Alberta vice-provost and chief librarian Gerald Beasley spoke at EPL PD Day about recent initiatives at U of A Libraries, as well as its partnership with EPL.



Former mayor Stephen Mandel spoke to staff at the first-ever EPL PD Day.

LEARNING WITHIN

EPL aims to inspire and empower action within our staff. Our Leaders in Residence series continued in 2014, starting with Sue Considine, executive director of the Fayetteville Free Library in New York, whose passion for libraries and their potential was contagious. Next, community activist Lewis Cardinal reflected on the history of the indigenous people in the Edmonton area, and discussed ways for EPL staff to work with and engage that community in our city. Sandra Woitas, with a passion for youth and love of learning, wrapped up our 2014 speakers with an inspiring talk about the importance of building better communities and creating effective organizations.

“I LOVE THE SMELL,
THE FEEL, THE LOOK
OF BOOKS. THEY
HAVE SPARKED
MY IMAGINATION,
GIVEN ME HOPE AND
ENTERTAINED ME
SINCE I WAS A CHILD.”

—J'Lyn Nye, 630 CHED Radio Host



Sunny Grosso delivered the keynote speech at EPL PD Day.



Stormchaser George Kourounis kicked off the Forward Thinking Speaker Series in September.





**TRANSITIONING THE
WAY WE DO BUSINESS**



Volunteers take on many roles, including at our book sales.

VOLUNTEERS

Our strong and vibrant volunteer program continued to grow in 2014, with 422 volunteers contributing over 8,500 hours of their time to help make great things happen at EPL. Nearly 200 teens spent over 1,000 hours mentoring children in their love of reading, while other

volunteers assembled and delivered over 10,000 Welcome Baby kits, delivered library materials to more than 200 homebound customers, and helped raise over \$130,000 for library programs and services through our book sales.



Customers can choose from hundreds of books at our Books2Buy fundraisers.



Student volunteers hand out cake at Woodcroft during EPL's 101 birthday celebration.



Our mascot, Lynx, enjoys mingling with customers at a variety of events and programs.

ADVOCACY

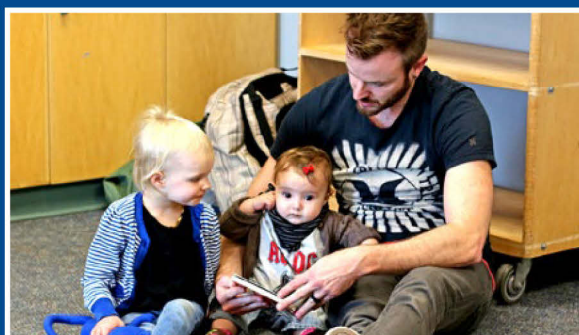
EPL is often featured in local news coverage, and was highlighted internationally thanks to *Library Journal* and the 2014 Library of the Year title. Other widespread coverage included a feature in the *Canadian Business Journal* on the award win and reasons behind it, as well as a television spot on CBC's *The National* and an article by *Library Journal* about the expansion of the outreach program.

Along with being named Library of the Year in 2014, EPL received a number of awards. The Public Library Association Polaris Innovation in Technology John Iliff Award and the American

Library Association Cutting Edge Service Award recognized EPL for the creation of the technology behind ME Libraries. The centennial marketing campaign won a number of Summit International Creative Awards as well as the IABC Edmonton Excellence Award, and the centennial timeline video brought home the Ad Club of Edmonton's Distinction Award. EPL CEO Linda Cook was also recognized, receiving both the Canadian Library Association's highest honour, the Outstanding Service to Librarianship Award, and the Library Association of Alberta President's Award for her impact in the library field.



Teen-specific programming is enjoyed at our branches.



It's never too early to start reading!

MAKE IT POSSIBLE

EPL is working to transform our community by improving literacy and making it easy for Edmontonians to learn, create and discover. Thanks to the generosity of our donors, sponsors and volunteers, we raised over \$1 million in 2014 to invest in literacy and enhance our community.



The annual Books2Eat Gala unites the literary and culinary worlds in support of a fantastic service.

GIFT OF LITERACY

Thanks to donor support, we expanded our Welcome Baby program and launched the first epl2go literacy van. Our Books2Eat Gala welcomed over 500 guests and reached new heights by raising a whopping \$206,000. We also took the opportunity to honour Stephen Mandel for his support of EPL during his tenure as mayor with the inaugural EPL Champion Award, which will be named after him going forward.

We connected with the community through other initiatives including a Library Lovers' Brunch at the Highlands Branch – raising over \$2,000 for Welcome Baby for parents

and families in that area. A major mail campaign raised over \$100,000 for Welcome Baby. Additionally, our branches continued to welcome donations from customers and community members, which all added up to tremendous support for our literacy programs.

Thank you to the numerous individuals and groups who shared their support with EPL this year. Because of your generosity, thousands of Edmontonians will have access to the literacy resources they need.



Mayor Don Iveson and author Todd Babiak at the Books2Eat Gala.



Books2Eat Gala centrepieces showcased the Welcome Baby program and epl2go literacy vans.



An artist's rendering shows the envisioned revitalization of the Stanley A. Milner Library.

REVITALIZING THE DOWNTOWN LIBRARY

EPL was delighted to receive a commitment for support from City Council to help transform the downtown Stanley A. Milner Library into a more collaborative, engaging and inviting space for all Edmontonians. However, that support

will not fund the entire \$62.5-million project. Over the next three years, we will raise \$10 million from the community to help bring a revitalized downtown library into the heart of Edmonton's city centre.



An artist's rendering of the Civic Room for the revitalization of the Stanley A. Milner Library.



An artist's rendering of the Makerspace for the revitalization of the Stanley A. Milner Library.

EPL 2014 DONORS AND GRANTS

\$50,000+

Estate of Marilyn Anne Baker
Friends of the Edmonton Public Library

\$25,000–\$49,999

Edmonton Community Foundation
– Anniversary Grant
Edmonton Community Foundation
– Shelley Milner Fund

\$10,000–\$24,999

Cengage Learning
Edmonton Community Foundation
– Harnagel Family Fund

\$5,000–\$9,999

Edmonton Community Foundation
– Stanley A. Milner Library Fund
Edmonton Community Foundation
– Sylvia Syska Fund
Ruth Elizabeth Hyndman Foundation
Wallace Currie

\$1,000–\$4,999

Alberta Association for
Multicultural Education
Bibiana Cujec Professional Corporation
Barry Biglow
Carl Amrhein & Ellen Calabrese-Amrhein
City Lumber Corporation
Linda Cook
D.B. Denis Professional Corporation
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Donna Shew Fong
Kim Gowin
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Brent & Deborah Hesje
Brian Hesje
Jana Holden
Edmonton Community Foundation
– Joe & Nancy Thompson Family Fund
Edmonton Community Foundation
– Electro Equinology Fund
Edmonton Community Foundation
– Roper Fund
Edward Hsung
Don Iveson & Sarah Chan
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Ashwani Singh
Frances Harley Urtasun
Carmen Velasquez & Jeju Varghese
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\$500–\$999

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READ2KIDS Memorial Fund
Edmonton Community Foundation
– Jean & Garnet Ireland Fund
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\$250-\$499

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Meaghan Conroy
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Lyle Jubenvill
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Brent McDonough
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Chantelle McNichol
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Susanne Stushnoff & Kerry Francis
Travis Switzer
The Mensroom Hair Salon for Men
Tim & Evelyn Trofimuk
United Way of Calgary
Vanessa Welz
Tami Wetmore
Justin Wheeler & Heather MacKenzie
Helen Whitson

GIFTS IN KIND

Allwest Commercial Furnishings
Aurora Jet Partners
Body by Bennett
Bottom Line Productions
Century Hospitality Group
Gordon & Janet Clanachan
Crowley's Jewellers & Goldsmiths
Shirley Ann Dunn
Edmonton International Airport
Travel Agency
Fairmont Hotel MacDonald
Fairmont Jasper Park Lodge
Foot Notes Dance Studio
Hardware Grill & Tavern 1903
Image Words Media
Independent Jewellers
JDS Photography
Lexus of Edmonton
Long & McQuade
Evangelina MacDonald
Mayfield Dinner Theatre
Metterra Hotel on Whyte
Mojo Photo
Moksha Yoga
Mongolie Grill

Mousey Browns
National Oilwell Varco
Packers Plus
Photographic Portraits Ltd.
Prestige Limousine
Radisson Hotel Edmonton South
Remax
River City Credit Union
Ruth's Chris Restaurant
Sawmill Banquet & Catering Centre
Scott Gallery
TELUS
The Garbage Man
The Marc
The University of Alberta Press
Vines-Riverbend Wine Merchants

SPONSORS

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Blanchett Neon
Calder Bateman Communications
Cameron Developments
Clark Builders
Cygnus Sign Management Inc.
Downtown Business Association
of Edmonton
National Oilwell Varco
Edmonton Economic Development
Corporation
Edmonton Eskimos Football Club
Junior Achievement of Alberta
Library Services Centre
MacEwan University
McLennan Ross LLP
Melcor Developments Ltd.
Pita Pit Canada
Stantec Consulting Ltd.
Sterling Homes (Edmonton) Ltd.
Union 52 Benevolent Society
Yardstick Testing & Training Experts

STATEMENT OF REVENUE AND EXPENDITURES

	2014	2013
City of Edmonton	\$38,227,480	\$33,310,681
Provincial Government	\$4,581,379	\$4,646,603
Funding for Library Capital Projects*	\$12,722,773	\$10,943,815
Fines and Charges	\$917,078	\$1,031,153
Other**	\$1,673,289	\$1,150,204
Total Revenue	\$58,121,999	\$51,082,456
Salaries, Wages and Benefits	\$33,102,464	\$30,267,775
Books and Library Materials	\$9,109,211	\$11,177,597
Building Operations	\$2,592,499	\$2,303,566
Utilities and Other	\$2,971,168	\$2,897,382
Material Goods and Supplies	\$1,989,404	\$1,638,784
Vehicles, Machinery and Equipment	\$5,596,804	\$2,662,710
Services	\$1,624,348	\$1,555,397
Total Expenditures	\$56,985,898	\$52,503,211
Revenue in Excess of Expenditures***	\$1,136,101	(\$1,420,755)

* Includes capital funding from the City, grants and contributions.

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

*** 2014 surplus is earmarked for 2014 commitments to be completed in 2015. 2013 over-expenditure represents 2012 commitments expensed in 2013.

COLLECTIONS AND SERVICES

	2014	% change	2013
In Person	5,332,337	2%	5,218,136
Virtual Visits	8,838,449	-2%	9,001,450
Total Visits to the Library	14,170,786	0%	14,219,586
Adult	4,076,513	-7%	4,401,348
Juvenile	2,908,145	-4%	3,032,375
Renewals	1,811,424	-18%	2,199,968
e-Books	635,598	50%	423,470
eNewspapers & Magazines	404,825	30%	311,617
eAudiobooks	122,794	56%	78,646
eMovies & TV	36,654	231%	11,068
eMusic	407,364	134%	173,807
eUsage	1,607,235	290%	998,608
Total Items Borrowed	10,403,317	-2%	10,632,299
In-house Collections Use	1,246,300	-7%	1,346,639
Public Internet Use	1,180,000	6%	1,113,000
Questions Answered	2,536,000	2%	2,478,267
Programs Presented	13,532	-17%	15,799
Program Attendance	347,995	6%	327,118
Items Purchased	371,092	-14%	429,802
Physical Collections	1,674,660	-11%	1,883,006
Digital Collections	9,325,000	69%	5,518,195
Total Physical and Digital Collection	16,695,913	27%	13,113,236
New Memberships	70,059	13%	61,845
Total Memberships	240,597	6%	228,000
Number of Libraries	18		17



Spread the words.

Library of the Year 2014

Edmonton Public Library
7 Sir Winston Churchill Square
Edmonton, Alberta T5J 2V4



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