

# MOMENTUM

2011 ANNUAL REPORT

## We share.

We are experts in providing access to the world's information, ideas and entertainment – enabling a lifetime of learning, engagement and possibility for every Edmontonian.



## **Message From Board Chair and Chief Executive Officer**



**Brent McDonough**  
Chair, Board of Trustees

**Momentum.** It's that driving power or strength. It's the force or speed of an entity in motion. It's the tendency of a moving object to keep moving. It's what we have in abundance at the Edmonton Public Library!

In an age of unprecedented discovery and innovation, the key for a society to move forward lies in its ability to create fresh ideas and new knowledge. EPL works alongside Edmonton's communities building capacity together to meet the challenges and opportunities of the 21st century. Everything we know about today's world tells us that strengthening communities is the wisest investment a society can make.

Throughout 2011, we obtained a deeper understanding of our communities and our customers, as well as how they use our services and spaces. This year saw expanded and enhanced delivery of digital and early literacy services. Following on 2010's success with rebranding, 2011 brought additional national and international recognition of EPL's leadership in early literacy and other library services and operations.

Our success in 2011 comes thanks to the efforts of so many. With deepest thanks to our Board of Trustees for their wisdom and guidance; to City Council and Alberta's provincial government for their continued support; to our donors who continue to give selflessly; to the Friends of EPL for their dedication; to EPL staff who shape our customers' experiences each and every day whether they work on our service desks, out in the community or behind the scenes; and, of course, we thank our customers whose expectations and appreciation for the services we offer have kept us moving forward – always striving to get better.

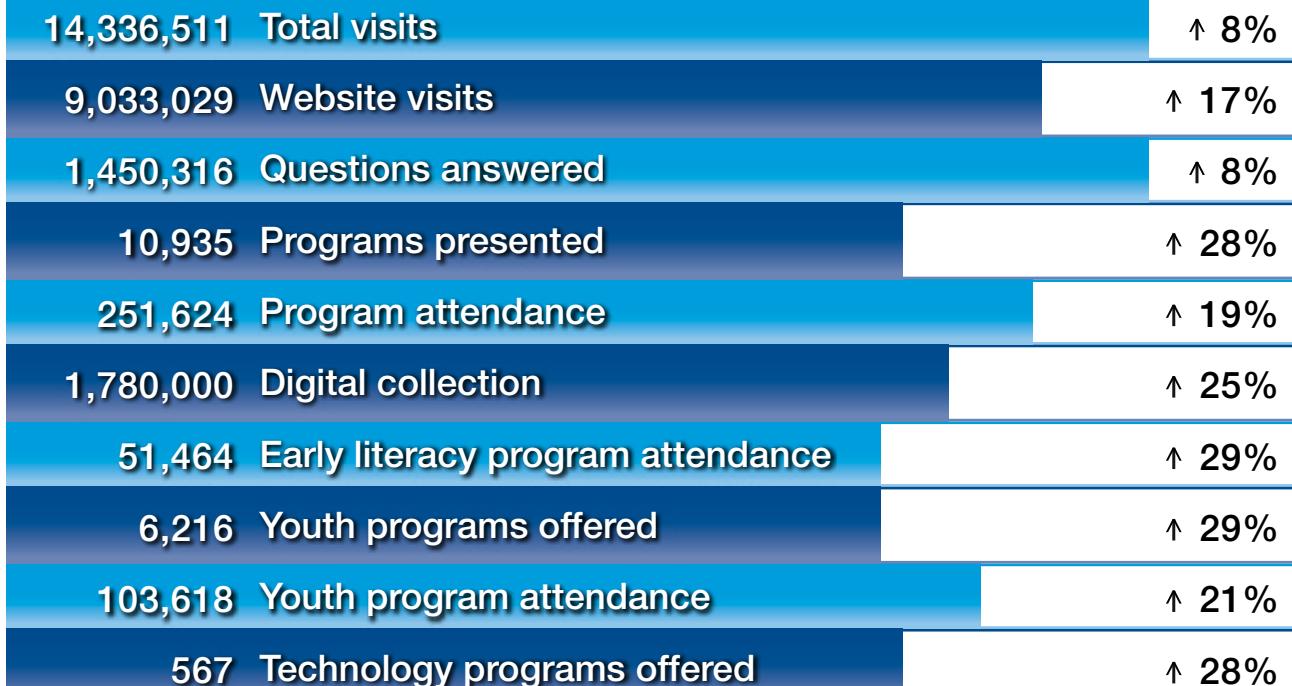
Our momentum shows no sign of slowing down and the future looks great.  
*Spread the words.*



**Linda C. Cook**  
Chief Executive Officer

# **MOMENTUM**

## **FAST FACTS**



Increase from 2010

## **2011 Board of Trustees**

**The Edmonton Public Library Board consists of 10 trustees, one of whom is a member of City Council.**

Mr. Brent McDonough, Chair  
Dr. Carol Suddards, Vice-Chair  
Ms. Ellen Calabrese-Amrhein  
Councillor Don Iveson  
Mr. Michael Janz

Dr. Sherrill Johnson  
Ms. Karen Lynch  
Mr. John J. McDonald III  
Ms. Kiann McNeill  
Mr. Jeff Reynolds

# OUR COMMUNITY



We strengthen neighbourhoods and communities by creating connections and understanding needs.

## Building a Safer Community

Through its Safe Communities Initiative Fund, the Province of Alberta awarded EPL a 3-year \$605,000 grant in support of the “Building a Safer Community Through Inclusive Learning” collaborative project with Boyle Street Community Services. EPL community librarians and outreach workers are working within and outside the library walls to support and empower at-risk Edmontonians through literacy, education and social support.

## Out in the Community

EPL undertook the first system-wide evaluation of its community-led activities, receiving feedback from 120 of the approximately 200 organizations with whom we work. The response was overwhelmingly positive and also identified opportunities to improve access to library services.

The Library began offering lending services and programs at the Edmonton Institute for Women and book clubs were started at the Edmonton Young Offenders Centre.

EPL also launched an after-school program with two Edmonton Catholic schools to support literacy development, foster a love of reading and build awareness of the Edmonton Public Library’s collections and services.

## Four Library Boards, One Vision

The Library Boards of the *Metro Edmonton Libraries Federation* unanimously approved a vision for a shared, integrated library system. EPL, along with the St. Albert, Fort Saskatchewan and County of Strathcona (Sherwood Park) public libraries began preliminary planning in pursuit of a cooperative library system to enhance and provide more seamless library services to customers across the Capital Region.





# OUR CUSTOMERS

We are an integral part of the daily lives of all Edmontonians.

## Be an Information Ninja

In partnership with the Edmonton Catholic Schools and Edmonton Public Schools, EPL piloted the 2011/2012 *Information Ninja Project* with four Junior High Schools in Mill Woods to develop student research and digital literacy skills and increase awareness of the library's digital resources.

## Open Seven Days a Week

Thanks to City Council's support, EPL expanded hours of service to meet customer demand. All branches, except eplGO and the temporary Jasper Place and Highlands locations, began offering Sunday service from September through May.

## Membership has its Privileges

New, innovative approaches were taken to increase library memberships including EPL's first-ever *Groupon* and a *Give the Gift of EPL* Christmas promotion. Also, with online registration and a chance to win some fabulous prizes, student registration for the L-Pass exceeded 5,400 activations – a 45% increase over 2010. The L-Pass allows University of Alberta students to use their ONEcard as their library card.

## Babies Love the Library!

*Welcome Baby*, a new program aimed at our youngest customers was introduced in January. Babies up to 24 months old receive a free Welcome Baby package which includes an illustrated colour rhyme booklet, a baby board book and, of course, a free library card!

## The Invincible Marty Chan!

Local author and playwright Marty Chan took the EPL Writer in Residence role to soaring new heights in 2011. From hosting the monthly Writers' Corner series to his made-for-the-Fringe play, *Mothership Down* to his month-long *NaNoWriMo* journey, Marty took aspiring and established writers through the development stages on a number of his writing projects. Through his social media presence Marty took his collaboration with EPL beyond libraries to classrooms in local schools with *Kids Write* and the *Facebook Project*. He concluded his term with *Splice*, an interactive event that connected the spoken word of local authors with visual arts and music. *Splice* was co-sponsored by EPL, the Writers Guild of Alberta, Alberta Playwrights' Network and Happy Harbor Comics.

\$18,860

Funds raised for  
Slave Lake Public  
Library

+250%

Increase in  
circulation of all EPL  
digital collections

86%

Percentage of items  
checked out using  
self-service stations

1,928

Memberships sold  
with EPL's first-ever  
*Groupon*

2,400

Participants in Writer  
in Residence events  
in-person and online



## EPL Squared -Your Library Inside Out

EPL hosted its first-ever outdoor library festival in Sir Winston Churchill Square in August to showcase the Library's great programs and services. More than 1,200 people attended the daylong festival which included a variety of programs and entertainment for all ages, as well as the ever popular Books2Buy book sale which generated a net profit of \$18,860. All proceeds from the event, along with a book-drop box, were donated to help rebuild the Slave Lake Public Library.

### **"Librarians are the freedom fighters of our time."**

In October, EPL welcomed Amy Goodman to celebrate everyone's freedom to read, write and speak during Library Month. The *New York Times* bestselling author, investigative reporter, executive producer and host of *Democracy Now!* – an independent global news program broadcast daily on radio, television and the internet – spoke to a standing room only audience at the University of Alberta about the role of independent media in promoting social justice.

**“...EPL is probably the best thing about Edmonton.”**  
– Erin P.



**City Councillor and Library Trustee Don Iveson enjoying storytime with his wife, Sarah and their son, Dexter**



## Summertime at EPL

This year's *TD Kids Summer Reading Club* theme, *Splash!*, encouraged children to find treasures in reading and stories to maintain or improve their reading skills while they were out of school. In total, 15,474 children participated in Summer Reading Club activities over the holidays.

## Celebrating Aboriginal Heritage

EPL honoured the culture and contributions of Aboriginal Peoples in Canada during National Aboriginal History Month in June with traditional storytimes, dances, bannock tasting and a Readers' Theatre featuring Aboriginal authors. The main event was a special screening of *Older Than America* – a film directed by local Aboriginal filmmaker Georgina Lightning – presented by EPL, the City of Edmonton and REACH Edmonton Council for Safe Communities.



**2,733 Welcome Baby signups in 2011,  
a 26% increase from previous year**

**2,311,879**  
Holds available to customers in 2011

**\$605,402**

Safe Communities Grant from the Province of Alberta to help reduce crime, drug abuse and homelessness in Edmonton

**450**

Inspired attendees who celebrated their freedom to read during Library Month with EPL and Amy Goodman

**51,464**

Program attendance for early literacy programs

**+29%**

increase from previous year

**6,216**

Youth programs offered system-wide

**+29%**

increase from previous year

**103,618**

Attendees for youth programs offered system-wide

**+21%**

increase from previous year

# OPEN SPACES



We create open, safe and inspiring physical and virtual spaces.

New Meadows branch rendering

## Open, Safe and Inspiring Spaces

The design and construction of several new and exciting library facilities got underway this year. First on our list was the new Jasper Place Branch being rebuilt at its existing location and expected to reopen in 2012. The design received global recognition, being selected for the prestigious International Architecture Awards for 2011. While under construction, library operations moved just a few blocks north to a temporary location providing basic services. Also to be rebuilt at its current location, design work for a new Highlands Branch was completed. The existing branch closed in November and a temporary storefront location opened nearby to serve area residents. The Highlands project will be complete in 2013.

Construction also began on the Clareview and Meadows Branches, both of which will be part of City of Edmonton multi-purpose recreational centres. The new branches are expected to open in 2013 and 2014 respectively. In the city's southeast, land was purchased and design work began on a new Mill Woods Branch. The 25,000 square foot facility will double the size of the current branch. City Council approved funding for the Mill Woods Seniors Centre and Multicultural Facility to be housed on the second floor of this building.

Planning was completed for renovations on the first and second floors of the Stanley A. Milner Library. The new design features a single service area on the main floor and a more welcoming and functional layout of services and collections. The Londonderry Branch also received a much-needed boost with a major flooring replacement. Across the library system, a wayfinding and signage project was in full swing replacing exterior signage with more visible, attractive designs and increased energy efficiency.



Over 35,000 children took part in reading, games and other fun activities over the summer holidays

New Highlands branch rendering



New Clareview branch rendering



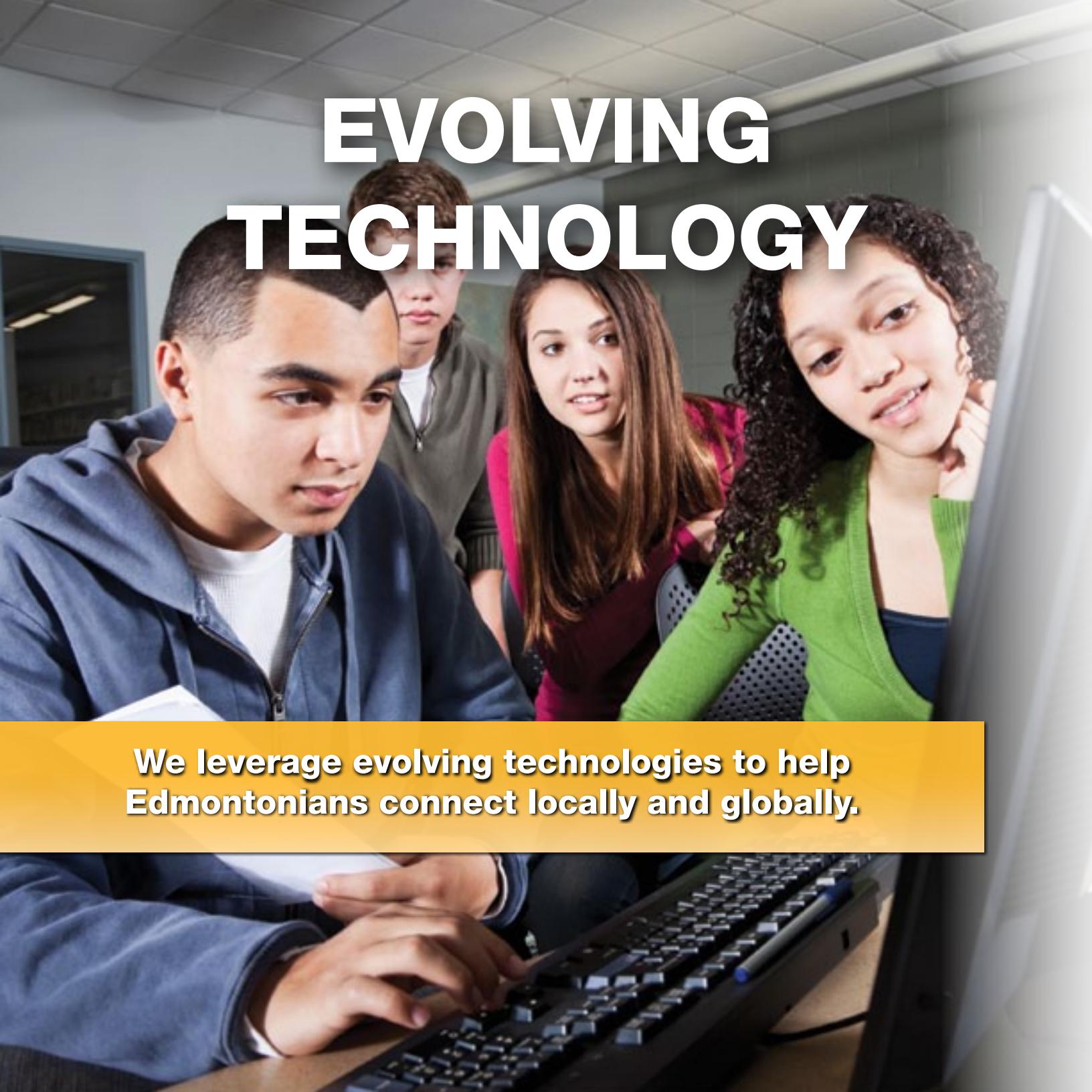
New Jasper Place branch rendering



New Mill Woods branch rendering



# EVOLVING TECHNOLOGY



We leverage evolving technologies to help Edmontonians connect locally and globally.

## Making it Easy

EPL took further technological steps to connect Edmontonians with ideas, information and entertainment by providing online services when, where and how customers want them. A new mobile version of the library's Bibliocommons catalogue put the entire library in customers' hip pockets, while the much-anticipated introduction of EPL's Android app allowed customers to browse the library's catalogue from their Android-based smartphones and tablets.

EPL also introduced convenient online payment for membership renewals and *Library Elf*, a new web-based tool that helps busy families with multiple library cards keep track of all the items they have borrowed or placed on hold as well as materials that are due, overdue or ready for pick-up.

**“ ...LOVE LOVE LOVE the new EPL app. Thank you for making my life easier.**

— Leanne T.



Over 500% increase in circulation of eBooks and eAudibooks

## Your One-Stop-Shop for eEverything

The popularity of digital content and programming continued to grow by leaps and bounds. With that in mind, EPL made digital literacy services a priority and a number of key initiatives kept EPL at the "e" forefront, including:

- In-branch Laptop Lending programs at the Abbottsfield – Penny McKee and Mill Woods branches to increase the number of customer internet stations and to explore the possibility of multi-media and downloading services.
- eReader lending pilot project at the Mill Woods Branch and Lois Hole Library. Fifty Sony Wi-Fi Readers are now available to borrow.



# A LEARNING CULTURE

We are passionate, engaged and confident in our work.

## Passionate, Engaged and Confident

EPL hosted its first-ever Leaders in Residence Program, inviting industry leaders Michael Ridley, Chief Information Officer and Chief Librarian at the University of Guelph, and Wendy Newman, Senior Fellow and Lecturer at the University of Toronto's Faculty of Information and former President of the Canadian Library Association, to share their experience and vision of leadership and libraries with the Library's Board of Trustees, managers, teams and staff. This program complemented EPL's leadership development training program including Leading from Any Position and Crucial Conversations.

## Keeping Up With Technology

Technology continued to influence the way library customers and staff alike work, learn and play. In addition to offering access to digital content and tools, EPL also provided the knowledge to stay on top of technology. The Library implemented innovative digital literacy programming and training to increase skills and confidence in the use of technology, including:

- iPad programming kits created to deliver digital programming for customers and training for staff.
- Over 20 eBook 'Show and Tell' training programs offered to customers and staff.
- Borrowing The Alberta Library's multi-media lab, EPL staff delivered digital programming for customers and training for staff.

**“ Used the iPad to read as I travelled... It was fantastic being able to borrow books from EPL. ”**  
– Bridget R.

**493**  
Public computers available system-wide

**+28%**  
Increase in technology programs offered

**+38%**  
Increase in attendance for technology programs

EPL held over 10,000 programs system-wide

# SERVICE EXCELLENCE

A photograph showing a woman with short dark hair and a red patterned scarf around her neck, wearing a white long-sleeved shirt, interacting with a young girl. The girl has blonde hair tied back with a brown headband and is wearing a grey t-shirt. They are in a library setting with bookshelves in the background.

We deliver efficient and effective services.

## Delivering Efficient and Effective Services

EPL undertook a number of initiatives in support of its service excellence goal of delivering efficient and effective services with creative, sustainable, diverse and eco-friendly resources and practices:

- An operational review of its Collections Management and Access Division resulting in more effective and efficient business processes.
- Reduction of its environmental footprint with purchase of more fuel-efficient delivery vehicles, elimination of bottled water service and implementation of Sustainable Purchasing practices.
- Introduction of a materials recovery service, United Management Services, to assist customers with returning materials on time. Positive results have been achieved in getting borrowed library materials back so EPL can share them with other customers.

## You Make a Difference

Thanks to the generosity of donors, EPL was able to make a real difference in the lives of Edmontonians both now and in the future. Funds donated to the Library in 2011, totalling more than \$138,000, supported a variety of activities including board books for the new *Welcome Baby* program, the purchase of additional materials for EPL's collection and two new libraries currently under construction in Clareview and Highlands neighbourhoods.

\$48,000 in funds were raised at Books2Eat for the new Clareview Library



## What do you Want to Read Today?

The third year of EPL's Reading Buddies program saw the number of volunteers increase by 36% over 2010. The program promotes the joy of reading at an early age and provides teens with an opportunity to connect with youth and contribute to developing reading abilities in a fun and meaningful way.

## Books2Eat Makes a Splash!

EPL's sixth annual Books2Eat fundraising gala welcomed EPCOR Utilities Inc. as its new Presenting Sponsor and Bernie Kollman, Vice President, IBM as its Honorary Chair. Inspired by the International Edible Book Festival, Books2Eat invites local pastry chefs and cake makers to design consumable creations based on literary themes. This year's theme, *Make a Splash!*, challenged talented food stylists to create "edible books" inspired by tales of all things water-based. The unique and entertaining evening raised \$48,000 toward the new Clareview Library.

**" I love this library. The staff are excellent... You give me many many hours of joy! "**  
– Roxann T.

**Mayor Stephen Mandel and Bernie Kollman, Books2Eat Honorary Chair, at EPL's annual fundraising gala**



## They Really Like Us!

EPL continued to be recognized for its innovation and leadership on the international library scene.

**Achievement Award for Literacy:** EPL's leading-edge early literacy initiative won the Canadian Library Trustees Association award for its role in championing childhood learning.

**Summit Creative Award:** *Read.Talk.Play.* won two international awards for the visual design of its posters and booklets. The Summit Creative Award recognizes the creative accomplishments of small and medium-sized organizations from 22 countries.

**Spreading the Words:** EPL's new brand, launched in 2010, continued to garner international attention in 2011, including:

- The American Library Association's (ALA) John Cotton Dana Award for its dynamic rebranding, stylish new logo and a catchy slogan, "Spread the Words".
- The International Association of Business Communicators (IABC) Capital Awards – Award of Merit in the Communications and Marketing Programs and Campaigns category.
- The International Federation of Library Associations and Institutions (IFLA) International Marketing Award (second place).
- The Urban Libraries Council Innovation Award – Top Innovator for Organizational Change: *Edmonton Public Library: Building Our Brand from the Inside Out*.



**The EPL Lynx out making friends**



# STATEMENT OF REVENUE AND EXPENSES

# COLLECTIONS AND SERVICES

	2011	2010*
City of Edmonton	<b>\$29,738,457</b>	\$28,208,000
Provincial Government	4,391,491	4,375,261
Federal Government	5,881	4,252
Fines and Charges	968,522	936,922
Annual Registration Fees	659,512	725,219
Other**	912,168	1,152,447
Funding for Library Capital Projects***	<b>8,510,070</b>	8,561,421
<b>Total Revenue</b>	<b>45,186,101</b>	43,963,522
Salaries, Wages and Benefits	27,011,346	25,976,612
Amortization of Tangible Capital Assets	9,910,412	9,710,259
Building Operations	2,615,087	2,393,388
Utilities And Other	2,778,849	2,606,378
Material Goods and Supplies	1,428,316	1,654,354
Books and Library Materials	1,338,102	1,065,434
Services	930,944	998,405
<b>Total Expenses</b>	<b>46,013,056</b>	44,404,830

	2011	2010
In Person	5,303,482	5,602,576
Website	9,033,029	7,700,000
<b>Total Visits to the Library</b>	<b>14,336,511</b>	13,302,576
Adult	6,351,188	6,884,312
Juvenile	4,000,791	4,602,292
Electronic	130,736	n/a
Renewals	2,919,789	2,042,351
<b>Total Items Borrowed</b>	<b>13,402,504</b>	13,528,955
In-house collections use	1,290,050	2,235,719
Public internet use	1,088,291	1,226,502
Questions answered	1,450,316	1,340,850
Programs presented	10,935	8,556
Program attendance	251,624	211,674
Items purchased <sup>(1)</sup>	327,230	337,590
Magazine subscriptions	4,000	4,038
Print, music and film collection	1,778,990	1,953,354
Digital collection <sup>(2)</sup>	1,780,000	1,424,466
Number of databases	97	109
Population of Edmonton <sup>(3)(4)</sup>	812,201	782,439
Number of libraries	17	17

For the year ending December 31, 2011 (audited), with comparative figures for 2010.

\* 2010 financial results have been reclassified to conform with the current year's presentation.

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

\*\*\* Includes capital funding from grants and contributions.

(1) Excludes electronic materials

(2) Estimate of songs, videos, eBooks, eAudiobooks, magazines and newspapers in our collection

(3) 2011 population figures from Statistics Canada, 2011 Census of Population

(4) 2010 population figures from City of Edmonton, 2009 Municipal Census

The savings below are achieved when postconsumer recycled fiber is used in place of virgin fiber. EPL's annual report uses 313.14 kg of paper, which has a postconsumer recycled percentage of 10%.



1 tree preserved for the future



1 kg waterborne waste not created



1,004 litres wastewater flow saved



32 kg solid waste not generated



65 kg net greenhouse gases prevented



689,655 BTU's energy not consumed

Saving from the use of emission-free wind-generated electricity:



329 kg ghg emissions not generated



2011 cubic metres natural gas unused



not driving 595 km

OR



4,695,221 BTU's energy not consumed



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