

# AGENDA ADDENDUM

*COMMITTEE OF THE WHOLE*

**Tuesday, February 11, 2014**

**5:00 p.m.**

**Council Chamber, Municipal Hall**

**355 West Queens Road,**

**North Vancouver, BC**

**Council Members:**

Mayor Richard Walton

Councillor Roger Bassam

Councillor Robin Hicks

Councillor Mike Little

Councillor Doug MacKay-Dunn

Councillor Lisa Muri

Councillor Alan Nixon



NORTH VANCOUVER  
DISTRICT

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**5:00 p.m.  
Monday, February 11, 2014  
Committee Room, Municipal Hall,  
355 West Queens Road, North Vancouver**

**AGENDA ADDENDUM**

**THE FOLLOWING LATE ITEMS ARE ADDED TO THE PUBLISHED AGENDA**

**3. REPORTS FROM COUNCIL OR STAFF**

**3.1 Municipal Library Board**

File No.

A Strategic Planning discussion with the Municipal Library Board and Director of Library Services.

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North Vancouver District  
Public Library

For Mayor and Council  
Tuesday, February 11, 2014



This year, as the library is celebrating 50 years of service to the community, we are looking back at our history and looking forward to what the future might bring.

Libraries have changed dramatically in the past half-century, with much of the change triggered by technological advances – computers and the Internet – in the past decade. We are in an information age, with greater access than ever before, which leaves some questioning whether libraries still have a role.

The answer, emphatically, is yes. With the high demand for information, our role is stronger than ever. We serve as a great equalizer in our communities, beyond the printed word. Knowledge comes in many formats and there are so many ways to share information and connect with others. The library provides information, access, training and expertise to support everyone's participation and ability to navigate the complexity of the knowledge economy.

The public library is one of the most important points of contact that taxpayers have with municipal services. It is a positive, welcoming experience and helps enhance the quality of life in North Vancouver District.



# Chapter 1: Over the Years

**3**

Locations (1 in 1964)

**4**

Staff Published Authors

**5**

Chief Librarians

**9**

Branch Managers

**17.3**

Borrowed Per Capita in 2014  
(4.5 Books in 1964)

**90**

Trustees

**10,000**

Storytimes

**91,000**

People Served in 2014  
(44,000 in 1964)

**300,000**

Books in 2014  
(28,000 Books in 1964)

**500,000**

Program Attendees

**1.2 Million**

Books Purchased

**50 Million**

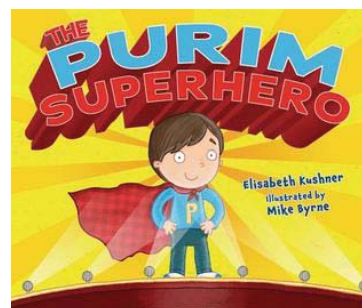
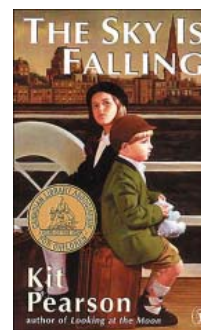
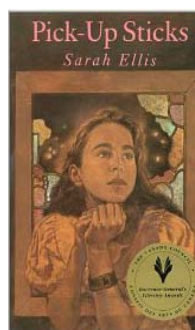
Items Borrowed

(And fortunately, only

**1** Sniper Shooting!)



Three Current Locations



# Events Planned

## 1964 Days:

The library will be transformed back to 1964 complete with staff dressed the part, displays of books and memorabilia.

## Commemorative library Cards:

50 gold library cards will be printed and hidden in the stacks. The finders of these lucky cards will have them activated and will automatically be entered into a prize draw at the end of the year. Special limited edition 50th birthday library cards will be produced and available from May/June. The cards will be available to purchase.

## Memory Books:

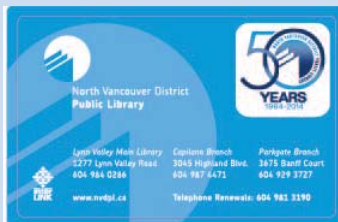
Memory books in each branch and an online blog on our website will provide people with the ability to share their stories, memories and photos with us.

## NVDPL History:

Dave Obee, author of *The Library Book*, is writing a book about our history. The book will be published in June.

## Fashion Show and a Big Gala Fundraising Event:

A literary fashion show will be put on by local fashion historian, Ivan Sayers. Towards the end of the year, a gala will be held to celebrate a year of mini celebrations and raise funds for the library.





# Chapter 2: Changing Landscape

The library as a static place, offering just books, is oh so 1964.

Libraries operate in three ways – the traditional role, providing access to physical collections, and providing digital resources, on site and off, as well as providing public spaces that support experiences.

There has been a dramatic change over the past ten years. Digital collections and traffic have increased dramatically as demand for books has slowed. Libraries are still relevant, still providing information and entertainment and enlightenment, it's just that the medium has changed.

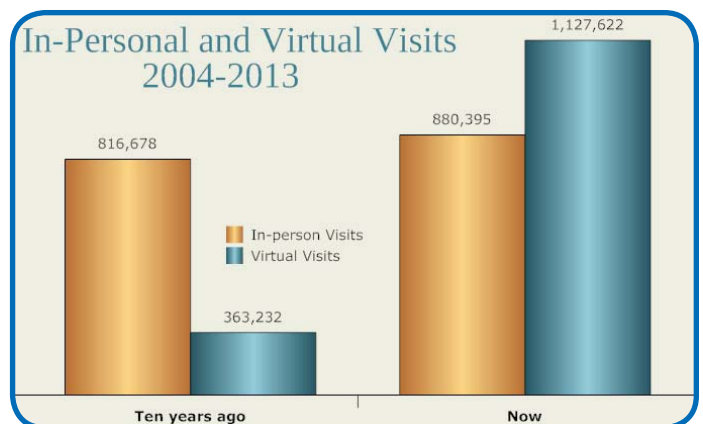
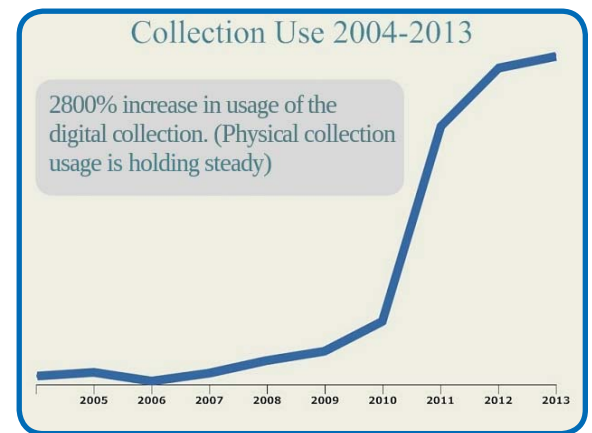
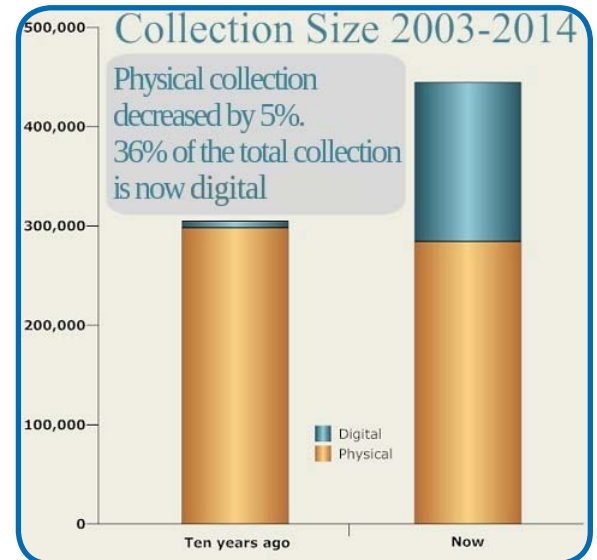
Just as the digital collections and their use have grown, digital visits to the libraries have increased enormously too. We're seeing more than 200% increase in virtual visits to NVDPL over the past 10 years.

Demand for library services is being reshaped by the digital landscape – and the digital landscape is itself being reshaped by societal, economic and technological forces. Today's consumers want information wherever they are, and they don't want to have to wait for it. Their online connections might have no obvious human element, but it takes real people working behind the scenes to make them happen.

And we're also seeing an increase in in-person visits: 7%. Not only are more people using the library, they're using it in new ways.

Today's librarian is a facilitator, a connector, a co-creator, a co-learner and much more. In the age of Wikipedia and Google, a library's most valuable asset is the skilled librarian.

*"A librarian is a data hound, a guide, a Sherpa and a teacher. The librarian is the interface between reams of data and the untrained but motivated user" – Seth Godin*



# Chapter 3: Global Economic Context

The theory that information is power has never been more true than it is today. The public library is key to providing access to that information. It helps us to bridge the digital divide, offering access to participation, entertainment, employment, and quality of life.

Thanks to Google and a lot of other technologies, we're producing more, consuming more, and enjoying more than ever before.

“Another machine revolution is upon us,” the *Globe and Mail* reported recently. “There is a new wave forming behind the past decade’s surge of mobile technology, with disruptive technologies like driverless cars and automated personal medical assistants that will not only change lifestyles but rattle economies and change pretty much every assumption about work.”

Participants at the recent Davos World Economic Forum discussed economic strategies to mitigate and leverage the creative chaos that results from this new industrial revolution.

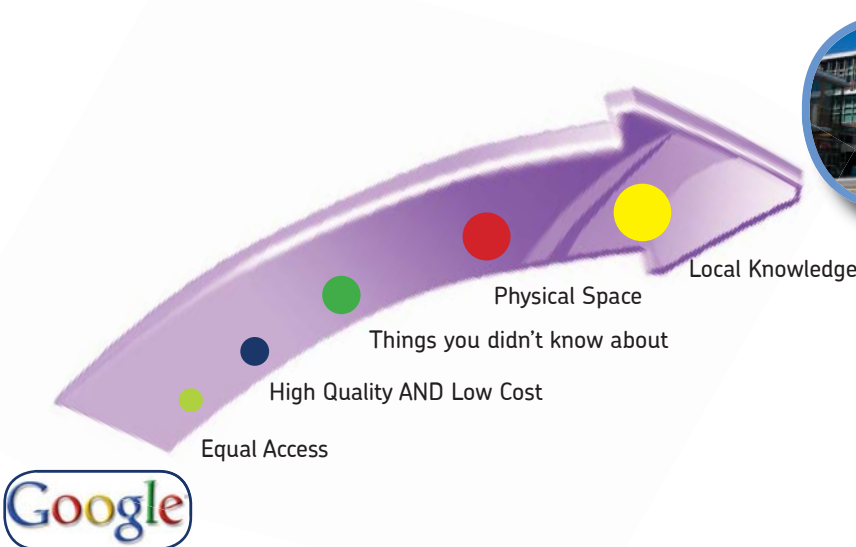


The Internet is changing the functioning of everything. Advances in materials technology are changing the shape of everything and artificial intelligence is changing the job of everyone. The coming wave of disruptive technologies will change the global economy dramatically.

Eric Schmidt, the chairman of Google, has said: “It’s a race between humans and computers. And it’s important the humans win.”

We are in an age of economic upheaval. Most employment will come from new enterprises, ones that don’t exist today, as the old ones – including government – batten down their hatches. Innovation and enterprise is what everyone is looking for. The library provides access to that innovation and enterprise. This is not the library of fifty years ago – or even ten years ago.

People need to keep up with information to function and succeed. The library must support a learning environment, and must be on the leading edge of making the community smarter and more nimble.



“People don’t always see the potential of libraries, but I believe they have more ability to affect the social and economic fabric of a community than any other organization. The library has become a focal point for the reinvention of our economy, hosting speaking events, providing training, and helping to create a shared vision for the future of this community.”  
– Don Mathieson, Mayor of Stratford, Ontario.

# Chapter 4: The Story Today

850,000 visits/year

250  
People  
Per Hour



365 Seats



Programs = 700 a Year  
27,000 People Attended

It's important to have a strategic plan, but it's also important to see the plan as something that is flexible.

Plans should be modified to suit changing conditions and opportunities. Our existing strategic plan had some good points, but it no longer reflects the full story, or the full community. It's time to take a critical look at the plan, keep the elements that are still valid, discard others, and look for new ideas that would bring results.

There is much to be done at the District's library. This year we are making changes behind the scenes, such as a new management structure, and changes that will be quite visible, such as renovations at Lynn Valley.

It is our newest branch, but Lynn Valley has some challenges. For a modest investment, we will correct these problems, and the result will be a more flexible, comfortable and adaptable environment.

The new management structure is designed to focus strategically on services and programs, and create a library that can adapt to change more quickly than before. We will deliver a greater bang for the money spent by taxpayers.

And that's not all. Stronger partnerships in the community will mean that more programs, activities and opportunities for community engagement and participation will be available than ever before. The library will become a busier hub of connection, reflection and learning. Tradition and innovation will work together to ensure the library service continues to evolve and grow, as it has for half a century.

*"Libraries have long been champions of equal access to knowledge and information. These days, that means providing the skills, contacts and programs to help ensure that everyone in the community can participate in, and benefit from, the shift to a more digital economic base." - van Dyk & Lowan*

# Chapter 5: Planning for the Future



We should develop a much bigger strategic framework that focuses on the impact the library has on individuals and the community.

We should plan an inspirational platform for personal growth and community development.

We need to rethink our mission statement, vision and values – are they still relevant today? Or do they speak of a library that is in the past?

We need to ensure that the library system is one that welcomes, connects and inspires.

We need to make the library a community platform, and re-emphasize its focus on residents of the District of North Vancouver – something not available elsewhere.

We must embrace transformative change – and then emphasize it to our community.

It is time to be bold. We need to take library service out of the library walls, into other venues and through kiosks or other new ideas. Libraries could be anywhere.

# Chapter 6: What the Library Can Be



The library and the community are linked together. We are part of each other, and we make each other stronger.

The District of North Vancouver is an affluent, smart community. It is a place where people can think, create and dream – and the library is there to support that thinking, creating and dreaming.

Here are some ideas to spark the thinking of what the library can be:

- library as a facilitator of community conversations
- library as a community learning space
- library as a place for economic development and innovation
- library as community platform

Here are some words that should reflect the new library:

- open
- collaborative
- co-creative
- flexible
- participatory

*“The next library is a place, still. A place where people come together to do co-working and coordinate and invent projects worth working on together.” - Seth Godin*

# Chapter 7: Expect More From Us



Our library is a vital part of the District of North Vancouver. It has been a provincial leader in many ways. It was, for example, the inspiration behind the province-wide Summer Reading Club. It was also one of the first libraries in B.C. to make Internet access readily available at all of its branches.

This thriving institution owes its start to the women in Capilano Highlands who volunteered their time to make the District a better place – and who, against tough odds, succeeded. They passed the torch to others, who passed it in turn to others. We owe it to all of these people to ensure that service remains strong – and we owe it to everyone who lives in the District of North Vancouver today.

This year marks an important anniversary, but we can't rest on the laurels of fifty years of service. We can do more. And we will do more.

The community expects more, and deserves more.

*“True learning happens when books and friends, writing and understanding intermingle in a rich soup of participation.”*  
- R. David Lankes



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