

# REPORT TO THE COMMUNITY



2013





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MESSAGE FROM THE CEO

This last year was a tough year for The City of Calgary and the Calgary Public Library. The epic flood had a profound impact on the community and it cut into the plans and services of the Library. And yet in this time of crisis, both the community and the library responded big time. As I prepared to join the Calgary Public Library later in the year, I felt a kinship with the energy and spirit that drove that response. By the numbers, 2013 was not the biggest year of the Library. On the other hand, the recovery from the flood, coupled with the progress toward a New Central Library and the tremendous outpouring of volunteers and donations for the library, made 2013 most memorable.

Launching from that tough year, the Calgary Public Library is poised to grow and prosper. We have plans to make the Library in Calgary even more relevant to the lives of the people we serve. The plans for the New Central Library will spur a system-wide improvement of facilities. The library experience at any of the Calgary Public Library community libraries will be exciting and rewarding. The Library will be more present in all neighborhoods of Calgary. In short, we will make a difference. We invite you to join us on this adventure of great reading, excellent service and connection to your community.

Bill Ptacek




CEO, The Calgary Public Library

This has been a full and productive year for the Calgary Public Library. We have a new CEO (welcome, Bill!) a nearly ready New Central Library design, new strategic direction, a good start on one new branch and two others in the planning stages, a robust volunteer group, a revitalized Board of Directors and a thriving Foundation.

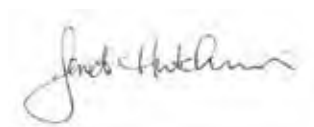
We are also fortunate to have a very supportive City Council and administration, who believe, as we do, that the Calgary Public Library is ready to take on new adventures and grow to meet our city's desire for the best library system in the world. I'd also like to recognize and thank all of our supporters who saw us through the flood of 2013 with encouragement, patience and the many, many offers of help. I would like to thank the Library staff in particular who had us up and running by the Monday after the flood. It wasn't what our patrons were used to, but we were there and ready to be both a resource and a place of refuge for the people of Calgary. A special thank-you as well to the Library Foundation for the extra effort that they put in – not only giving our patrons some "extras" during that most stressful time, but for the continued support that they give the Library.

I'd like to thank all these people, and give a special shout out to Ellen Humphrey who most ably steered the ship while we searched for the right CEO. Thank you, Ellen, for your leadership and thoughtful decisions. It was (and still is) a real privilege to work with you.

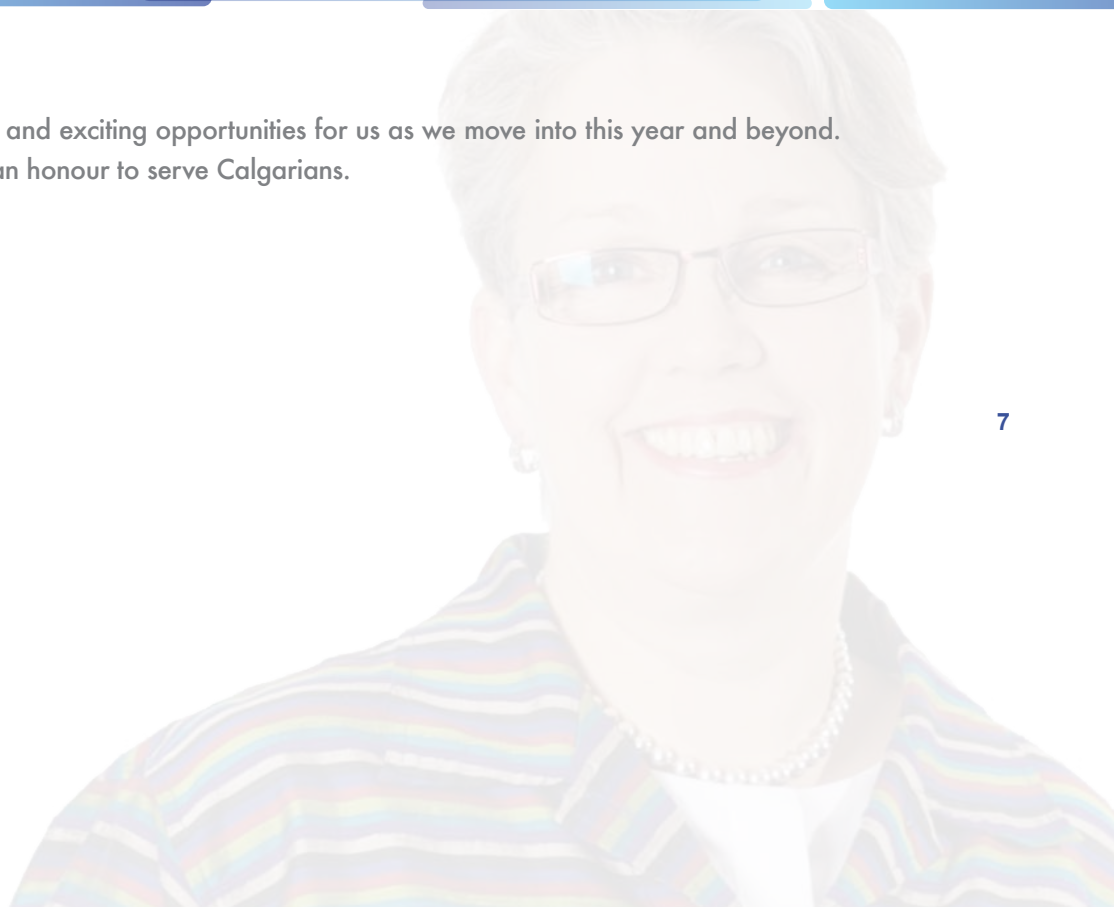


We are looking forward to 2014 and the many new and exciting opportunities for us as we move into this year and beyond. On behalf of the Calgary Public Library Board, it is an honour to serve Calgarians.

Janet Hutchinson



Board Chair, The Calgary Public Library



With new technology inundating the market, the Library stays on top of demand and popular trends. The Library compares the number of checkouts in December 2012 to the number of checkouts in January 2013, and has seen a significant 18 per cent spike in eBook and e-audiobook checkouts.

By the numbers, eBook checkouts at the Library have nearly been doubling each year. This is due in part to the Library's efforts to support more device options for downloading e-resources including Kobos, Apple products, Androids and more.

The Calgary Public Library jumped on the e-book bandwagon quite early, back in 2007. Since then, its digital collection has become vast, containing more than 61,000 fiction and non-fiction eBooks and e-audiobooks with new resources added weekly.





## RFID'S REVAMP

The RFID system is replacing barcodes on most materials. It offers a more modern method of inventory management and self-service checkout by customers.

The tags reduce the amount of clutter from barcode and other identification stickers on book covers. The tags also act as a security device, taking the place of the more traditional electromagnetic security strip.



With the launch of the Calgary Poverty Reduction Initiative (CPRI) in 2012, Library staff immediately saw a direct connection between the goals of our strategic plan, the CPRI's mission to reduce poverty in Calgary, and the community-led approach to strategy development. By connecting and contributing to CPRI constellation networks, the Library explored ways to build upon our existing foundation of programs and services.

In April 2013, the Library formalized its partnership with CPRI by supporting an awareness campaign. Exhibits were displayed in all 18 branches from April 5 to 30 to raise awareness of poverty reduction. The Library also participated in the CPRI community engagement process by hosting workshops. The final report was presented and approved by City Council in May.



SORCe (Safe Communities Opportunity and Resource Centre) opened June 18, 2013, two days prior to the largest natural disaster in Canada's history, the Flood of 2013. The flood resulted in a magnification of the needs of all Calgarians, but none more so than those most vulnerable. The Flood exacerbated the changing needs of the community including an increased number of Library users with needs that fall outside of traditional library service.

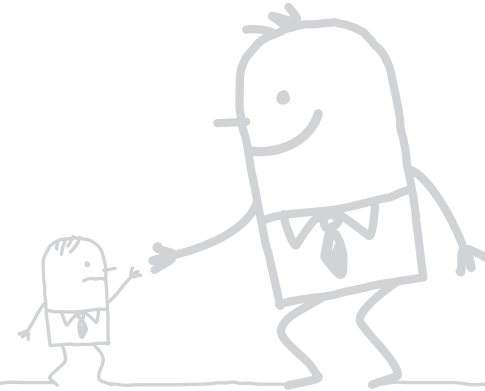
The SORCe is a community hub with fourteen partner organizations working collaboratively to coordinate and expand services for vulnerable and marginalized individuals, many of whom are homeless. It provides onsite services and referrals in the areas of housing, addictions, mental health and lifelong learning.

Library leadership recognized that to meet the needs of Calgary's most vulnerable people, the Library needed to move outside its walls and look to a collaborative community approach to service delivery.

With a population of 1.1 million, the Library system faces many of the same issues as other large cities, including a Central branch challenged in meeting the diverse needs of the population that frequents its downtown location.

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These include social intervention, community outreach and advocacy work. Other Library systems have expanded onsite service models in an effort to improve access and expand services to vulnerable populations. SORCe provides a unique opportunity to meet the needs of customers in an innovative and responsive way. By providing consistent offsite service in a dynamic community hub designed to address the needs of Calgarians facing multiple barriers, staff have been able to build community, solidify the Library's presence as a service for vulnerable populations and break down barriers to access.







AWARD WINNING APP

The Calgary Public Library’s early literacy app, *Grow a Reader*, won the 2013 Urban Libraries Council (ULC) Top Innovator Award in the category of Customer Experience. ULC is an association of leading public library systems in the U.S. and Canada that is devoted to advancing the value that 21st century libraries provide to their communities.

This award recognizes innovations in assessing customer satisfaction; strengthening customer service standards, tools and techniques; strengthening the library workforce to meet 21st century needs; and using digital technologies to expand services for library users.



The Library’s *Grow-a-Reader* mobile app was recognized for its inventiveness in the field of library customer service. Top Innovators were announced and celebrated at the 2013 ULC Annual Forum in Chicago on June 28.



## RECOGNIZING VOLUNTEERS

With a record-breaking attendance of more than 600 guests, the annual Board-sponsored Volunteer Recognition celebration acknowledged the Library's 2,100 volunteers who contributed nearly 44,000 hours in 2013, helping to ensure that the Library continues to inspire life stories.

Award highlights included the presentation of the John Dutton Volunteer of the Year to Jane Baker, a dedicated volunteer in the Read With Me program.



# 2013

## Volunteer Statistics:

Number of volunteers:

2,357

Number of volunteer placements:

4,187

Number of volunteer hours:

43,457

Number of volunteer programs and systems support:

27

Number of languages and dialects spoken by Volunteers:

68

Volunteer hours in dollars:

\$1,076,802



Calgary artist Carl White has been selected to create an outdoor public art installation at the Signal Hill Library in the city's southwest. Funds for this project were provided primarily by The City of Calgary through its Public Art Policy, which mandates that one per cent of its contribution to the 2010 expansion and renovation of the Signal Hill Library be allocated to public art.

In consultation with the project team, Carl White painted a design titled "Connections", on the long metal crossbeam that runs above the Signal Hill entrance, along with a pillar and four panels. Children from the community were involved in the project, which was unveiled in September during Alberta Culture Days.





AN AWARD-WINNING HISTORICAL DATABASE

In January, the Library launched our latest electronic historical collection, *Century Homes Calgary 2012: Old Homes Tell Great Stories*, a selection of research and photographs of houses built during Calgary's first building boom of 1912. The database contains information on 507 homes across the city. It also continues to grow as more pictures and stories are contributed. The database is accessible to all Calgarians through the e-Library on [calgarypubliclibrary.com](http://calgarypubliclibrary.com)

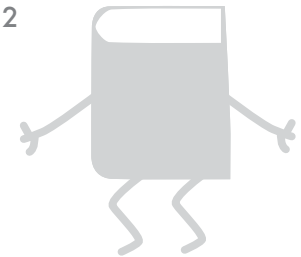
The database was recognized by winning the prestigious Governor General's History Award for Community Programming, an award that recognizes the very best in Canadian educational and public programming with a focus on history and heritage.



January 26 was the first-ever National Human Library Day hosted by CBC and libraries across Canada. The Living Library or Human Library, as it may be called, created an opportunity for one-on-one conversations between people who may never otherwise meet. People from various walks of life volunteer their time as “books.” Patrons had a chance to “check out” a “book” and ask questions to learn about that person and their life story.

For National Human Library Day, the Calgary Public Library’s Living Book volunteers were invited to take part in the national event held at Saddletowne, Shawnessy and Central Libraries. Twenty-seven Living Books and CBC personalities engaged customers in vibrant conversations by sharing their compelling stories about diversity.

Some of our recent Living Book volunteers included published author Margot van Sluytman (*Living the Poetry of Peace*) who told an enthralling story of how poetry and narrative can be used to heal inmates and victims of crime; Seyi Smith, Olympic sprinter and Commonwealth Champion, who spoke eloquently about his 10 minute victory at the 2012 Olympic games; and MLA Linda Johnson who talked about her passion for literacy.





FREEDOM TO READ WEEK

As part of the annual Freedom to Read Week celebrations, the Library-led Freedom to Read Committee of Calgary chose a banned or controversial book and presented it to City Council. The 2013 selection, *Shine* by Lauren Myracle, dealt with issues of homophobia, drug abuse and rape. Committee Chair, Allison Thomson, presented the book to City Council on February 25.

The committee also presented the Calgary Idle No More movement with the 2013 Freedom of Expression Award at a special event on February 28. The movement was chosen as this year's award recipient for freely and publicly expressing concerns about issues affecting First Nations' people and raising awareness of their cultural history.



## INTERNATIONAL WOMEN'S DAY

International Women's Day celebrations at Central Library on March 8 featured special keynote speaker Janalee Morris-Wales, an international social justice and human rights activist and founder of Fair Planet who led discussions centering on the *Married by Night, Single by Day* theme, which focuses on women in the developing world and their road to empowerment.





DIVERSITY SERVICES

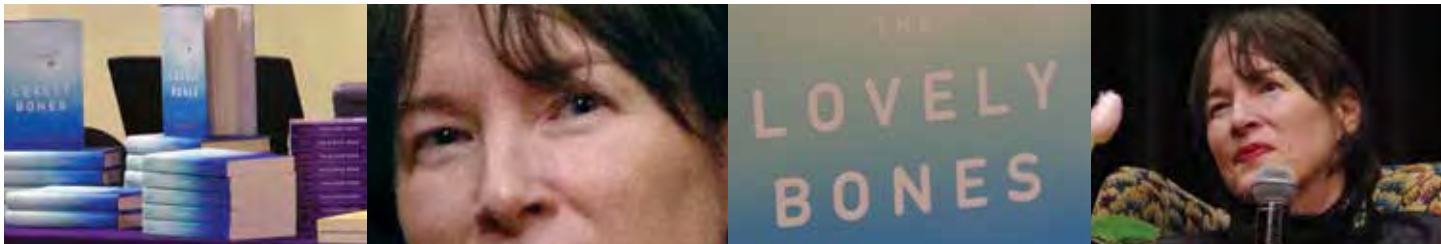
On March 22, the Library marked the end of the pilot phase of the “Services for Newcomers Project”, funded by Citizenship and Immigration Canada, and celebrated collaborative partnerships developed over the past year with five of the City’s core settlement agencies including Calgary Bridge Foundation for Youth, Calgary Catholic Immigration Society, Calgary Immigrant Women’s Association, Centre for Newcomers and Immigrant Services Calgary, with services now available in six Library locations. Representatives from each agency joined in the celebration, which featured speeches from Diversity Services Manager, Umashanie Reddy, and partner organizations.



The Annual General Meeting of the Calgary Women's Literary Club was held on March 26. One of the members of the original club, Annie Davidson, was instrumental in the decision to construct Calgary's and Alberta's first public library facility, what is now our Memorial Park Library.

That same evening, the Library launched a lecture named after Annie Davidson, designed to celebrate change agents and trailblazers like her. Alice Sebold, author of *The Lovely Bones*, spoke to a large crowd about the impact libraries and librarians have had on her life. From the question period which followed, it was clear that the printed word continues to have a profound impact on individuals and communities.

The event was generously funded by a grant from the Government of Alberta: Culture and Community Spirit and followed by a reception hosted by the Calgary Public Library Foundation.





HATE CRIMES AWARENESS

The Alberta Hate Crimes Committee proclaimed April 24 as Hate Crimes Awareness Day with the theme “We All Have a Role” in support of the eighth annual National Victims of Crime Awareness Week from April 21-27. Councillor Diane Colley-Urquhart delivered a Mayoral Proclamation at Central, as Police Chief Rick Hanson and Human Rights Commissioner, Honourable David Blair Mason, delivered passionate opening remarks describing hate crime as a “message crime” designed to strike fear into the heart of a community. More than 200 attended this event and were encouraged to be leaders in our response to hate and together make Alberta a hate-free province.







SUMMER. READ.

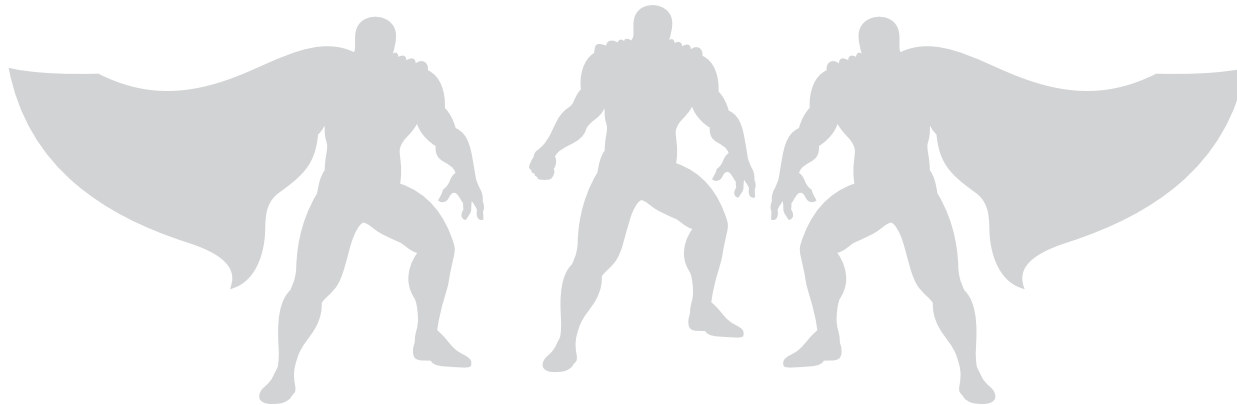
The annual reading program for adults kicked off with a live chat on the Library's Facebook page. The new approach to the program encourages customers to submit short reviews of a recent item they have read, watched, or listened to, which are then posted for others to provide recommended reading based on their interests. The program started a social conversation that makes customers feel like they are connected to a much larger community of readers.





STAMPEDE PARADE MARCHES ON

The Library took part in the 101<sup>st</sup> Calgary Stampede Parade once again with a “Heroes and Villains” themed entry. In total, 32 enthusiastic Library staff members (and Library Board Chair Janet Hutchinson dressed as Sleeping Beauty’s villain Maleficent) volunteered to help set up the entry and don colourful costumes to share their Stampede spirit with Calgarians just a few weeks after the floods.



## FIRST ARTIST IN RESIDENCE

In partnership with The New Gallery, the Calgary Public Library was proud to present our first Artist in Residence, Lea Bucknell. Throughout October and November, customers came to the Central Library to meet Lea and learn more about her installation, *Graphite Mountain*. A multidisciplinary artist with a history of showing in unconventional exhibition spaces and creating site-specific projects. Bucknell's *Graphite Mountain* resembled an idealized mountain form. Clad in old wooden fence boards that were cut and arranged to mimic mountain stratigraphy, the structure's interior cavity became a studio for the artist during her residency.





The Calgary Public Library Foundation partnered with Better World Books to introduce a more current and profitable means of managing the Calgary Public Library’s material discards and donations by selling them online instead of in each Library branch.

Better World Books is a for-profit social enterprise that collects and sells books online with each sale generating funds for literacy initiatives in Canada and around the world. In partnership with libraries, bookstores, colleges and others, Better World Books has achieved:

- Raising over \$13 million for libraries and literacy partners
- Reused or recycled over 93 million books
- Achieved over 33,000 tons of carbon offsets

Through this partnership, the Library not only increased profits from discards for new materials through sales and reduced recycling costs, but also significantly reclaimed space in every branch for customers to enjoy.

This year, our community explored the award-winning novel, *The Book of Negroes*, by Canadian author, Lawrence Hill. Thirty-one programs took place during November, kicked-off by a hugely successful author weekend. Lawrence Hill presented at eight events, including a dynamic talk with inmates at the Calgary Remand Centre, a joint presentation with Library Writer in Residence, Barb Howard, and a riveting Launch keynote address to a packed John Dutton Theatre.

The evening included a high energy performance by Junetta Jamerson and a public reception at which Lawrence Hill signed books for patrons. Programs across the city (which focused on author talks, history, culture, politics and place, and storytelling), saw a total attendance of over 1,600 patrons.



Striving to influence policy makers on the unequivocal importance of public libraries in anchoring cities' arts and culture, building community and fostering a love for life-long learning through literacy is significant. To do this, the Library launched an introspective advocacy campaign that defined key roles of the Library and presented them like dictionary definitions. The concepts played not only on the literary leadership of the Library, but also relayed the Library's many roles.

In 2012, these advocacy ads ran as a print campaign in select publications. As a secondary component, commercials were created in 2013 to translate the messages into tangible scenarios that illustrated the emotional connection many customers have with the Calgary Public Library. Not only do our subject scope, information sources and staff expertise provide everything you're into as a patron, but also we, as an institution, are their *dream-maker, partner, educator, equalizer, muse* and *social network*.

The commercials ran in targeted markets from February to April – as well as continue to reside on social media – to reach our passion players, influencers, funders, and loyal customers evoking a sense of pride in the Library and providing Calgary with an exceptional public library.

To complement the Calgary Public Library brand, the tagline “Everything You’re Into” was developed to capture the subject depth of our collections and expertise of our staff. Using a multi-layered, targeted marketing strategy, the popular ‘Feet Campaign’ was designed to show individual Calgarians that the Library indeed has everything they’re into.

Ads appeared throughout the city on train platforms, in movie theatres during the preshow, in lounge washrooms as classic boards, in local magazines including *Avenue*, as well as commercials on Lite 95.9 and Virgin 98.5 with complementary big-box, click-thru and mobile ads. New to our placements, ads wrapped tables in MacEwan Hall at the University of Calgary campus.

The ads connected with Calgarians, specifically future users, who may have had misconceptions about what a modern Library could offer them, making them rethink their Library. Each ad embodied a Library customer, showcasing their varied interests through diverse and colourful ‘personalities’ cleverly depicted in the materials filling their iconic purple Library bags. The bag contents were designed not only to garner a laugh or raise an eyebrow, but also to encourage people to look at the ads longer, pick up the nuances of each personality and perhaps further identify with that customer.

In an exciting twist, the 2013's feet campaign featured some of Calgary's most recognizable VIPs. From sports stars and Olympians to culinary masters and newscasters, their bags not only revealed what they were into, but also who they are!

Blanketing the city with targeted placements in the summer, Calgarians guessed who was featured in each ad for a chance to win access to an exclusive event in September – The Reveal – where the VIP identities were unveiled.

To top it off, entrants got a chance to win their very own "Everything You're Into" ad that was placed throughout Calgary in the fall.

The contest drove potential customers to get a library card. With the objectives of increasing (new and renewed) memberships and awareness of the Library, the campaign and contest component reached a technically-savvy target audience through social media, radio and digital interfaces.



## THE REVEAL

On September 26, at an exclusive event at the Art Gallery of Calgary attended by more than 250 guests, the Calgary Public Library finally revealed the faces to the feet of the celebrity edition of the much lauded “Everything You’re Into” campaign. Contest winners who correctly identified the local VIPs in ads placed across the city were treated to an exclusive reception set amidst gallery artwork and stunning floral centerpieces in the Library’s signature purple and green; life-size standees of the mystery celebs stood shrouded in secrecy until their identities were revealed. They included Mayor Nenshi; gold-medal Olympic figure-skater Jamie Sale; Retired Calgary Flame Craig Conroy; Alberta Ballet’s Artistic Director Jean Grand-Maître; Breakfast TV host Jill Belland; and award-winning, red seal chef and restaurateur Michael Noble (of Notable).



The crowd was simply abuzz as excited winners mingled with city aldermen, movers and shakers of the local arts and culture scene, as well as the Calgary Public Library Board Chair Janet Hutchinson, who was on hand to deliver a rousing speech about the library of today: fresh, vibrant, energetic and a star in its own right.

Guests stayed into the evening, having their pictures taken in a fun, prop-filled photo booth – happily posing with Calgary Public Library logos and snapping photos with the celeb standees themselves. Social media sites were ablaze with event images, comments and accolades. It truly was an event not to be missed, and the only way in was a library card.

It was very clear the Library was the “cool kid” of the evening—the VIP of the party that everyone wanted to rub shoulders with, and for a night, they did.





The Central Library's lower level sustained significant damage by the June 21 floods—the greatest natural disaster in Canada's history. Water levels exceeded four feet in areas. Water seepage (not overland flooding) flooded the lower level causing damage to furniture, equipment, elevators, fire alarm system, phone system, meeting rooms, materials processing area and washrooms, collections as well as magazines and maps.

The Calgary Public Library and The City of Calgary worked hard to repair damages caused by Calgary's flood once again making the Central Library safe for both customers and staff. The tireless efforts culminated in the exciting return of the public to the Central Library on August 28, a few weeks earlier than anticipated.

On October 1, the Library and Pages On Kensington co-sponsored the launch of the Calgary Herald's The Flood of 2013: A Summer of Angry Rivers in Southern Alberta at the John Dutton theatre. Mayor Nenshi, journalists from the Calgary Herald and Janet Hutchinson spoke to the resilience of Calgarians and Albertans and their community spirit after the costliest natural disaster in Alberta's history.





## QUARRY PARK LIBRARY BREAKS GROUND

The design process for the Quarry Park Library is underway. Scheduled to open 2015/16, this 7,500 square foot Library will be located in the Quarry Park Recreational Centre and will be the new home for Glenmore Square Library. The City of Calgary and partners broke ground for this exciting project December 2013.

Coupled with Fish Creek and Shawnessy Libraries, Quarry Park Library will address some service gaps in Calgary's far southeast until the Seton Library, also in a recreation centre, is completed. The Library participated in a community info session hosted by the City of Calgary's Community and Neighbourhood Services on June 18 about the new southeast recreation facilities and to gather public insight into public library services.



In 2013, a novel partnership between The City of Calgary, Calgary Public Library and Calgary Municipal Land Corporation (CMLC) was finalized to ensure the successful delivery of the New Central Library project. Calgary Municipal Land Corporation assumed responsibility as Developer and will oversee design and construction of the project. Additionally, CMLC's board of directors committed the balance of the funds required – \$70 million – which when combined with the \$175 million provided by the City will see the new civic amenity 100% funded.

Calgary's New Central Library will be a landmark project for The City of Calgary, Calgary Public Library and Calgary Municipal Land Corporation (CMLC). For the Calgary Public Library system, the New Central Library (NCL) will help fulfill its vision to be "the vibrant heart of a great city". For CMLC and The City of Calgary, the New Central Library is a key component of the Rivers District Revitalization Plan and its ambition to kick-start inner city renewal, create sustainable development inside the core and inject energy into the community.

Calgary Municipal Land Corporation (CMLC), the master developer of East Village, has years of construction and development know-how, along with communication and storytelling expertise. The New Central Library will be located one block east of City Hall (on Block 127) in the character area of East Village known as The Crossing. There, the library will serve Calgary's growing population, the 120,000+ workers who travel downtown every day, and over 45,000 students attending educational institutions in Calgary.



Last year, CMLC ran a two-step design procurement process to identify suitable design teams for the project and on November 5, at a media event in East Village the architectural team of Snøhetta (based in Oslo and New York) and DIALOG (a Canadian firm with offices in Calgary, Edmonton, Vancouver and Toronto), was announced as the Prime Design Consultant. Additionally, Calgary Municipal Land Corporation announced the balance of the Project Team including: MHPM as Project Managers, Stuart Olson Dominion as Construction Managers and Associated Engineering as Utility Relocation Managers. In consideration of the extensive public feedback collected by the City of Calgary in 2012 and acknowledging the many site constraints of the land parcel, not the least of which includes the C-Train rising and curving through the site, the Design and Project Team will work to produce a final schematic design by fall, 2014.

The New Central Library is envisioned as a place that opens doors and minds to potential and opportunity; it will provide a space for people to think, dream, explore and become. Construction begins in 2014 and will conclude in 2018.



THE CITY OF  
**CALGARY**



**NEW**  
**CENTRAL**  
**LIBRARY**



## Read All About It!

The New Central Library site in East Village has a C-Train running through it!

Meet the architects, engineers and teams working to "encapsulate" the train in Calgary's most important new civic landmark.

**PICK UP THE NEW CENTRAL LIBRARY NEWSLETTER TODAY!**



**NEW CENTRAL LIBRARY**



NCL



THE CALGARY PUBLIC LIBRARY  
WELCOMES NEW CEO

The Calgary Public Library is very pleased to announce that Bill Ptacek has been appointed CEO effective February 2014. Bill Ptacek joins the Library from King County Library System in western Washington State, USA, where his leadership and advocacy skills have played a critical role in the success of the KCLC system.

He was selected as the Calgary Public Library's CEO after an extensive search by the Calgary Public Library Board with assistance from executive recruitment firm Odgers Berndtson. The Library CEO position has been led on an interim basis by Ellen Humphrey since August 2012.

The news of his acceptance marked the completion of an extensive stakeholder and community consultation process and an international search for the Calgary Public Library: "In selecting Mr. Ptacek, the Calgary Public Library Board is assured that we have selected a strong advocate and champion for the Calgary Public Library," says Calgary Public Library Board Chair Janet Hutchinson, "whose unique range of industry experience, significant exposure to working with Boards and Government, and strong leadership of larger, more complex organizations will not only continue our history of service excellence, but also will nurture and advance the system."



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Bill has served in leading roles in a number of local and statewide organizations prior to his role as Library Director in King County, including serving on the King County Board for Developmental Disabilities and the State of Washington Developmental Disabilities Life; the King County Governance Task Force; the Opportunity Trust Fund Endowment; KCTS Public Television Advisory Board; the University of Washington at Bothell Advisory Board; and The City of Bellevue Arts Commission. Under his leadership, KCLC was the Library Journal's "Library of the Year" in 2011 and the Seattle Municipal League's "Outstanding Civic Organization" in 2012.







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[calgarypubliclibrary.com](http://calgarypubliclibrary.com)