

# ANNUAL REPORT

2019

Waterloo  
PUBLIC LIBRARY

# OUR AUDACIOUS GOAL

Our audacious goal is to be a transformational force in the development of Waterloo and its citizens.

# OUR PURPOSE

Our purpose is to fulfill the multiple literacy needs of our community.



# FROM OUR CEO

2019 was certainly another busy year at WPL, chock-full with inspiring programs, services and events for all ages – and some challenges. At the Main Library, we underwent a much needed mechanical upgrade project, installing a new HVAC system. Although we did our best to minimize the impact on customers, the Children's Department and program room had a lengthy closure, various pieces of the adult collection were not available, and it was often not a comfortable space. Despite all of this, we still had an increase in visitors with over 16,000 physical visitors system-wide per week. Over 293,000 customers accessed our Wi-Fi, and over 12,000 per week visited us virtually.

Our programs and events, from Welcome Ramadan to the Eco Year Challenge, Celebrate Diwali to Mini Comic Con, offered something for everyone and over 50,000 people enjoyed these initiatives. We are grateful for our community partners who assisted in making many of these programs possible.

Two very popular collections were introduced in 2019: Wi-Fi Hotspots and Board Games, with both in constant demand. Our digital collections continue to see growth with a 20% increase in circulation, while our library staff answered over 1,000 reference questions per week on a wide range of subjects. Our dedicated volunteers and staff in the Volunteer Library Services program visited 9 long term homes in Waterloo bringing not only 10,000 items but also introducing onsite programs which included teaching new technologies to the residents. Without our 233 volunteers, this service, and many other achievements, would not be possible. Our sincere thanks for your dedication.

Thank you to our amazing library staff who make all of this happen. Thank you to the Library Board whose leadership and support provides a solid foundation for the realization of our goals.

Thank you to our library customers whom we look forward to seeing every day. Our goal is to create endless possibilities for you at your public library.

Laurie Clarke  
CEO, Waterloo Public Library

# FROM OUR BOARD

Looking back, through the COVID-19 lens of 2020, 2019 seems to be a very calm year, in which the WPL team continued to make steady and planful progress on our overarching goal of 'being a transformational force in the development of Waterloo and its citizens'. Whether it be through developing innovative programming, fostering new partnerships, or watching plans for the new East Side Branch Library come to life, our entire team was actively engaged in the positive transformation our community, via the public library system.

In 2019, we saw a change in our Board leadership team, as Jude Doble bid adieu to our board and Dawn Charlton was elected to serve as Vice-Chair. We also planted the seeds for a new Governance Committee, with an eye to shoring up governance knowledge – through the unique lens of the Public Libraries Act – and planning for the future, via succession planning.

I would like to thank both Jude and Dawn (Vice-Chair), John Strong (Finance), S.S. Ahmad (Governance) and Rachel Harder (Fundraising) for their continued passion for and active advocacy for the Waterloo Public Library. I would like to thank our CEO, Laurie Clarke, for being an incredible leader and a wonderful person to work with. Your team continues to exceed our expectations of quality leadership and performance, as they meet the diverse and emerging needs of our patrons. Never was this more apparent than in this moment in time – your team's ability to 'pivot' under extraordinary circumstances is a reflection of their abilities and your leadership. I would like to thank Mayor Dave Jaworsky and Councillor Diane Freeman for their steadfast commitment to the Waterloo Public Library. I look forward to seeing the fruits of our collaborative efforts – a sustainably-funded four branch public library system in Waterloo - in the coming years.

Finally, we all owe a great deal of thanks to the citizens of Waterloo. We will continue to work hard for them and for their public library.

Karen Coviello  
Chair, Waterloo Public Library Board

## 2019 LIBRARY BOARD

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Karen Coviello, Chair  
Dawn Charlton, Vice Chair  
Diane Freeman, City of Waterloo Councillor

S. S. Ahmad  
Rachel Harder  
Kelly McManus  
Frank Mensink  
John Strong  
Beisan Zubi

# LIBRARY AS SPACE & PLACE

“The Waterloo Public Library will foster inclusion and understanding through the library's place in the public realm.”

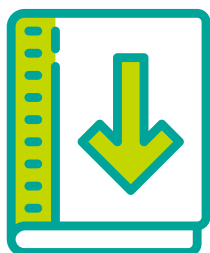


**62,265**  
ACTIVE MEMBERS



**1,440,083**  
IN-PERSON &  
VIRTUAL VISITORS

**THAT'S 4,315 PER DAY**



**1.5 MILLION +**  
ITEMS BORROWED



# LIBRARY AS SPACE & PLACE

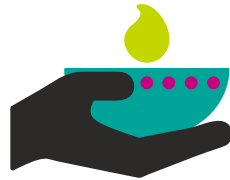
## SPECIAL EVENTS & PROGRAMS

*Fostering inclusion and understanding*

### CULTURAL PROGRAMMING

RAMADAN with the Coalition of Muslim Women KW

DIWALI with the Tamil Association



### SUMMER OF '69

Lectures on WOODSTOCK, THE STONEWALL RIOTS & GAY RIGHTS



### WATERLOO WEST NEIGHBOURHOOD FEST

Partnered event with YMCA & UW RECREATION & LEISURE STUDIES STUDENTS



### TEEN PROGRAM APPROACH

TEEN EVENTS TEAM

Focus on life-skills programming



1,556

CHILDREN'S & ADULT PROGRAMS ATTENDED BY

50,578 PEOPLE



## OTHER PROGRAMS YOU LOVED

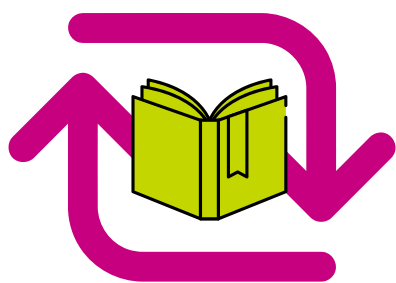


- SUMMER NIGHT SOCIALS
- BABYPALOOZA
- MESSTIVAL
- HALLOWEEN HACKATHON
- FROZEN PARTY
- MINI COMIC CON
- AGING WITH DIGNITY SERIES
- MAST ART SERIES



# LIBRARY AS A CATALYST

“*The Waterloo Public Library will spark connection, inspire collaboration and take literacy to the next level.*”



## INTERLIBRARY LOANS

**818** ←  
BOOKS BROUGHT IN

**801** →  
BOOKS LOANED OUT



**233**  
VOLUNTEERS  
**4,839**  
HOURS OF SERVICE

**THANK YOU VOLUNTEERS!**



**225,964**  
DIGITAL MATERIALS  
BORROWED

▲ **20%**

# LIBRARY AS A CATALYST

## SUMMER READING CLUB

*Taking literacy to the next level*



COMPLETELY REVAMPED  
PROGRAMS TO TARGET  
SPECIFIC AGE RANGES

## 4 CLUBS



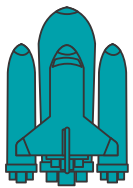
**LITTLE DIPPERS**  
PRESCHOOL CLUB  
*Partnership with EarlyOn*

824  
KIDS



**COSMIC READING  
ADVENTURE**  
AGES 5+

1109  
KIDS



**GREAT SPACE  
RACE**  
GRADES 4 TO 7

439  
KIDS

*Web-based gamified experience*



**BATTLE OF THE BOOKS**  
TEEN SUMMER CHALLENGE

1133 TEEN INTERACTIONS



**2569**  
KIDS REGISTERED



**35%**

OVERALL  
PARTICIPATION  
GROWTH



# LIBRARY AS A CATALYST

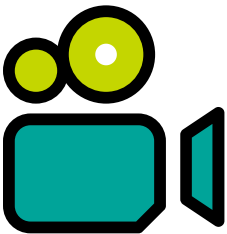
## PARTNERSHIPS & OUTREACH

*Spark connection, inspire  
collaboration*



### COMMUNITY PARTNER **RCSCIENCE**

Science lectures from  
local experts



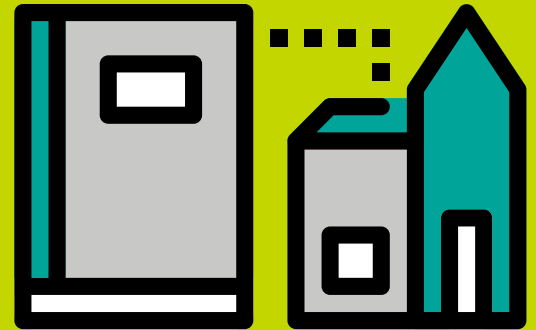
### PARTNERED SERIES **HOT DOCS FILM FEST**

Documentary film festival  
that allowed us to screen 6  
films free of charge



### PARTNERED EVENT **LOCAL HISTORY: PROHIBITION WALKING TOUR**

Partnered with City of Waterloo  
Museum who showcased  
prohibition-era artifacts



VISITING LIBRARY SERVICE

# 9780

ITEMS DELIVERED TO

# 9

 LONG TERM  
CARE HOMES

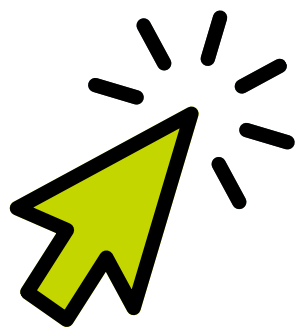
## ONSITE PROGRAMMING

Teaching technology &  
library digital resources



# "OF COURSE, THE LIBRARY!"

“*The Waterloo Public Library and its staff will foster delight, creating a community narrative that declares, "of course, the library!"*”



**180**

**ONE-ON-ONE  
TECH HELP  
APPOINTMENTS**



**690 + 131**  
INDIVIDUALS + FAMILIES  
FROM **85** COUNTRIES  
HELPED BY **5** STAFF

**LIBRARY SETTLEMENT PARTNERSHIP**



**50,000**

**QUESTIONS ANSWERED**

# "OF COURSE, THE LIBRARY!"

## CONNECTING WITH COLLECTIONS

*Creating a community narrative*



### BORROWING COLLECTIONS

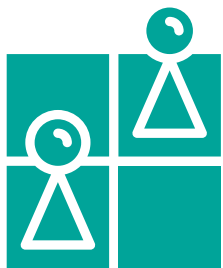
Bring WiFi and games  
home for FREE!



### HOTSPOTS

**480**

BORROWED



### BOARD GAMES

**2,499**

BORROWED

### CHECK IT OUT NEW NAME, NEW LOOK

**7,532**  
VISITORS

**22,938**  
VIEWS



## SOCIAL MEDIA



**7,532**



**3,001**



**2,410**



**1,373**



# "OF COURSE, THE LIBRARY!"

## ECO YEAR CHALLENGE

*Creating a community narrative*

**GOAL:** Provide programming & opportunities to Waterloo residents, of all ages, with action items to complete to be a better friend to the environment



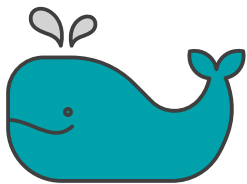
**DYNAMIC  
GARDENING  
PROGRAMMING**



**GUIDED HIKES  
& NATURE  
EDUCATION**



**DOCUMENTARY  
SCREENINGS**



**OCEAN RUN  
FOR SCIENCE  
LITERACY  
WEEK**



**TRIP TO  
REGIONAL  
WASTE  
MANAGEMENT  
CENTRE**



**POLLINATOR  
EXPO & PANEL  
WITH LOCAL  
PARTNERS**



**PARTNERS**  
Partnered  
presentations &  
programming



# LOOKING AHEAD EXPECTED SPRING 2022

## EAST SIDE BRANCH LIBRARY

*In December 2019, the Waterloo Public Library was delighted to unveil the final design of the yet-to-be-named library on the east side of Waterloo.*



## UNIQUE FEATURES



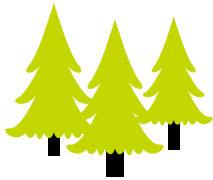
### TROMBE WALL

Will provide passive solar heating for the building



### "COLLABORATORY"

An open, flexible space that will encourage & support community programming & maker activities



### FOREST SCHOOL

An enclosed, natural outdoor space that can be used year-round for dynamic programming & educational activities for all ages

