

Report to/Rapport au :

**OTTAWA PUBLIC LIBRARY BOARD
CONSEIL D'ADMINISTRATION DE LA BIBLIOTHÈQUE PUBLIQUE D'OTTAWA**

**February 10, 2014
Le 10 février 2014**

**Submitted by/Soumis par : Danielle McDonald
Chief Executive Officer / Directrice générale**

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Ref N°: OPLB-2014-0016

SUBJECT: Monitoring Report A.10 Treatment of Library Users

OBJET : Rapport de contrôle A.10 Traitement des clients de la Bibliothèque

REPORT RECOMMENDATION

That the Ottawa Public Library Board receive this monitoring report for information.

RECOMMANDATION DU RAPPORT

Que le C.A. de la Bibliothèque publique d'Ottawa prenne connaissance de ce rapport de contrôle, à titre d'information.

Executive Limitations Policy A.10 – Treatment of Library Users was approved by the Board on April 8, 2002, last revised April 12, 2010 and states:

With respect to interactions with library users, the Chief Executive Officer shall not cause or allow conditions, procedures, or decisions which are unsafe, disrespectful, unnecessarily intrusive, or which fail to comply with the provision of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).

Accordingly, the CEO shall:

1. *Establish with library users a clear understanding of what may be expected and what may not be expected from the service offered.*

The Board-approved *Customer Conduct Position Statement* is displayed across library locations and posted on the Library's website. It is currently being reviewed by the Board's Ad Hoc Committee on Safety and Security to ensure its continued appropriateness.

Information about library services is disseminated in both official languages, using multiple channels, including:

- The OPL website (www.BiblioOttawaLibrary.ca);
- Through regular advertising using traditional and social media;
- Through OPL digital signage located at various branches;
- Through handouts, posters and flyers in library branches, as required.

Upon applying for membership, new customers receive the *Library Card Owner's Manual/Manuel du titulaire d'une carte de bibliothèque*, which provides basic information about what is available at the Library, how to use a library card, information on borrowing and returning library material and overdue charges. This brochure is also available in several languages and Braille.

I report compliance.

2. *Maintain methods for library users to communicate with the organization, including a complaint process for those who feel they have not been accorded reasonable consideration of their rights under this policy.*

Administrative Procedure ADM-01-016, *Comments and Suggestions*, provides a method for library users to communicate with the organization. The procedure states "the Ottawa Public Library welcomes the opinion of its users and encourages constructive suggestions for the improvement of library services and comments on the delivery of library service." Library users may communicate by filling out suggestion forms and placing them in suggestion boxes found in all OPL locations,

by submitting comments and suggestions via the Library's website, by tweeting comments and suggestions using social media and by writing letters and or emails to Library management, the Chief Executive Officer or to Library Board members. Comments and suggestions are responded to in a timely fashion. Appropriate telephone numbers are listed in the Bell telephone book and on the OPL website. Managers have business cards available for employees to give library users when complaints cannot be resolved. Library users are informed that they can speak with a manager, division manager or the Chief Executive Officer when problems and issues arise.

Customer relationship management channels are slated to be reviewed and streamlined. These will be reviewed subsequent to the restructuring project currently underway, to analyse issues, determine corrective actions and enable improved effectiveness in responses issued.

I report compliance.

3. *Ensure that staff is equipped with the necessary training to provide excellent, customer-oriented service to library users in all areas.*

In 2010, OPL adopted its Customer Service Excellence principles, which state that OPL is: "inclusive, responsive, community-oriented, welcoming and safe and secure." It also implemented and delivered employee-led Customer Service Excellence training to all library employees. The workshop provided tips and strategies to facilitate the provision of service excellence to both external and internal library customers. As part of the roll-out of RFID and the library's new service model (Single Point of Service, where the Customer is the point of service), employees are required to participate in additional workshops (e.g. Think Yes!), which builds upon previously established customer service principles. The 2014 training budget was increased to accommodate this series of workshops.

In addition, the Library provides an on-going training program, which consists of regular workshops on cross-cultural training, literacy awareness, and legislated training (e.g. WHMIS, OHS). Staff are also trained on new technologies prior to any public launch (e.g. sneak-peek of improved website, 'toy-box' initiative to introduce

e-readers and mobile devices to employees).

I report compliance.

4. *Use methods of collecting and storing library user information that protects against improper access to that information.*

The *Library Code of Conduct* sets out that staff are to handle all user information with confidentiality. Access to the customer database in the integrated library system is provided on a need-be basis only. Customer records are controlled by procedures to maintain privacy, and are not to be used for any purpose other than for which it is gathered.

Police officers seeking personal information on individual customers must obtain permission from the Chief Executive Officer. In most instances, a police warrant is required before any information is provided outside the library.

I report compliance.

5. *Provide procedural and legal safeguards for the transmission of information.*

Procedures are in place to safe-guard personal information for those customers registering for a library card, a program or to use a public access computer. The OPL Privacy Statement is posted on its website. The privacy statement is also added to forms used by library personnel.

Administrative procedure ADM-06-054, *Disclosure of Personal Information to a Law Enforcement Officer*, states “*Staff are not to provide information to law enforcement officers unless they have been authorized to do so by the Chief Executive Officer.*”

Further, the Library has established protocols in order to comply with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).

I report compliance.

6. *Provide opportunity for consultation and discussion by affected parties when major changes are being proposed to library services and facilities.*

Public consultation is a vital part of planning major changes in library services and facilities. For example, public information sessions were held with respect to the development of the new West District Branch. Budget discussions are held at public Board meetings. In addition, the Library of the Future initiative was developed as a year-long process intended to gather data from key stakeholders, including Ottawa residents, Board trustees and OPL employees, on the role OPL will play over the next five years. Crowd sourcing tools as well as focus group sessions helped stimulate that conversation.

I report compliance.

I hereby present my monitoring report on Executive Limitations Policy A.10 – Treatment of Library Users. I certify that the information contained in this report is true.

Original signed by

D. McDonald, CEO

Signed: _____ Date: January 27, 2014