

Report to / Rapport au:

**Ottawa Public Library Board
Conseil d'administration de la bibliothèque publique d'Ottawa**

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Submitted by / Soumis par:

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File Number: OPLB-2016-0142

SUBJECT: Alternative Services Bookmobile Stops

OBJET: Arrêts du bibliobus pour les Services parallèles

REPORT RECOMMENDATIONS

That the Ottawa Public Library Board:

- 1. Approve the Bookmobile stops for 2016-2020, including:**
 - a. the addition of two bookmobile stop locations at the Richcraft Recreation Complex and the Minto Recreation Complex; and,**
 - b. the discontinuation of the Bathgate bookmobile stop location; and,**
- 2. Approve modifications to three stop locations: namely Bathgate, Sarsfield and Youville stops; and,**
- 3. Approve that the adjustments to the bookmobile stop locations be effective July 4, 2016.**

RECOMMANDATIONS DU RAPPORT

Que le Conseil d'administration de la Bibliothèque publique d'Ottawa :

- 1. Approuve l'emplacement des arrêts du bibliobus pour 2016-2020, y compris :**
 - a. l'ajout de deux arrêts du bibliobus, l'un au Complexe récréatif Richcraft et l'autre au Complexe récréatif Minto;**
 - b. l'interruption du service à l'arrêt Bathgate;**
- 2. Approuve des modifications à trois arrêts du bibliobus : Bathgate, Sarsfield et Youville; et**
- 3. Approuve l'entrée en vigueur le 4 juillet 2016 des modifications apportées à l'emplacement de ces arrêts du bibliobus.**

BACKGROUND

As per Board policy 001-OPLB, the Ottawa Public Library (OPL) Board's role includes reviewing and approving major strategies, plans, and decisions, and is further defined in policy 002-OPLB Delegation of Authority to include "Permanently close...modify bookmobile stops..." as well as "Approve sites for new...bookmobile stops..."

In September 2015, the Board approved the Alternative Services Delivery Framework 2016-2020. As per motion # OPLB-2015-0071, the Board directed staff:

- Bring back to the Board recommendations for changes to bookmobile stops to align with the framework; and,
- Create an ad-hoc working group (up to two trustees) to serve as advisors to staff on the recommendations

The Alternative Services Delivery (ASD) Ad-Hoc Working Group was formed, consisting of Trustees Marianne Wilkinson and Steven Begg, to provide advice to staff on changes to bookmobile stops to ensure alignment with the framework. The ASD Ad-Hoc Working Group members played an active role in reviewing existing data, guiding staff in developing options for changes to stops, and proposing options for new stops while keeping within the current budget envelope, including existing fleet and human resources. The ASD Ad-Hoc Working Group also participated in the consultative

process with City Councillors who have current or proposed bookmobile stops in their wards.

The purpose of this report is to present the Board with the results of the above-noted directions.

DISCUSSION

Bookmobile services at OPL have existed since 1953 and have not undergone a holistic review since 2005. Since this time, the demographics and growth of communities in Ottawa have changed significantly. An October 2013 Board report identified 20 areas within the City of Ottawa that would benefit from more targeted library services through the use of a Bookmobile. The top three gaps identified (in order of priority) were as follows:

- Kanata North (Morgan's Grant/South March)
- Elmdale
- Jockvale

The proposed changes to bookmobile stops will enable OPL to realize service efficiencies and optimize current services while addressing essential growth in library services. This will give OPL the ability to:

- Respond to changing demographics and settlement patterns;
- Incorporate emerging trends and industry best practices; and,
- Benefit from value-added services due to service optimization.

In undertaking the review, the following planning assumptions and constraints were assumed:

- Existing streams of service delivery modality, including bookmobile, mini-bookmobile, and kiosk will remain;
- A maximum of six evening stops are possible each week with existing budget, staffing and other operational constraints; and,
- Proposed options must:
 - Stay within existing budget;
 - Align with parameters within the approved Alternative Services Delivery (ASD) framework (see document 2).

The existing Hunt Club-Riverside Park Community Centre kiosk was considered out of scope for this review.

The proposed list of bookmobile stops (Document 1) was developed by comparing the current listing of stops against the approved framework, analyzing service gaps and community requests, and by incorporating input from stakeholder consultations.

In January 2016, staff solicited public input into the proposed bookmobile stop changes. The consultations were promoted through a variety of methods, including direct emails to more than 2,800 active cardholders currently using a bookmobile stop, and more than 7,400 active cardholders who have the potential to use a proposed stop.

Staff received feedback from 289 individuals. The overall response rate was 2.8%, of which 70% came from current stops and 30% from proposed stops.

The proposed list of bookmobile stops will result in the following adjustments to the existing stops:

- Adjustments to 16 of the 22 current stops such as reductions/increases to duration of stops, and/or day changes.
- The discontinuation of one stop, the Bateman stop, due to poor performance. This location has been underperforming for several years, despite several marketing and outreach activities provided to the community.
- Modifications to three current stops in order to better serve the heart of the community in a safe, central location accessible by all and form meaningful community partnerships. The new stop locations will be:
 - Bathgate: 710 Carsons Road Unit 102;
 - Sarsfield: Sarsfield Community Centre, 3585 Sarsfield Road; and
 - Youville: 731A Chapel Crescent.

Adjustments to current stops will allow OPL to address two of the top three identified service gaps by adding two additional bookmobile stop locations. OPL was unable to secure a suitable partnership to address the number two priority gap in library services (i.e. Elmdale). The proposed new stops are:

1. Richcraft Recreation Complex, 4101 Innovation Drive, K2K 0J3 in order to serve the Kanata North (Morgan's Grant/South March) community.
2. Minto Recreation Complex, 3500 Cambrian Drive, K2J 0V1 in order to serve the Jockvale community.

Input from public consultations and consultations with City Councillors were considered in developing the above recommendations.

If approved, the new listing of bookmobile stops will come into effect July 4, 2016.

By applying the ASD framework to existing stops, the proposed bookmobile list of stops allows OPL to address service growth and reduce gaps in library services. The adoption of the recommendations in this report will allow for responsible and transparent management of OPL's alternative services.

CONSULTATION

Consultations were conducted in Q4 2015 and Q1 2016 with City of Ottawa Fleet Services, City Councillors with current or proposed bookmobile stops in their wards, members of the public with a bookmobile stop as their home location in the library computer database, and members of the public living within a 1.5 km radius of proposed bookmobile stops. The ASD Ad-Hoc Working Group reviewed the feedback received during consultations and incorporated it where possible.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

Risks include negative reactions within the Bateman community. Mitigation plans include a targeted communication plan and ongoing attendance by OPL staff (through the use of both outreach and alternative services) at special events within the community.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

BOARD PRIORITIES

The ASD Framework aligns with two strategic directions in the 2015-2018 Strategic Plan: SERVICES that are customer centric: Act as a catalyst for exploration and discovery and SPACES for community, collections, and creation: Sustain collaborative and flexible physical spaces across the system.

SUPPORTING DOCUMENTATION

October 2013 OPLB-2013-0100: Bookmobile Service Review

The following immediately follow the report.

Document 1 Proposed Bookmobile Listing of Stop Locations

Document 2 Alternative Services Delivery Framework Criteria and Parameters

DISPOSITION

Upon approval of this report, staff will develop a communications plan and undertake the necessary changes to support the new bookmobile schedule beginning on Monday, July 4th. Staff will also review and monitor the adjusted schedule on an ongoing basis.

Document 1

Proposed Bookmobile Listing of Stop Locations

Stop Name	Current Stop Location	Proposed Stop Location 2016
Bateman	1250 Blohm Drive	- - - - - Discontinued - - - - -
Bathgate	666 Bathgate Drive	710 Carsons Road
Bayshore	175 Woodridge Crescent	- - - - - Unchanged - - - - -
Bayview	185 Owl Drive	- - - - - Unchanged - - - - -
Blossom Park	2950 Bank Street	- - - - - Unchanged - - - - -
Bridlewood	65 Stonehaven Drive	- - - - - Unchanged - - - - -
Caldwell	1520 Caldwell Avenue	- - - - - Unchanged - - - - -
Cambridge	250 Cambridge Street North	- - - - - Unchanged - - - - -
Carleton Heights	1660 Prince of Wales Drive	- - - - - Unchanged - - - - -
Carlsbad Springs	6020 Eighth Line Road	- - - - - Unchanged - - - - -
Clearview	Ellendale Crescent	- - - - - Unchanged - - - - -
Farley Mowat	75 Waterbridge Drive	- - - - - Unchanged - - - - -
Grant Alt.	2625 Draper Avenue	- - - - - Unchanged - - - - -
Hunt Club	3310 McCarthy Road	- - - - - Unchanged - - - - -
McGregor	991 Dynes Road	- - - - - Unchanged - - - - -
Minto Recreation	- - - - - Not applicable - - - - -	NEW 3500 Cambrian Drive
Navan	1246 Colonial Road	- - - - - Unchanged - - - - -
Regina	2599 Regina Street	- - - - - Unchanged - - - - -
Richcraft Recreation	- - - - - Not applicable - - - - -	NEW 4101 Innovation Drive
Rideauview	4310 Shoreline Road	- - - - - Unchanged - - - - -
Riverside Mall	747 Ridgewood Avenue	- - - - - Unchanged - - - - -
Sarsfield	2835 Colonial Road	3585 Sarsfield Road
Vars	5750 Buckland Road	- - - - - Unchanged - - - - -
Youville	150 Mann Avenue	731A Chapel Crescent

Document 2

Alternative Services Delivery Framework Criteria and Parameters, 2016-2020

Table 1: Key characteristics of alternative services units

	Bookmobile	Mini bookmobile	Kiosk
Service	General	Targeted	Popular
Collections	Broad	Targeted	Popular
Spaces	20-30 customers Longer hours Accessible to all	5 customers Shorter hours Accessible to some	Dependent on partner facility
Service reach	High: up to 300, 000	Low: up to 70,000	Medium: up to 130,000
Total cost of ownership	Medium/High	Low/Medium	Medium/High

Table 2: Parameters of alternative services units

	Bookmobile	Mini bookmobile	Kiosk
Population	Greater than 5,000	Greater than 1,000	Greater than 5,000
Service power	Greater than 2,000	Greater than 1,000	Greater than 1,000
Partnerships	Signed agreement	Signed agreement	Signed agreement
Location	Visible location within neighbourhood	Visible location within neighbourhood	Min. 1,500 monthly visitors Min. 40 hours/week Min. 2.5 km to another OPL service point
Circulation (items) (urban / suburban)	Minimum 30/hour	Minimum 20/hour	Minimum 8/hour
Circulation (rural)	Minimum 20/hour	Minimum 13/hour	Minimum 5/hour