

1997 ANNUAL REPORT

ETOBICOKE PUBLIC LIBRARIES

MESSAGE FROM THE LIBRARY BOARD CHAIR



1997 was a milestone year for the Etobicoke Public Libraries (EPL). It was a time of change as we moved towards an amalgamated City of Toronto and the merging of seven library systems to one.

Even with many unknown external factors, our staff has continued to deliver the best possible service to the residents of Etobicoke.

Throughout the year, the Library Board achieved many of its service objectives.

Our 1997 accomplishments included:

- Internet access for the public at all library branches
- Introduction of the EPL website
- Approval for development of the Sir Adam Beck project, a multi-use facility in partnership with the Etobicoke Board of Education, the City of Etobicoke Parks and Recreation Department, the Etobicoke Public Library Board and the Alderwood Action Daycare Centre
- Continued success in fundraising
- Increased circulation over 1996

I would like to thank all the staff and Board members for your support and assistance, not only in the past year, but throughout the nine years that I have been a member of the Etobicoke Public Library Board. Your help and co-operation have expedited my ability to carry out my responsibilities.

I want to assure you that in my capacity as a member of the new Toronto Public Library Board and as Chair of the Etobicoke Community Council, I will work to ensure that the high level of service that has been EPL's hallmark will continue.

Councillor Elizabeth Brown
Chair, Etobicoke Public Library Board

1997 Library Board Members

Councillor Elizabeth Brown, Chair	Councillor Mario Giansante
Mr. Tom Driedger, Vice-Chair	Mr. Zenon Husarewych
Mr. Robert Bingham	Councillor Peter Milczyn
Councillor Vincent Crisanti	Mr. Patricio Olavarrieta
	Mr. John Plunkett

1997 IN REVIEW

Etobicoke Public Libraries' (EPL) number one priority during 1997 was to meet the service needs of our customers.

The items in the collection generated a circulation increase of 2.1% over 1996. Home Library Services' circulation increased by 49.5% with 57,668 items delivered to 411 residents who were unable to visit the Libraries due to physical limitation.

TECHNOLOGICAL ADVANCES

At the end of August 1997, Etobicoke Public Libraries (EPL) became the first library system in Metro Toronto to offer public Internet access at all of its branches. An important information resource for customers, the Internet offers access to full text databases containing articles from a wide variety of periodicals. The Health Index, previously available only at Richview Library, is now available to all EPL customers.

Thousands of visitors have come to EPL's home page on the World Wide Web, introduced in 1997. The interactive site serves as an information resource and idea exchange.

An enhancement well received by our customers has been the improved printing capability in all branches. High speed laser printers have replaced the dot-matrix printers, making printing from the Internet and other databases faster and easier.



ETOBICOKE PUBLIC LIBRARIES
Your Window Into The World of Knowledge

PROGRAMS AND READING

Programs supporting literacy and reading continued to be a success. The 1997 summer reading game attracted the largest number of participants ever. The 1997/98 Read to Succeed campaign continued to receive City-wide participation from Grade 4 classes. A writing program was incorporated, culminating in a luncheon and writing workshop with Canadian author Paul Kropp for the 50 winning children.

READING FESTIVALS A SUCCESS

Children who completed the 1997 summer reading game and solved the mystery of "Who Dunnit" were invited to join Eeple, EPL's mascot, at one of four Reading Festivals held in September.

Kids received a certificate and detective badge in honour of their achievement.

Werner Zimmermann, author and illustrator, entertained the kids with stories and even brought his dog along.

6,500 kids participated in the summer reading program.



Paul Kropp and friends.

READING VOLUNTEERS HONOURED

On May 15, the Etobicoke Public Library Board honoured the volunteers from the Reading Practice Program with a special presentation by author/cartoonist **Ben Wicks**.

The Volunteer Reading Practice Program is designed for children who have reading basics but who need assistance to improve

their skills. Participating children, usually between 7 and 11 years of age, are given an opportunity to practice reading with an interested and caring volunteer.

Mr. Wicks commented, "Canada is a great country because it produces incredible people from all walks of life who care. I honour all of you because you care. From me, the Library and all of Etobicoke, thank you."

FUNDRAISING IN 1997

The official launch of EPL's 1997 fundraising campaign "Working Together to Enhance Your Library" was held in April.

The campaign invites individuals, community groups and corporations to enhance the Libraries' collections, equipment and programs through monetary donations.

Lead donors for the campaign were: The *Etobicoke Life* newspaper; The *Toronto Dominion Bank*, Richview Square; The *Lakeshore Lions Club* and *Ms. Leah Hoey*, retired EPL employee.

1997 donations topped \$37,000.

SIR ADAM BECK PROJECT APPROVED

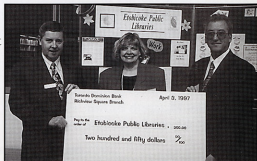
In June 1997, Etobicoke City Council approved City participation in the development of a multi-use facility at Sir Adam Beck Park. The partners in the facility are the Etobicoke Board of Education, the City of Etobicoke Parks and Recreation Department, the Etobicoke Public Library Board and the Alderwood Action Daycare Centre. This joint venture offers a



Councillor Irene Jones (left) and Councillor Elizabeth Brown, Chair of the Library Board, review the plans for the Sir Adam Beck facility.

unique opportunity for the partners to share resources, achieve economies and deliver enhanced services. EPL envisions a shared public and school library service which is integrated in all respects.

As demonstrated with Etobicoke's Humberwood Centre, combining facilities allows the partners to provide much needed community services in a cost efficient manner.



Councillor Elizabeth Brown, Chair, Etobicoke Public Library Board, gratefully accepts a cheque from TD Bank representatives, Gerry Bond, Manager, (left) and Dave Hathway, Mortgage Manager.

CUSTOMER SURVEY RESULTS

A telephone survey of 413 library customers 18 and over conducted by the Institute of Social Research at York University raised some interesting results for EPL.

Etobicoke Library customers are technologically advanced, even at home. 58.4% of survey respondents have a home computer and 27.8% have Internet access.

Overall, the survey showed that customer satisfaction is high.

It also indicated that customers are interested in receiving computer training. 63% of the respondents said that they want the library to provide this type of training. Surprisingly, 71% of respondents said that they would be willing to pay for it.

"Using the Library in the '90s" training sessions have been developed to introduce the on-line catalogue, CD-ROM resources and the Internet to customers.

EPL has focused on customer service first and foremost. A service level that is vibrant, flexible and keeping pace with the times has been achieved. We have shaped and molded library use to provide responsive service in a cost-effective manner.

AWARDS

Apex '97 Awards for Publication Excellence
Grand Prize Award for Special Publications - Go for the Gold Summer Reading Game
Award of Excellence for Brochures - Welcome to the Etobicoke Public Libraries

BE-BOP A LU-LA!

The '50s and '60s came alive in October with EPL's "Oldies Dance" fundraiser, held at the Toronto Airport Marriott Hotel. An enthusiastic crowd twisted and turned to the music of disc jockey "Bobby Sox".

Oliver Walters and John Whaley from City TV's Breakfast Television emceed the fun-filled evening.

Poodle skirts and saddle shoes were dusted off for the evening's Best Costume Contest, won by Richard Domin and Rejeanne Groulx.

\$3,000 was raised for the "Working Together to Enhance Your Library" fundraising campaign through the Oldies Dance.

CORPORATE SUPPORT

EPL continues to be successful in creating joint ventures with the corporate community that have supported programs and events such as Read to Succeed, The Oldies Dance and The Reading Festival.

The developed alliances generated over \$17,000 in financial support.



Marilyn Campbell Davis, Marketing Manager, Phil Davis, and Jennifer Milne, CEO, stop dancing long enough to pose for a photo at the Oldies Dance.

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American Library Public Relations Council L. PeRCy Awards
Special Award for Overall Creativity for consistent excellence in design, layout and delivery of information

American Library Association Best of Show for Excellence in Library Public Relations

First Place Award for Summer Reading Club - Go for the Gold
First Place Award for Service Brochures - Welcome to the Etobicoke Public Libraries

American Library Public Relations Council Certificates of Merit
 Go for the Gold Summer Reading Game
 Welcome to the Etobicoke Public Libraries brochure

FINANCIAL STATEMENTS

REVENUE FUND

FOR THE YEAR ENDED DECEMBER 31, 1997

REVENUES

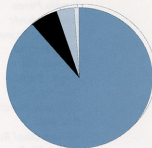
City of Etobicoke	\$10,520,199
Grants	535,015
Library Revenue	584,523
	<hr/>
	\$11,639,737

EXPENDITURES

Staff Costs	\$7,962,004
Library Materials	1,629,822
Building, Services & Other	1,922,434
Debenture Costs	128,900
	<hr/>
	\$11,643,160

Current Year's Surplus \$3,423

WHO FUNDS LIBRARY SERVICE?



Municipal Tax Levy - 90%	\$10,499,600
Legislative Grant - 5%	\$525,840
Fines and Fees - 4%	\$444,500
Photocopy, Invest, Other - 1%	\$149,230

REMOTE ACCESS TRANSACTIONS

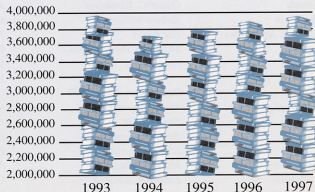
There was an increase of 25.4% in 1997 in the number of Remote Access Transactions (Telephone Renewals, QuickLine, Fax information requests and Dial-In Access) over 1996.

585,440 transactions were made in 1997 compared to 466,976 in 1996.

The annual circulation from Telephone Renewals is equivalent to that of several community branches and it continues to increase.

Market penetration for Telephone Renewals has now reached 71.7% of library customers.

CIRCULATION 1993-1997



OUR HISTORY IN BRIEF

The history of library service in Etobicoke dates back to 1925 with the formation of the Humber Bay Library Association.



Storytime 1957

1946 - The Association Library became a School Section Public Library and qualified for a grant from the Council of the Township of Etobicoke.

1948 - A site for a library building on Park Lawn Road was purchased.

1949 - The newly appointed Etobicoke Public Library Board selected Miss Betty Hardie as the Chief Librarian.

1950 - Bookmobile service began. The vehicle was a converted truck carrying 2,000 books and in its first month of operation 3,500 items were circulated.

1951 - The Humber Bay branch opened its doors to the public. It also served as Administrative Headquarters.

1953 - Planning for the Brentwood Library began.

1955 - Brentwood Library opened and became the central library for the Township of Etobicoke. Administration Headquarters relocated from Humber Bay.

1958 - The Alderwood Library opened on Horner Avenue.

1959 - Rexdale Library opened, and customers were allowed to borrow two items at a time from its collection of 8,000 books.

1964 - Eatonville Library opened, built on land which was once part of a large farm owned by T. Eaton Company. In its first two weeks of operation with a collection of 18,000 items, circulation exceeded 18,000!

1965 - Etobicoke's first plaza branch opened in the Albion Mall. There was a demand for children's programs and materials, and in 1970, the library relocated to larger facilities in the Mall.

1966 - A new central library, Richview, opened October 16 with a collection of 175,000. Administration relocated here.

1968 - The Township of Etobicoke amalgamated with the Towns of Mimico, New Toronto and Long Branch to form the Borough of Etobicoke. Three branches were acquired bringing the total to 10.

1973 - The Albion Mall branch moved into its own building, and opened as the Albion District Library.

1979 - EPL's first Chief Librarian, Betty Hardie, announced her retirement after 29 years of service. Ms. Nancy Hall became her successor.

1988 - Elmbrook Park, EPL's first branch west of Highway 427 opened.

1990 - CEO, Nancy Hall retired and Ms. Jennifer Milne, then the Deputy CEO, was appointed to replace her.

1991 - Storefront branch, Northern Elms, opened in the Rexdale Plaza.

1993 - Funding was approved for the development of the Humberwood Centre, a unique facility which houses schools, recreation service, a day care and a public library in one building.

1996 - In June, proud partners and area residents celebrated the opening of the Humberwood Centre. This marked the 13th branch of the Etobicoke Public Library.

1998 - January 1, the new Toronto Public Library Board is formed by amalgamating East York, Etobicoke, North York, Scarborough, Toronto and York Public Libraries and the Metro Reference Library.

Administration

65 Hartsdale Drive
Etobicoke, ON M9R 2S8
Tel: (416) 394-5000
Fax: (416) 394-5050

Ms. Jennifer C. Milne
Chief Executive Officer &
Secretary-Treasurer

Ms. Anne Bailey
Director of Public Services

Albion Library

1515 Albion Road
394-5170

Alderwood Library

525 Horner Avenue
394-5310

Brentwood Library

36 Brentwood Road North
394-5240

Eatonville Library

430 Burnhamthorpe Road
394-5270

Elmbrook Park Library

2 Elmbrook Crescent
394-5290

Humber Bay Library

200 Park Lawn Road
394-5300

Humberwood Library

850 Humberwood Blvd.
394-5210

Long Branch Library

3500 Lakeshore Blvd. West
394-5320

Mimico Library

47 Station Road
394-5330

New Toronto Library

110-Elevenh Street
394-5350

Northern Elms Library

Rexdale Plaza, 2267 Islington Avenue
394-5230

Rexdale Library

2243 Kipling Avenue
394-5200

Richview Library

1806 Islington Avenue
394-5120

Home Library Services

1806 Islington Avenue
394-5138

THANKS TO OUR 1997 DONORS

Donor - \$10 to \$49

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