



PORT COLBORNE
• PUBLIC LIBRARY •



Annual Report

2020

A Story of Innovation, Resilience & Gratitude

Message from the PCPL Leadership Team

2020 began like any other year. In January and February, library programs were running on schedule, materials were circulating, and we celebrated the opening of our new accessible washroom.

Then, on March 13, 2020, in response to the COVID-19 pandemic, the City of Port Colborne made the difficult decision to close its facilities to the public. That meant that the library closed its doors, too. Although physical doors were closed, library services didn't stop.

The Board took a strategic response to the pandemic and held virtual meetings throughout the year to support staff and our community. Staff responded to each new challenge with innovation, resilience, and creativity to ensure that the library's mission to meet the needs of our user communities remained as uninterrupted as possible. Together, we found new ways to safely deliver services while complying with public health directives. Whether that meant contactless curbside pick-up or increased digital resources, our dedicated staff reached out to be there for our patrons. Always a friendly voice in a time when isolation often posed as big a threat as the pandemic.

Each new year is an opportunity to build on the past, build for the future, and improve services to better assist our community. This year was no exception. Library staff worked diligently to complete projects that were planned for 2020. They finished inventories of the collections, helped get a brand new website up and running, successfully migrated to a new integrated library system, and joined the Libraries in Niagara Cooperative (LiNC).

Innovation and resilience were very much a part of 2020, but at the heart of the story is gratitude. We are thankful to our City, for the Mayor and Council, and to everyone on the City team who helped us keep library services flowing. We are thankful to our patrons who showed us patience, kindness, and support during a difficult time. We are proud to serve the City of Port Colborne and are grateful to be your library.



The PCPL Leadership Team

Port Colborne Public Library Board of Trustees

- Michael Cooper, Chair
- Bryan Ingram, Vice-Chair
- Councillor Mark Bagu
- Brian Beck
- Valerie Catton
- Harmony Cooper
- Jeanette Frenette
- Ann Kennerly
- Cheryl MacMillan

Management Team

- Scott Luey, Chief Executive Officer
- Susan Therrien, Director of Library Services
- Bryan Boles, Treasurer



Michael Cooper, Board Chair

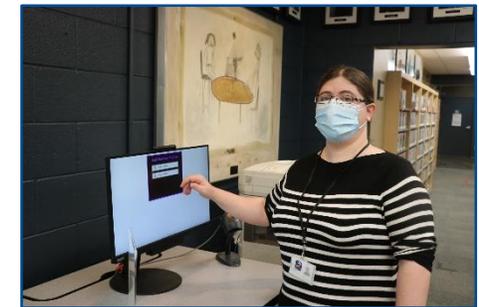


Scott Luey, Chief Executive Officer



Susan Therrien, Director of Library Services

The PCPL Team



Vision, Mission and Values

Vision

Empower. Enrich. Educate.

Mission Statement

The library is committed to providing the services necessary to meet the needs of our user communities.

Values Statement

- Barrier-free, fair and equitable access
- Community responsiveness
- Professional, courteous service
- Lifelong learning and literacy
- Intellectual freedom
- Operational efficiency and accountability
- Innovation and tradition
- Cooperation

“Port Colborne is so fortunate to have such great Library staff.”

"Thanks for the fun activities, [we] enjoyed reading this summer“

“My vision limits my attempting this but do wish to compliment the Library staff for being there throughout the Pandemic! They are fantastic.”

Our Port Colborne Library is awesome as are their staff!”

“I picked up a book this afternoon. I am a senior and don't see many people these days with Covid. I have a very small bubble. I just want to say how pleasant and friendly the girl was.”

Strategic Plan

Actions taken during 2020 to support the Library's Strategic Plan

1. Attract new users / increase engagement / outreach

- Increased digital resources for patrons to enjoy at home
- Increased online access; online card registration; social media presence increased to attract new users
- Updated the website to attract new users and disseminate information about library services
- Migrated to a new integrated library system and joined Libraries in Niagara Cooperative (LiNC) to increase access to library materials across the Niagara Region

2. Increase teen users and usage

- Program offered to high school students to earn community service hours remotely by writing book reviews

3. Maximize use of library space

- Physical spaces adapted in response to COVID-19 including window shopping for patrons unable to enter the library

4. Continued exploration of the Cultural Block

- Partnership with the Museum for programming

5. Increase staff/library internal capacity

- Continued staff development

6. Explore new funding sources for library programs and infrastructure improvements

- OTF Resilient Communities Fund grant application to ensure future capacity and resilience post-COVID-19
- CanadaHelps added to the website

2020 Began Like Any Other Year

2020 started according to plan

In January and February, library staff presented engaging programs

- Saturday Story Time with Shelly
- Vale Story Time with Your Hometown Real Estate
- Craft programs
- Tot Time
- Music Makerspace
- Documentary Films
- *I Read Canadian*
- Family Day activities

Special moments included:

- The addition of Makerspace items (including LEGO bricks) was made possible by a donation from the Port Colborne Lions Club
- The official opening of a new accessible, universal washroom. The project was made possible by the Government of Canada Enabling Accessibility Fund (EAF). The event included Mike Cooper (Board Chair), MP Vance Badawey, Mayor Bill Steele, and Andrea Mamo (City of Port Colborne Accessibility Advisory Committee)



Enjoying the new LEGO collection made possible by the Port Colborne Lions Club



Official opening with Mike Cooper, MP Vance Badawey, Mayor Bill Steele, Andrea Mamo & Susan Therrien

On March 13th, Our Plans Changed

COVID-19 brought a series of twists and turns

➤ March 13, 2020

- The library facility is closed to the public.

➤ March 17, 2020

- Province of Ontario emergency declaration. Public libraries are required to close immediately.

➤ March 24, 2020

- The Province of Ontario closes non-essential workplaces. Public libraries are deemed non-essential in Regulation 82/20. Library staff work remotely to provide digital services and business continuity.

➤ April 14, 2020

- Extension of provincial emergency declaration for 28 days.

➤ April 27, 2020

- Province releases *A Framework for Reopening our Province*. Public libraries are not referenced.

➤ May 12, 2020

- Emergency extended to June 2, 2020.

➤ May 14, 2020

- The Province announces that libraries can start curbside pick-up and delivery effective May 19, 2020.

➤ June 1, 2020

- The library implements curbside pick-up.

Together We Wrote a New Story

The library pivoted to adapt to each new change

➤ June 8, 2020

- The Province announces that its second stage of reopening will start June 12, 2020, but it would be a regional approach. Niagara Region public libraries are not included.

➤ June 15, 2020

- The Province announces that its second stage of reopening will start in the Niagara Region on June 19, 2020. Public libraries can reopen with limited on-site services, such as computer access and contactless book pick-up and drop-off.

➤ June 29, 2020

- The library adds access to public computer (by appointment) to curbside pick-up and drop-off services (by appointment).

➤ July 13, 2020

- The Province announces that its third stage of reopening will start.

➤ July 17, 2020

- As with Stage 2, it will be a regional approach and the Niagara Region is not included.

➤ July 20, 2020

- The Province announces its third stage of reopening can start in the Niagara Region effective July 24, 2020. Regulation 364/20 stipulates that, *Libraries may reopen for all on-site services, as long as materials that are circulated, returned or accessed within the library are disinfected or quarantined before being recirculated.*

Together We Wrote a New Story

And pivoted again ...

➤ August 4, 2020

- The library adds in-person browsing the collection (appointment and walk-in by capacity) to curbside pick-up (appointment only) and limited public computer access (by appointment only).

➤ September 17, 2020

- The Region extends the mandatory mask bylaw to April 1, 2021.

➤ October 2, 2020

- A province-wide provincial mask policy takes effect.

➤ November 3, 2020

- The Province introduces a new five-tiered, colour-coded system to regulate areas during the COVID-19 pandemic.
- Niagara Region is placed in Green-Prevent Zone restrictions.

➤ November 16, 2020

- Niagara Region is placed in Orange-Restrict Zone restrictions.
- The library returns to curbside pick-up only services. In-person browsing and public computer access is suspended.

➤ December 26, 2020

- Provincewide Shutdown goes into effect. The library remains at curbside-only. Only essential staff on-site.

We Had a Plan ...

Pillars to guide the library's emergency response actions and recovery plan

1. **Well-being** for the library as a workplace and a public space

- Prioritize staff and public safety
- Protect and support staff
- Maintain teamwork with compassion, guidance, and daily communication
- Health and safety – planning, policies, risk management, risk assessment, staff training
- Protect vulnerable populations

2. **Delivery of library services**

- During disruption, replace services with quality alternatives such as enhanced virtual collections
- Re-imagine service delivery methods; make lasting (not just temporary and reactionary) improvements
- Review and prioritize core services
- Adjust materials budget
- Review technology requirements
- Maintain effective communication
- Connectivity – maintain 24/7 Wi-Fi for public access
- Online card registration

... A Plan Based on Four Pillars

Pillars to guide the library's emergency response actions and recovery phases

3. Financial impact and sustainability

- Review the operational budget; adjust for possible shortfall; plan for 2021 and beyond
- Review and re-prioritize capital projects for 2020
- Establish new partnerships to share resources and reduce expenses
- Review service hours; plan for series of closures and reopenings; plan for reduced open hours for the public
- Staffing – ensure staff are prepared and trained to assist with new services and delivery methods (e.g., curbside)
- Monitor collection needs
- Risk management
- Cashless payment options
- Support community and local business
- Protect assets

4. Framework and principles of library service

- Maintain core principles of library service including equitable access and freedom of information
- Maintain free services
- Review the strategic plan and Board policies
- Prioritize health factors
- Support community and local business
- Support Council and City staff

We Partnered with Our City

Policies, procedures, and protocols to support and protect

- 1. Reduce barriers** for people who cannot access the library during lockdowns
 - Increase the number of holds and items per patron; renew items
 - Waive fines on overdue items
 - Online card registration for patrons to access digital resources from home
 - Offer services such as readers' advisory, reference questions by phone, email, and via website contact form
 - Expand digital collection including streaming video, online courses, e-books, digital magazines and audiobooks
 - Expand access by keeping the book drop open 24/7
 - Wi-Fi 24/7 to keep people connected
 - Free printing for pick-up via curbside
- 2. Remote work options for staff**
- 3. Health and safety**
 - Policies and procedures
 - Provide health and safety training; safe work practices
 - Prepare physical spaces; physical distancing; hygiene and sanitization; PPE; clear signage; capacity levels
 - Quarantine returned and accessed library materials for 96 hours
- 4. Communication**
 - Maintain clear communication
 - Keep website updated; focus on social media for dissemination of information to the public

Adapting in the Time of COVID-19



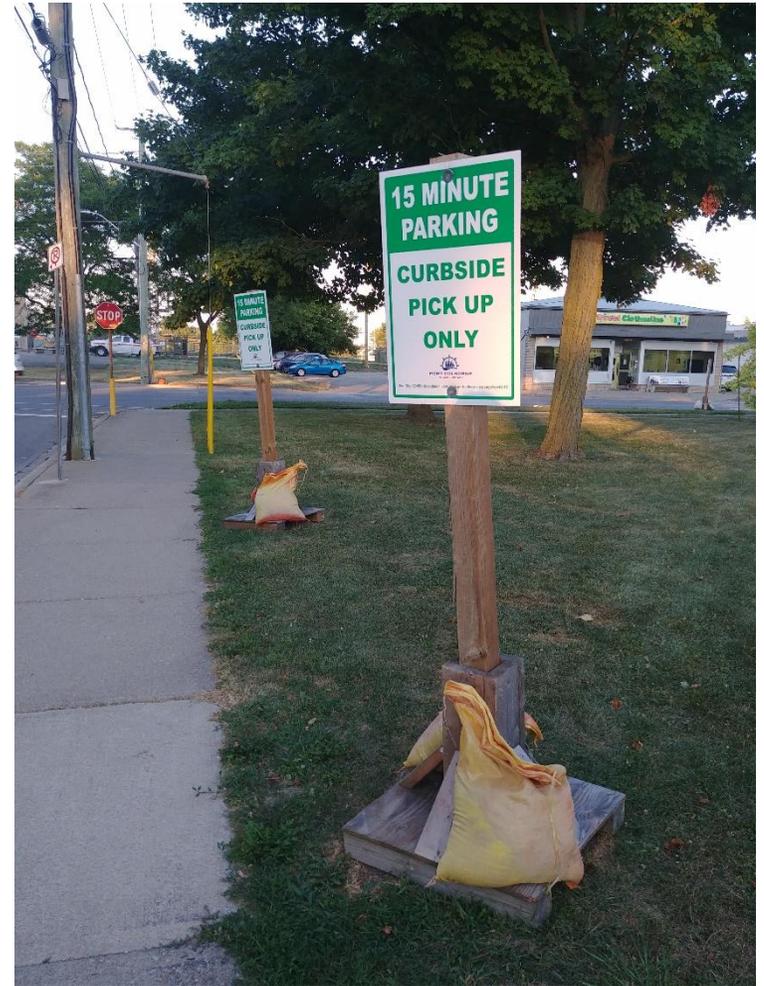
Contactless Curbside Pick-Up



Started
June 1, 2020

2,933
Curbside
Pick-Ups

891
Curbside
Appointments



Communications

Extra! Extra! Read all about it in the library's digital newsletter!

A monthly digital newsletter updating the community on events, programs, and COVID-19 information



PORT COLBORNE
PUBLIC LIBRARY

OFF THE SHELF NEWSLETTER
DECEMBER 2020

310 King Street, Port Colborne, ON L3K 4H1 | 905-834-6512 | www.portcolbornelibrary.org

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Temporary Hours at the Library

Monday - Saturday | 9 a.m. - 5 p.m.

Library staff are onsite to answer your phone calls and to schedule curbside pick-up.

Holiday Hours

The library will be closed on the following days:

December 24, 25, 26, 28, 2020 & January 1, 2021

Curbside pickup is available Monday to Saturday, 11 a.m. — 3 p.m.

In-person browsing and computer access is unavailable until further notice.

Limited printing services available.

Please note the following:

- The book drop is open 24/7 to return your books and library materials
- All returns will be quarantined for 96 hours. Fines will be waived on late items.
- There are currently no in-person programs or meetings
- If you need help, please call or email us and we will respond to your questions as soon as possible. Stay safe! We will see you soon.

For more information visit: www.portcolbornelibrary.org



Don't know what to borrow?
Come check our window display of new items!

Supporting Our Community

Programming and engagement

- RBDigital magazines and video streaming
- Canadian Library Month - "Why I Love my Library"
- "Together We Read" online book club
- Online book club
- Virtual Patron Appreciation Day
- DSBN "A Card for Every Student"
- Curbside window shopping for library materials
- Take-and-make crafts for all ages
- Contests and games
- "12 Days of Giveaways"
- Seed library
- Book bundles



Programming

Digital programming dominated 2020



The Library's YouTube Channel launched on April 15, 2020.

By the end of April, we had produced seven videos!

- Intro to Dungeons and Dragons
- Story Time
- Fingerplays
- LEGO Challenge
- DIY Crafts for all Ages

Over 700 views

Thank you for watching!

Our most popular video?

LEGO Challenge: Create a Member of Your Family



Programming

May Madness at the library

We missed March Madness so much that we asked for help to name our new Snake Plant. And so, May Madness commenced.

This fun brackets contest accrued **8,050** combined views and **368** interactions across Facebook, Twitter and Instagram.

The Port Colborne Public Library Invites You to
Join the Fun and Help Us Name our Snake Plant
Featuring 16 Sweet Names and 4 Incredibly Awesome Final Groups



The final decision? The people have spoken. Meet **DAVID GROWIE**.

Fun facts: David Growie would go on to assist in promoting our "12 Days of Giveaways" in December. In 2021, the plant sprouted several baby plants, and David Growie is now nearly 5' tall.

Programming

12 Days of Giveaways in December

In 2020, the Port Colborne Optimist Club donated boxes of brand new books to the library.

Thanks to this generous gift, the library was able to add new titles to the collection.

In addition, the library gave away twelve prize packages filled with books during our "12 Days of Giveaways" and helped brighten the month of December.



Programming Numbers

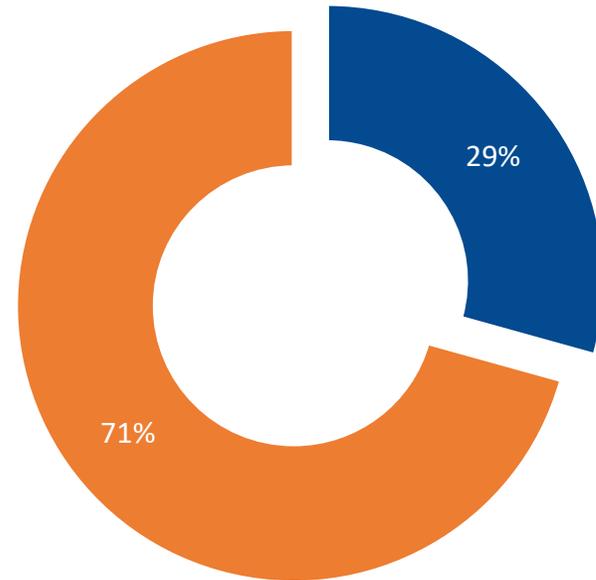
208 PROGRAMS

- 114 Community Events
- 57 Children's Programs
- 24 Pop-Up / Outreach visits
- 13 Teen programs

61 In-Person Programs

147 Digital Programs

24 videos produced



■ In-Person Programming ■ Digital Programming

3,399 Attendees
Community Events
(Digital and In-Person)

1,539 Attendees
Children's Programs
(Digital and In-Person)

687 Attendees
Pop-Up / Outreach Visits
(Digital and In-Person)

168 Attendees
Teen's Programs
(Digital and In-Person)

Why I Love My Library

During Library Month, we asked our patrons to tell us why they love their library

“I love the library because the books take you to places unknown. You can be someone else for just a little while. Everyone has something special. The library is my something special.”

“The public library is a place that provides me knowledge, escapism, mysteries and plenty of laughter. The books, movies, TV series, documentaries and music CDs. Without my public library I would feel displaced. Thank you.”

“I love my library because everyone here is courteous, pleasant and helpful. It is a joy to come into the library. We here in Port Colborne are very fortunate to have our library. Thank you.”

“Port Colborne Library has been a lifeline to me, especially during these stressful, uncertain “Covid” times. Being an avid book reader, I was ecstatic when the library reopened in June 2020 for curbside pickup. I have always found the staff to be courteous and helpful. I look forward to the day when the public can once again enjoy the tranquil, modernized interior which remains a source of inspiration, knowledge, and creativity.”

“I love to read and have been an avid reader since I was a child. Reading has taken me around the world and expanded my imagination. I’m a senior now and still read daily. Love our library! Thank you!”

“In this discombobulating time of COVID and crazy politics, the library is a soothing refuge. The first time I entered, after shutdown, was like reuniting with a long absent friend. I love the peace, comfort, stability of it; browsing among the stalls, discovering new authors & titles. A good “real” book & comfortable chair – bliss! The staff are unfailingly kind & helpful. They always ensure pleasant visits. To top it all off – it’s FREE for everyone to enjoy!!!”

Why I Love My Library

Then we asked our littlest patrons to tell us why they love their library

"There are like 100 80 23 million books in the library."

"I saw lots of books."



"I like the steps going upstairs."

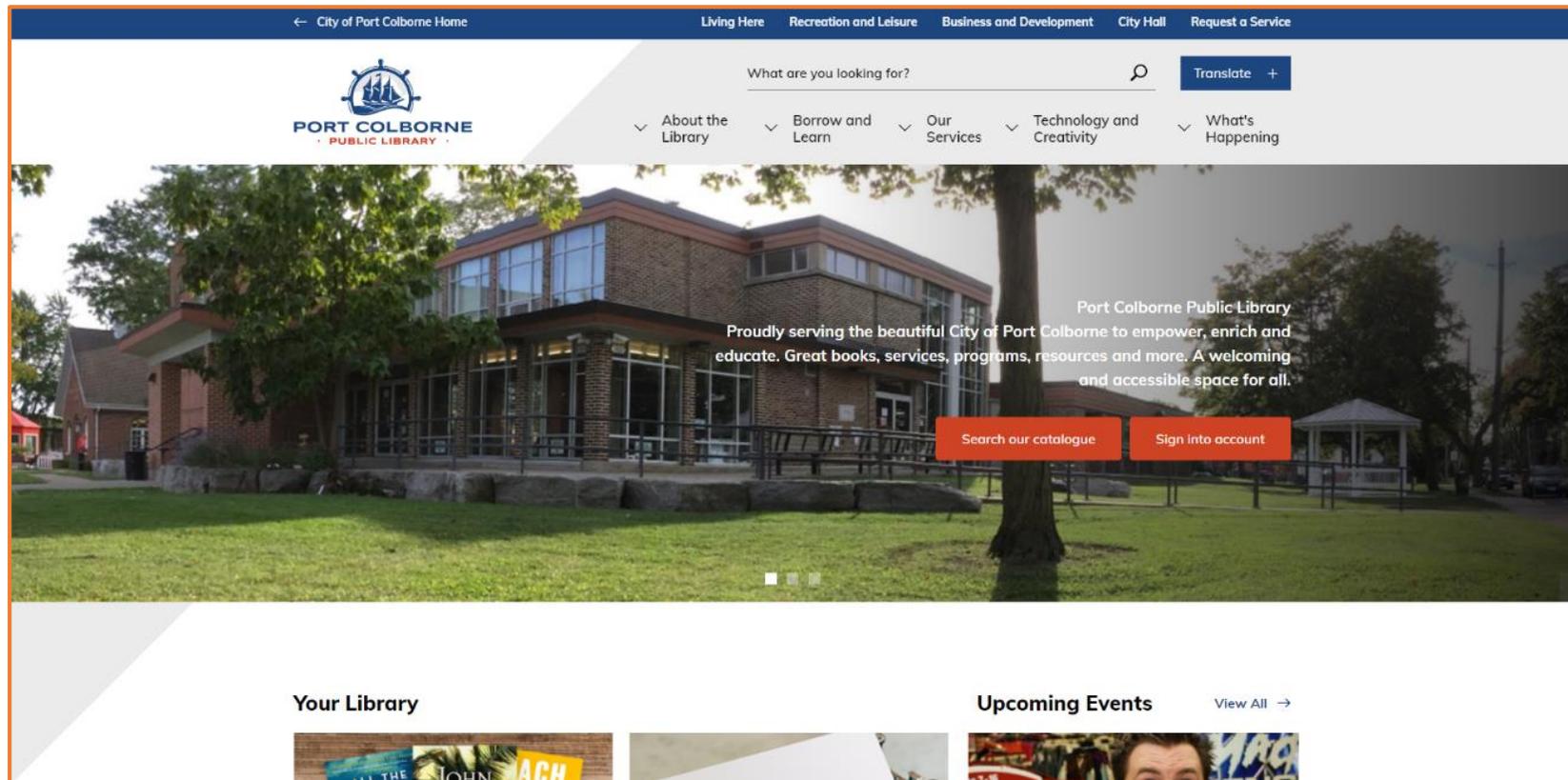
"I played the computer there."

"The books are so fun to read!"

"My Mommy reads me books there."

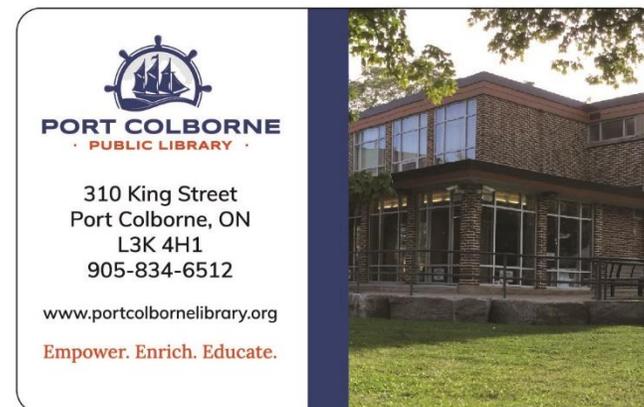
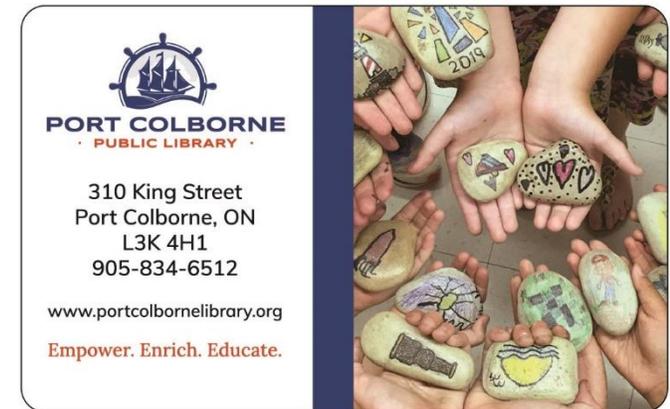
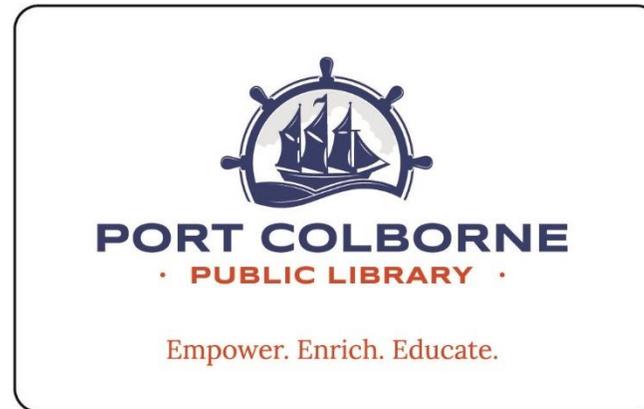
Projects Completed in 2020

New Website in Partnership with the City of Port Colborne



Projects Completed in 2020

New Library Card Designs



Projects Completed in 2020

New Integrated Library System

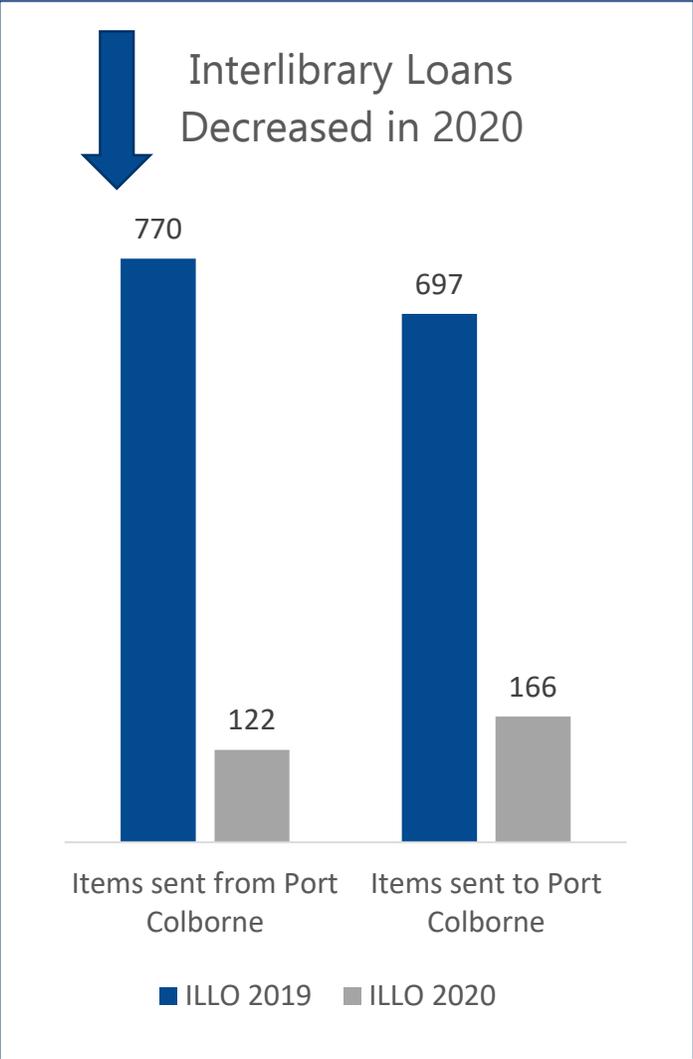
- The library migrated from SirsiDynix Workflows integrated library software to Equinox **Evergreen**
- The library joined nine Niagara Region public libraries as part of the Libraries in Niagara Cooperative (LiNC).
- Preparations began in March 2020 with database updates and inventory of collections
- Migration began November 9, 2020
- Go-Live Date of November 19, 2020
- Staff received online training on the new system
- Reciprocal borrowing with partner LiNC libraries started January 4, 2021

47,000+ Item Records Migrated

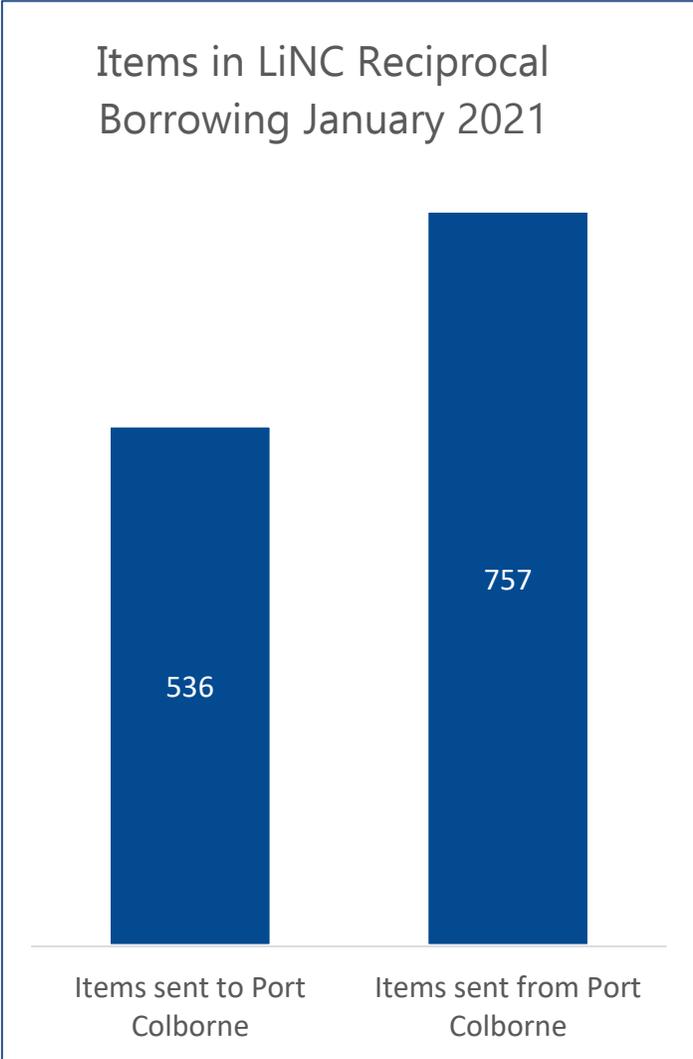
7,000+ Patron Records Migrated



Reciprocal Borrowing



With LiNC reciprocal borrowing, the library now processes more transits per month than in the entire year of 2019.



The Year in Numbers

66,431

Total Circulation
of Materials

1,593

Items Added to
the Collection

22,310

Books
Circulated

9,851

DVDs
Circulated

13,118

e-Books
Downloaded

6,610

Databases
Accessed

1,782

RBDigital Videos
Accessed

928

Print Jobs

The Year in Numbers

18,642

Patron Visits

7,290

Incoming Calls

363

New Users

14,916

Catalogue Visits

105,636

Website Visits

5,076

Computer Users

1,097

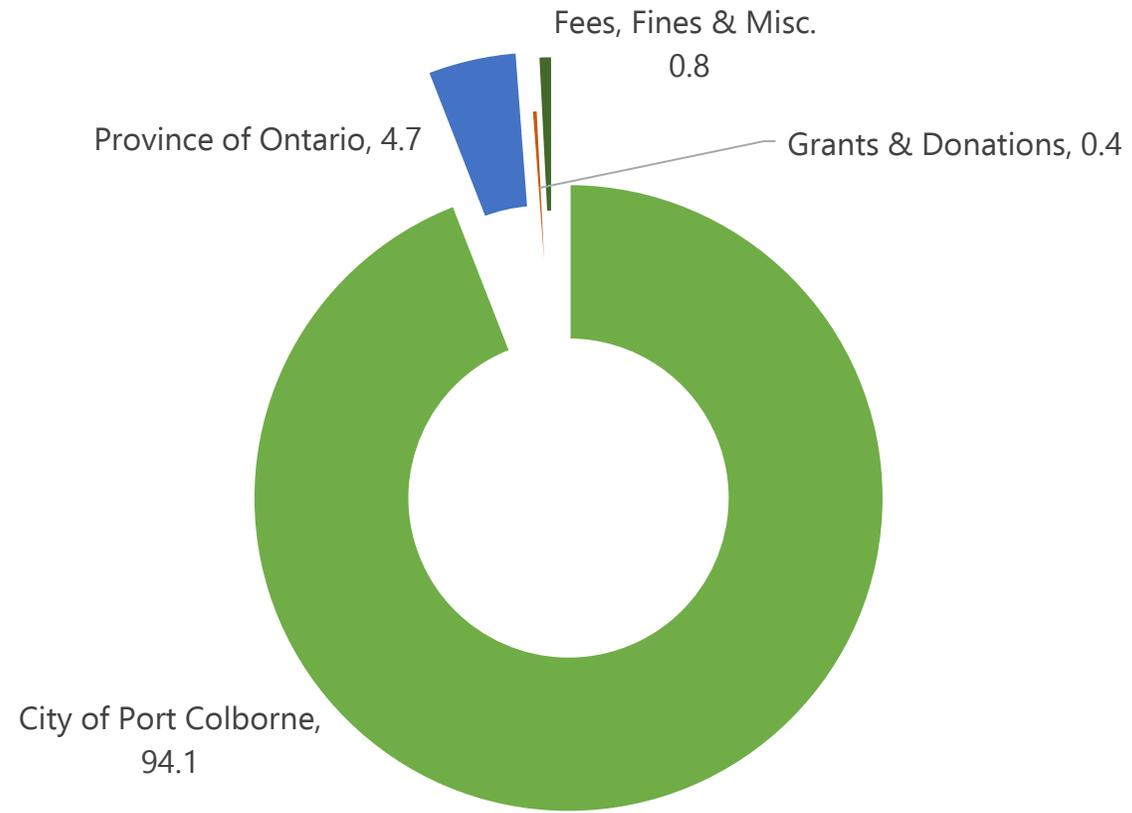
Browsing
Checkouts

2,933

Curbside
Checkouts

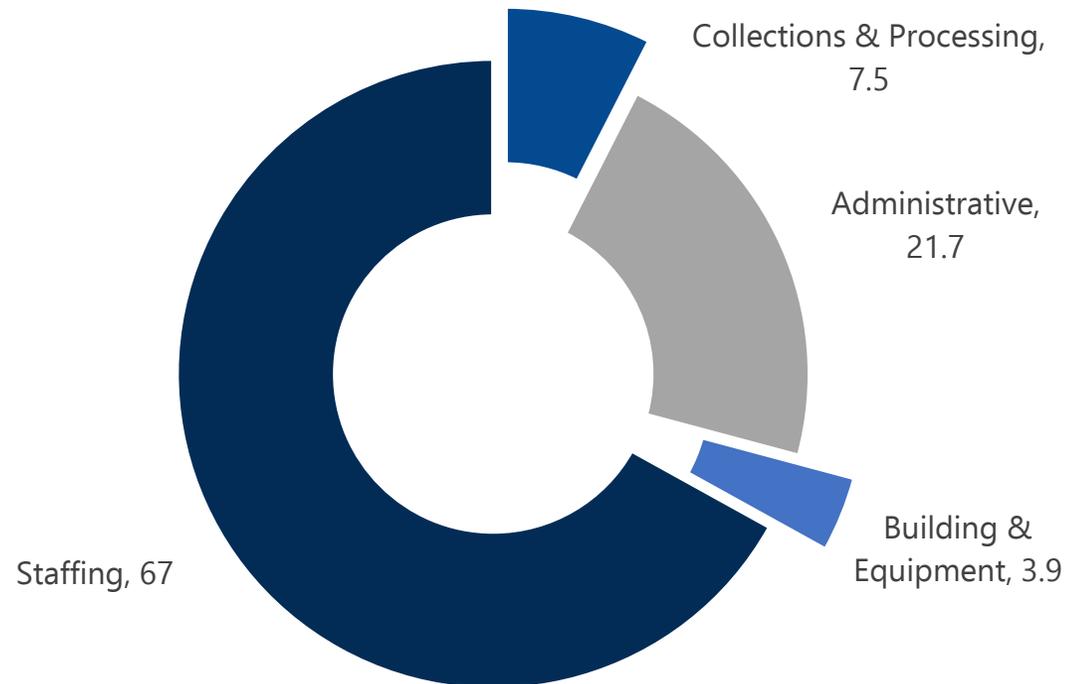
The Year in Number\$

Revenue



The Year in Number\$

Expenses



Looking Forward to 2021

In 2021, the library will continue to build and grow, with innovation and resilience

- The library will complete projects as part of an OTF Resilient Communities Fund grant to update three public service areas. The grant will help strengthen the library's capacity to safely provide library services and safe spaces for people to meet, work, learn, and connect.
- The library will upgrade connectivity and voice solutions to enhance internet access and telephone services.
- The library will continue to grow its collections, programs, and services.
- The library is committed to helping our community recover from the pandemic.



A sneak peek...

With Gratitude

Donors

Andre Pleau

Frederic and Carmela Eiss

Claudia Brema

Rita Ferri-Morgan

Vicki Fretz

Margaret Hammond

Amylee Thibodeau

Grants

Government of Canada
Enabling Accessibility Fund (EAF)

Partnerships

Libraries in Niagara Cooperative
Port Colborne Fire & Emergency Services
Port Colborne Historical & Marine Museum
Port Colborne Lions Club
Port Colborne Optimist Club

TD Summer Reading Club in partnership with:
Libraries and Archives Canada
Toronto Public Library
TD Canada Trust

Special thanks to the entire team at the
City of Port Colborne
Mayor Bill Steele
City of Port Colborne Council

Volunteers

Frank and June Berndt
Robin Muileboom
Shelley Upton
Claire Wilby



Proudly Serving Port Colborne

