



Vancouver Public Library

VPL 2020

STRATEGIC PLAN
2017 - 2020



PROUD OF OUR PAST. PREPARING FOR OUR FUTURE.

Free your mind of old notions of what a public library is, and imagine what Vancouver Public Library will become. Shaped by thousands of Vancouver residents, VPL patrons, and staff, this plan holds our collective vision of the future of our library.



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VPL 2020 STRATEGIC PLAN DEVELOPMENT



1. RESEARCH & ANALYSIS

MARCH - MAY 2016



2. FRAMEWORK DEVELOPMENT

APRIL - SEPT 2016



3. PLAN DEVELOPMENT

AUG - DEC 2016

THOUSANDS OF OUR STAKEHOLDERS SHAPED THIS PLAN

1. In March, we surveyed staff and the public for ideas about what the Library should become. **1,919** people responded providing over **16,000** ideas and suggestions that helped us understand residents' priorities for their library. We also spoke in person with **767** members of our community, hosting **47** sessions across the City.
2. In the spring and summer of 2016, the VPL Board met several times to reflect on input received and develop outcomes and goals to guide VPL to 2020. These were tested through **12** in-person public and staff sessions in June, and refined.
3. In September, we tested the outcomes and potential goals and actions with staff and the public through an additional survey, receiving feedback from **1,114** people. Feedback was exceptionally positive and comments received helped us to shape our final plan so that it truly reflects the needs and aspirations of our community.



Vancouver Public Library (VPL) has been meeting the lifelong learning, reading, and information needs of Vancouver residents for more than 100 years.

Our **MISSION**, which explains our purpose, is:

A free place for everyone to discover, create, and share ideas and information.

Our **VISION**, which describes what we want to achieve in our future, is:

An informed, engaged, and connected city.

Our overarching goal for 2020, which helps us gauge how successful we've been with this strategic plan, is:

By 2020, we are all connected to the Ideas and Information we need to be Inspired and thrive.



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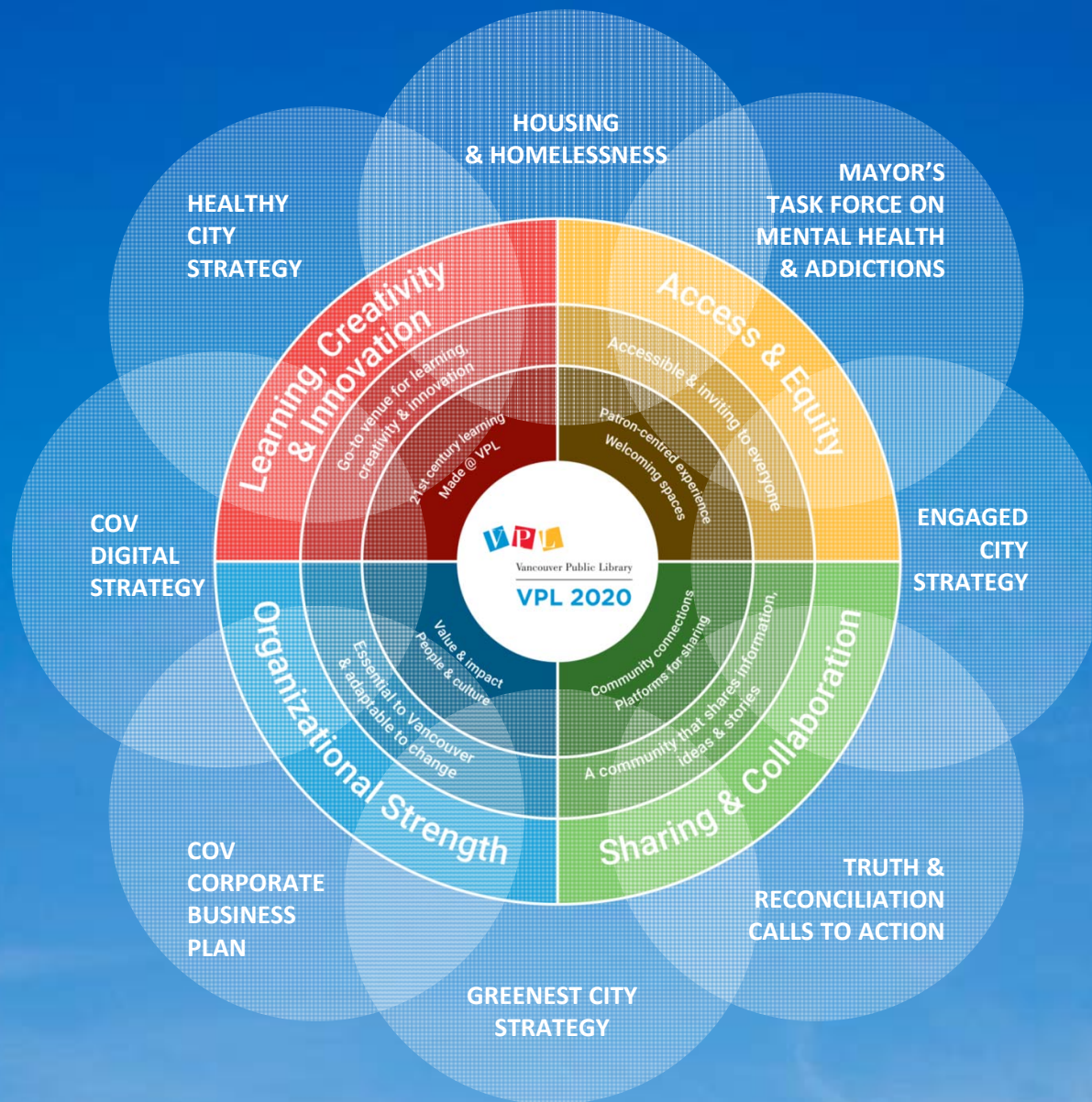
VPL 2020 STRATEGIC FRAMEWORK





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VPL 2020 SUPPORTS COV STRATEGIC PRIORITIES





**BY 2020 VPL WILL BE
RECOGNIZED AS A
GO-TO VENUE FOR
LEARNING,
CREATIVITY, &
INNOVATION IN
VANCOUVER**

2016 BASELINE
% RESIDENTS WHO
SEE VPL THIS WAY

65%

**Learning, Creativity
& Innovation**

Go-to venue for learning,
creativity & innovation

21st century learning
Made @ VPL

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CREATIVITY, &
INNOVATION IN
VANCOUVER**

21ST CENTURY LEARNING

1.1 Bridge Digital Divide

1.2 Support Literacy

1.3 Strengthen Collections

MADE@VPL

2.1 Support Innovation

2.2 Showcase Local Content

**Learning, Creativity
& Innovation**

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**BY 2020 VPL WILL BE
ACCESSIBLE &
INVITING TO
EVERYONE**

Access & Equity

Accessible & inviting to everyone
Patron-centred experience
Welcoming spaces

2016 BASELINE
% RESIDENTS WHO
SEE VPL THIS WAY **82%**

PATRON CENTRED EXPERIENCE

3.1 Increase Ease of Use

3.2 Reduce Access Barriers

**BY 2020 VPL WILL BE
ACCESSIBLE &
INVITING TO
EVERYONE**

Access & Equity

Accessible & inviting to everyone

Patron-centred experience
Welcoming spaces

WELCOMING SPACES

4.1 Revitalize Spaces

4.2 Ensure Inclusive Spaces



2016 BASELINE

% RESIDENTS WHO
SEE VPL THIS WAY

66%

**BY 2020 VPL WILL
BE AT THE CENTRE OF
A COMMUNITY THAT
SHARES INFORMATION,
IDEAS & STORIES**



Community connections
Platforms for sharing

A community that shares information,
ideas & stories

Sharing & Collaboration

COMMUNITY CONNECTIONS

5.1 Enable Conversations

5.2 Support Reconciliation

PLATFORMS FOR SHARING

6.1 Support Sharing

6.2 Support Community Groups

**BY 2020 VPL WILL
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A COMMUNITY THAT
SHARES INFORMATION,
IDEAS & STORIES**



Organizational Strength
Essential to Vancouver
& adaptable to change
Value & impact
People & culture

**BY 2020 VPL WILL BE
SEEN AS A VITAL
CIVIC SERVICE & WILL
BE ADAPTABLE IN
THE FACE OF CHANGE**

2015 BASELINE
**% RESIDENTS WHO THINK
VPL IS IMPORTANT**

91%

PEOPLE & CULTURE

7.1 Improve Continuously

7.2 Build Staff Capacity

Value & impact
People & culture
Essential to Vancouver
& adaptable to change
Organizational Strength

BY 2020 VPL WILL BE
SEEN AS A VITAL
CIVIC SERVICE & WILL
BE ADAPTABLE IN
THE FACE OF CHANGE

VALUE & IMPACT

8.1 Demonstrate Impact

8.2 Promote Offerings

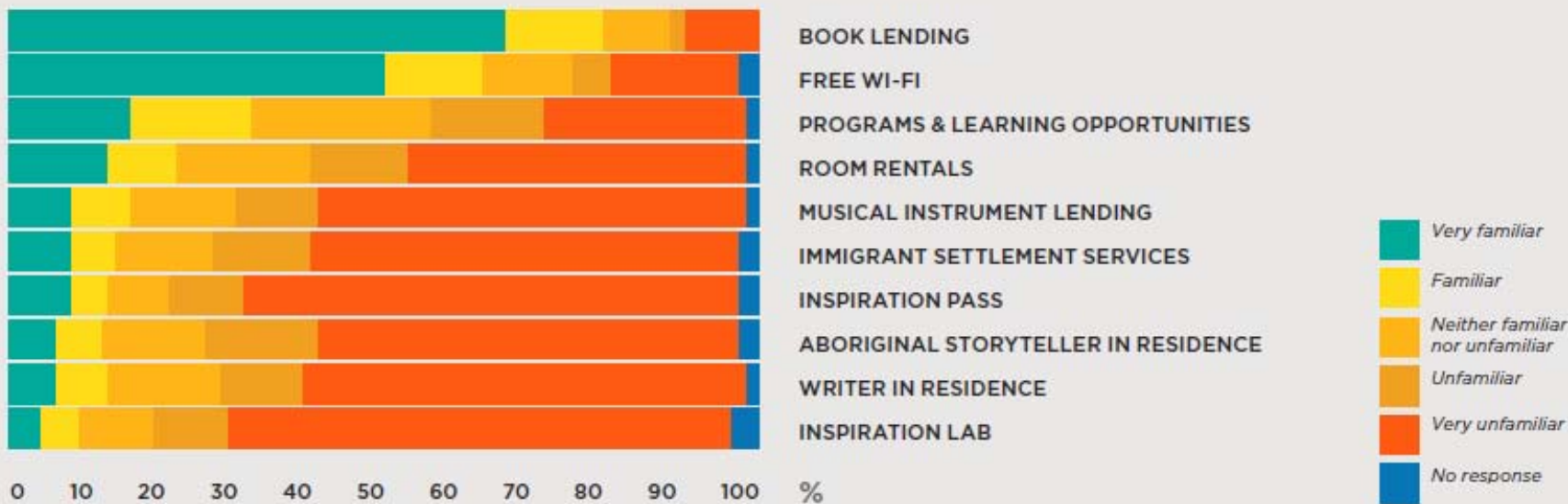


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PUBLIC AWARENESS OF VPL SERVICES

PUBLIC AWARENESS OF VPL SERVICES

Source: 2016 Public Survey conducted by NRG Research





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WE'RE ABOUT MORE THAN BOOKS ON SHELVES.
WE'RE ABOUT THE POSSIBILITY IN EVERYONE.



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