



REPORT

Council

Meeting Date: February 28, 2022

FROM: Community Services Commission

DATE: February 15, 2022

SUBJECT: Oakville Public Library 2022-2024 Strategic Plan

LOCATION: Town-wide

WARD: Town-wide

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RECOMMENDATION:

That the Oakville Public Library (OPL) 2022-2024 Strategic Plan be received.

KEY FACTS:

The following are key points for consideration with respect to this report:

- The development of the OPL Strategic Plan started in Q1 of 2021.
- The plan was developed through an intensive strategic planning process that included a detailed environmental scan and extensive community engagement.
- The 2022-2024 Strategic Plan updates OPL's mission, vision, and values and provides four strategic pillars to guide OPL over the next three years.
- The successful implementation of this plan aims to position OPL as an industry leader and to build on our established track record of excellence in customer service and programming.

BACKGROUND:

OPL launched its strategic plan development process in Q1 of 2021. OPL staff completed a detailed environmental scan and worked with For Good Intent Inc. to complete extensive public and stakeholder consultations.

Consultations ran through May/June 2021 and included an online public survey for residents, a staff survey, in-depth interviews with community stakeholders and a public Town Hall meeting. In total, over 2,600 residents, staff, stakeholders, and partners participated in the consultation process. The results of the consultation provided a deep understanding of current and future resident and community needs.

Key findings and themes identified through the consultation process were presented to the OPL Board at special board meetings in Q3/Q4 for their consideration. The new vision, mission and strategic pillars were approved by the Board on October 25, 2021. Staff is currently working on the development of work plans for the implementation of each strategic pillar to be submitted to the Board for approval in Q1 2022.

COMMENT/OPTIONS:

As part of the 2022-2024 Strategic Planning process, the OPL Board updated OPL's vision, mission, and values while creating four strategic pillars to guide OPL initiatives over the next three years. The Strategic Plan identifies key priorities for OPL that will contribute to the enrichment of the economic, social and cultural life of Oakville residents and guide the organization through the current and post pandemic environments.

Vision: Connecting people to what inspires them.

Mission: We bring together people, information and ideas to enrich lives and build healthy communities.

Values:

- Equitable Access
- Curiosity
- Belonging
- Lifelong Learning
- Intellectual Freedom
- Exceptional Service

The strategic pillars identify key areas of focus for the next three years. They underpin OPL's mission and support its vision. They are informed by OPL's values and uphold its collective vision of an inspired and healthy community.

Pillar A. Expanding our reach

Pillar B. Promoting digital discovery

Pillar C. Investing in staff to deliver exceptional customer experiences

Pillar D. Enriching lives and building healthy communities

The new Strategic Plan provides guidance on how OPL will better inform, engage, and connect with Oakville residents within the four identified pillar priorities. The OPL is committed to creating greater awareness of its services and public access,

and strategic delivery of library services and programs that uniquely serve the needs of the community.

This plan will inform the development of 2022 work plans for all levels of the organization, and the associated capital and operating budgets for 2023 and 2024.

The plan will be launched to the public following the February Council meeting.

The 2022-2024 Strategic Plan will build on the success of the current strategic plan; aspire to embody the updated vision, mission, and values; and provide direction for OPL to further its impact in each of Oakville's communities.

CONSIDERATIONS:

(A) PUBLIC

The strategic plan was developed through an intensive process that included a detailed environmental scan and extensive community consultation.

(B) FINANCIAL

The 2022-2024 strategic plan will be used to help develop OPL's 2023 Operating Budget and the 10 year Capital Forecast.

(C) IMPACT ON OTHER DEPARTMENTS & USERS

OPL has a close partnership with the Town of Oakville to deliver a continuum of complementary programming to serve all residents and continually seek efficiencies through service delivery.

(D) CORPORATE STRATEGIC GOALS

This report addresses the corporate strategic goal(s) to:

- Foster a community environment that engages residents of all ages, abilities and backgrounds
- To be the most livable town in Canada
- Inspire public confidence through open, accountable and efficient delivery of government services

(E) CLIMATE CHANGE/ACTION

OPL's strategic framework includes a requirement to evaluate all initiatives with a climate lens to ensure sustainability and minimal environmental impacts.

APPENDICES:

Appendix A - Strategic Plan Booklet (*See addendum to be distributed.*)

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