

Communication : C 1
Older Adult Task Force
March 28, 2022
Agenda Item # 2

Older Adult Services

Service Commitment

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Mission & Strategic Priorities

Mission

Vaughan Public Libraries offers welcoming destinations that educate, excite and empower our community.

Enrich People

VPL proactively responds to stakeholder needs by championing diversity, equity and inclusion and by empowering staff to achieve service excellence

Inspire Opportunities

VPL provides life-long learning opportunities that champion collaboration, literacies and innovation through comprehensive programming, dynamic services, multifaceted collections and strong citizen engagement

Transform Community

VPL offers welcoming and accessible destinations that support growth through its sustainable, efficient and effective operations



VPL Introduction

Overview

- 12 locations, as of April 2022
- Renovated Maple Library re-opening April 9
- VMC & VMC Express opening April 25
- Open 7 days a week
- 306 staff
- Operating budget of \$21,766,713

2021 Statistics*

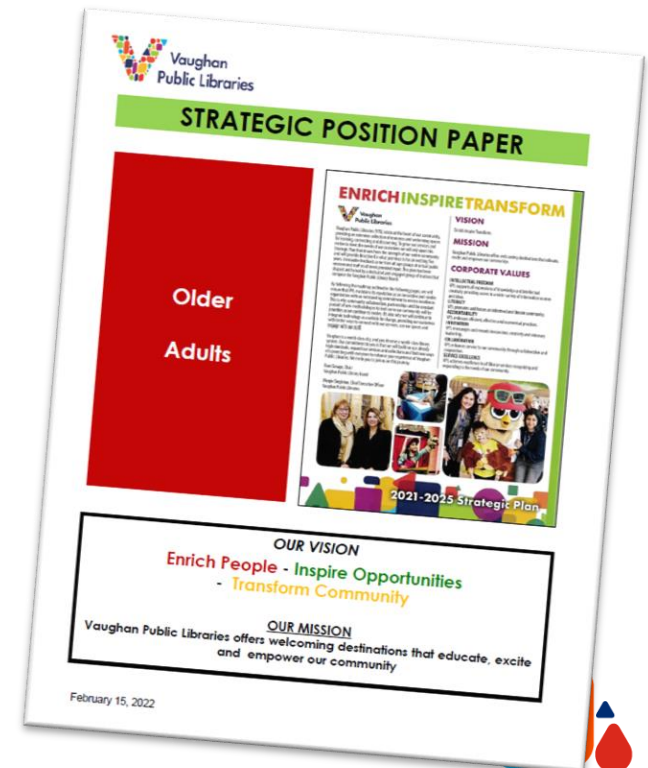
- 2,340,268 customers visits
- 2,439,450 items borrowed
- 63,219 people attended 864 virtual programs
- Staff answered 316,048 customer questions
- 1,964,796 visits to VPL's website

** All statistics impacted by COVID-19*



Older Adults at VPL

- Services, programs, and collections for 65+
- Contribute to development of age-friendly community
- Aligns with United Nations Decade of Healthy Aging
- Supports VPL's Mission, Vision, Values, Strategic Plan
- Identifies older adults as a unique service group
- Reduces barriers, social isolation and digital divide
- Fosters inclusion and cultivates community wellbeing
- Facilities are safe, accessible and welcoming



Core Services



- Circulation services
- Collection deposits
- Reader's advisory
- Telephone service
- Website
- Virtual Information Desk



Accessible and Inclusive Services

- Accessible collections
- Accessible facilities
- CELA referrals
- Cognitive resources
- Home Library Service
- Multilingual services & Language Line



Life-long Learning



- Life-long learning resources
- Culinary literacy
- Cultural experiences & museum exhibits
- Health literacy
- Financial literacy



Reducing Social Isolation

- Customer care calls
- In person & virtual opportunities
- Extensive programs & outreach
- Volunteering



Reducing Economic Barriers

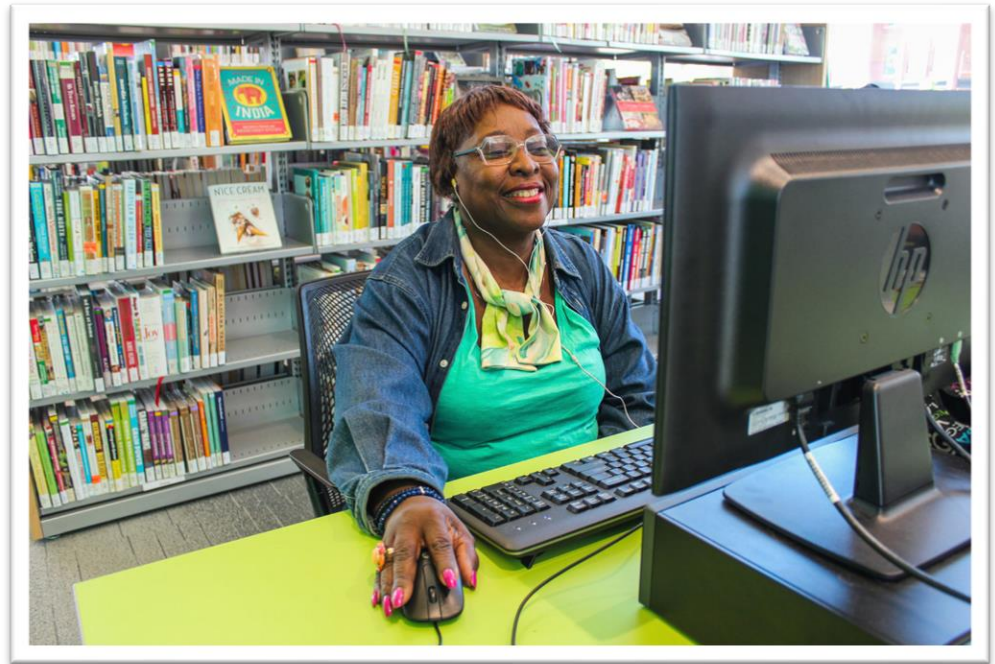


- Fine free
- Free tax clinics
- Free WiFi
- Grants
- MiFi hotspots & device loaning



Digital Literacy

- Creation spaces
- Digital literacy & Tech training
- Memory Lab
- Virtual reality



Social Return on Investment

Social Inclusion - \$11,449,544

Indicators

- Economic benefit of accessible collections
- Economic benefit of inter-library loans
- Economic benefit of internet access

Health and Wellness - \$759,930

Indicators

- Economic benefit of health-related programming delivered at the library
- Economic benefit of health and wellness related collection
- Economic benefit of in-library requests

Engaged Citizens & Communities - \$12,914

Indicators

- Economic benefit of volunteer hours (incl. board members, community hours, adult volunteers)

Entertainment & Enjoyment - \$43,995,385

Indicators

- Economic benefit of Adult circulation
- Economic benefit of Adult & Seniors programming
- Economic benefit of one library visit



2021 Customer Survey – Age 65+

Library Use	All Ages	65+
The most popular use of the library in the past 12 months	Borrow materials for myself Study or use the study rooms	Borrow materials for myself Read and relax
Do customers ask staff for help?	42% “rarely” ask for help 39% “sometimes” ask for help	49% “sometimes” ask for help 39% “rarely” ask for help
Access VPL Website	22%	29.0%

Facilities	All Ages	65+
Most satisfied with:	Personal safety while at VPL Cleanliness of the library	Personal safety while at VPL Cleanliness of the library



2021 Customer Survey – Age 65+

Materials	All Ages	65+
Respondents were most satisfied with:	Materials for adults Material is current	Materials for adults Materials for children

Policies	All Ages	65+
Most satisfied with:	VPL renewal policy	VPL renewal policy VPL's loan periods

Programs and Services	All Ages	65+
Most satisfied programs:	Accessibility of virtual programs	Programs for children
Most satisfied services:	Number of computers available for public use	Text/E-mail notification



2021 Customer Survey – Age 65+

Competition	All Ages	65+
% of respondents also using other library systems	40.25%	32.63%
VPL vs. other library systems	90.57% prefer VPL	95.71% prefer VPL

Internet Access	All Ages	65+
% of customers with Internet access at home	98.71%	100%
% of customers with a mobile device with Internet	91.1%	81.6%
Does home Internet access affect how often you visit VPL?	Yes 28.6% No 71.39%	Yes 33.33% No 66.67%



How can VPL better serve older adults?

Programs	Services	Digital Literacy	Collections	Facilities



What's On @ VPL

