



## MANAGEMENT REPORT

Date: July 17, 2018  
Author: Carol Nelson, Director Planning & Communications  
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Meeting Date: July 25, 2018  
TO: Library Board  
FROM: Carol Nelson  
**SUBJECT: VPL Civic Election Candidate Engagement**

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### **SUMMARY**

VPL is proposing to host a reception for all civic council and mayoral candidates in mid/late September once the initial list of nominees is made public. This event will provide VPL trustees and staff an opportunity to share VPL's vision and value to the city, ensuring that we retain support from civic leaders following the October 20<sup>th</sup> 2018 election.

### **PURPOSE**

This management report is for decision and input to key messages for civic election candidates.

### **RECOMMENDATION**

That the Board approve the recommendation to host a reception for civic election candidates in September 2018.

### **COMMITTEE DISCUSSION**

The Committee discussed the messaging that staff and Board will present at the reception, reinforcing the Library's role and its impact on the community and how the City supports this. Trustees suggested that staff provide a one-page takeaway with highlights from the VPL 2020 Strategic Plan and operations. The Committee recommends that the Board approve hosting a reception for civic election candidates in the fall.

## **BOARD POLICY**

There is no specific Board Policy related to civic election candidate engagement.

## **STRATEGIC IMPLICATIONS**

It is anticipated that the 2018 civic election will result in a high number of new councillors and civic representatives. As such, historical knowledge of VPL's contribution to the city should not be assumed. It is critical that incoming councillors receive factual information that communicates the value of VPL to Vancouver early in the process. We anticipate this will ultimately increase support for VPL's continued funding.

## **BACKGROUND**

The Vancouver civic election will be held October 20, 2018. Previously, VPL has hosted an information session for all civic candidates prior to the election to provide an overview of our role, progress, and impact to the community. In 2014, VPL hosted a one hour evening reception for candidates. At this session, the VPL Board Chair and Chief Librarian provided an overview of VPL's upcoming priorities and candidates were invited to discuss their priorities with trustees and VPL senior staff.

The rationale for hosting this session prior to the election is that by meeting with all interested candidates, we can educate and inform them about the importance of VPL's services, becoming a part of their election platform. Following inauguration, elected councillors will participate in more detailed orientation sessions and site visits to various civic service areas.

The 2018 candidates list will be unofficially announced Friday September 14<sup>th</sup>, with the final list announced late Friday September 21<sup>st</sup>.

## **DISCUSSION**

### **Potential/proposed areas of emphasis / key messages**

- *Overview of VPL – what do we do, why does it matter?*
  - Mission, vision, values
  - Supporting public research / dispel myths (beyond books and mortar)
- *What are areas of focus/priority – current, immediate future*
  - VPL 2020 strategic plan – where are we now, progress
    - 4 key outcome areas
    - KPIs (infographics) and impact stories
  - The future of VPL – upcoming
    - Short term: Central expansion opening – anticipated benefits

- Long term: branch redevelopments - working in concert with CoV to ensure effective, efficient use of taxpayer dollars, delivering maximum impact
- *Proposed format of the reception:*
  - 5 minutes from VPL Chair: intro comments, VPL's value to the community
  - 7 – 10 minutes presentation from Chief Librarian: strategic plan, progress and future vision
  - Light refreshments, opportunity to mingle and ask questions – poster boards throughout the room highlighting key priorities, impact areas
  - Considerations:
    - Whether to develop a customized takeaway document, or to provide a copy of the VPL 2020 Strategic Plan?
    - Opportunity to offer a 'sneak peek' of new spaces?
    - Level of detail in key messaging document for all trustees
- *Proposed dates:*
  - 6-7pm Monday Sept 17<sup>th</sup> or Wed Sept 19<sup>th</sup> are currently held as CRPD and SFHR committee dates, therefore it is anticipated that many trustees would already have these in their calendars. Given the late September opening of the central library expansion, one of these standing committee meeting dates is recommended to be repurposed for this event.
- *Key questions for trustees:*
  - Do you agree with hosting this reception?
  - What mix of information do you think will be most valuable: how much focus on current achievements vs future plans?
  - Are there particular areas of emphasis you would recommend given the anticipated high proportion of new councillors?

## **NEXT STEPS**

Next steps include:

- Develop event outline and messaging
- Send save the date to Trustees

## **FINANCIAL IMPLICATIONS**

There is minimal financial impact of hosting a candidate's reception in terms of initial cost outlay; refreshment costs are anticipated to be < \$500. However, the financial upside of hosting the reception and getting candidates on-side to support VPL cannot be overstated. These are the individuals who will influence VPL's future budgets, therefore early and accurate information is critical.