



A Regular Meeting of
the Richmond Hill Public Library Board
will be held virtually at

<https://zoom.us/j/6743941674?pwd=cEIEEd3pVR0hqTnNGdFIRcWp2SmNYZz09>

Tuesday, April 27, 2021
at 5:00 pm

AGENDA

1.0 Call to Order

2.0 Regrets

3.0 Adoption of Agenda

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

5.0 Minutes

5.1 Library Board Minutes – February 23, 2021

6.0 Presentations

6.1 Robin Fribance, Executive Manager, Experience & Strategy, RHPL

Re: Strategic Plan Update

7.0 **Reports**

Accessible documents can be accessed through the [RHPL website > Your Library > About Us > Library Board](#)

7.1 **Customer Privacy Policy Update Report SRLIB21.05 (referred from January 2021 meeting)**

7.2 **2020 Financial Close Report SRLIB21.11**

7.3 **Naming Rights Policy Report SRLIB21.12**

7.4 **Collection Development Policy Update Report SRLIB21.13**

8.0 **New Business**

8.1 **Member Motion – Board Chair G. Beros – OLS General Assembly Representative appointment**

9.0 **Member Announcements**

10.0 **Date of Next Meeting**

The next Meeting of the Library Board will be held on **Tuesday, May 25, 2021 at 5:00 pm** virtually via ZOOM.

Please advise Darren Solomon and Susan Quinn of regrets for attendance, by noon of the day of the meeting at e-mail: dsolomon@rhpl.ca and squinn@rhpl.ca

The Richmond Hill Public Library Board
Tuesday, February 23, 2021

MINUTES

The Richmond Hill Public Library Board held its scheduled meeting on Tuesday, February 23, 2021 virtually using video-teleconferencing technology.

Present: Councillor Greg Beros, Chair
Stephen Chait
Frank DiPede
Regional and Local Councillor Joe Di Paola
Bram Kivenko
Councillor Tom Muench
Regional and Local Councillor Carmine Perrelli
Mahnaz Shahbazi
Rona Wang

Staff: Darren Solomon, Chief Executive Officer
Catherine Charles, Director, Collections and Program Development
Yunmi Hwang, Director, Branch Services
Robin Fribance, Executive Manager, Experience & Strategy
Annesha Hutchinson, Manager, Communications
Susan Quinn, Executive Administration Coordinator

1.0 Call to Order

The Chair called the meeting to order at 5:00 p.m.

2.0 Regrets

3.0 Adoption of Agenda

Motion:

21:15

Moved By:

S. Chait

Seconded by:

Regional and Local Councillor C. Perrelli

THAT the Agenda of February 23, 2021 be adopted.

CARRIED UNANIMOUSLY

4.0 Disclosure of Pecuniary Interest and the General Nature Thereof

There were no disclosures of pecuniary interest.

5.0 Minutes

5.1 Library Board Minutes – January 26, 2021

Motion:

21:16

Moved By:

Councillor T. Muench

Seconded by:

R. Wang

THAT the Minutes of January 26, 2021 be adopted

CARRIED UNANIMOUSLY

6.0 Presentations

**6.1 Robin Fribance, Executive Manager, Experience & Strategy, RHPL
Robin Brown, Executive Vice-President, Dig Insights
Patricia King, Vice-President Evaluation and Qualitative Research,
Dig Insights**

Re: Strategic Plan Update and Customer Research

Motion:

21:17

Moved by:

S. Chait

Seconded by:

B. Kivenko

THAT the presentation on the Strategic Plan Update and Customer Research by Dig Insights be received for information.

CARRIED UNANIMOUSLY

7.0 Reports

Accessible documents can be accessed through the [RHPL website > Your Library > About Us > Library Board](#)

On a motion moved by R. Wang, seconded by M. Shahbazi the Board consented to adopt all of the staff recommendations in items 7.1 and 7.2 without further discussion or motions. Item 7.3 was reviewed and discussed.

7.1 2021 Final Budget Report SRLIB21.08

Motion:

21:18

Moved by:

R. Wang

Seconded by:

M. Shahbazi

That RHPL's Final 2021 Budget be approved.

CARRIED UNANIMOUSLY

7.2 2020 RHPL Community Report SRLIB21.09

Motion:

21:19

Moved by:

R. Wang

Seconded by:

M. Shahbazi

That the 2020 Richmond Hill Public Library Community Report be received as information.

CARRIED UNANIMOUSLY

**7.3 Richmond Green and Richvale Library Materials Handling System
Acquisition Report SRLIB21.10**

Motion:

21:20

Moved by:

F. DiPede

Seconded by:

Regional and Local Councillor J. Di Paola

That the Library Board approves the non-competitive acquisition of material handling sortation systems and related installation services for Richmond Green and Richvale Library.

CARRIED UNANIMOUSLY

8.0 Member Announcements

Darren Solomon, Library CEO, advised the Board that the Oak Ridges Library was just awarded LEED (Leadership in Energy and Environmental Design) Silver Certification. The LEED certification program awards points for various green building strategies across several categories. Based on the number of points achieved, a project earns one of the four LEED rating levels: Certified, Silver, Gold or Platinum.

9.0 Date of Next Meeting

The next Regular Meeting of the Library Board will be held on:

Tuesday, April 27, 2021 with time and location to be determined as per request from Board Chair that staff look at meeting options: physical, virtual or a hybrid.

10.0 Adjournment

Motion:

21:21

Moved By:

B. Kivenko

Seconded by:

R. Wang

THAT the meeting be adjourned at 5:51 p.m.

CARRIED UNANIMOUSLY

Respectfully submitted,

“Signed version on file in the Administration Offices”

Councillor Greg Beros
Chair

Darren Solomon
Chief Executive Officer



Report Subject: Customer Privacy Policy Update Report

Report For: Approval

Meeting Date: April 27, 2021

Staff Report #: SRLIB21.05

To: Richmond Hill Public Library Board

From: Karen Wales, Manager, Customer Services

SUMMARY

The *Customer Privacy Policy* reflects the commitment of Richmond Hill Public Library to protect the privacy of all individuals' personal information in its custody or control. In January 2021, staff proposed an update to the policy to make it clear that obtaining a library card implies a customer's consent for the library to collect and record personal information for day-to-day library activities; and that a separate consent is required to send additional informational or promotional messages. At the time, the Board agreed to the changes in principle, but referred the proposed policy back to staff to investigate its applicability for using customer contact information for fundraising purposes. Our research showed that the Library may send messaging related to fundraising, donation or bequests to those who opt-in to receiving additional informational and promotional messages. Therefore, language related to fundraising was added to the examples of communications that the Library may send customers who consent to receive informational messages.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Approve the suggested changes to the *Customer Privacy Policy*.

RATIONALE

All customers of the Richmond Hill Public Library have the right to privacy and confidentiality regarding their use of the Library's services and collections, in accordance with **the *Public Libraries Act, RSO 1990*** and the ***Municipal Freedom of Information & Protection of Privacy Act, RSO 1990***. RHPL's policy is to protect the privacy of all individuals' personal information in its custody or control, and that personal information collected about individuals is limited to that information necessary for the provision of services and the proper administration of the Library.

In accordance with ***Canadian Anti-Spam Legislation***, the Library does not sell, lease or otherwise distribute or disclose customers' personal information for non-library purposes to outside parties, except in circumstances detailed in this policy. As well, the legislation says that any messages sent to customers that are not directly related to day-to-day Library activities such as hold notices, late notices and address verification, require prior customer consent to receive; this consent would apply to marketing and promotional messages, including requests for donations.

Policy Revisions

The Library collects personal information from its customers to conduct the day-to-day lending business of library materials. However, as the Library's offerings and services expand into more digital platforms, the Library is exploring ways to stay connected with customers by sending digital messages of various formats to introduce Library offerings and services. The proposed changes in the policy make clear the customers' need to consent to the collection of personal information in order to be a cardholder. The revised policy also makes it clear customers need to consent to receive additional messages that will help them stay connected with the Library

The addition of section *4.0 Consent*. This addition makes it clear to customers that obtaining a Library card implies consent for the Library to collect and record all personal information needed to conduct Library business. In addition, the Library may also ask customers for consent to send them marketing, informational and promotional communications through various digital and physical channels. Types of these messages may include emails, SMS texts, or physical mail. These messages may be about surveys, new services, special events, Library news, fundraising initiatives, and/or to request customer feedback. Customers can always opt-out of the additional messages.

Section *5.0 Retention of Customer Information* was simplified for clarity.

Related Policies

The *Customer Privacy Policy Report* has three related policies:

- *Canadian Anti-Spam Legislation Policy*, dated May 2017
- *Circulation Policy*, dated September 2020
- *Internet Use Policy*, dated November 2016

The revisions proposed do not result in any changes to these related policies.

ATTACHMENTS

1. *Customer Privacy Policy*, dated April 2021



Richmond Hill Public Library Board

CUSTOMER PRIVACY POLICY

1.0 SCOPE

All customers of Richmond Hill Public Library have the right to privacy and confidentiality regarding their use of the Library's services and collections, in accordance with the ***Public Libraries Act, RSO 1990*** and the ***Municipal Freedom of Information and Protection of Privacy Act, RSO 1990***. It is the policy of Richmond Hill Public Library to protect the privacy of all individuals' personal information in its custody or control, in keeping with the applicable legislation. Personal information collected about individuals is limited to that information necessary for the provision of services and the proper administration of the Library.

2.0 GENERAL PRIVACY PRINCIPLES

Personal information is collected under the authority of the ***Municipal Freedom of Information and Protection of Privacy Act, RSO 1990***, and under the authority of the ***Public Libraries Act, RSO 1990***, for the purpose of delivering Library services. Questions about this collection of personal information should be directed to the Chief Executive Officer (CEO), Richmond Hill Public Library, 1 Atkinson Street, Richmond Hill, Ontario L4C 0H5.

3.0 COLLECTION OF PERSONAL INFORMATION

Under the authority of the *Public Libraries Act*, Richmond Hill Public Library collects personal information for the purposes of identifying customers, in order that they may borrow materials and access programs and electronic services. Access to this information is limited to library employees and the individuals themselves, as outlined in *6.0 Access to Personal Information* below.

Customer borrowing and electronic use records are held in confidence by the Library for the purposes identified at the point of collection. For the Library's purposes, information collected may include but is not limited to:

1. Name, address, telephone number, e-mail address; date of birth;
2. Identity of the parent or legal guardian for children less than 16 years of age;
3. Borrowed materials;
4. Overdue fines and other charges;
5. Holds/requests for materials;
6. Information related to registration for Library programs.

The Library will not sell, lease or otherwise distribute or disclose customers' personal information for non-library purposes to outside parties, except in circumstances detailed in this policy.

At the time of recruitment library employees sign a confidentiality statement as a condition of employment with the Library.

4.0 CONSENT

Obtaining a library card implies the individual's consent to collect personal information for the purposes of conducting the Library's business.

Separate consent is obtained in order to send customers promotional, marketing, informational, fundraising messages and other types of communications from the Library. A customer can also give the Library consent to contact them through

their preferred methods, for example email, SMS or other forms of messages. The messages may be to survey, to promote services, to share information, to fundraise, to request customer feedback and/or to announce special events. These messages include an option for customers to opt-out of further communications if they wish.

5.0 RETENTION OF CUSTOMERS' PERSONAL INFORMATION

Personal information shall be retained according to the Library's data retention practice, only as required to conduct the Library business and related activities.

The Library will ensure that it retains and destroys its records in accordance with business, regulatory, legislative and evidentiary requirements in order to support and enable business activity, mitigate risks, meet requirements, enforce legal obligations and respect personal privacy and confidentiality.

6.0 ACCESS TO PERSONAL INFORMATION

Access to customer information is limited to:

- Library employees, working within the scope of their duties;
- The individual to whom the information relates.

Personal information held by the Library, including customer borrowing and electronic use records, will not be divulged to a third party, except in very specific permissible circumstances, including:

- The parent or guardian of an individual who is less than 16 years of age;
- The Library's authorized agents, for pursuit of overdue accounts and Library property
- Someone holding Power of Attorney for a specified individual, where proof of that Power is furnished

- A law enforcement agency requesting specific personal information, where the request is supported by a formal warrant;

Third party access to personal information for Powers of Attorney and law enforcement agencies requires authorization by the Chief Executive Officer or designate.

Individuals may designate family members or others to borrow materials for them using their card. It is assumed that consent has been granted for this purpose if another individual is in possession of the library card.

7.0 **DISPOSAL OF PERSONAL INFORMATION**

Personal information held by the Library, including information concerning an individual's use of the Library, is disposed of in a manner that continues to ensure the protection of privacy.

8.0 **RELATED POLICIES**

1. Canadian Anti-Spam Legislation Policy (May 2017)
2. Circulation Policy (September 2020)
3. Internet Use Policy (November 2016)

Enriching Your Connections

Motion #:	21:XX
Approval Date:	<i>April 27, 2021</i>
Date of Last Revision:	<i>December 14, 2017</i>



Report Subject: 2020 Financial Close

Report For: Approval

Meeting Date: April 27, 2021

Staff Report #: SRLIB21.11

To: Richmond Hill Public Library Board

From: Darren Solomon, Chief Executive Officer

SUMMARY

The management of the Library Board's finances is supported by the City of Richmond Hill's Finance Department services.

As part of their 2020 year-end financial process, the City needs the Library Board to approve the required and relevant transfers of funds to bring the Library's Operating budget balance to \$0, which will enable Finance to close out the year.

The uses of all of the funds noted herein have already been discussed and approved by the Board in prior meetings; this the finalization of that process, whereby funds are actually approved to be transferred between accounts under the guidance and direction of the City of Richmond Hill Director of Financial Services and Treasurer.

The 2020 Operating Results for the period ending December 31, 2020, is attached as Appendix #1. The statement is identified as interim, as it is not yet an audited financial statement.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Approve the transfer of \$5,806.24 from the Donation and Bequest Reserve Fund to the 2020 Operating Budget; and
2. Approve the transfer of the 2020 projected year-end surplus of \$569,513 to the Library Special Purpose Reserve, as per SRLIB20.20, previously approved (Motion 20:54 September 2020).

RATIONALE

The attached financial reports focus on the Library Board's year-end position. Brief comments follow on any significant variances between the budget and actual revenues and expenditures.

2020 Operating Result

The 2020 fiscal year was an unprecedented year, marked by the emergence of the COVID-19 pandemic in early March and persisting to the present day. For the majority of 2020, the prevalence of the pandemic reduced travel outside of the home to essential travel only and restricted social gatherings to limited numbers. These government and public health guidelines had a direct impact on library operations, and RHPL had to be flexible in order to adapt to the ever-evolving landscape. From the interim 2020 year-end results, the Operating Fund has an overall surplus of \$569,513.

Revenue

Overall, total operating revenue came in at 92.5% of budget. This was due to Library generated revenues, including fines, fees and sales revenue, being negatively impacted by the library closures and the Board's approval of a fine-free policy in 2020, to help reduce the financial burden of the pandemic on the residents of Richmond Hill and to align with this movement being adopted by libraries across North America (SRLIB20.18).

Expenditures

Library expenditures came in at 86.6% spent.

- **Personnel**
 - Personnel expenses were underspent due to the restructuring of some library staff resources into the City, gapping of in-year vacancies and retirements, as well as part-time staff savings from library closures.
- **Collection Development**
 - E-materials acquisitions increased because of the ongoing consumer shift to digital as well as pandemic-influenced growth of digital services.
- **Contract & Services**
 - Underspent due to reduced program costs from pandemic closures.
- **Materials & Supplies**
 - Overspent as a result of having to purchase unforeseen, and therefore unbudgeted, pandemic supplies.

RHPL Reserve Activity

Donation and Bequest Reserve Fund

The Richmond Hill Public Library Board Donation and Bequest Reserve Fund are used as a reserve for any monies that are donated to support the library. Some of those funds have designated uses by the donors, while some are assigned by the Library Board and staff. In 2020, \$5,806.24 was spent on the following pre-allocated projects and therefore needs to be transferred to the operating budget:

- \$1,000 on art for the new Oak Ridges Library (public donation);
- \$806.24 on the Bond Lake painting for the new Oak Ridges Library (Motion 16:83 September 2016);
- \$4,000 for a sculpture at the new Oak Ridges Library (Motion 18:102 November 2018)

After this transfer the Reserve has a year-end balance of \$607,980.27, broken out as follows:

- January to December 2020 interest in the amount of \$15,248.25
- \$123,000 allocated for Local History Digitization project (Motion 18:116 December 2018)
- Remaining balance of \$469,732.02 is unallocated.

Special Purpose Reserve

The *Richmond Hill Public Library Board Special Purpose Reserve* is a reserve that is used for grant carryovers or library surpluses. The use of surplus funds is determined by staff and the Library Board. The 2020 year-end operating surplus will be transferred into the Reserve, as previously designated by the Board and City Treasurer, and no transfers out are needed to cover any 2020 operating expenses. This will result in a year-end closing balance of \$1,235,588, which has been allocated as follows:

- \$100,000 for Coffee Shop Project (Motion 20:53 September 2020)
- \$569,513 from the 2020 surplus, broken out as:
 - \$277,300 to support 2021 operating budget transitions
 - \$277,300 to support 2022 operating budget transitions
 - Remaining surplus balance of \$14,913, undesignated
- \$566,075 balance from 2015 to 2019, undesignated

Non-Competitive Procurement

As per the Procurement Policy, non-competitive procurement takes place in situations where open competition for contract awards is not always possible or practical. When any of the conditions in section 9.1 apply, the CEO and/or Directors may negotiate a contract for the supply of goods and services without a competitive process. Attachment #3 summarizes the sole and single source acquisitions for the period of January 1 –

December 31, 2020. For this period, sole and single source acquisitions were awarded for a cumulative value of \$381,478.66.

ATTACHMENTS

1. RHPL Interim Statement of Operations for the period ending December 31, 2020
2. RHPL Statement of Reserve Activity for the period ending December 31, 2020
3. RHPL Non-Competitive Procurement Acquisitions for the period ending December 31, 2020



Richmond Hill Public Library Board
2020 INTERIM STATEMENT OF OPERATIONS
 as at December 31, 2020

	<u>2019</u> <u>Actuals</u>	<u>2020</u> <u>Actuals</u>	<u>2020</u> <u>Approved</u> <u>Budget</u>	<u>2020</u> <u>Variance</u> <u>Fav/(Unfav)</u>	<u>%</u>
REVENUE					
Municipal Operating Grant	\$ (9,264,600)	\$ (7,735,500)	\$ (7,735,500)	-	100.0%
Provincial Grant	(118,499)	(118,499)	(118,500)	(1)	100.0%
Special Grants	(3,700)	(3,700)	(3,700)	-	100.0%
Town Reserve Funding	(1,165,800)	(600,000)	(600,000)	-	100.0%
Library Reserve Funding	(45,700)		(450,000)	(450,000)	0.0%
YRDSB for RG Library	(284,500)	(303,900)	(301,500)	2,400	100.8%
SUBTOTAL	(10,882,799)	(8,761,599)	(9,209,200)	(447,601)	95.1%
LIBRARY GENERATED REVENUE					
Fines	(113,190)	(31,090)	(146,600)	(115,510)	21.2%
Fees	(110,755)	(29,424)	(138,100)	(108,676)	21.3%
Sales	(41,223)	(8,577)	(51,000)	(42,423)	16.8%
Other/Miscellaneous Income	(3,115)	(5,366)	(3,000)	2,366	178.9%
SUBTOTAL	(268,283)	(74,457)	(338,700)	(264,243)	22.0%
TOTAL OPERATING REVENUE	(11,151,082)	(8,836,056)	(9,547,900)	(711,844)	92.5%
EXPENDITURES					
Personnel	7,851,262	6,125,731	7,209,700	1,083,969	85.0%
Collection Development	1,245,655	742,598	628,200	(114,398)	118.2%
Contracts & Services	946,285	726,184	1,047,400	321,216	69.3%
Materials & Supplies	119,194	144,631	135,200	(9,431)	107.0%
Reserves					
Miscellaneous Projects	7,007	5,806		(5,806)	
Transfer to/from D&B Reserve Fund	(7,007)	(5,806)		5,806	
Transfer to/from Library Reserves	450,000	-	-	-	
Transfer to/from City Reserves	538,688	527,400	527,400	-	100.0%
TOTAL OPERATING EXPENDITURES	11,151,082	8,266,543	9,547,900	1,281,357	86.6%
EXCESS OF REVENUE OVER EXPENSES	\$ 0	\$ (569,513)	\$ -	\$ 569,513	
YEAR-END TRANSFER		\$ 569,513	\$ -	\$ (569,513)	
YEAR-END BALANCE		\$ -		\$ -	



**Richmond Hill Public Library Board
Statement of Reserve Activity - Preliminary
For the period ending: December 31, 2020**

	<u>31-Dec-20</u>	<u>31-Dec-19</u>	<u>Variance</u>
DONATIONS AND BEQUESTS RESERVE FUND			
Beginning Balance (Jan 1)	\$598,538	\$588,977	\$9,562
Transfer from Current Operations	-	-	\$0
Transfer to Current Operations	(5,806)	(7,007)	\$1,201
January to December Interest Earned *	15,248	16,569	(\$1,321)
Closing Balance	<u><u>\$607,980.27</u></u>	<u><u>\$598,538.26</u></u>	<u><u>\$9,442.01</u></u>
SPECIAL PURPOSE RESERVE			
Beginning Balance (Jan 1)	\$666,075	\$261,775	\$404,300
Transfer from Current Operations	569,513	450,000	\$119,513
Transfer to Current Operations	-	(45,700)	\$45,700
Closing Balance	<u><u>\$1,235,588</u></u>	<u><u>\$666,075</u></u>	<u><u>\$569,513</u></u>

*2020 Actual interest rate is 2.56%
*2019 Actual interest rate was 2.83%



Richmond Hill Public Library

2020 - Non-Competitive Procurement Acquisitions

<u>Supplier</u>	<u>Goods/Services Acquired</u>	<u>Department</u>	<u>PO Amount</u> (exclusive of taxes)	<u>Sole & Single Source Justifications</u>
SIRSI/Dynix	Symphony ILS, BCMobile, BCAnalytics, BC MobileCirc, eResource Central, Ebsco Discovery Service, Enterprise catalogue, SIP2, Syndetics	Technologies	\$151,364.43	Single Source 9.1 (f) - when the extension of an existing contract would prove more cost-effective or beneficial
Bibliotheca	support/maintenance for existing sorters, self-check kiosks, security gates, mobile DLA and RFID workstations	Technologies	\$54,832.45	Single Source 9.1 (d) When there is only one sole source of supply for the goods to be purchased due to: • the existence of exclusive rights such as patent, copyright or license
Southern Ontario Library Association	electronic resources consortial purchase - eResources and Archambault	Collections	\$70,485.10	Single Source 9.1 (k) - where cooperative procurement is conducted by one public entity on behalf of two or more public entities in order to obtain the benefits of volume purchases and efficiency or administrative expense
LinkedIn	USD-Learning courses	Collections	\$22,305.79	Sole Source- the existence of exclusive rights such as patent, copyright or license
Library Ideas	USD-Freegal	Collections	\$45,023.89	Sole Source- the existence of exclusive rights such as patent, copyright or license
PressReader	Digital Magazines	Collections	\$20,400.00	Sole Source- the existence of exclusive rights such as patent, copyright or license
Recorded Books Inc.	Digital Magazines - unlimited magazine collection + Economist	Collections	\$17,067.00	Sole Source- the existence of exclusive rights such as patent, copyright or license
TOTAL			\$381,478.66	



Report Subject: Naming Rights Policy

Report For: Approval

Meeting Date: April 27, 2021

Staff Report #: SRLIB21.12

To: Richmond Hill Public Library Board

From: John Lanthier, City of Richmond Hill Manager Media and Brand Partnerships and Darren Solomon, RHPL CEO

SUMMARY

In late 2020, the City and RHPL agreed to partner on the development of a new Brand Partnership initiative that aims to leverage both the City's and Library's existing assets to generate new and incremental revenue to support taxpayers. One of the key media opportunities in this initiative is to sell Naming Rights, where a company purchases the right to name certain exterior and interior assets within the City, including community centres, parks as well as libraries. Typically, the naming rights value for the external partner comes from the brand recognition and reach that they will receive from having their name on the exterior of a building or an interior space, which can be augmented with other elements including on-site activations or use of the facility for events.

On March 10, 2021, City Council approved amendments to the City's Naming Rights Policy, attached as Appendix 2, and directed the RHPL Board to create its own Naming Rights Policy that works within RHPL's operating policies and procedures. Therefore, this report recommends and provides rationale to the Board for the adoption of a new Naming Rights Policy for the Richmond Hill Public Library.

This policy provides the framework and advice needed to enable companies to name, or sponsor, the exterior of any of our library buildings and/or their physical spaces inside, such as meeting rooms. All of the policy's guidance supports the library's mission and values, and works in tandem with its other policies. This Naming Rights Policy is designed to create new and incremental value for the library's users and taxpayers; and to ensure that happens, all proposed agreements are subject to a two-step final approval process from the RHPL Board and City Council.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Approve the Richmond Hill Public Library Naming Rights Policy, attached as Appendix 1.

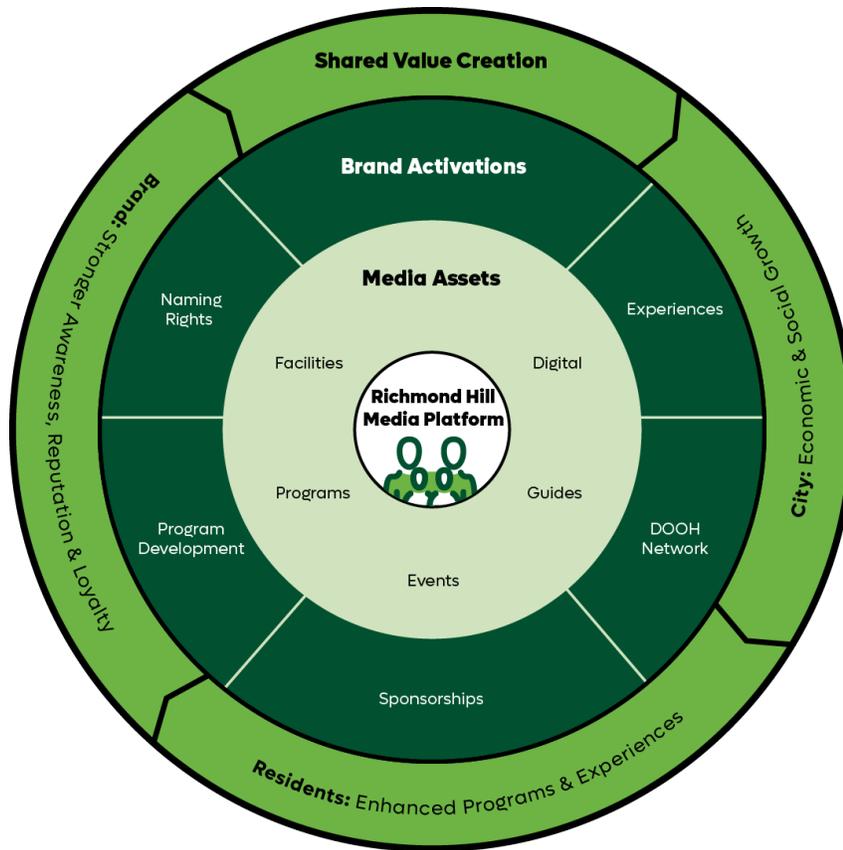
RATIONALE

The Framework

The details in the recommended Naming Rights Policy establish the framework within which RHPL will operate as related to the City's broader Brand Partnership initiative. The Policy provides guidance regarding the Naming Rights for RHPL buildings and physical spaces inside those building, such as the Local History Room or meeting rooms or a lounge area. Additionally, it ensures that any naming rights agreements do not conflict with or risk the Library's assets, strategies and priorities, and programs and services; and will aim to enhance the library's value to the community. The Policy's objectives and definitions are in place to ensure a systematic approach to the Naming Rights transaction, and ensure consistency and compatibility with the City's policy.

New partnerships will be secured by approaching the market with a multi-layered media platform leveraging numerous integrated elements, of which Naming Rights is one. Taking a holistic view to address what the needs of a specific partner entail and using the assets at our disposal will give the program a competitive advantage in the marketplace. The graphic below illustrates how the City, including RHPL, is able to

position itself as a media platform that will partner with companies to provide growth for the City and RHPL, and enhanced experiences for its residents and users.



Evaluating the Partnership Opportunity

The Policy details the criteria for Naming Rights agreements in order to ensure that the Library is never put in a compromised position and is only advantaged by the securing of any agreement. The Library’s image, assets and independence are protected through the criteria outlined in the policy.

Categories of products deemed inappropriate as Naming Rights partners have been identified, and a process for evaluation of an agreement by the Library CEO prior to final Board approval has been established.

Identification of Roles and Responsibilities

The collaborative Brand Partnership initiative between the Library and the City is underpinned by a cross-functional Advisory Committee working with a Manager, Media and Brand Partnerships to build a strategic approach to partner acquisition. The roles and responsibilities of the Advisory Committee as well as Library and City staff are outlined in the Policy, along with the Board's and Council's approval responsibilities. The Library Board will approve all terms and conditions of any agreement, after which City Council will have final approval. The Policy also details the responsibilities of the Naming Rights partner.

Compatibility with Existing RHPL Policies

The Richmond Hill Public Library Naming Rights Policy has been designed to be complementary to, but separate from, the library's existing [RHPL Sponsorship Policy](#) was structured to address brand involvement with programs, services, events and activities within the library, physical spaces were not addressed. The Naming Rights Policy will deal exclusively with the Exterior and Interior Components of the Library. There may be an opportunity to create a deeper Brand Partnership through utilizing elements of Sponsorship in addition to Naming Rights, but the Naming Rights policy serves a separate and unique purpose.

ATTACHMENTS

1. Proposed Richmond Hill Public Library Naming Rights Policy
2. City of Richmond Hill Naming Rights Policy



Richmond Hill Public Library Board

NAMING RIGHTS POLICY

1.0 Purpose and Scope

The purpose of this policy is to provide guidance regarding Naming Rights of Richmond Hill Public Library buildings and/or significant interior components of those buildings.

2.0 Policy Statement

Richmond Hill Public Library welcomes and encourages the business community and other organizations to support the Library through the establishment of Naming Rights sponsorships and other brand partnerships that will provide the Library with revenue to enhance service, programs, events and activities provided to the community.

3.0 Policy Objectives

The objectives of this policy are to establish a Naming Rights protocol that:

- Creates a systematic approach to soliciting, managing and reporting on naming rights;
- Provides guidance to those that have an interest in the naming of Library assets;
- Protects the reputation, integrity and aesthetic standards of the Library and its assets;
- Ensures alignment with the Library's priorities, programs and services;
- Creates cohesion with the City's naming rights policy

4.0 Definitions

For the purpose of this Policy, the words and phrases below have the following meanings:

“Prospect” means any person or company who approaches the Library or is approached by designated staff with the objective of securing a Naming Rights Agreement.

“Exterior Components”: All exterior components of a Library building which are visibly accessible from the public realm including, but not limited to, building façade, plazas, gardens and courtyards, etc.

“Interior Components”: Refers to individual rooms, spaces etc. within a Library building. The Interior Components are physical assets within the building including, but not limited to, meeting rooms, local history rooms, lounge areas, maker spaces, study zones, etc.

“Naming Entity”: The Prospect to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

“Naming Rights”: A mutually beneficial business partnership between the Library and a Naming Entity wherein the Naming Entity pays funds to the Library in return for the right to name a Library building, along with any negotiated associated elements, for a specified period of time.

“Naming Rights Agreement”: A legal contract outlining the terms of arrangement between the Naming Entity and the Library for the Naming Rights.

“Person” or “Company”: Any entity that has the legal capacity to enter into a Naming Rights Agreement and includes any individual, partnership, company or corporation.

“Proposal”: The opportunity for Naming Rights put forward by a designated staff member to a Prospect on behalf of the Library.

5.0 Criteria For Naming Rights

1. All Naming Rights arrangements must not compromise or influence the priorities of the Library, or diminish the Library’s public image.
2. Naming Rights arrangements must comply with all relevant Federal and Provincial statutes, including the Public Library Act, municipal by-laws, Richmond Hill Public Library and City of Richmond Hill policies and procedures.
3. Where applicable, display of Naming Rights must not incur any safety risk. This refers to any Exterior and/or Interior components.
4. The manner in which naming rights of Exterior and Interior Components are displayed will be determined through each Proposal process. All efforts will be made to create standardization in branding and, in any case, the execution of

Naming Rights Agreements will maintain or enhance the functional purpose of the library's signage and be consistent with the library's brand identity.

5. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities

6. The Library will not relinquish any aspect of its right to manage and control the Library buildings.

7. The granting of Naming Rights will not entitle a Naming Entity to any preferential treatment by the Library or the City beyond the details of the Naming Rights Agreement.

8. Where possible, Naming Rights recognition will endeavour to be complementary to the purpose or attributes of the Library building and/or Interior Component to be named.

9. The impact of changing existing signage, rebuilding community recognition and updating records must be considered before Naming Rights are granted.

10. The costs incurred with Naming Rights signage and other associated items will be the responsibility of the Naming Entity, as negotiated in each Agreement.

11. Signage, logos and other forms of acknowledgment associated with Naming Rights must comply with all applicable laws and by-laws, policies and procedures.

12. All Naming Rights Agreements shall be confirmed by written contract containing terms and conditions satisfactory to the Richmond Hill Library Board.

6.0 Restrictions

The Library will not allow any Naming Rights that:

- Promote alcohol, cannabis and other addictive substances;
- Promote the sale of tobacco or vaping products;
- Promote pornography;
- Promote the support or involvement in the production, distribution and sale of weapons and other life-threatening products;
- Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;

- Promote religious or political messages that might be deemed prejudicial to other religious or political groups;
- Convey a religious or political message; promote a political party or election candidate.
- Contravene any other Richmond Hill Public Library Policy or City of Richmond Hill Policy.

7.0 Evaluation

A Proposal will be evaluated by the Library CEO using the following criteria:

- a) The compatibility of the Prospect's brand, products, customers and promotional goals;
- b) The record of involvement in community projects, events – a willingness to participate;
- c) The desirability of association – the image;
- d) The timeliness or readiness to make a deal;
- e) The actual value in cash of the proposal; and all related costs associated with the Naming Rights Agreement;
- f) The proposed term of the Naming Rights Agreement.

8.0 Naming Rights Agreement

Any approved Naming Entity will be required to enter into a Naming Rights Agreement to set out the roles and responsibilities of the Library and the Naming Entity, the applicable fees, the duration of the arrangement, and any other negotiated terms and conditions.

In order to expedite partnership development, a formal competitive process is not required when soliciting Naming Rights opportunities.

A staff member delegated by the Library CEO is responsible for preparing and presenting a report for the Library Board on any proposed negotiated Naming Rights Agreement.

It is the responsibility of the staff responsible for managing the Naming Rights Agreement and the staff responsible for the Library assets that are part of the Naming Rights Agreement to ensure that any Naming Entity and the Library are adhering to the terms of the Naming Rights Agreement.

9.0 **Roles and Responsibilities**

Library Board will:

- Approve any negotiated Naming Rights Agreements and recommend them to City Council for final approval.

City Council will:

Provide final approval on the Library Board's recommended Naming Rights Agreements.

Library Staff and City Staff will work collaboratively to:

- Solicit, negotiate and administer Naming Rights Agreements on behalf of the Library;
- Act as the primary liaison(s) for any Naming Entity and be responsible for assessment of any Naming Rights opportunities;
- Prepare and manage Prospect lists prior to the commencement of any Naming Rights opportunity;
- Oversee public communication processes to inform the community about a Naming Rights Agreement;
- Prepare and present a report for the Library Board on the final proposed terms of a Naming Rights Agreement;
- Consult with all relevant Library and City staff on appropriate terms for specific Naming Rights Agreements;
- Work with the Legal Division and Finance Division on the preparation and execution of proposed and final Naming Rights Agreements

The Library and City's join Naming Rights Advisory Committee working group is responsible for:

- Setting the strategic vision of the Naming Rights program;
- Assessing new opportunities against the evaluation criteria and restrictions;
- Negotiation of all terms and conditions of potential Naming Rights Agreements;

- Identifying assets to be included in the program and areas of inter-departmental collaboration;
- Ensuring openness and equitable opportunities for all Naming Rights Prospects;
- Ensuring negotiated value is delivered to the Library and the Naming Entities.

The Naming Entity will:

- Undertake due diligence to ensure all proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
- Provide designated staff with the necessary documentation as outlined in this Policy;
- Execute a Naming Rights Agreement as outlined in this Policy;
- Maintain regular communication with designated staff throughout the process, and;
- Assume any costs associated with the Naming Right, as negotiated.

Related Documents

City of Richmond Hill Naming Rights Policy

Richmond Hill Public Library Sponsorship Policy

Enriching Your Connections, Choices and Community

Motion #:	21:XX
Approval Date:	April 27, 2021

Feb2021 Revised Policy

Policy Name: 1.1 Naming Rights Policy

Policy Owner: City Manager

Approved by: Council June 13, 2017

Effective Date: July 1, 2017

Date of Last Revision: Initial Policy

Review Date: July 1, 2022

Policy Status: Recommended Review (**March 10, 2021**)

PURPOSE: The purpose of this Policy is to provide clear guidance regarding Naming Rights for the exteriors of City of Richmond Hill (City) facilities and other significant physical assets and spaces. The goal is to provide a consistent evaluation framework and approval process when considering potential Naming Rights Partners for Community Assets.

This Policy is intended to balance public and private interests by providing public exposure for participating companies and individuals while encouraging City revenue generation to support taxpayers and to encourage continued investment in these assets for the benefit of the citizens of Richmond Hill for generations to come.

POLICY PRINCIPLES:

The purpose of this Policy is to establish a naming rights protocol that:

- Creates a systematic approach to soliciting, managing and reporting on Naming Rights;
- Provides guidance to those that have an interest in the naming of City assets;
- Protects the reputation, integrity and aesthetic standards of the City and its assets;
- Ensures alignment with the City's programs and services, and;
- Advances Council's priorities and enhances public services.

DEFINITIONS:

For the purpose of this Policy, the words and phrase below have the following meanings:

"Prospect" means any person or company who approaches the City or is approached by designated city staff with the objective of securing a Naming Rights Agreement.

"Community Asset": Any building, structure or area of land owned by or under the direction and control of the City.

"Exterior Components": All exterior components of a Community Asset which are visibly accessible from the public realm including, but not limited to, building façade, plazas and courtyards, etc.

"Naming Entity": The Prospect to whom Naming Rights are granted pursuant to a Naming Rights Agreement.

"Naming Rights": A mutually beneficial business partnership between the City and a Naming Entity wherein the Naming Entity pays funds to the City in return for the right to name a Community Asset, along with any negotiated associated elements, for a specified period of time.

“Naming Rights Agreement”: A legal contract outlining the terms of arrangement between the Naming Entity and the City for the Naming Rights.

“Person” or “Company”: Any entity that has the legal capacity to enter into a Naming Rights Agreement and includes any individual, partnership, company or corporation.

“Proposal”: The opportunity for Naming Rights put forward by a designated City staff member to a Prospect on behalf of the City.

“City”: The City of Richmond Hill.

SCOPE:

This Policy applies to the Naming Rights of a Community Asset owned and/or managed by the City.

Naming Rights granted to honour outstanding achievement and commemorative naming of parks and recreation facilities are covered in separate policies.

This Policy does not apply to:

- a) City-owned assets leased to commercial tenants;
- b) City core service facilities (City Hall, fire halls, operations centre);
- c) City libraries
- d) Naming of Streets (separate Policy)
- e) Assets, programs and services covered under the existing Sponsorship, Donation and In-Kind Contributions Policy and the existing Advertising Policy

CRITERIA FOR NAMING RIGHTS

1. All Naming Rights arrangements must not compromise, influence or alter the corporate goals and priorities of the City, or diminish the City’s public image.
2. Naming Rights arrangements must comply with all Federal and Provincial statutes, municipal by-laws and City of Richmond Hill policies and procedures.
3. Where applicable, display of Naming Rights must not take precedence over the display of the City’s own corporate identity on its assets and must not incur any safety risk.
4. Naming Rights may be granted under the terms and conditions outlined in this Policy as recognition for financial contributions from Naming Entities, which will benefit the community.
5. The City will not relinquish any aspect of its right to manage and control the Community Assets.
6. The granting of Naming Rights will not entitle a Naming Entity to any preferential treatment by the City beyond the details of the Naming Rights Agreement.
7. Naming Rights recognition will be compatible with the attributes of the Community Asset to be named.
8. The impact of changing existing signage, rebuilding community recognition and updating records must be considered before Naming Rights are granted.
9. The costs incurred with Naming Rights signage and other items will be the responsibility of the Naming Entity.
10. The authority to grant Naming Rights rests with City Council, who may grant or refuse the whole or any part of any Agreement.
11. Signage, logos and other forms of acknowledgment associated with Naming Rights must comply with all applicable laws and by-laws, policies and procedures.
12. Naming of a Community Asset should consider including the purpose of the asset, where needed for clarity to the community (e.g. The ABC Performing Arts Centre as opposed to the ABC Centre)

13. All Naming Rights Agreements shall be confirmed by written contract containing terms and conditions satisfactory to the City Executive team member responsible for the Community Asset involved.

RESTRICTIONS

The City will not allow any Naming Rights that:

- Promote alcohol, cannabis and other addictive substances;
- Promote the sale of tobacco or vaping products;
- Promote pornography;
- Promote the support or involvement in the production, distribution and sale of weapons and other life-threatening products;
- Present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep or widespread offence;
- Promote religious or political messages that might be deemed prejudicial to other religious or political groups;
- Convey a religious or political message; promote a political party or election candidate.
- Contravene any other City of Richmond Hill Policy

EVALUATION CRITERIA

A Prospect will be evaluated by a cross-division Naming Rights Advisory Committee, as well as any staff relevant to the Community Asset in discussion, using the following criteria:

- a) The compatibility of the Prospect's brand, products, customers and promotional goals;
- b) The record of involvement in community projects, events – a willingness to participate;
- c) The desirability of association – the image;
- d) The timeliness or readiness to make a deal;
- e) The actual value in cash of the proposal; and all related costs associated with the Naming Rights Agreement;
- f) The proposed term of the Naming Rights Agreement.

NAMING RIGHTS AGREEMENT

Any approved Naming Entity will be required to enter into a Naming Rights Agreement to set out the roles and responsibilities of the City and the Naming Entity, the applicable fees, the duration of the arrangement, and any other negotiated terms and conditions.

In order to expedite partnership development, a formal competitive process is not required when soliciting Naming Rights opportunities.

A staff member delegated by the City Manager is responsible for preparing and presenting a report for Council on any necessary proposed negotiated Naming Rights Agreement.

It is the responsibility of the staff responsible for managing the Naming Rights Agreement and the staff responsible for the Community Assets that are part of the Naming Rights Agreement to ensure that any Naming Entity and the City are adhering to the terms of the Naming Rights Agreement.

ROLES AND RESPONSIBILITIES

City Council will:

- Provide final approval prior to negotiated Naming Rights Agreements being executed.

City Manager will designate the appropriate City staff to:

- Solicit, negotiate and administer Naming Rights Agreements on behalf of the City;
- Act as the primary liaison(s) for any Naming Entity and be responsible for assessment of any Naming Rights opportunities;
- Prepare and manage Prospect lists prior to the commencement of any Naming Rights opportunity;
- Oversee public communication processes to inform the community about a Naming Rights Agreement;
- Prepare and present a report for the City Council on the final proposed terms of a Naming Rights Agreement;
- Consult with all relevant City staff on appropriate terms for standard Naming Rights Agreements;
- Instruct the Legal Division on the preparation of proposed and final Naming Rights Agreements

The Naming Rights Advisory Committee working group is responsible for:

- Setting the strategic vision of Naming Rights for the City assets;
- Assessing new opportunities against the evaluation criteria and restrictions herein for the City;
- Negotiation of all terms and conditions of potential Naming Rights Agreements;
- Identifying Community Assets to be included in the program and areas of potential inter-departmental collaboration;
- Ensuring openness and equitable opportunities for all Naming Rights Prospects;
- Ensuring negotiated value is delivered to the City, its citizens and the Naming Entities.

Communications Division will:

- Develop a communications strategy to promote the Naming Rights;
- Manage the communications aspects (news release/photo opportunities/media inquiries, etc.) of approved Naming Rights Agreements;
- Assist in determining the appropriate display of Naming Rights and the Town's corporate identity.

Legal Divisions will:

- Assist in the establishment of a standard form of Naming Rights Agreement;
- Prepare Naming Rights Agreement to document arrangements negotiated with the Naming Entity and approved by Council.

Finance Division will:

- Manage the invoicing and any incoming funds associated with Naming Rights Agreements;
- Issue tax receipts in accordance with Revenue Canada regulations, where applicable.

Procurement and Facilities Divisions will:

- Support with any necessary acquisitions, installations or other types of deployments as negotiated in Naming Rights Agreements.

The Naming Entity will:

- Undertake due diligence to ensure all proposals meet the spirit, intent, guidelines and procedures outlined in this Policy;
- Provide designated City staff with the necessary documentation as outlined in this Policy;
- Execute a Naming Rights Agreement as outlined in this Policy;
- Maintain regular communication with designated City staff throughout the process, and;
- Assume any costs associated with the naming of a Community Asset, as negotiated.

The Library Board of the Richmond Hill Public Library will:

- Provide approval to any Naming Rights Agreement impacting a Library facility
- Forward Board approval to City Council for final approval

RELATED DOCUMENTS:

Policy for Naming and Renaming Town Parks, Open Space and Recreation Facilities

Municipal Street Naming and Addressing Guide

City of Richmond Hill Advertising Policy

City of Richmond Hill Sponsorship, Donation and In-Kind Contributions Policy

Employee Code of Conduct



Report Subject: Collection Development Policy Update Report

Report For: Approval

Meeting Date: April 27, 2021

Staff Report #: SRLIB21.13

To: Richmond Hill Public Library Board

From: Michelle Splitter, Manager, Collections and Catherine Charles, Director,
Collections and Program Development

SUMMARY

RHPL's Collection Development Policy sets out the strategic principles and direction for creating and developing diverse and robust collections of all formats that support the needs of the customer while reflecting RHPL's goals.

As part of our ongoing and regular review of our Collection Development Policy, staff consulted library collection development policies from public libraries across the country to ensure we are up to date on current best practices and to help guide our approach to policy development for RHPL.

In addition, we have created new Guiding Principles that balance the community's needs with operational realities, and we have made other updates to reduce redundancy and remove procedure out of the Policy.

Overall, this updated Policy is more centered around our users, more responsible in its approach, and more in line with modern public library practices around the country.

RECOMMENDATION

That the Richmond Hill Public Library Board:

1. Approves the Collection Development Policy as amended.

RATIONALE

The Collection Development Policy is regularly reviewed; the last full update was done in 2015, with a minor addition in 2017. Since then, we have seen changes in the community, advances in technology, new types of materials and resources available for library collections, and new operating practices at the Library. Staff has done a full review and update of the Policy to reflect its environment.

The updated Policy contains significant changes based on the following 3 areas:

1. Research Conducted
2. Guiding Principles
3. Other Key Updates

Research Conducted

A review of over 15 policies from across the country provided staff with examples of traditional collection development policies as well as newer more innovative and succinct policies. Edmonton Public Library, and Vancouver Public Library provided examples of brief, specific policies and Ottawa Public Library provided the guiding principle framework reflected in the revision. These policies stripped out outdated methodology and replaced it with more community focused policy. RHPL has adopted this.

The research culminated in the removal of procedural sections and redundancies and collapsing the remaining paragraphs into two sections instead of 7.

Guiding Principles

These principles are all customer focused, not library focused. They reflect RHPL's move to a customer focused organization.

Responsive Collections

- Focuses on supporting the interests and needs of all customers.
- Focuses on collections in multiple formats and languages.

Balanced Selection

- Collection Development is customer driven focusing on a balance of physical and digital library content to support and cultivate diverse and engaged library customers.

Responsible Investment

- Recognizes the importance of investing public funds effectively and prudently to create the best collections for the community.
- Evidenced based analysis assists in this process.

Continuous Improvement

- Recognizes the importance of building a strong and resilient library by connecting and communicating with customers and staff through continuous feedback and collection maintenance that ensures currency and relevancy.

Other Key Updates

Removal of Procedural Elements

The current Policy includes a lot of the operational procedures that are not needed within a Policy document. Procedures should be kept as separate documents that are regularly updated as workflows and criteria and other operational considerations change. So we have removed these procedures, one example being our Selection Guidelines.

Streamlining

The current Policy includes several redundant sections, which have now been streamlined.

In addition, several lengthy areas have now been collapsed into tighter sections.

Reference Updates: Appendices

The current Policy has both the CLA Position Statement on Intellectual Freedom and the OLA Statement on the Intellectual Rights of the Individual as well as the OLA Position on Children's Rights in the Library.

The proposed Policy contains the update on the CLA Position Statement on Intellectual Freedom which is the Canadian Federation of Public Libraries CFLA-(FCAB) Statement on Intellectual Freedom and Libraries (2019) and has eliminated both the OLA Statement on the Intellectual Rights of the Individual and the Position on Children's Rights in the Library as we feel the Canadian Federation of Public Libraries update encompasses both these.

ATTACHMENTS

1. RHPL Collection Development Policy 2017
2. RHPL Collection Development Policy 2021



Richmond Hill Public Library

COLLECTION DEVELOPMENT POLICY

1.0 PURPOSE

Library collections enrich the choices of Richmond Hill Public Library customers. Robust and diverse collections answer the questions, expand the explorations and drive the aspirations of our public. Developing the collection of library materials underpins Richmond Hill Public Library's purpose that ***We are Your Library. Your Knowledge Centre.***

The purpose of this policy is to inform the public as to the principles upon which decisions about the collection are made; to define responsibility for selection and to identify the delegation of that responsibility; and to guide staff in the development of collections that support the purpose, vision and strategic objectives of Richmond Hill Public Library and the community it serves.

2.0 SCOPE

This policy governs all collections in all formats held by Richmond Hill Public Library and made available to the public. The policy is in accordance with the principles of universal and equitable access, and intellectual freedom.

3.0 POLICY STATEMENT

It is the policy of Richmond Hill Public Library to provide collections that:

- Represent a wide range of knowledge;
- Meet the present and future problem-solving, decision-making, learning, reading, enjoyment and exploration needs of the community;
- Feature comprehensive, unique local history materials that are applicable to the community;
- Promote and encourage a love of reading and personal growth; and
- Support the cultural life of the community.

4.0 RESPONSIBILITIES

The Richmond Hill Public Library Board assumes ultimate responsibility and authority for the Collection Development Policy, while implementation is vested in the Chief Executive Officer who delegates responsibility to qualified and knowledgeable library staff.

Use of the Library's resources is the responsibility of the user. Except where limited by law, children are entitled to borrowing privileges and open and ready access to materials and facilities provided by the Library. Parents and legal guardians are responsible for monitoring and limiting the use of library materials by their children.

5.0 GUIDING PRINCIPLES OF SELECTION

5.1 Intellectual Freedom

Richmond Hill Public Library believes in the freedom of the individual and recognizes its role in a democratic society to provide access to a diversity of opinions, including those that are critical and unorthodox. Public opinion is not the sole guide for the selection of material.

In adopting this policy the Richmond Hill Public Library Board endorses the Canadian Library Association *Position Statement on Intellectual Freedom* (see Appendix A); the Ontario Library Association *Statement on the Intellectual Rights of the Individual* (see Appendix B); and the Ontario Library Association Statement on *Children's Rights in the Public Library* (see Appendix C).

The Library Board, in establishing this Policy, was cognizant of Section 2(b) of the Canadian Charter of Rights and Freedoms which guarantees everyone the freedom of thought, belief, opinion and expression, including freedom of the press and other media of communication.

5.2 Selection Guidelines

The selection of materials is based on the professional judgment of library staff with appropriate consideration given to community needs and interests, existing resources, and the Library's ability to technically support various formats.

Materials are collected for all ages and levels of comprehension, in languages to support major linguistic groups in the community and to provide educational support for local elementary and high school students. Collection activities are responsibly exercised within the context of available funds/budgets.

Selection of library materials is assisted by use of authoritative reviews, consultation with the publishing industry, and recommendations from library users.

Through its collections, the Library encourages a love of reading and promotes lifelong learning and personal growth within the community.

Selection is undertaken using the following guidelines that represent desirable characteristics for the collection:

- contemporary materials representing varying points of view and which are of current interest and possible future significance, including materials which reflect current conditions, trends, and controversies;
- materials that record and interpret the past, including local history and genealogy;
- emphasis on Canadian materials that include works by significant national and local authors, artists, filmmakers, producers and composers;
- materials that record the Canadian experience or that relate to life in Canada or the lives and works of Canadians
- materials that support an individual's ability to function effectively as a member of society
- materials that expand an individual's understanding of the world in which they live;
- materials that entertain and may enhance an individual's enjoyment of life;
- materials that provide an aesthetic experience, stimulate the imagination and increase an individual's potential creativity;
- materials in the two official languages, English and French, as well as materials which reflect the diverse linguistic or cultural heritage of the Richmond Hill community
- materials in alternative formats that meet the needs of customers with accessibility needs, such as low literacy, vision loss or hearing loss;
- textbooks and curriculum-related works when they are considered to be useful as an introduction to a subject, are the only source of information, or because their content is considered essential to a library collection

Selection of an item for a library collection does not constitute endorsement by the Library of either the content or viewpoint expressed in that item.

5.3 Selection Criteria

Using the above guidelines, all materials, whether purchased or donated, are considered in terms of the following criteria:

- suitability for meeting the needs of the community or appeal to the interests of the community;
- accuracy, authority, and objectivity;

- reputation, skill and competence of the originator of the work;
- artistic excellence and literary merit;
- comments of reviewers, critics and publishers;
- popular demand and current trends;
- relationship to the existing collection
- suitability of subject, style and reading level for the intended audience;
- suitability of format, durability and ease of use;
- budgetary and space considerations.

5.4 Works Submitted by Self-Published Authors

Works by self-published authors, submitted for consideration for purchase by the Library, will be accepted based on the guidelines and criteria outlined in Sections 5.2 and 5.3, above.

5.5 Exclusions from Selection

The Library does not keep, acquire or purchase material that the Canadian courts have found to be obscene, hate propaganda or seditious.

No materials are excluded from selection solely because of “race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, age, record of offences, marital status, disability, family status, sex, sexual orientation and/or receipt of public assistance” of the creator of the work.

No materials are excluded from selection solely because they may come into the possession of a child. Responsibility for use of materials by children rests with parents or legal guardians.

6.0 GIFTS AND DONATIONS

The Library welcomes gifts of materials from individuals or groups. The same criteria and guidelines for purchased material are used to evaluate gifts. It is understood that gifts are freely given without conditions attached, unless specifically negotiated beforehand, and that all donations will be used or disposed of as the Library deems appropriate.

Tax receipts are not issued for donations of materials.

7.0 CUSTOMER SUGGESTIONS

Library customers may place suggestions for the purchase of materials for the collection. All suggested purchases are reviewed by Library staff who apply to the customer suggestion the same criteria that are applied to all materials purchased by the Library.

8.0 RESOURCE SHARING/INTER-LIBRARY LOAN (ILLO) SERVICES

Items that fall outside the selection criteria of the Library or that are “out of print” or temporarily unavailable can be requested by Library customers from other library systems using the regular Inter-Library Loan services. Fees for the service occasionally apply. Application for Inter-Library Loan service can be made at any Richmond Hill Public Library location.

9.0 WITHDRAWAL OF MATERIALS

Collection materials are regularly assessed for their condition, accuracy, currency and usage, within the context of the Library collection, and relevance to Library users. This is essential to ensuring the vitality, size, and scope of the overall library collection.

To keep the collection timely and attractive, materials are withdrawn when they are found to be outdated, worn, redundant, or outside the desired scope of the given area of the collection.

Replacement of items depends upon the demand for that particular title, availability of more current materials and the extent of the coverage of the subject in the collection.

The withdrawal of materials is a formal process which complements the initial selection process and similarly is undertaken by knowledgeable, qualified library staff.

An item that is the subject of a libel action of which the Library becomes aware will be removed from the collection until the action is finally resolved when, depending upon the outcome of the action, it will be returned to the collection or permanently withdrawn.

10.0 RECONSIDERATION OF MATERIALS

The Library believes that a vital society encourages members of its community to actively participate in an open exchange of ideas and opinions. The Library consequently strives to provide the widest possible range of resources within Richmond Hill Public Library collections.

The content or manner of expressing ideas in material that is purposely selected to fill the needs of some Library customers, may, on occasion, be considered to be offensive by other Library customers. The Library recognizes the right of any individual or group to reject material for personal use, but does not accord to any individual or group the right to restrict the freedom of others to make use of the same material.

Library customers who object to materials located in the collection are asked to complete a written request for the reconsideration of the materials using the Request for Reconsideration of Library Materials form (see Appendix D).

Request forms are available for this purpose at all Richmond Hill Public Library locations.

Decisions made about challenged materials will be communicated to the originators of the requests following completion of a formal staff review. The final decision concerning Library materials rests with the Chief Executive Officer.

11.0 RELATED POLICIES

1.0 Donation of Discarded Library Materials

Enriching Your Connections, Choices and Community

Approval Date: March 9, 2017	Motion # 17:27
Date of Last Revision: June 18, 2015	Motion # 15:57
Date of Last Revision: January 16, 2003	Motion # 03:20

CANADIAN LIBRARY ASSOCIATION
POSITION STATEMENT ON INTELLECTUAL FREEDOM

All persons in Canada have the fundamental right, as embodied in the nation's Bill of Rights and the Canadian Charter of Rights and Freedoms, to have access to all expressions of knowledge, creativity and intellectual activity, and to express their thoughts publicly. This right to intellectual freedom, under the law, is essential to the health and development of Canadian society.

Libraries have a basic responsibility for the development and maintenance of intellectual freedom.

It is the responsibility of libraries to guarantee and facilitate access to all expressions of knowledge and intellectual activity, including those which some elements of society may consider to be unconventional, unpopular or unacceptable. To this end, libraries shall acquire and make available the widest variety of materials.

It is the responsibility of libraries to guarantee the right of free expression by making available all the library's public facilities and services to all individuals and groups who need them.

Libraries should resist all efforts to limit the exercise of these responsibilities while recognizing the right of criticism by individuals and groups.

Both employees and employers in libraries have a duty, in addition to their institutional responsibilities, to uphold these principles.

Approved by Executive Council ~ June 27, 1974; Amended November 17, 1983; and November 18, 1985

*Endorsed by the Richmond Hill Public Library Board January 16, 2003
Affirmed June 18, 2015*

ONTARIO LIBRARY ASSOCIATION

STATEMENT ON THE INTELLECTUAL RIGHTS OF THE INDIVIDUAL

In affirming its commitment to the fundamental rights of intellectual freedom, the freedom to read and freedom of the press, as embodied in the Canadian Charter of Rights and Freedoms, the Ontario Library Association declares its acceptance of the following propositions:

1. That the provision of library service to the public is based upon the right of the citizen, under the protection of the law, to judge individually on questions of politics, religion and morality.
2. That intellectual freedom requires freedom to examine other ideas and other interpretations of life than those currently approved by the local community or by society in general, and including those ideas and interpretations which may be unconventional or unpopular.
3. That freedom of expression includes freedom for a creator to depict what is ugly, shocking and unedifying in life.
4. That free traffic in ideas and opinions is essential to the health and growth of a free society and that the freedom to read, listen and view is fundamental to such free traffic.
5. That it is the responsibility of libraries to maintain the right of intellectual freedom and to implement it consistently in the selection of books, periodicals, films, recordings, other materials, and in the provision of access to electronic sources of information, including access to the internet.
6. That it is therefore part of the library's service to its public to resist any attempt by any individual or group within the community it serves to abrogate or curtail access to information, the freedom to read, view and listen by demanding the removal of, or restrictions to library information sources in any format.
7. That it is equally part of the library's responsibility to its public to ensure that its selection of material is not unduly influenced by the personal opinions of the selectors, but determined by the application of generally accepted standards of accuracy, style and presentation.

Ontario Library Association, 1998 Annual General Meeting November 7, 1998; December 2003;
Reaffirmed, OLA Board of Directors, December 2005

*Endorsed by the Richmond Hill Public Library Board January 16, 2003
Affirmed June 18, 2015*

ONTARIO LIBRARY ASSOCIATION
POSITION ON CHILDREN'S RIGHTS IN THE LIBRARY

Children in public libraries have the right to:

1. Intellectual freedom.
2. Equal access to the full range of services and materials available to other users.
3. A full range of materials, services and programs specifically designed and developed to meet their needs.
4. Adequate funding for collections and services related to population, use and local community needs.
5. A library environment that complements their physical and developmental stages.
6. Trained and knowledgeable staff specializing in children's services.
7. Welcoming, respectful, supportive service from birth through the transition to adult user.
8. An advocate who will speak on their behalf to the library administration, library board, municipal council and community to make people aware of the goals of children's services.
9. Library policies written to include the needs of the child.

Approved by the Ontario Library Association 1998 Annual General Meeting November 7, 1998

*Endorsed by the Richmond Hill Public Library Board January 16, 2003
Affirmed June 18, 2015*



RICHMOND HILL PUBLIC LIBRARY
Collection Development Policy

REQUEST FOR RECONSIDERATION OF LIBRARY MATERIALS

Please complete and return to staff

Request initiated by:

NAME: _____

ADDRESS: _____

TELEPHONE: _____ **E-MAIL:** _____

Item or material being questioned: _____

Have you read/viewed/listened to the entire content of the item in question: Yes/No ____

If no, what portion of the item did you read/view/listen to: _____

To what in the material do you object? Please be specific. _____

Do you wish to be informed of our decision? YES ____ NO ____

Signature: _____ Date: _____

Received at: _____ (Location) Date: _____

Received by: _____ Date: _____

Personal information is collected under the authority of the Public Libraries Act, R.S.O. 1990, Chap. P44, Section 23, Subsection 4. This information will be used in the management of Library Services. Questions about this collection should be directed to the Chief Executive Officer, Richmond Hill Public Library, 1 Atkinson Street, Richmond Hill, Ontario, L4C 0H5 Tel: 905-884-9288



Richmond Hill Public Library Board

COLLECTION DEVELOPMENT POLICY

1.0 PURPOSE

Strong library collections are fundamental to excellent library service. Richmond Hill Public Library (RHPL) is committed to developing diverse, robust collections that anticipate and meet customer needs and reflect Library goals and strategies. RHPL collections are broad in scope and variety in order to fulfill the Library's mandate.

The library collection sets the foundation for literacy and lifelong learning. An accessible and responsive collection builds customer service excellence and community.

2.0 RESPONSIBILITIES

The RHPL Board endorses the CFLA/FCAB Statement on Intellectual Freedom and Libraries and therefore the Library acquires a wide range of materials representing various points of view, including materials which may be considered controversial and offensive to some individuals. Selections will not be made on the basis of anticipated approval or disapproval, but solely on the merits of the work in relation to developing collections and serving the community.

Use of the Library's resources is the responsibility of the user. Except where limited by law, children are entitled to borrowing privileges and open and ready access to materials and facilities provided by the Library. Parents and legal

guardians are responsible for monitoring and limiting the use of library materials by their children.

RHPL does not acquire material that the Canadian courts have found to be contrary to the Criminal Code and all applicable laws, including the Charter of Rights and Freedoms. If items in RHPL's collections are found to be contrary to the above laws, RHPL will obtain legal advice regarding the question of whether to remove this material from the collection.

Collection materials are regularly assessed for their condition, accuracy, currency and usage, within the context of the Library collection, and relevance to Library users. This is essential to ensuring the vitality, size, and scope of the overall library collection.

Library customers who object to materials located in the collection are asked to complete a written request for the reconsideration of the materials using the Request for Reconsideration of Library Materials form.

3.0 GUIDING PRINCIPLES

- Responsive Collections
- Balanced Selection
- Responsible Investment
- Continuous Improvement

3.1 Responsive Collections

RHPL supports the interests and needs of all customers to make the collection community driven and diverse.

The collections support the interests and needs of all customers. These include:

- Collections for all ages, early literacy, children, teens, and adults;

- Collections in multiple formats, that help provide equitable access to all individuals;
- Multi-lingual collections to meet the needs of Richmond Hill’s diverse population.

3.2 Balanced Selection – Customer Driven

RHPL provides a balance of physical and digital library content to support and cultivate diverse and engaged library customers. A large part of this is the monitoring of annual budget objectives in these areas:

- Digital material and its growth relative to persistent demand for physical library material.
- Overall collection of multi formats
- Overall collection for all ages
- Multilingual collections – community driven

3.3 Responsible Investment

RHPL recognizes its responsibility to invest public funds in the best collections for the community. This is accomplished through evidence based analysis and evaluation tools such as:

- Collection Development performance indicators for collection analysis such as rates for circulation, turnover, and percentage check outs;
- Demographics data to monitor pressures and trends and to project corresponding budget objectives.

3.4 Continuous Improvement

RHPL strives to enhance and extend its internal and external relationships with the community to build a strong and resilient library. The library strives to connect, communicate, and create options for both customers and staff. RHPL

- Welcomes, feedback from the public and from staff for improvements to meet customer needs;
- Welcomes gifts of materials from individuals or groups with an emphasis on those materials of local interest. RHPL does however, maintain the discretion to accept gifts of materials and reserves the right to decide the disposition of gifts received;
- Enhances, collection discoverability by optimizing access points in the catalogue, best practices in material description, and marketing via multiple channels;
- Facilitates regular branch collection maintenance for currency, relevance, and condition;
- Offers training opportunities to staff to enhance their knowledge of trends in publishing, collection development and collection access;
- Encourages RHPL customers to place requests for purchase of library material missing from the collection. Customers can place request by filling out a form on the RHPL website. These will be considered in accordance with selection criteria;
- Offers Interlibrary Loan (ILL) service to RHPL customers to give them access to library collections outside Richmond Hill. This gives our customers access to a network of libraries across Ontario and Canada, who all share their resources. This expands our collection and range, improving access for all RHPL customers.

Motion #:	21:XX
Approval Date:	<i>April 27, 2021</i>
Date of Last Revision:	<i>March 9, 2017</i>

CANADIAN FEDERATION OF PUBLIC LIBRARIES (CFLA-FCAB)

STATEMENT ON INTELLECTUAL FREEDOM AND LIBRARIES

The Canadian Federation of Library Associations recognizes and values the Canadian Charter of Rights and Freedoms as the guarantor of the fundamental freedoms in Canada of conscience and religion; of thought, belief, opinion, and expression; of peaceful assembly; and of association.

The Canadian Federation of Library Associations supports and promotes the universal principles of intellectual freedom as defined in the Universal Declaration of Human Rights, which include the interlocking freedoms to hold opinions and to seek, receive and impart information and ideas through any media and regardless of frontiers.

In accordance with these principles, the Canadian Federation of Library Associations affirms that all persons in Canada have a fundamental right, subject only to the Constitution and the law, to have access to the full range of knowledge, imagination, ideas, and opinion, and to express their thoughts publicly. Only the courts may abridge free expression rights in Canada.

The Canadian Federation of Library Associations affirms further that libraries have a core responsibility to support, defend and promote the universal principles of intellectual freedom and privacy.

The Canadian Federation of Library Associations holds that libraries are a key institution in Canada for rendering expressive content accessible and affordable to all. Libraries are essential gateways for all persons living in Canada to advance themselves through literacy, lifelong learning, social engagement, and cultural enrichment.

Libraries have a core responsibility to safeguard and facilitate access to constitutionally protected expressions of knowledge, imagination, ideas, and opinion, including those which some individuals and groups consider unconventional, unpopular or unacceptable. To this end, in accordance with their mandates and professional values and standards, libraries provide, defend and promote equitable access to the widest possible variety of expressive content and resist calls for censorship and the adoption of systems that deny or restrict access to resources.

Libraries have a core responsibility to safeguard and foster free expression and the right to safe and welcoming places and conditions. To this end, libraries make available their public spaces and services to individuals and groups without discrimination.

Libraries have a core responsibility to safeguard and defend privacy in the individual's pursuit of expressive content. To this end, libraries protect the identities and activities of library users except when required by the courts to cede them.

Furthermore, in accordance with established library policies, procedures and due process, libraries resist efforts to limit the exercise of these responsibilities while recognizing the right of criticism by individuals and groups.

Library employees, volunteers and employers as well as library governing entities have a core responsibility to uphold the principles of intellectual freedom in the performance of their respective library roles.

You can find CFLA-FCAB's position on Third Party Use of Publicly Funded Library Meetings Rooms and Facilities: An Interpretation of the Canadian Federation of Library Associations' Statement on Intellectual Freedom and Libraries at http://cfla-fcab.ca/wp-content/uploads/2019/03/CFLA-FCAB_statement_meeting_rooms.pdf.

Approval History:

- *CLA – June 27, 1974*
- *Amended November 17, 1983*
- *Amended November 18, 1985*
- *Amended September 27, 2015*
- *CFLA/FCAB – Adopted August 26, 2016*
- *Reviewed April 12, 2019*



RICHMOND HILL PUBLIC LIBRARY

Collection Development Policy

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