



LINCOLN PELHAM  
PUBLIC LIBRARY



2024 - 2027

**STRATEGIC PLAN**

## WHO WE ARE

Lincoln Pelham Public Library (LPPL) formed as a union library in April 2022. The union library is a four-branch system with locations in Beamsville, Vineland, Fonthill, and Fenwick. Today LPPL provides shared services— including collections, services, and programs— to approximately 44,000 people residing in Lincoln and Pelham.

*Lincoln Pelham Public Library is located on the traditional lands and territories of the Hatiwendaronk, Haudenosaunee, and Anishinaabeg, including the Mississaugas of the Credit First Nation and the Six Nations of the Grand River, many of whom continue to live and work here today. This territory is covered by the Upper Canada Treaties (No. 3) and by the Dish with One Spoon wampum agreement.*

*Lincoln Pelham Public Library recognizes the contributions and stewardship of all Indigenous Peoples, including First Nations, Métis, and Inuit. We are committed to celebrating and sharing stories from Indigenous communities and creating space for education and dialogue as we collectively acknowledge hard truths and work toward reconciliation.*



### MISSION

LPPL builds connections. We actively create opportunities for groups and individuals to come together to learn, collaborate, and inspire each other.

### VISION

LPPL enriches lives with inclusivity, inspiration, responsiveness, and resilience.



# VALUES

Our values reflect who we are and guide our library. The principles of equity, inclusion, and belonging are the lens through which we plan and deliver all services.

## Inspiring Physical Spaces

We provide welcoming and accessible spaces to engage and inspire our members. 21st century design ensures our branches are flexible and add to community resilience.

## Innovation

We encourage discovery and celebrate imagination. We respond to the needs of the community.

## Intellectual Freedom

We embrace ideas and encourage and support dialogue.

## Inclusion

We create trusted services and spaces that welcome and value everyone. We celebrate the varied cultures and histories of our communities.

## Sustainability

We act with integrity and are accountable to each other and the community. We use performance measures to guide our decisions. We are responsible stewards of public resources and are committed to the sustainability of our services, spaces, and resources.



## A BRAND-NEW START

This Lincoln Pelham Public Library (LPPL) Strategic Plan is the first for the merged library system. It provides a cohesive vision and direction for the next four years and beyond. The plan outlines the library's goals for equitable service that underpins community and a sense of belonging and freedom of expression, enhanced physical spaces, responsive service and performance measures, as well as a commitment to fund development and shared services to build resilience.

Building on research and community input, this plan reflects best practices and trends in the delivery of public library services. The Strategic Plan's flexibility allows the library to evolve in an era of rapid social and technological change. It is understood the recommendations in the plan must be balanced with the fiscal realities of the Towns' budget environment.

LPPL is governed by a Council-appointed Board of Directors that provides strategic oversight for the library system. The Board discussed the library's previous vision and mission statements and participated in a facilitated visioning exercise to learn what members perceive as important and differentiating about the library. This session yielded valuable insights and specific vocabulary which the consulting team used to craft new mission, vision, and values statements.

**Donna Burton**  
Board Chair



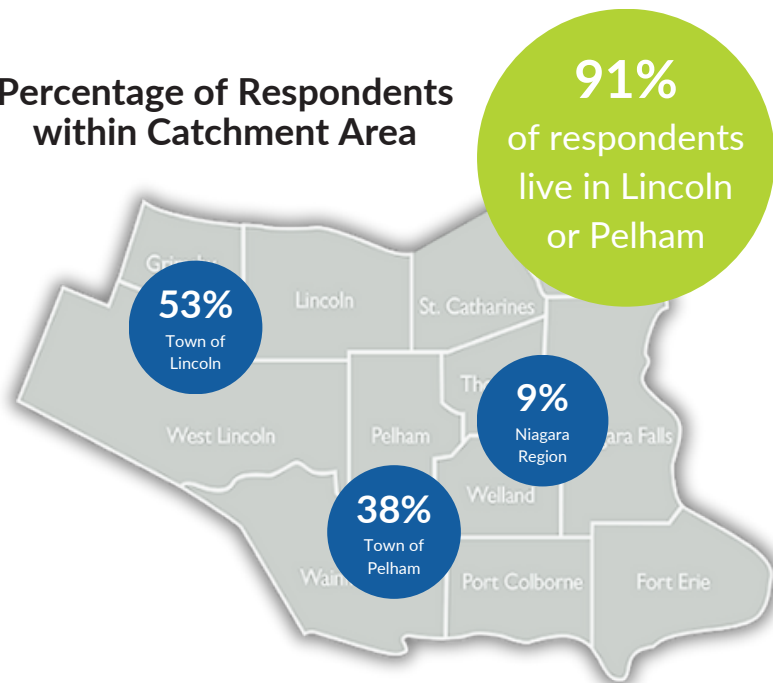
**Julie Andrews**  
Chief Executive Officer



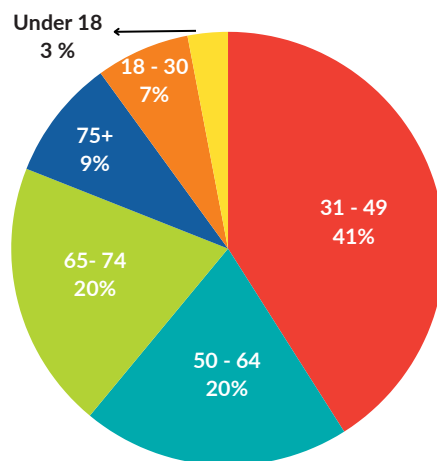
# We Asked, You Answered ...

In spring 2023, 849 people responded to a community survey that provided insight into library use. Survey results were analyzed and used to inform the strategic plan.

## Percentage of Respondents within Catchment Area



## Age of Respondents



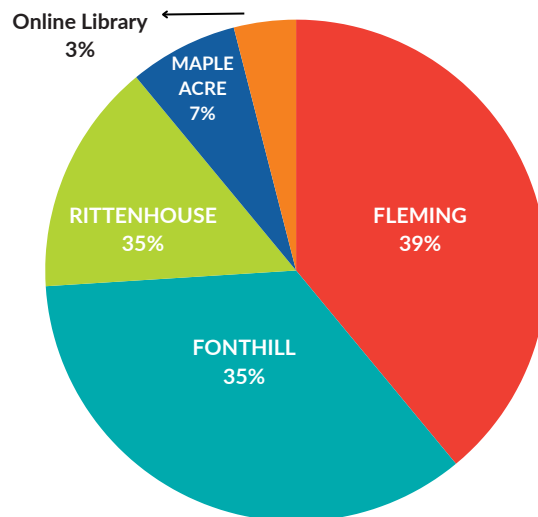
Users reported a 4.5/5 satisfaction rate with current library services.



## Top Ways People Use the Library

1. Borrowing books
2. Borrowing DVDs, video games, etc.
3. Using online resources.

## Most Commonly Visited Library Branch



## Most Requested Additions to Library Services

1. Increase the collection of eBooks and audiobooks.
2. Offer more non-traditional items added to the Library of Things.
3. Provide programming for all ages during evenings and weekends.

## STRATEGIC FOCUS

# INSPIRATION

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### Goals

- Foster literacies, creativity, and innovation
- Provide welcoming and accessible spaces to inspire connections

### Ways we will reach our goals

1. Build a new website.
2. Renovate existing libraries to stimulate innovation, creativity, and culture.
3. Offer programming to help our community imagine possibilities.
4. Provide development opportunities for library staff to learn and be inspired.
5. Develop and maintain collections that inspire and engage and uphold intellectual freedom.
6. Explore shared services to inspire new service delivery models.



# STRATEGIC FOCUS

# INCLUSION

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## Goals

- Connect people with ideas, information, and each other to foster a sense of belonging
- Remove barriers to services, collections and programs to provide equitable access for all

## Ways we will reach our goals

1. Develop and maintain diverse collections that reflect all members of the community.
2. Increase access to library services through community outreach.
3. Provide programming that encourages understanding and connection through shared experiences.
4. Partner with local organizations to support their work towards community well-being.
5. Integrate our ongoing commitment to intellectual freedom into organizational operations.



# STRATEGIC FOCUS

# RESILIENCE

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## Goals

- Strengthen the community by building capacity through partnerships and supporting community needs and aspirations
- Strengthen the Library through technological improvements, shared services, collaboration and fund development

## Ways we will reach our goals

1. Invest in staff development to cultivate an innovative and creative workplace culture, grow capacity, and improve resilience.
2. Collect customer impact statements to help us plan collections, services, and programs.
3. Develop and implement updated technology plans.
4. Continued fund development to help support a sustainable future.
5. Plan for future library services in alignment with community growth.





# STRATEGIC FOCUS

# RESPONSIVE

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## Goals

- Develop collections and services that respond to community needs and interests
- Provide relevant, timely, and accessible materials and programs as well as positive and engaging user experiences

## Ways we will reach our goals

1. Identify, measure, and evaluate outcomes to demonstrate organizational impact and value.
2. Develop options for our communities to actively submit their ideas and opinions.
3. Using information gathered from our customers, develop plans for improving inclusivity and accessibility of collections, programs, and facilities.
4. Develop and implement technology plans.
5. Plan for and renovate facilities according to community needs.
6. Pursue partnerships with local organizations to support our community's aspirations and needs.



**Fleming Branch**  
5020 Serena Drive  
Beamsville, L3K 0T2  
905-563-7014

**Fonthill Branch**  
43 Pelham Town Square  
Fonthill, LOS 1E0  
905-892-6443

**Maple Acre Branch**  
781 Canboro Road  
Fonthill, LOS 1C0  
905-892-5226

**Rittenhouse Branch**  
4080 John Charles Boulevard  
Vineland, LOR 2C0  
905-562-5711

## 2023 - 2026 BOARD

Donna Burton (Chair)  
Councillor Mike Mikolic  
Councillor Shellee Niznik  
Andrew Colgoni  
Ruth Gretsinger  
Joanna Kocsis  
Nicole Nolan  
Linda Roote  
Terry Teather  
Jayme Toms  
Stephanie Xamin

## MANAGEMENT

Julie Andrews  
Chief Executive Officer  
Susan DiBattista  
Director of Community Engagement  
Amy Guilmette  
Director of Customer Experience  
Jo-Anne Teeuwsen  
Manager, IT and Technical Services