Agenda – Council – May 30, 2023

Report – Standing Policy Committee on Community Services – May 5, 2023

Item No. 2 Memorandum of Understanding Between Library and Archives Canada and City of Winnipeg for the implementation of the TD Summer Reading Club 2023-2025

STANDING COMMITTEE RECOMMENDATION:

On May 16, 2023, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Community Services and submitted the following to Council:

1. That the City's participation in the TD Summer Reading Club Program, as offered by Library and Archives Canada, and any successor to that program, be approved.

2. That the City enter into, execute and deliver the 2023-2025 Memorandum of Understanding for the implementation of the TD Summer Reading Club with Library and Archives Canada and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the Memorandum of Understanding for the implementation of the TD Summer Reading Club and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with Library and Archives Canada respecting the TD Summer Reading Club Program or its successor, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

5. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda – Council – May 30, 2023

Report – Standing Policy Committee on Community Services – May 5, 2023

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 16, 2023, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Community Services and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On May 5, 2023, the Standing Policy Committee on Community Services concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: Memorandum of Understanding Between Library and Archives Canada and City of Winnipeg for the implementation of the TD Summer Reading Club 2023-2025

Critical Path: Standing Policy Committee on Community Services – Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
A. Stefanko	C. Fernandes	N/A	M. Jack

EXECUTIVE SUMMARY

This report recommends that the Community Services Department, Library Services Division, enter into an agreement with Library and Archives Canada for the implementation of the TD Summer Reading Club (TD SRC) 2023-2025.

The TD SRC is Canada's largest bilingual summer reading program for children up to age 12. This free national program, delivered by 2,200 public libraries across Canada, celebrates Canadian authors, illustrators and stories. It is designed to inspire children to explore the fun of reading in their own way – a key to building a lifelong love of reading and learning. Sponsorship is provided by TD Bank Group. The Library Services Division has been participating in the TD SRC since 2006. Participation has increased each year, with over 14,000 children participating in 2022.

The TD SRC has previously been implemented through agreements between the Province of Manitoba and Library and Archives Canada. However, the Library Services Division has confirmed that, as an independent library system, the City of Winnipeg could enter into its own Memorandum of Understanding (MOU) for the implementation of the TD SRC. Since previous Council authorization related to agreements with the Province of Manitoba, the Library Services Division requires new authority to enter into agreements with Library and Archives Canada.

The annual program:

- Demonstrates the value of the library to residents through the distribution of free bilingual reading kits.
- Increases the use of the library by children and their families through expanded promotion of programs and services.
- Strengthens literacy skills and promotes lifelong learning in school-age children.
- Supports the development of early literacy skills in preschool children and their families.
- Provides access to free bilingual and accessible print materials and program content.

RECOMMENDATIONS

1. That the City's participation in the TD Summer Reading Club Program, as offered by Library and Archives Canada, and any successor to that program, be approved.

2. That the City enter into, execute and deliver the 2023-2025 Memorandum of Understanding for the implementation of the TD Summer Reading Club with Library and Archives Canada and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the Memorandum of Understanding for the implementation of the TD Summer Reading Club and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with Library and Archives Canada respecting the TD Summer Reading Club Program or its successor, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

5. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

Council approval is required to enter into agreements with Library and Archives Canada, and for the delegation of approval authority to officers of the City.

IMPLICATIONS OF THE RECOMMENDATIONS

There is no financial cost to the Community Services Department, Library Services Division, to participate in the TD SRC.

Each year, the TD SRC provides bilingual and accessible print materials and program content, valued at approximately $20,000, at no cost to the Library Services Division or other participating library systems. There is also no cost to the Library Services Division or other participating libraries for the design and production of these materials.

If the Library Services Division did not implement and participate in the TD SRC, and the development of a comparable replacement program was desired, significant costs and requirements for staff time and print production would be incurred.

HISTORY/DISCUSSION

Co-created and delivered by 2,200 public libraries across Canada, the TD Summer Reading Club (TD SRC), a national bilingual program, is developed by the Toronto Public Library (TPL) in partnership with Library and Archives Canada (LAC). Sponsorship is provided by TD Bank Group. The national portion of the TD SRC was established in 2004, and library systems within 12 provinces and territories participate annually.

In 2004, Library and Archives Canada approached Provincial and Territorial Directors of Public Library Service to participate. By virtue of being identified as the primary provincial public libraries office within the Province of Manitoba, the Province approached the City of Winnipeg's Library Services Division to participate in the 2005 TD SRC. Since that time, Library Services has participated annually by coordinating, implementing, and delivering the national program to the citizens of Winnipeg.

On April 27, 2005, Council authorized the Library Services Division to enter into an agreement with the Province of Manitoba to participate in the 2005 TD SRC.

When the program was first established nationally, Manitoba's PLSB was identified by Library and Archives Canada as the provincial/territorial coordinator. The City's participation in the national program was deemed a partnership between the Province and the City as the record-keeping, ordering of materials, and reporting was in conjunction with the Province.

On February 22, 2006, Council authorized the Community Services Department, Library Services Division to enter into an agreement with the Province of Manitoba to participate in the TD SRC for the next five years (2006-2010). Library Services continued to participate annually by delivering the program from 2011 through 2017.

On October 25, 2017, Council authorized approval of the TD SRC Agreement with the Province of Manitoba so that the Library Services Division could participate in the 2018 TD SRC.

The following was approved by Council on October 25, 2017:

3. *That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the TD Summer Reading Club Letter of Agreement and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.*

4. *That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with the Province of Manitoba, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.*

Annually and independently of the City, the Province of Manitoba's PLSB signs a Memorandum of Understanding (MOU) for the implementation of the TD SRC with Library and Archives Canada. The MOU between LAC and the Province comprehensively outlines the TD SRC program and its delivery within their jurisdiction.

In November 2022, the Library Services Division confirmed with Library and Archives Canada that, as an independent library system, the City of Winnipeg could enter into its own Memorandum of Understanding (MOU) for the implementation of the TD SRC with Library and Archives Canada. Since previous Council authorization related to agreements with the Province of Manitoba, the Library Services Division requires new authority to enter into agreements with Library and Archives Canada.

Beginning in 2023, Library and Archives Canada will issue the MOUs to span three years (2023-2025) to align with the funding renewal cycle. A three-year authorization to deliver the TD SRC will increase efficiencies across all levels of the organization.

Each year, the TD SRC provides bilingual and accessible print materials and program content, valued at approximately $20,000, at no cost to the Library Services Division. To receive these materials, the Division is required to place annual orders for program materials. Examples of materials include bilingual reading notebooks for school-age and preschool children, stickers, promotional materials, and bilingual and accessible StoryWalk® Kits, which include licensed panels of a children's picture book.

If the Library Services Division did not implement and participate in the TD SRC, and the development of a comparable replacement program was desired, significant costs and requirements for staff time and print production would be incurred to develop a replacement program.

If a replacement program was not provided, the Public Service anticipates significant dissatisfaction among those residents that expect the library's summer reading club to be delivered each summer as an important strategy for reducing learning loss during the school summer break and keeping children productively engaged in their communities.

FINANCIAL IMPACT

Financial Impact Statement Date: April 4, 2023

Project Name:
Memorandum of Understanding Between Library and Archives Canada and The City of Winnipeg for the implementation of the TD Summer Reading Club 2023-2025

COMMENTS:

There are no financial impact with respect to the recommendations of this report.

Ozzy Garrett CPA, CGA - April 4, 2023
Ozzy Garrett CPA, CGA
Acting Manager of Finance
Community Servics Department

CONSULTATION

This Report has been prepared in consultation with:

- Legal Services (as to legal issues)

OURWINNIPEG POLICY ALIGNMENT

The information in this report is consistent with OurWinnipeg 2045 Goals and Policy Direction:

Economic Prosperity: 3.19 Community Capacity Development
Partner in providing life-long literacy opportunities through municipal facilities and programs including libraries and access to official languages, to advance learning, skills development and self-sufficiency, especially for people who face barriers to economic opportunity.

Social Equity: 5.7 Community Cohesion
Promote opportunities for life-long learning and cross-cultural, inter-generational relationship-building, as a means of preventing social isolation, discrimination and racism.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

N/A

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

The information and recommendations presented in this report align with and advance the Winnipeg Poverty Reduction Strategy (2021 – 2031) as follows:

Goal 6: All City Services are Equitable, Inclusive and Accessible

Within this goal there is opportunity expand the service of the library beyond physical branches and to collaborate and partner with community organizations and groups, in particular demographic groups who experience marginalization. The Library Services Division works with community to distribute free bilingual and accessible reading kits at community events, recreation programs, schools, and child care centres. The TD Summer Reading Club provides free bilingual reading kits and content in accessible alternative formats.

SUBMITTED BY

Department: Community Services
Division: Library Services
Prepared by: Alix-Rae Stefanko
Date: April 6, 2023