

## Oakville Public Library Board

### Q1 2022 - 2019 PERFORMANCE AND MEASURES COMPARISON REPORT

This report highlights Oakville Public Library's (OPL) performance measures for Q1 of 2022 in comparison with Q1 of 2019 in order to provide a better understanding of how the Q1 2022 level of activity compares to pre-pandemic times. In-person programs did not take place during January – February 2022. All branches moved to full hours on January 30, 2022.

#### Q1 Overview - YTD

| Measure                                | 2019-Q1 YTD | 2022 – Q1 YTD | % Change     |
|--|-------------|---------------|--------------|
| <b>Physical Circulation</b>            | 406,542     | 319,047       | <b>-22%</b>  |
| <b>Digital Circulation</b>             | 87,728      | 411,260       | <b>369%</b>  |
| <b>Total Circulation</b>               | 494,270     | 730,307       | <b>48%</b>   |
| <b>Phone calls</b>                     | 8,938       | 8,800         | <b>-2%</b>   |
| <b>Email enquiries</b>                 | 953         | 1,089         | <b>14%</b>   |
| <b>Website sessions</b>                | 241,730     | 160,883       | <b>-33%</b>  |
| <b>Total Bibliocommons use</b>         | 317,958     | 306,780       | <b>-4%</b>   |
| <b>Public Access computer sessions</b> | 19,994      | 5,103         | <b>-74%</b>  |
| <b>Items printed</b>                   | 15,831      | 5,496         | <b>-65%</b>  |
| <b>Event attendance</b>                | 197         | 0             | <b>-100%</b> |
| <b>Program attendance</b>              | 16,603      | 2,656         | <b>-84%</b>  |
| <b>Total foot traffic*</b>             | 298,638     | 109,294       | <b>-63%</b>  |

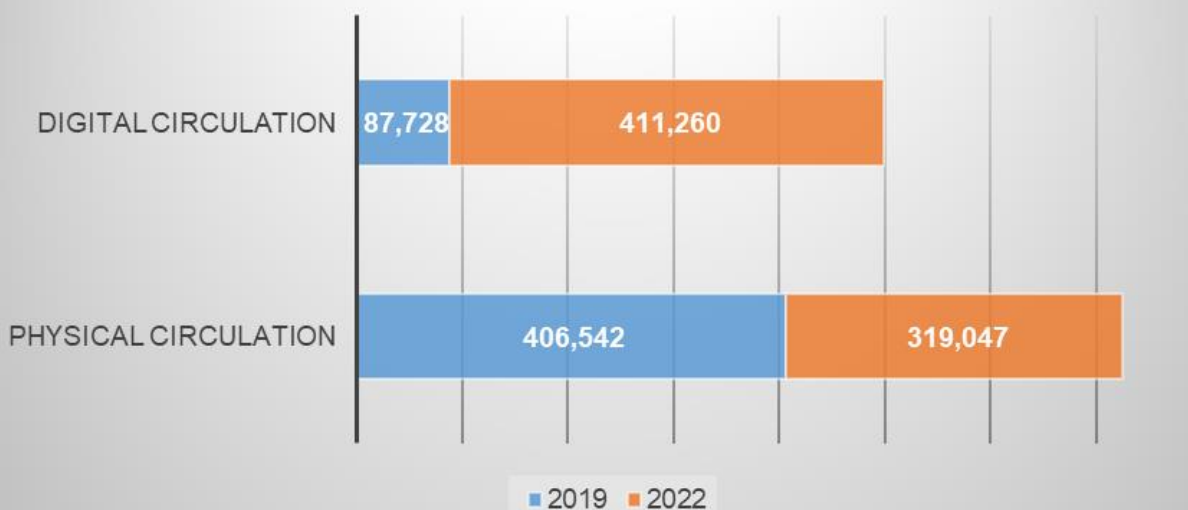
\*Central Library footfall is calculated at 70% of the total for the two sets of gates.

#### Circulation

#### Summary:

- Physical circulation is approximately 80% of pre-pandemic circulation.
- The digital circulation changes should be looked at individually by vendor in order to get an accurate understanding of activity.
- cloudLibrary is showing a decrease in circulation, however it is important to note that in 2019 this was on a different platform (Overdrive).
- LinkedIn Learning shows a significant increase because up until April 2021, circulation is defined as the number of certificates that have been completed. With the move to the new platform (LinkedIn Learning) as of April 2021, circulation is defined as the number of videos completed.

## Digital and System Circulation



### Circulation by type:

| Circulation          | 2019 – Q1 YTD | 2022 – Q1 YTD | % Change |
|----------------------|---------------|---------------|----------|
| Physical Circulation | 406,542       | 319,047       | -22%     |
| Digital Circulation  | 87,728        | 411,260       | 369%     |

### Digital Circulation by Vendor:

| Vendor                           | 2019 – Q1 YTD | 2022 – Q1 YTD  | % Change    |
|----------------------------------|---------------|----------------|-------------|
| cloudLibrary**                   | 55,610        | 44,014         | -21%        |
| Hoopla                           | 11,020        | 10,990         | 0%          |
| Kanopy                           | 3,135         | 7,242          | 131%        |
| LinkedIn Learning*               | 196           | 8,853          | 4417%       |
| Flipster***                      | 17,767        | 4,471          | -75%        |
| PressReader                      | N/A           | 335,690        | N/A         |
| <b>Total Digital Circulation</b> | <b>87,728</b> | <b>411,260</b> | <b>369%</b> |

\*Lynda.com in 2019, \*\*Overdrive in 2019, \*\*\*RBDigital in 2019

## Physical Circulation by Branch:

| Branch                        | 2019 – Q1 YTD  | 2022 – Q1 YTD  | % Change    |
|-------------------------------|----------------|----------------|-------------|
| Central                       | 65,681         | 41,921         | -36%        |
| Clearview                     | 17,668         | 15,965         | -10%        |
| Glen Abbey                    | 130,024        | 99,282         | -24%        |
| Iroquois Ridge                | 97,895         | 72,422         | -26%        |
| Online*                       | 3,125          | 716            | -77%        |
| OPL Express @ QEPCCC          | 935            | 520            | -44%        |
| OPL Express @ St. Luke's CC   | N/A            | 157            | N/A         |
| OPL Express @ Sixteen Mile SC | 1,269          | 625            | -51%        |
| Sixteen Mile**                | N/A            | 24,754         | N/A         |
| White Oaks                    | 35,663         | 26,476         | -26%        |
| Woodside                      | 54,282         | 36,209         | -33%        |
| <b>Total</b>                  | <b>406,542</b> | <b>319,047</b> | <b>-22%</b> |

\*Online and phone renewals

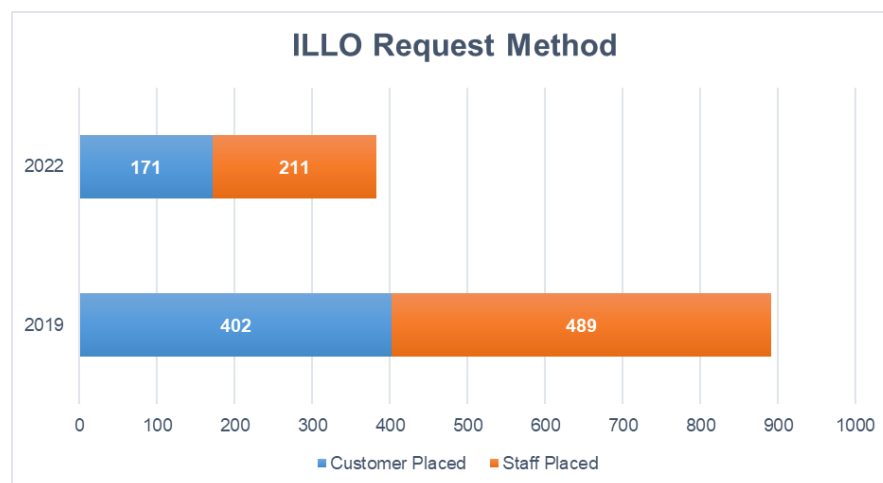
\*\*Sixteen Mile opened Q2 of 2019

## InterLibrary Loan

### Summary:

- ILLO activity has decreased by about 50% overall.
- ILLO services have been slow to return across the province with the majority having resumed as of Q2 2022.

| Requests Received |           |          | Requests Lent |           |          |
|-------------------|-----------|----------|---------------|-----------|----------|
| 2019 – Q1         | 2022 – Q1 | % Change | 2019 – Q1     | 2022 – Q1 | % Change |
| 891               | 380       | -57%     | 1,089         | 469       | -57%     |



| Customer Placed |           |          | Staff Placed |           |          |
|-----------------|-----------|----------|--------------|-----------|----------|
| 2019 – Q1       | 2022 – Q1 | % Change | 2019 – Q1    | 2022 – Q1 | % Change |
| 402             | 171       | -57%     | 489          | 211       | -57%     |

## Cardholders

### Summary:

- It is encouraging to see that there was an increase in card registrations in Q1 2022 vs. 2019. It speaks to the community's interest in using the branches and the services offered.
- Due to lower activity in the last 2 years and clean-up of the database, the number of active cardholders has significantly decreased since 2019.

| Measure                  | 2019 – Q1 YTD | 2022 – Q1 YTD | % Change |
|--------------------------|---------------|---------------|----------|
| New Cardholders          | 2,952         | 3,072         | 4%       |
| Total Cardholders        | 84,580        | 83,288        | -2%      |
| Total active cardholders | 63,725        | 49,101        | -23%     |

## Programs and Events

### Summary:

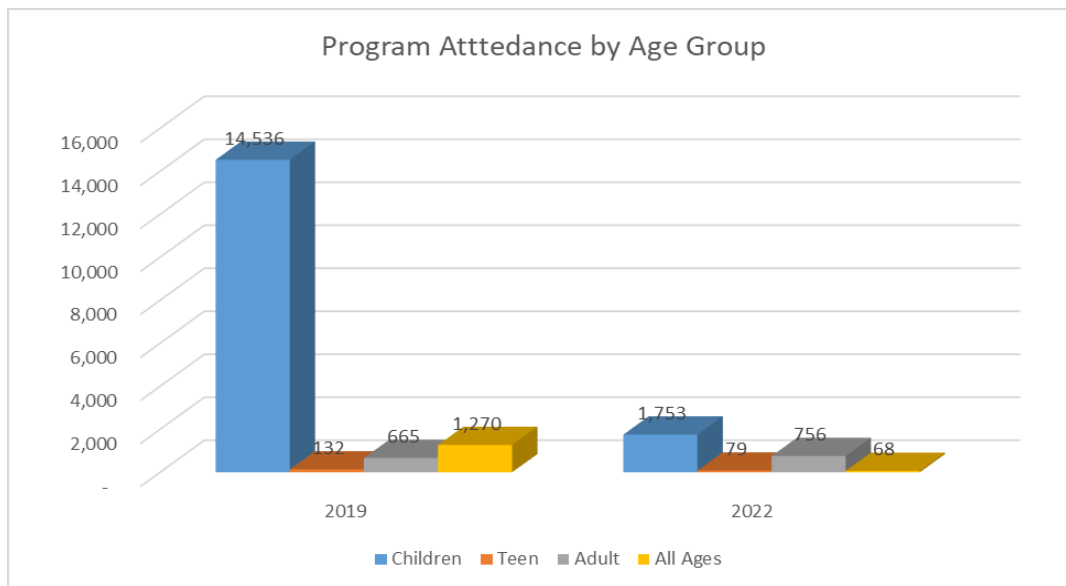
- OPL offered virtual programs for January and February and re-introduced in-person programs in March 2022. In March, OPL offered virtual, in-person and pre-recorded sessions to ensure all Oakville residents could participate comfortably and safely.
- Teens are more likely to attend virtual programs, evidence we have seen over the last two years and this shows in the comparison below.

### Programs by Attendance and # of Sessions:

| Type     | Attendance YTD |         |          | # of Sessions YTD |             |          |
|----------|----------------|---------|----------|-------------------|-------------|----------|
|          | 2019 Q1 YTD    | 2022 Q1 | % Change | 2019 Q1 YTD       | 2022 Q1 YTD | % Change |
| Children | 14,536         | 1,753   | -88%     | 538               | 147         | -73%     |
| Teen     | 132            | 79      | -40%     | 16                | 9           | -44%     |
| Adult    | 665            | 756     | 14%      | 95                | 64          | -33%     |
| All Ages | 1,270          | 68      | -95%     | 23                | 5           | -78%     |
| Total    | 16,603         | 2,656   | -84%     | 672               | 225         | -67%     |

## Events by Attendance and # of Sessions:

| Type                 | Attendance YTD |             |          | # of Sessions YTD |             |          |
|----------------------|----------------|-------------|----------|-------------------|-------------|----------|
|                      | 2019 Q1 YTD    | 2022 Q1 YTD | % Change | 2019 Q1 YTD       | 2022 Q1 YTD | % Change |
| Adult                | 65             | 0           | -100%    | 1                 | 0           | -100%    |
| In Conversation With | 132            | 0           | -100%    | 1                 | 0           | -100%    |
| Total                | 197            | 0           | -100%    | 2                 | 0           | -100%    |



## Digital Presence

### Summary:

- Social media followers have increased since 2019 as expected.
- While it is challenging to attribute the decrease in website sessions to a particular factor, it is important to understand that looking up program information online in addition to using the library's catalogue are the two main activities customers engage in. With a limited number of programs in January and February 2022 and in-person programs starting only in March 2022, it is likely fewer people visited the website for this purpose.

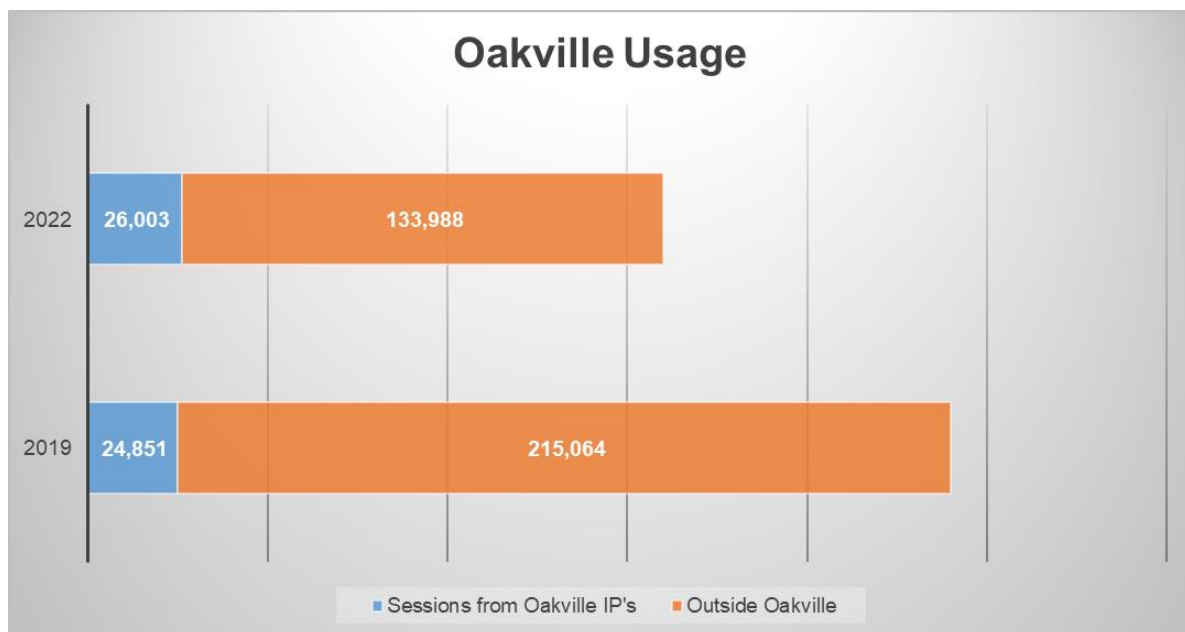
|                             | 2019 Q1 YTD | 2022 Q1 YTD | % Change |
|-----------------------------|-------------|-------------|----------|
| Website Sessions            | 241,730     | 160,883     | -33%     |
| Bibliocommons sessions      | 206,455     | 248,868     | 21%      |
| Bibliocommons App sessions* | 111,503     | 57,912      | -48%     |
| Total Bibliocommons Use     | 317,958     | 306,780     | -4%      |
| Facebook followers          | 3,358       | 3,799       | 13%      |
| Instagram followers         | 1,492       | 4,056       | 172%     |
| Twitter Followers           | 4,385       | 5,146       | 17%      |

\*Starting in 2022 this number is approximate. See Definitions section for the calculation.

## Halton Information Providers

- HIP database usage is about 30% lower than 2019, which is in line with OPL's website usage.

| Measure           | 2019- Q1 YTD | 2022- Q1 YTD | % Change |
|-------------------|--------------|--------------|----------|
| Database sessions | 239,915      | 159,991      | -33%     |
| Unique Visitors*  | 37,566       | 43,009       | 14%      |
| Training sessions | 7            | 3            | -57%     |
| Outreach          | 3            | 10           | 233%     |



## Definitions

### Overview section:

**Phone calls:** Calls received through the branch's main number which includes callers that were directed to Adult information, Children Info, or transferred to the self-serve options, etc. *These are calls received at all times, not only during open hours.*

**Email enquiries:** Include in addition to emails received by OPL Reference, also the Customer feedback form on the website and the Bibliocommons feedback form. This field represents all email electronic contact with customers received via the [OPLReference@Oakville.ca](mailto:OPLReference@Oakville.ca).

**Public access computer sessions:** Count of users who have logged into a public access computer in a designated timeframe.

**Items printed:** Count of items printed at a print station, not including items that were sent to the print station and deleted or expired.

**Branch visits / foot traffic:** Count of users entering an OPL branch through a set of security gates in a designated timeframe. Central Library (2 sets of gates on 2 floors) is recorded as 70% of the total numbers reported.

### Circulation Section:

**Physical circulation:** Count units or items of materials the library circulated in all physical formats to all users, including renewals in a designated timeframe. The data includes all items circulated at a location (first time check-outs and renewals) but excludes items checked out to a number of system cards used for operational purposes.

**Digital circulation by Vendor (reported as Digital Circulation):** Count units or items of materials the library circulated in the following digital formats (cloudLibrary, Hoopla, Kanopy, LinkedIn Learning, Flipster, PressReader) to all users, including renewals in a designated timeframe. Data provided by the vendors as outlined below.

**cloudLibrary:** defines circulation as each item that is checked out on a borrower's account. These items include eBooks and eAudiobooks.

**Hoopla:** defines circulation as each item that is checked out on a borrower's account. These items include digital versions of television episodes, movies, music albums, books, audiobooks, and graphic novels / comics. BingePasses are also included.

**Kanopy:** defines circulation as each 'play' on a digital video.

**LinkedIn Learning (Lynda.com prior to April 2021):** Up until April 2021, it defines circulation as the number of certificates that have been completed. Each course completed results in a certificate. Customers have unlimited courses and certificates available to them. It should be noted that there are Lynda.com users who use this service but do not complete their certificates, which means they are not captured in these particular metrics. With the move to the new platform (LinkedIn Learning), as of April 2021, circulation is defined as the number of videos completed.

**Flipster:** Online views plus total downloads. Online Views are the total number of online views for a complete magazine on a web browser. When viewing a magazine online (i.e. through web browser), the entire magazine is downloaded. Total downloads are total downloads for a complete magazine to the Flipster app.

**PressReader:** Counting article opened which are the number of articles viewed by a user.

**eNewspapers and Databases:** Includes databases such as Ancestry and NoveList and newspapers such as Oakville Newspapers and PressReader, as well as many others.

**eMovies and eMusic:** Includes Hoopla, Kanopy and Naxos Streaming Library.

**eLearning:** Includes Creativebug, LinkedIn Learning, Mango Languages / LittlePim, Road to IELTS Academic, Road to IELTS General..

**eMagazines:** Includes Flipster.

**eBooks and eAudiobooks:** Includes AudioBookCloud, cloudLibrary, Hoopla, TeenBookCloud and TumbleBooks.

InterLibrary loan (ILLO):

**Requests received:** Monthly count of total ILLO material received from other libraries to fill customer requests.

**Requests lent:** Monthly count of total ILLO material loaned for requests received from other libraries.

**Customer placed:** Monthly count of ILLO material received to fill requests from OPL customers by account type (self-registered). *This does not account for requests that could not be filled.*

**Staff placed:** Monthly count of ILLO material received to fill requests from OPL customers by account type (staff generated). *This does not account for requests that could not be filled.*

Cardholders:

**Active cardholders:** A count of the borrowers registered with the library who have a last activity date within the last 2 years.

**New cardholders:** Count of new users added in a designated timeframe.

**Total cardholders:** this includes active cardholders plus other cardholders with an activity date within the last 7 years that owe fines to the library.

**Active cardholders by usage date:** Count of customers grouped by last activity date (6 months intervals). Ex. Number customers with last activity date in the last 6 months, number customers with last activity date from 6 months to 12 months, etc.

**Active cardholders by age group:** Count of active customers grouped by age range (0-12, 13-18, 19-55, etc.). Calculated from birthdate registered in Symphony when birthdate is available.

Programs and events:



**Program:** an organized activity that involves facilitation and is ultimately about a change in knowledge/skill/attitude. Can take place in internal or external facilities. *Examples include: Summer Reading, Babytimes/Storytimes, Ozobots etc.*

**Program attendance:** number of people who attended programs in a designated timeframe.

**Programs – number of sessions:** number of programs the library held or sponsored in a designated timeframe

**Event:** an organized activity whose primary focus is one or more of the following: fundraising; promotion, advocacy. *This category currently only lists Adult programs. Examples include: In Conversation with Series, Evening for Booklovers, etc.*

**Event attendance:** number of people who attended events in a designated timeframe.

**Events – number of sessions:** number of events the library held or sponsored in a designated timeframe.

**Reach:** representing virtual programming, this includes a mix of views and attendance. Instagram Live sessions are counted as viewer during live time, Zoom counts attendance and YouTube views are counted at 7 days after publishing.

#### Digital presence:

**Website sessions:** Count of sessions for opl.ca (a session is a group of interactions one user takes within 30 minutes on the defined website (opl.ca)) in a designated timeframe.

**Bibliocommons sessions:** Count of sessions for the catalogue in a designated timeframe.

**Bibliocommons app sessions:** Count of sessions for the mobile app in a designated timeframe. As of 2022, due to new privacy regulations, exact numbers are no longer available. Only users who agree to have their data shared are counted and this accounts for approximately 25% of users. As such, the number is calculated by multiplying the data available by 4.

**Total Bibliocommons use:** A count of the combined total of Bibliocommons sessions on the website and the Bibliocommons app sessions in a designated timeframe.

**Facebook followers:** count of Facebook users who have followed OPL as of a designated timeframe.

**Instagram followers:** count of Instagram users who have followed OPL as of a designated timeframe.

**Twitter followers:** count of Twitter users who have followed OPL as of a designated timeframe.

**Impressions:** the number of times any content from your page or about your page entered a person's screen (Facebook); the number of times a post and/or story has been seen (Instagram); the number of times users saw a post (Twitter).

#### Halton Information Providers:

**HIP – database sessions:** views of database pages in a designated timeframe.

**HIP – average unique visitors:** the average count of unique IP addresses accessing the database in a designated timeframe.

**HIP – training sessions:** number of training sessions offered in the community. This includes training provided to OPL staff.

**HIP – outreach:** number of times HIP had a booth at a community event.

**HIP – database sessions from Oakville IPs:** views of database pages that come from Oakville IPs in a designated timeframe.