

## Oakville Public Library Board

### Q2 2022 PERFORMANCE AND MEASURES REPORT

This report highlights Oakville Public Library’s (OPL) performance measures for Q2 of 2022. All branches were operating with full hours and services during this time and most programs were delivered in person as of March 2022. For comparison purposes, it is relevant to note that from April 3 to June 30, 2021 all branches were closed to the public as a result of the COVID-19 pandemic. During this time, materials were circulated exclusively via Library Takeout and Grab and Go and customers were only permitted in the library for computer access.

Compared to Q2 YTD 2019 when the library also operated with full services, by Q2 YTD 2022 Public Access Computer sessions and Items Printed are only approximately 30% of 2019 numbers while footfall is at approximately 40%. However, comparing only Q2 2019 with Q2 2022, footfall appears to currently be at 60% of 2019 numbers.

#### Q2 Overview - YTD

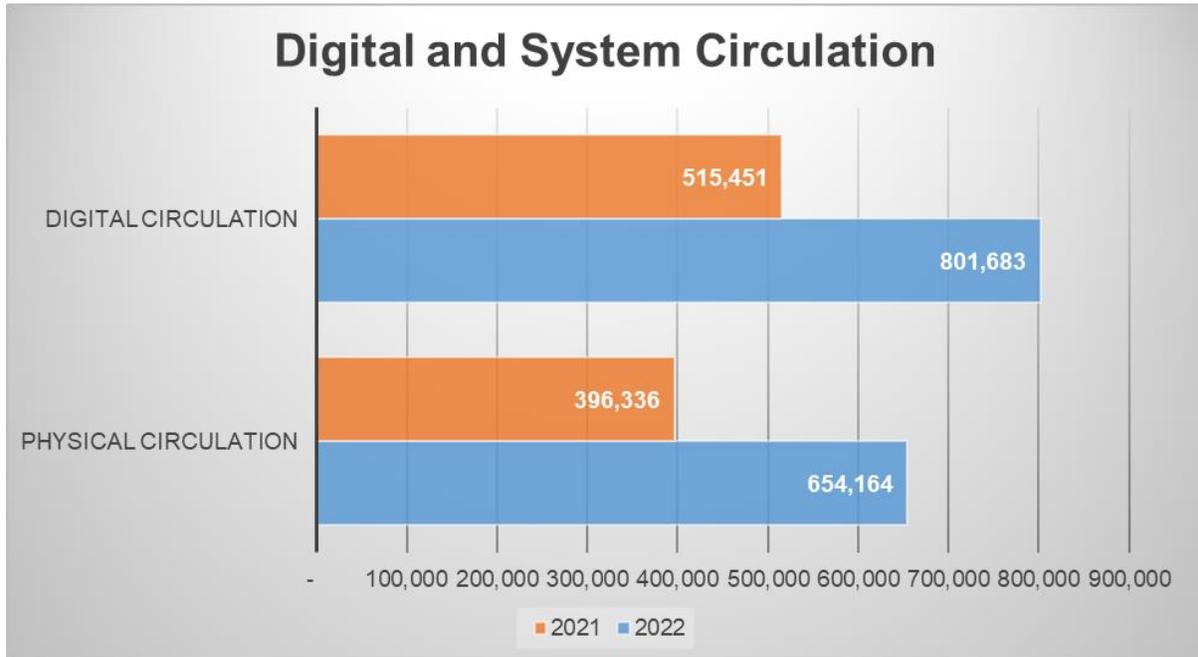
Measure	2021 – Q2 YTD	2022 – Q2 YTD	% Change
Physical Circulation	396,336	654,209	65%
Digital Circulation	515,451	801,683	56%
Total Circulation	911,787	1,455,892	60%
Phone calls	27,982	15,978	-43%
Email enquiries	5,308	2,051	-61%
Website sessions	364,978	316,521	-13%
Bibliocommons sessions	338,504	507,738	50%
Public Access computer sessions	1,779	12,910	626%
Items printed	1,347	8,729	548%
Event attendance	449	-	-100%
Program attendance	5,639	12,009	113%
<b>Total foot traffic*</b>	<b>34,797</b>	<b>293,152</b>	<b>742%</b>

\*Some data is missing for Q2 2021 foot traffic due to a system error. Central Library footfall is calculated at 70% of the total for the two sets of gates.

## Circulation

### Summary:

- As expected, both physical and digital circulation continued to increase.
- There is not much difference between Q1 and Q2 2022 physical circulation. Compared to 2019, physical circulation at the end of Q2 2022 is at 83% of what it was at the end of Q2 2019.
- Glen Abbey Library continued to circulate approximately 1/3 of all the physical items circulated at OPL.
- The only digital platforms that are easily comparable to 2019 are cloudLibrary / Overdrive, Hoopla and Kanopy. Only Kanopy shows a significant increase in usage, the other two are almost the same as in 2019.



Circulation	2021 – Q2 YTD	2022 – Q2 YTD	% Change
Physical Circulation	396,336	654,164	65%
Digital Circulation	515,451	801,683	56%

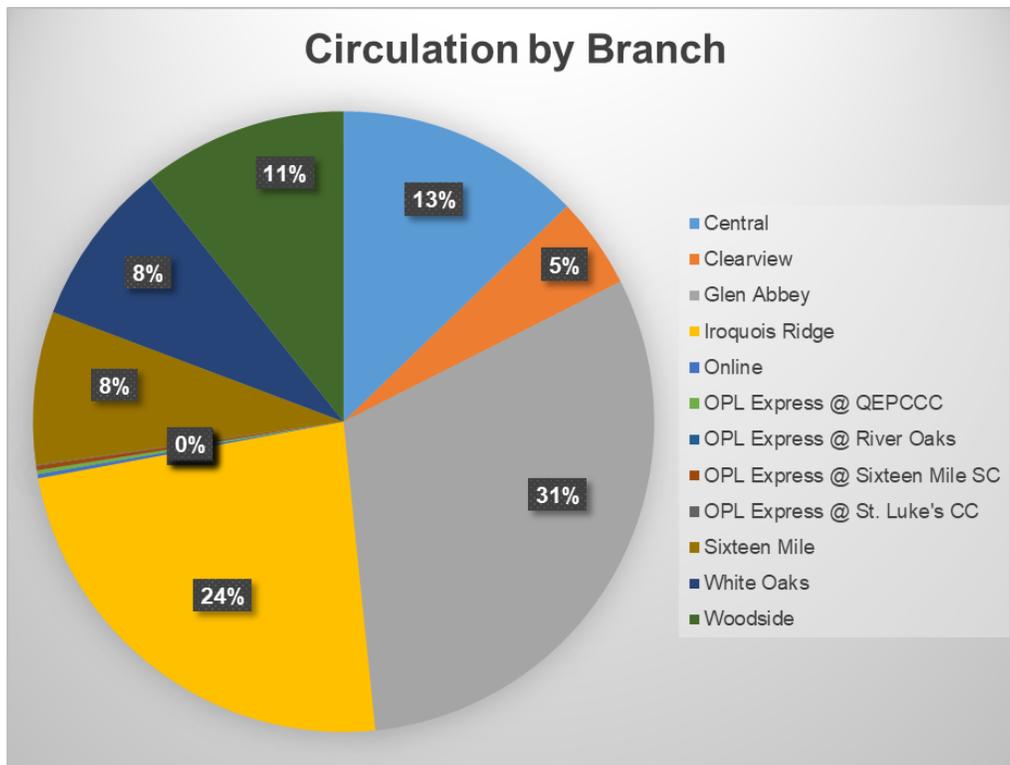
**Digital Circulation by Vendor:**

Vendor	2021 – Q2 YTD	2022 – Q2 YTD	% Change
cloudLibrary	111,774	87,229	-22%
Hoopla	24,736	22,326	-10%
Kanopy	19,192	12,692	-34%
LinkedIn Learning*	7,134	17,269	142%
Flipster	12,247	8,427	-31%
PressReader	340,368	653,740	92%
<b>Total Digital Circulation</b>	<b>515,451</b>	<b>801,683</b>	<b>56%</b>

\*Lynda.com for part of 2021, statistics are calculated differently as of April 2021.

**Circulation by type:**

Collection type	2021 – Q2 YTD	2022 – Q2 YTD	% Change
eNewspapers and Databases	654,870	946,449	45%
eMovies and eMusic	43,851	26,578	-39%
eLearning	10,386	19,911	92%
eMagazines	12,247	8,427	-31%
eBooks and	131,850	105,509	-20%
<b>Total Digital Circulation</b>	<b>853,204</b>	<b>1,106,874</b>	<b>30%</b>



Branch	2021 – Q2 YTD	2022 – Q2 YTD	% Change
Central	58,083	83,706	44%
Clearview	20,349	31,080	53%
Glen Abbey	112,460	201,630	79%
Iroquois Ridge	90,133	155,092	72%
Online*	796	1,393	75%
OPL Express @ QEPCCC	1,142	1,303	14%
OPL Express @ River Oaks**	-	45	N/A
OPL Express @ Sixteen Mile SC	788	1,505	91%
OPL Express @ St. Luke's CC	120	290	142%
Sixteen Mile	31,956	52,179	63%
White Oaks	27,859	55,981	101%
Woodside	52,650	70,005	33%
<b>Total</b>	<b>396,336</b>	<b>654,209</b>	<b>65%</b>

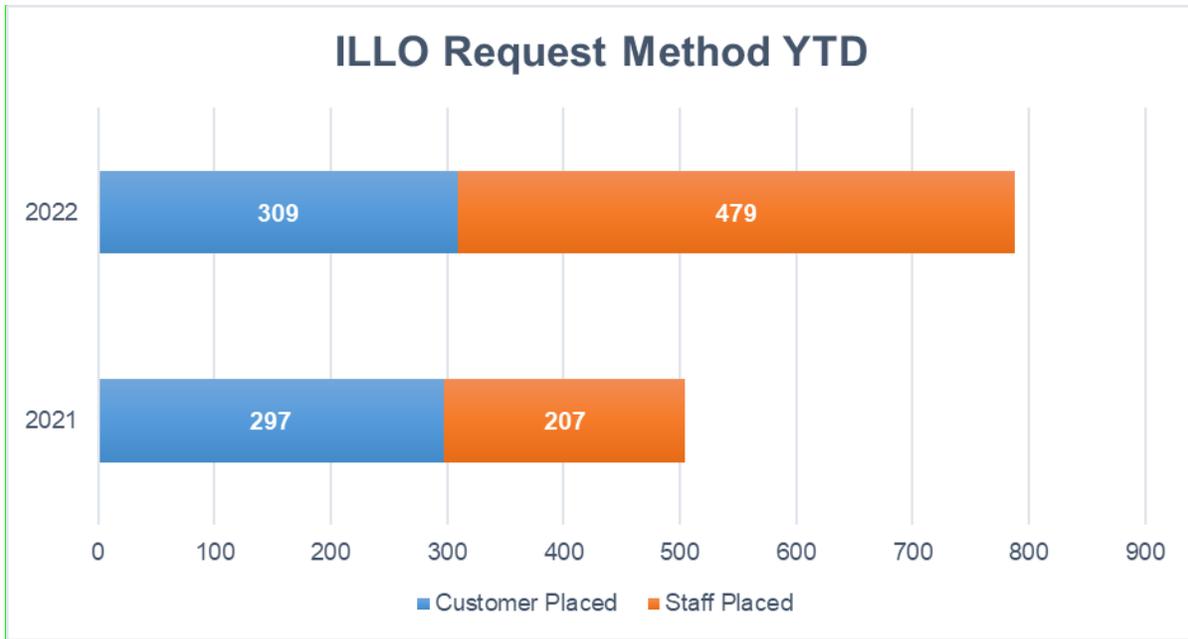
\*Online and phone renewals. \*\*OPL Express @ River Oaks opened April 2022.

## InterLibrary Loan

### Summary:

- The volume of ILLO requests received, as well as those of items lent out to other libraries continues to increase in 2022.
- Compared to 2019, the volume of requests received from OPL customers is approximately 60% in 2022 so far.

Requests Received			Requests Lent		
2021 – Q2	2022 – Q2	% Change	2021 - Q2	2022 – Q2	% Change
240	406	69%	419	562	34%



	Customer Placed			Staff Placed		
	2021	2022	% Change	2021	2022	% Change
<b>Q1</b>	149	171	15%	115	211	83%
<b>Q2</b>	148	138	-7%	92	268	191%
<b>Total</b>	297	309	4%	207	479	131%

## CARDHOLDERS

### Summary:

- The number of new registrations remained steady between Q1 and Q2 2022.
- Glen Abbey Library continues to be the branch with the highest number of new cardholders during this quarter, followed by Iroquois Ridge Library and Central Library.
- There are approximately 20% more new card registration by end of Q2 2022 compared to the same time in 2019.

Measure	2021 – Q2 YTD	2022 – Q2 YTD	% Change
New Cardholders	1,778	6,423	261%
Total Cardholders	81,664	82,908	2%
Total active cardholders	49,195	47,957	-3%

## PROGRAMS and EVENTS

### Summary:

- All efforts to reconnect with local schools were highly effective and well-received by the community. Staff conducted in-person visits to multiple elementary schools for the first time since February 2020. Branch tours were also a popular offering particularly at the Central Branch. Two virtual presentations offered to HCDSB enabled our Creation Specialists to connect with two groups of approximately 1,000 students and teachers.
- OPL piloted two sessions of “Library Takeover” at the Glen Abbey and White Oaks branch. The program offered an after-hours experience to Oakville youth and a chance to engage with youth in our community. The events drew 84 teens into the library, many of whom have since committed to participate in library-related volunteering opportunities and programs such as Youth Library Leaders.
- Community Conversation programming was developed to tie thematically to monthly themes. April focused on Sustainability, May on Mental Health and June on 2SLGBTQIA. Programs included *Mindfulness Storytimes*, *Forest Bathing*, and the extremely popular presentation by best-selling author Mark Henick focused on *Resilience in the Rough: Supporting Youth Mental Health*.
- Partnerships have allowed OPL to offer a diverse range of informational, educational and creative programming. During Q2 OPL worked in partnership with Sheridan College, Toronto Rock Lacrosse, Community Living Oakville, Halton Food, BioEndeavor and Miinkaan Innovation and Design to name but a few.
- Summer Reading Club launched on June 6<sup>th</sup> with the theme *Adventure!* The Summer Reading Coordinators developed a YouTube video to promote Summer Reading which was shared with the HDSB and HCDSB boards. They also utilized the laser cutter at Glen Abbey’s Creation Zone to create beautiful branch signage. Finally, the team has worked to promote the challenge through visits to children’s programs and by participating in class visits referenced above.
- Children’s storytimes continue to be a huge draw. The average attendance for Family Storytime was 21 while Babytime drew an average of 16 participants. Several locations offered *Morning Movers* – our outdoor storytime program for the months of May and June. These programs averaged 20 participants at each session.
- Creation Zone (maker) programs were offered to both Teen and Adults and had a mix of registrants but are counted under Adult programs.
- Compared to 2019, program attendance is at approximately 37% for the first half of 2022. However, comparing only Q2 for both years (as in person programs only resumed as of March 2022 and many still had capacity limits), in 2022 attendance is at 60% of what it was in 2019.

**Programs by Attendance and # of Sessions:**

Type	Attendance YTD			# of Sessions YTD		
	2021 Q2 YTD	2022 Q2 YTD	% Change	2021 Q2 YTD	2022 Q2 YTD	% Change
<b>Children</b>	4,083	10,063	146%	163	475	191%
<b>Teen</b>	205	417	103%	26	20	-23%
<b>Adult</b>	1,036	1,382	33%	133	147	11%
<b>All Ages</b>	315	147	-53%	22	12	-45%
<b>Total</b>	<b>5,639</b>	<b>12,009</b>	<b>113%</b>	<b>344</b>	<b>654</b>	<b>90%</b>

**Services by Attendance and # of Sessions:**

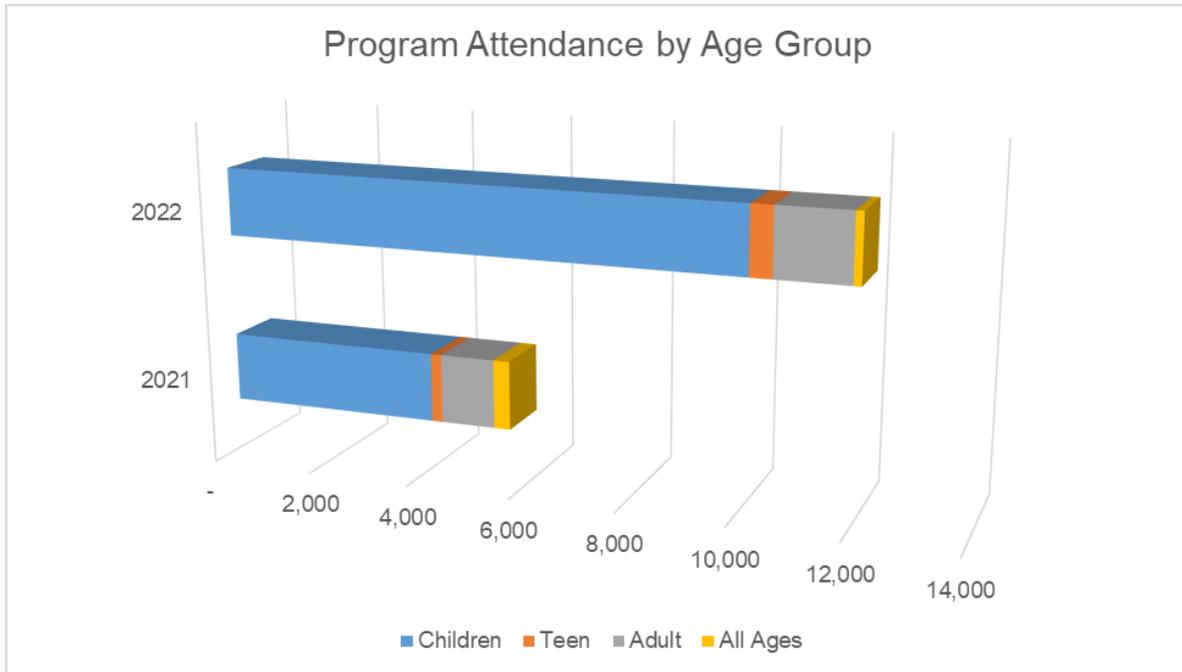
Services	2022 Q1 Attendance	2022 Q2 Attendance	2022 Q1 Sessions	2022 Q2 Sessions
<b>In-Person Programs</b>	1,400	6,273	110	342
<b>Virtual Programs</b>	1,256	394	115	39
<b>Outreach Presentations*</b>	72	2,661	2	20
<b>1:1 In-Person Tech Help*</b>	34	25	35	28
<b>Self-Directed Creation Zone Appointment*</b>	84	67**	84	67**
<b>Creation Appointments with a Specialist*</b>	34	84	34	84

\* Not included in total programs above.

\*\*Some data missing for April 2022

**Events by Attendance and # of Sessions:**

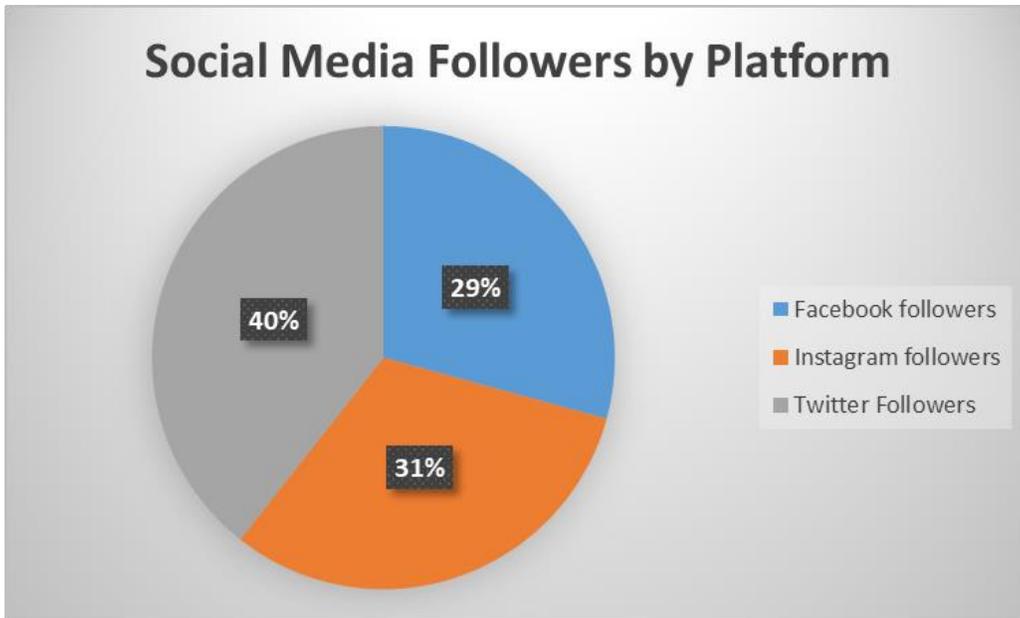
Type	Attendance YTD			# of Sessions YTD		
	2021 Q2 YTD	2022 Q2 YTD	% Change	2021 Q2 YTD	2022 Q2 YTD	% Change
<b>Adult</b>	0	0	N/A	0	0	N/A
<b>In Conversation With</b>	449	0	N/A	5	0	N/A
<b>Total</b>	<b>449</b>	<b>0</b>	<b>N/A</b>	<b>5</b>	<b>0</b>	<b>N/A</b>



## Digital Presence

### Summary:

- The top 3 posts by engagement on Facebook during this quarter were: Sixteen Mile – new services at Sixteen Mile Sports Complex; Book of the Day – Klara and the Sun by Kazuo Ishiguro; Book of the Day – The Personal Librarian by Marie Benedict. The highest reach posts were: Community Conversations - Supporting Global 2SLGBTQ+ human rights in Ukraine; Fay & Fluffy Storytime.
- The 3 most liked posts on Instagram were: Friends of the Library booksale; Sixteen Mile birthday announcement and relocation.
- The top 3 retweeted posts on Twitter were: Seed Library; Indigenous History Month; Heat weather alert – OPL as designated cooling centre.



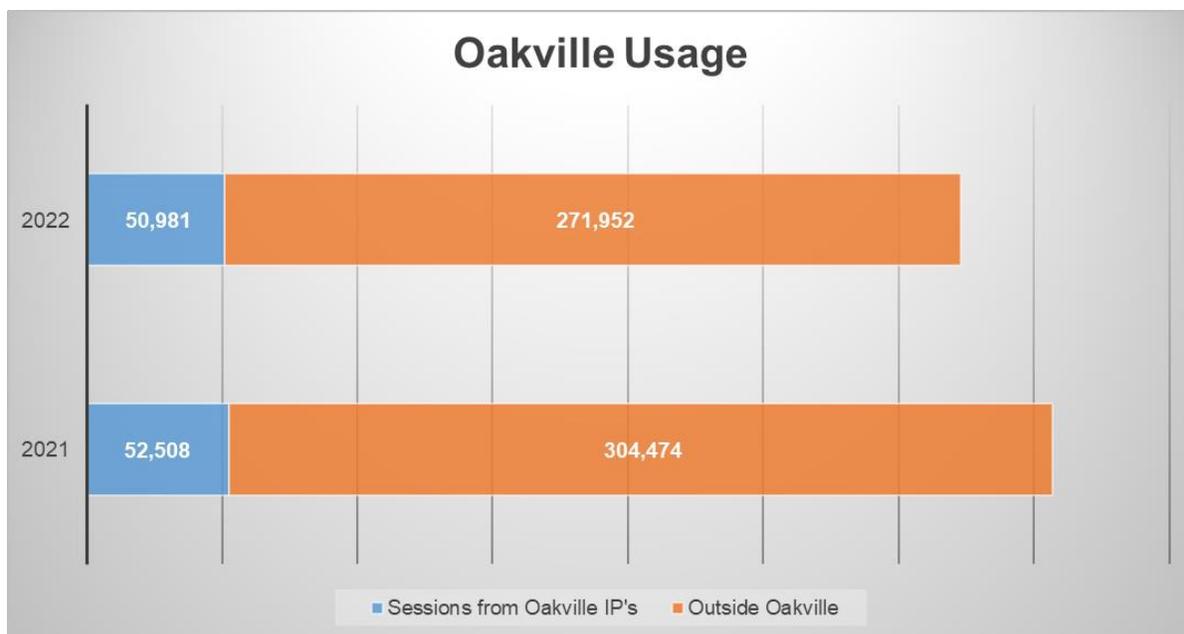
	2021 - Q2 YTD	2022 - Q2 YTD	% Change
<b>Website Sessions</b>	364,978	316,521	<b>-13%</b>
<b>Bibliocommons sessions</b>	338,504	507,738	<b>50%</b>
<b>Facebook followers</b>	3,712	3,839	<b>3%</b>
<b>Instagram followers</b>	3,794	4,115	<b>8%</b>
<b>Twitter Followers</b>	5,032	5,168	<b>3%</b>

## Halton Information Providers

### Summary:

- Starting in 2021, statistics for HIP are being collected using Google Analytics which provides more reliable data than the previous reporting tool. As a result, a decrease will be visible in the statistics presented below.

Measure	2021- Q2 YTD	2022- Q2 YTD	% Change
<b>Database sessions</b>	356,982	322,933	<b>-10%</b>
<b>Average unique visitors</b>	48,970	43,314	<b>-12%</b>
<b>Training sessions</b>	13	11	<b>-15%</b>
<b>Outreach</b>	18	27	<b>50%</b>



## 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.

**Outreach sessions:** pre-scheduled sessions with an external organization where a library staff member shares a presentation about library services and resources, e.g. include class visits,

senior centers, and events. The objective is to connect the Oakville community to library services. Virtual and in-person sessions are included.

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.

**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.