Appendix A

Oakville Public Library Board

Q3 2022 PERFORMANCE AND MEASURES REPORT

This report highlights Oakville Public Library's (OPL) performance measures for Q3 of 2022. All branches were operating with full hours and services during this time. 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. All branches were open for in-person services starting June 30, 2021. Library takeout continued to be offered as an alternative.

Q3 Overview - YTD

| Measure	2021 – Q3 YTD	2022 – Q3 YTD	% Change
Physical Circulation	704,323	1,013,990	44%
Digital Circulation	809,425	1,252,041	55%
Total Circulation	1,513,748	2,266,031	50%
Phone calls	37,304	7,780	-79%
Email enquiries	6,511	3,283	-50%
Website sessions	498,000	487,983	-2%
Bibliocommons sessions**	-	782,315	N/A
Public Access computer sessions	4,871	22,882	370%
Items printed	5,042	66,797	1225%
Event attendance	*See Program & Events Section*	788	N/A
Program attendance	*See Program & Events Section*	21,007	N/A
Total foot traffic*	**103,107**	**489,490**	375%

*Some data is missing for Q2 and Q3 2021 foot traffic due to a system error primarily at Central Library. Central Library footfall is calculated at 70% of the total for the two sets of gates.
**Data not available for Q3 2021. It was updated in the final 2021 report.

Circulation

Summary:

- As expected, both physical and digital circulation continue to increase compared to 2021.

- Q3 2022 circulation statistics are 15% below Q3 2019 levels.

- The increase in circulation via the Sixteen Mile OPL Express location is a result of the Sixteen Mile branch closure and relocation.

Digital and System Circulation

DIGITAL CIRCULATION: 809,425 (2021), 1,252,041 (2022)

PHYSICAL CIRCULATION: 704,323 (2021), 1,013,990 (2022)

Legend: 2021, 2022
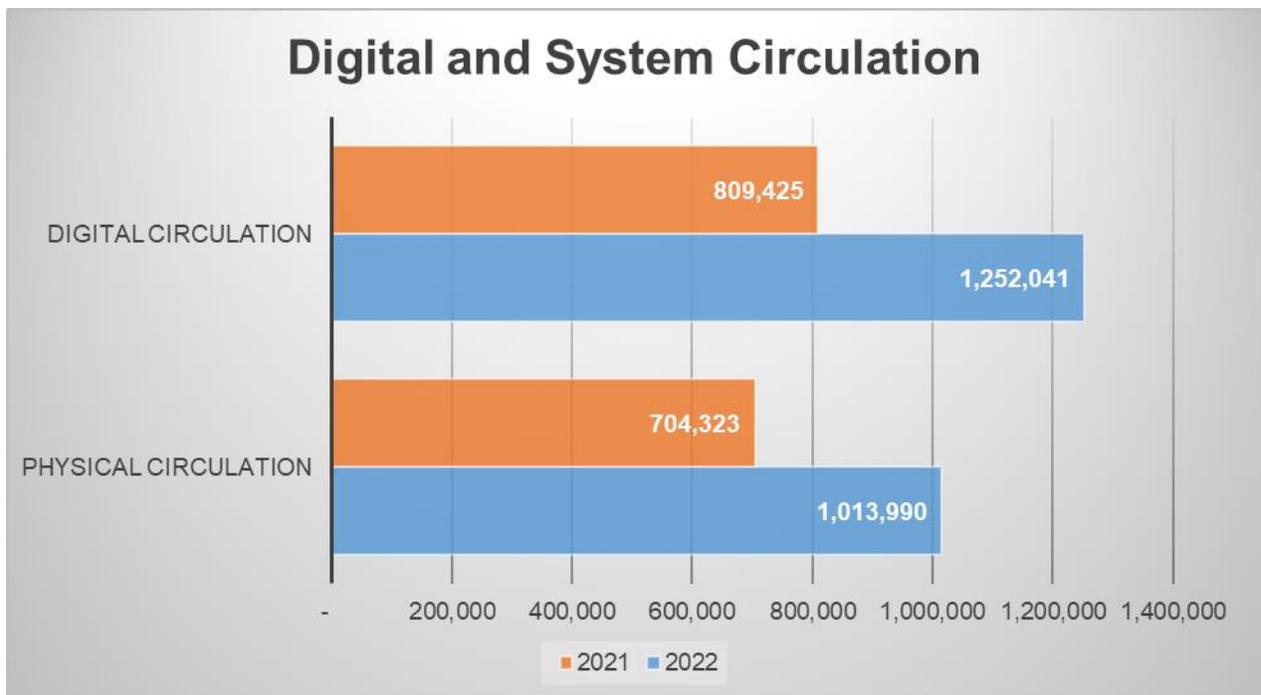
Circulation by type:

Circulation	2021 – Q3 YTD	2022 – Q3 YTD	% Change
Physical Circulation	704,323	1,013,990	44%
Digital Circulation	809,425	1,252,041	55%

Digital Circulation by Vendor:

Vendor	2021 – Q3 YTD	2022 – Q3 YTD	% Change
cloudLibrary	161,406	131,373	-19%
Hoopla	37,069	34,456	-7%
Kanopy	27,227	17,971	-34%
LinkedIn Learning*	13,777	22,120	61%
Flipster	16,706	12,410	-26%
PressReader	553,240	1,033,711	87%
Total Digital Circulation	809,425	1,252,041	55%

Circulation by Collection type:

Collection type	2021 – Q3 YTD	2022 – Q3 YTD	% Change
eNewspapers and Databases	996,111	1,412,908	42%
eMovies and eMusic	61,618	37,846	-39%
eLearning	18,345	26,273	43%
eMagazines	16,706	12,410	-26%
eBooks and eAudiobooks	191,568	159,736	-17%
Total Digital Circulation	853,204	1,649,173	93%

Circulation by Branch:

Branch	2021 – Q3 YTD	2022 – Q3 YTD	% Change
Central	100,302	131,624	31%
Clearview	34,559	43,274	25%
Glen Abbey	205,735	324,287	58%
Iroquois Ridge	162,019	249,294	54%
Online*	1,383	2,204	59%
OPL Express @ QEPCCC	1,785	2,226	25%
OPL Express @ River Oaks**		370	N/A
OPL Express @ Sixteen Mile SC	1,148	3,936	243%
OPL Express @ St. Luke's CC	312	479	54%
Sixteen Mile	58,655	60,187	3%
White Oaks	49,735	86,391	74%
Woodside	88,690	109,718	24%
Total	704,323	1,013,990	44%

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

Circulation by Branch

Legend:
- Central
- Clearview
- Glen Abbey
- Iroquois Ridge
- Online
- OPL Express @ QEPCCC
- OPL Express @ River Oaks
- OPL Express @ Sixteen Mile SC
- OPL Express @ St. Luke's CC
- Sixteen Mile
- White Oaks
- Woodside
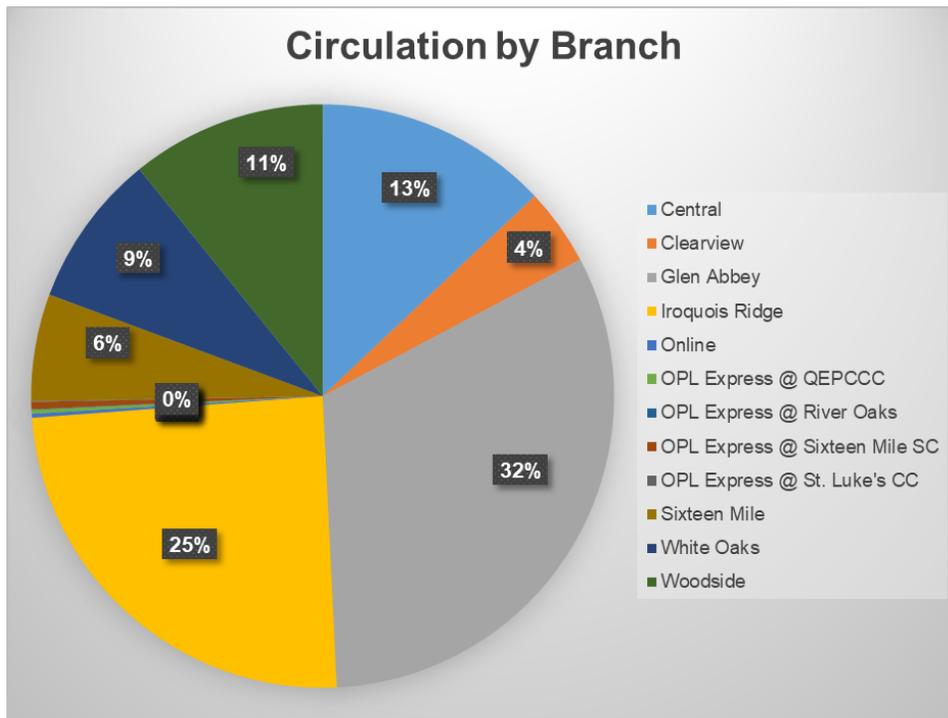
InterLibrary Loan

Summary:

- The volume of ILLO requests received, as well as those of items lent out to other libraries continues to increase in 2022.

Requests Received			Requests Lent		
2020 – Q3	2021 – Q3	% Change	2020 - Q3	2021 – Q3	% Change
137	311	**127%**	195	470	**141%**

ILLO Request Method YTD
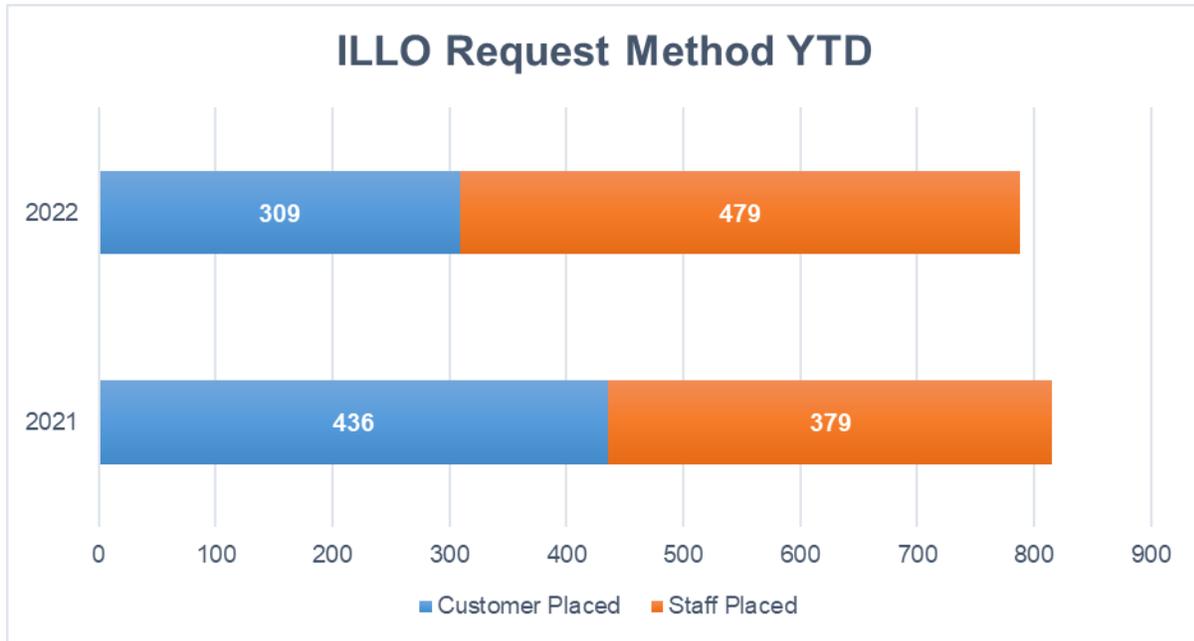
	Customer Placed			Staff Placed		
	2021	**2022**	**% Change**	**2021**	**2022**	**% Change**
Q1	149	171	**15%**	115	211	**83%**
Q2	148	138	**-7%**	92	268	**191%**
Q3	139	171	**23%**	172	317	**84%**
Total	**297**	**309**	**4%**	**207**	**479**	**131%**

CARDHOLDERS

Summary:

- Glen Abbey continues to be the branch with the highest number of new registrations, followed by Iroquois Ridge and Central Branches.

Measure	2021 – Q3 YTD	2022 – Q3 YTD	% Change
New Cardholders	6,002	11,842	**97%**
Total Cardholders	83,273	88,067	**6%**
Total active cardholders	49,014	50,789	**4%**

PROGRAMS and EVENTS

Summary:

- Summer Reading Club launched June 6th with the theme <u>Adventure</u>! 1,814 Oakville residents of all ages registered for this year's program. Themed programming was developed for preschool and school-age children and held exclusively in-person.

- Literacy sessions called Reading Buddies were held at multiple branch locations throughout the quarter. Reading Buddies help build a child's confidence in reading by pairing them with a supportive teen volunteer. Participants and their caregivers appreciated the opportunity to learn in a non-threatening and supportive environment.

- OPL launched its first annual Kub Kar Race event at the Glen Abbey branch. This event combined OPL's well-loved Take & Make approach with an in-person program. Children were able to explore STEAM concepts through the design and racing of their very own Kub Kar. Additionally, the race provided an opportunity to show off the new patio space. Kids and parents loved the program, and demonstrated the power of team work and community.

- Community Conversation programming continued in September with a theme focused on Indigenous Arts, Culture and Voices. We hosted award-winning author Joshua Whitehead for a virtual book talk that continues to obtain views through OPL's YouTube channel. A Woodland Paint class with acclaimed artist Patrick Hunter was also very popular. Participants commented on how they really appreciated this type of program and the introduction to new and more diverse forms of knowledge and making. Branch displays of relevant collections and book lists were also offered.

- This summer OPL offered, in collaboration with the Oakville Museum, a new program called History Explorers. The program focused on teaching children about the history of Oakville through crafts and outdoor activities. It provided an opportunity to spotlight the new Coach House at Erchless Estate. Parents and children worked to solve puzzles and explore the grounds surrounding Erchless – plus, browse a selection of books.

- Engagement with the Oakville community wasn't limited to the programming at branch locations during Q3. Staff offered several virtual and in-person presentations to seniors and Adult ESL Learners. The Central Branch hosted tours and presentations for local Probus Club and campers from the nearby Oakville Museum summer program.

- For the first time since the summer of 2019, OPL was able to participate in large-scale community events such as the Town's Children's Movie Nights, the Oak Park Fall Fair and the Glenorchy Festival. Residents were pleased to see the library represented and staff used these opportunities to connect Oakvillians with the resources, and services available through the library.

- Partnerships have allowed OPL to offer a diverse range of informational, educational and creative programming. During Q3 OPL worked in partnership with Sheridan College, Oakville Green, Croque Matin, Community Living Oakville, Halton-Peel Branch, Ontario Ancestors, Oakville Literary Alliance and Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton.

Programs by Attendance and # of Sessions:

Type	Attendance YTD			# of Sessions YTD		
	2021 Q3 YTD	**2022 Q3 YTD**	**% Change**	**2021 Q3 YTD**	**2022 Q3 YTD**	**% Change**
Children	4,938	17,214	**249%**	312	911	**192%**
Teen	276	523	**89%**	32	39	**22%**
Adult	1,323	1,811	**37%**	164	182	**11%**
All Ages	387	1,494	**286%**	32	29	**-9%**
Total	**6,924**	**21,007**	**203%**	**540**	**1161**	**115%**

Events by Attendance and # of Sessions:

Services	2022 Q1 Attendance	2022 Q2 Attendance	2022 Q3 Attendance	2022 Q1 Sessions	2022 Q2 Sessions	2022 Q3 Sessions
In-Person Programs	1,400	6,273	7,542	110	342	480
Virtual Programs	1,256	394	127	115	39	9
Outreach Presentations	72	2,661	18	2	20	1,276
1:1 In-Person Tech Help*	34	25	48	34	28	90
Self-Directed Creation Zone Appointment*	84	67	90	84	67	90
Creation Appointments with a Specialist*	34	84	35	34	84	35

* Not included in total programs above, these are all 1:1 services

Digital Presence

Summary:

- Facebook received 47 new followers during this period, bringing the total to 3,988 total page likes. In Q3 there were 67 posts and the top 3 posts by engagement on Facebook during this quarter were: Glen Abbey Reno; Book of the Day - Five Little Indians by Michelle Good; Summer Reading Challenge Coordinators-Recap post about their experience.

- Instagram gained 158 new followers, with a year to date total of 4200 followers. There was total of 1,580 engagements. The 3 most liked posts on Instagram in Q3 were: OPL's Library on the Go book bike launch; Summer Reading Challenge Coordinators-Recap post about their experience; Glen Abbey Branch outdoor space opening.

- Twitter followers increased by 48, with a total of 5,216 followers. There were 46 original posts on Twitter this quarter.


Social Media Followers by Platform
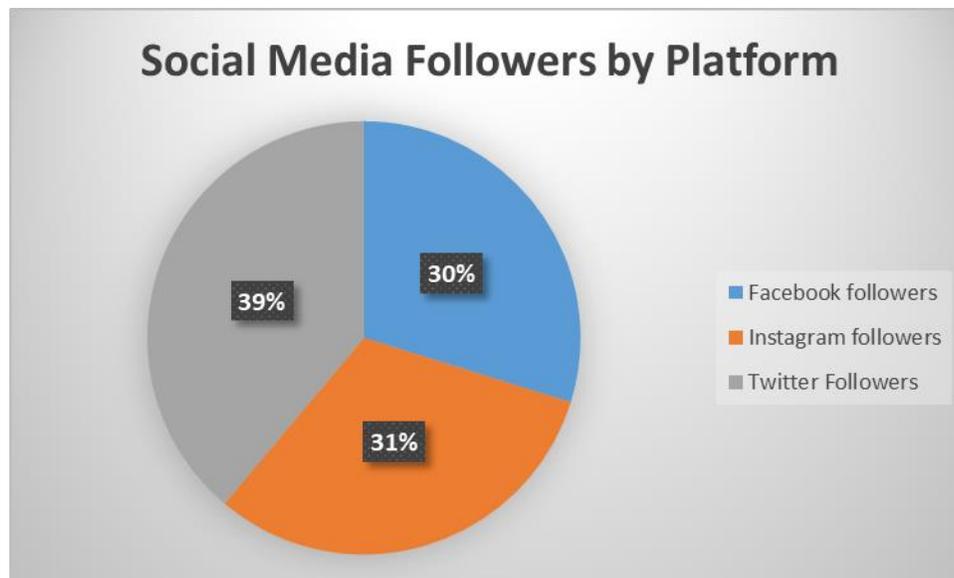
	2021 - Q3 YTD	2022 - Q3 YTD	% Change
Website Sessions	498,000	487,983	**-2%**
Bibliocommons sessions	526,000	782,315	**49%**
Facebook followers	3,733	3,998	**7%**
Instagram followers	3,895	4,200	**8%**
Twitter Followers	5,051	5,216	**3%**

Summary:

- Q3 2002 saw a decrease in usage.
- Outreach and Training efforts across the joint venture have been discussed and HIP partners will increase efforts to promote and train new users on the community services database.

Measure	2021- Q3 YTD	2022- Q3 YTD	% Change
Database sessions	540,001	477,453	**-12%**
Average unique visitors	49,293	42,819	**-13%**
Training sessions	18	15	**-17%**
Outreach	29	49	**69%**

Oakville Usage

Year	Sessions from Oakville IP's	Outside Oakville
2022	69,291	408,162
2021	81,352	458,649

■ Sessions from Oakville IP's ■ Outside Oakville
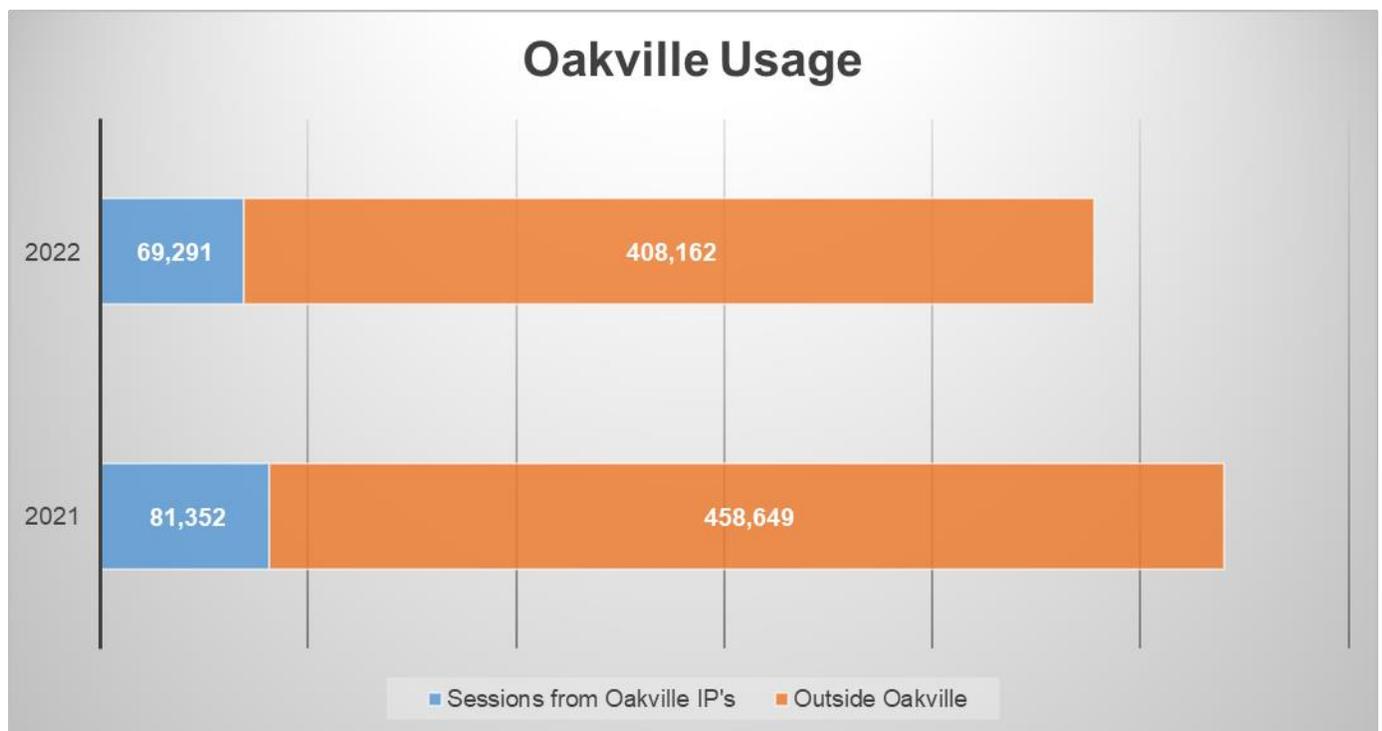
Definitions

<u>Overview section:</u>

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: As of Q2 2017 the email inquiries 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.

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.

<u>Circulation Section:</u>

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: Count units or items of materials the library circulated in the following digital formats (cloudLibrary / OverDrive, Hoopla, Kanopy, Lynda.com, Flipster / RBDigital, PressReader) to all users, including renewals in a designated timeframe. Data provided by the vendors as outlined below.

cloudLibrary / OverDrive: defines circulation as each item that is checked out on a borrower's account. These items include eBooks and eAudiobooks. Customers are limited to ten items at a time.

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. Customers are limited to five checkouts per month.

Kanopy: defines circulation as each 'play' on a digital video. Customers are limited to ten play credits per month.

Lynda.com (LinkedIn Learning as of 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.

RBDigital: defines circulation as each item that is checked out on a borrower's account. These items include digital magazines. Customers have unlimited borrows available to them.

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 opens 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, Lynda.com, Mango Languages, Road to IELTS.

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.

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.