

Oakville Public Library Board

Q4 2023 PERFORMANCE AND MEASURES REPORT

This report highlights Oakville Public Library's (OPL) performance measures for Q4 2023. Most performance indicators have significantly increased in 2023 over 2022 levels, continuing the trend from the previous quarter (Q3 2023). Many indicators continue to meet pre-pandemic levels (i.e., digital and total circulation, Bibliocommons usage, and foot traffic). Overall circulation levels are up from 2019 and 2022 with a greater increase shown in digital circulation. Both the website and Bibliocommons usage is up from 2022 indicating positive online engagement. In-branch services (i.e. public access computer sessions, items printed, event attendance, and program attendance) are consistently increasing from last year however have not yet reached 2019 levels. Of note, foot traffic is up significantly from 2022 and has reached pre-pandemic levels.

Q4 Overview - YTD

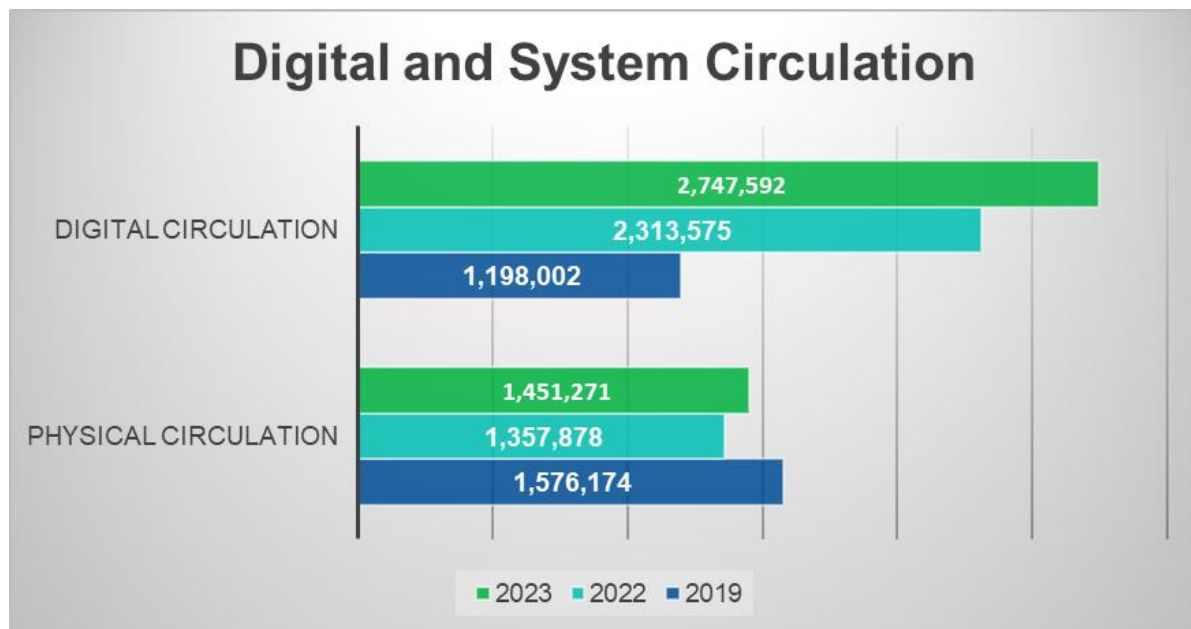
Measure	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Physical Circulation	1,576,174	1,357,878	1,451,271	-8%	7%
Digital Circulation	1,198,002	2,313,575	2,747,592	129%	19%
Total Circulation	2,774,176	3,671,453	4,198,863	51%	14%
Phone calls	35,113	31,558	32,389	-8%	3%
Email enquiries	4,036	4,392	4,100	2%	-7%
Website sessions	930,404	658,546	763,301	-18%	16%
Total Bibliocommons use	770,609	1,040,674	1,216,050	58%	17%
Public Access computer sessions	70,470	32,866	47,395	-33%	44%
Items printed	51,091	28,140	45,636	-11%	62%
Event attendance	2,456	788	1,044	-57%	32%
Program attendance	55,600	29,766	37,134	-33%	25%
Total foot traffic*	1,236,456	770,659	1,272,612	3%	65%

*Central Library footfall is calculated at 70% of the total for the two sets of gates. Glen Abbey Library closed Jun 2019-Jan 2020. Depot operational.

Circulation

Summary:

- There are similar trends in circulation from Q3 2023 to Q4 2023, with increases in Q4 2023 over Q4 2022 and physical circulation not yet meeting 2019 levels. Digital circulation is exceeding 2019 levels reflecting the addition of the PressReader digital platform (newspapers and magazines from around the world) in 2021.
- Increases in digital circulation in 2023 over 2022 continue to be driven by PressReader and CloudLibrary. Use of digital collection types such as eLearning, eMovies and eMusic in Q4 2023 is down from Q4 2022, however it remains above Q4 2019 usage.
- Overall circulation across the branches is up from 2022, with almost all sites surpassing the previous year except for Clearview and Woodside. Circulation at Glen Abbey, Sixteen Mile and Sixteen Mile OPL Express has exceeded Q4 2019 levels, continuing the trend from the previous quarter (Q3 2023).
- Notably, OPL Express circulation at River Oaks and St. Luke's are significantly higher than last year indicating increased usage of these community service points.



Circulation by type:

Circulation	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Physical Circulation	1,576,174	1,357,878	1,451,271	-8%	7%
Digital Circulation	1,198,002	2,313,575	2,747,592	129%	19%

Digital Circulation by Vendor:

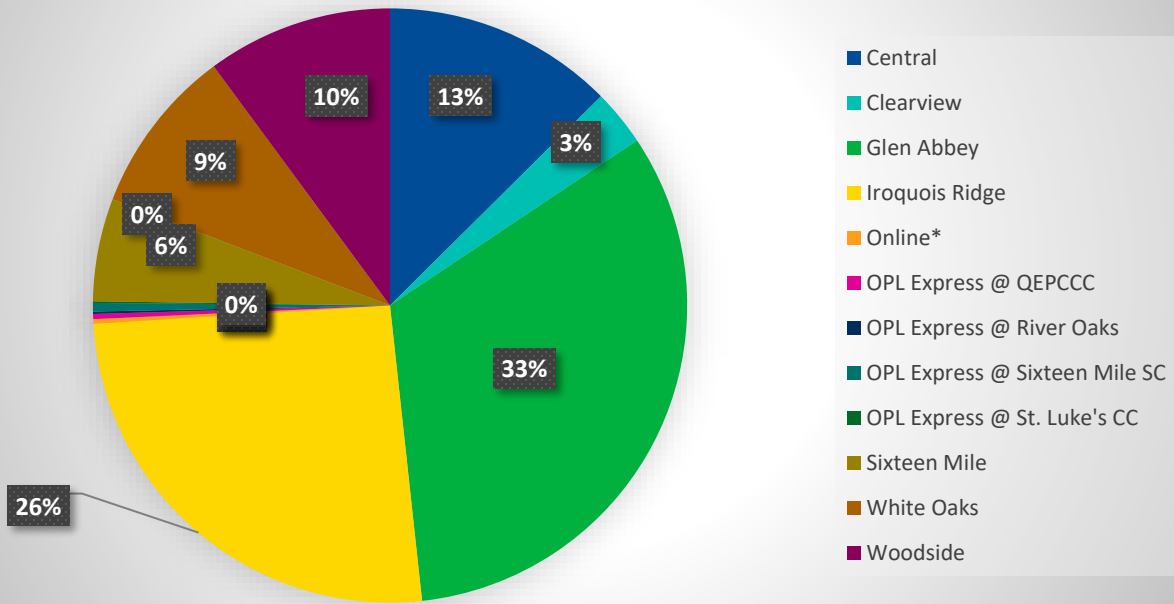
Vendor	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
CloudLibrary**	20,268	172,923	203,210	903%	18%
Hoopla****	44,728	45,718	41,997	-6%	-8%
Kanopy	15,953	23,574	27,202	71%	15%
LinkedIn Learning*	865	29,399	26,184	2927%	-11%
Flipster***	72,397	16,189	12,114	-83%	-25%
PressReader*****	N/A	1,401,599	1,842,880	N/A	31%
Total Digital Circulation	154,211	1,689,402	2,153,587	1297%	27%

*Lynda.com in 2019 **OverDrive in 2019. CloudLibrary 2019 Q4 number is low as we only migrated fully to CloudLibrary in November 2019. ***RBDigital in 2019. ****Hoopla 2019 Q4 Circulation up likely due to the instant availability of material as well as the change from OverDrive to CloudLibrary. *****PressReader was introduced in 2021.

Digital Circulation by Collection Type:

Collection type	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
eNewspapers and Databases	858,922	2,001,785	2,417,910	182%	21%
eMovies and eMusic	39,927	49,339	46,267	16%	-6%
eLearning	5,504	35,500	31,931	480%	-10%
eMagazines	72,397	16,189	12,114	-83%	-25%
eBooks and eAudiobooks	221,252	210,762	239,370	8%	14%
Total Digital Circulation	1,198,002	2,313,575	2,747,592	129%	19%

Circulation by Branch



Branch	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Central	267,343	175,639	182,386	-32%	4%
Clearview	68,722	57,909	44,412	-35%	-23%
Glen Abbey***	336,154	434,110	473,841	41%	9%
Iroquois Ridge	410,081	337,547	373,628	-9%	11%
Online*	9,037	2,814	3,576	-60%	27%
OPL Express @ QEPCCC	4,301	3,344	4,005	-7%	20%
OPL Express @ River Oaks**	N/A	926	1,911	N/A	106%
OPL Express @ Sixteen Mile SC	6,165	6,324	6,671	8%	5%
OPL Express @ St. Luke's CC	1,039	655	1,318	27%	101%
Sixteen Mile	77,590	73,852	81,218	5%	10%
White Oaks	158,577	118,211	131,560	-17%	11%
Woodside	237,165	146,547	146,745	-38%	0%
Total	1,576,174	1,357,878	1,451,271	-8%	7%

*Online and phone renewals

**Launched in April 2022

***Glen Abbey Branch closed starting Jun 2019-Jan 2020. Depot operational.

InterLibrary Loan

Summary:

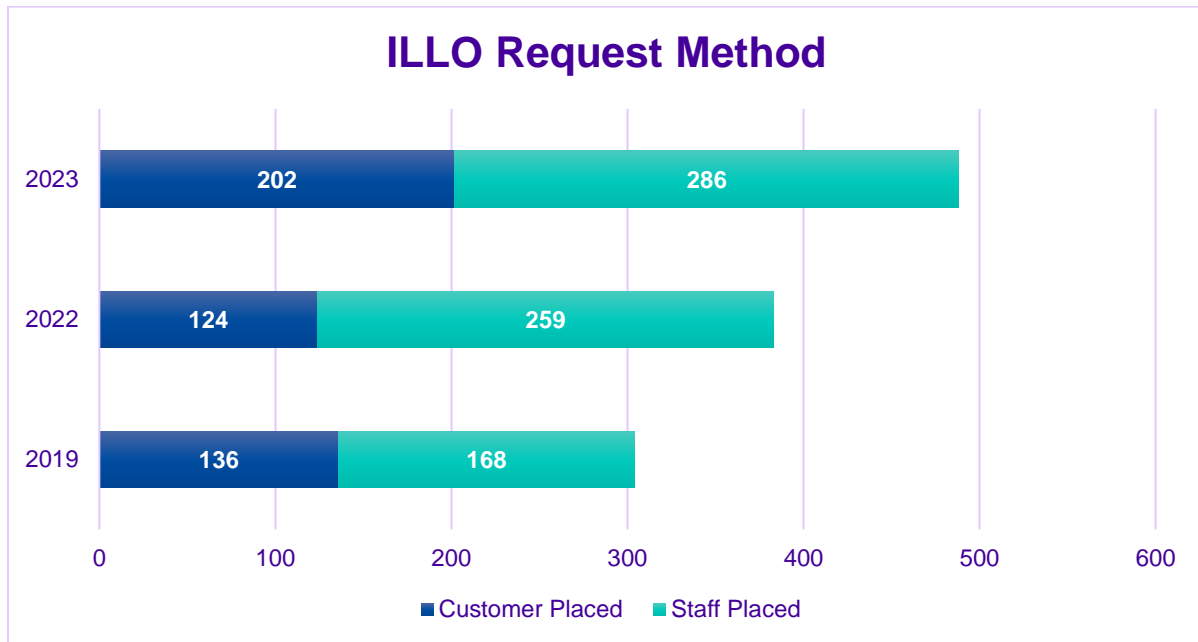
- The volume of ILLO requests received and lent continued to increase in 2023.
- Comparisons to 2019 remain a challenge as ILLO services were restructured and reduced in that year after significant province-wide funding cuts. Overall request

numbers for 2023 have surpassed those in 2019, the last year for which there was full ILLO participation across Ontario libraries.

- Q4 2023 numbers for Requests Lent are lower due to an additional mandatory 2-week shutdown of ILLO services by the vendor to implement a new platform to be launched in 2024.
- The increase in the number of ILLO requests from OPL customers is driven by an increase in customer placed requests.

Requests Received					Requests Lent				
2019 Q4	2022 Q4	2023 Q4	% Change 2019/2023	% Change 2022/2023	2019 Q4	2022 Q4	2023 Q4	% Change 2019/2023	% Change 2022/2023
304	382	489	61%	28%	271	458	371	37%	-19%

Customer Placed					Staff Placed				
2019 Q4	2022 Q4	2023 Q4	% Change 2019/2023	% Change 2022/2023	2019 Q4	2022 Q4	2023 Q4	% Change 2019/2023	% Change 2022/2023
136	124	202	49%	63%	168	259	286	70%	10%



Cardholders

Summary:

- New cardholder registration numbers show continued recovery with an increase of 40% in Q4 2023 over pre-pandemic levels.
- Glen Abbey branch continues to have the highest number of new registrations, handling 29% of the total for 2023. Iroquois Ridge and Central follow respectively with 21% and 18%.
- Active cardholders in Q4 2023 have also surpassed the pre-pandemic levels by 6%, continuing to increase due to a focus on cardholder retention.
- OPL continues its efforts to keep customer data accurate, by removing inactive accounts (2 years of inactivity) monthly. The 7% decrease in the total cardholders is due to the initial cleanup which began in October 2022.

Measure	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
New Cardholders	12,235	15,239	17,107	40%	12%
Total Cardholders	87,222	71,254	80,846	-7%	13%
Total active cardholders	63,729	56,832	67,573	6%	19%

*Inactive cards removed from database in Oct. 2022 and continues as a monthly process

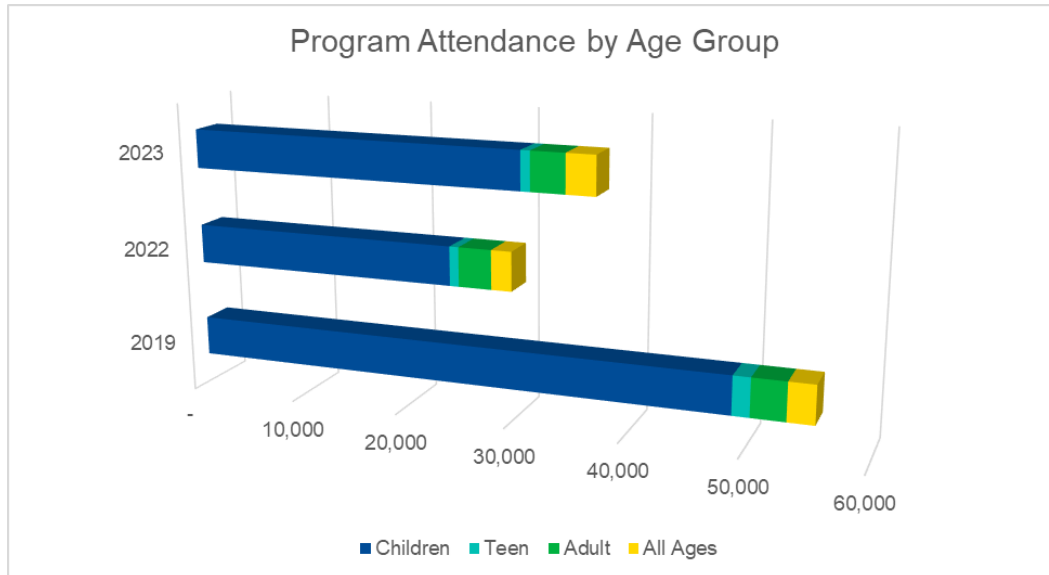
Programs and Events

Summary:

- In Q4 the most attended children's programs were during the holiday break in December and included: Family Storytime and Noon Year's Eve Dance Party at Central Branch followed by the Cookie Fiasco and LEGO Drop in at Glen Abbey.
- OPL delivered 24 family-focused programs from Saturday, December 23-Saturday December 30th with 565 program participants.
- Virtual programs were popular for adults in Q4 and included authors talks, monetary management, and genealogy.
- Creation Zone hours were increased to align with branch operating hours. In Q4 2023, 195 customers booked equipment in the Creation Zone, up from 11 people in Q4 2022. The Cricut, 3D Printer and the Scanner/VHS Scanner are the most booked equipment.

Programs by Attendance and # of Sessions:

Type	Attendance YTD					# of Sessions YTD				
	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Children	48,780	24,160	30,592	-37%	27%	2155	1362	1716	-20%	26%
Teen	1,506	822	841	-44%	2%	92	73	91	-1%	25%
Adult	2,989	2,956	3,079	3%	4%	362	278	341	-6%	23%
All Ages	2,325	1,828	2,622	13%	43%	100	41	121	21%	195%
Total	55,600	29,766	37,134	-33%	25%	2709	1754	2,269	-16%	29%



Services by Attendance and # of Sessions:

Type	2019 Q4 Attendance	2022 Q4 Attendance	2023 Q4 Attendance	2019 Q4 Sessions	2022 Q4 Sessions	2023 Q4 Sessions
In-Person Programs		7842	11,054		562	782
Virtual Programs		661	602		27	26
Outreach Presentations		5	548		721	22
1:1 In-Person Tech Help*		31	51		57	69
Equipment Booking**		11	195		111	1920
Maker Drop-In***		N/A	279		N/A	N/A

Stats are not available for 2019 as they were not reported by types of service.

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

**Sessions are the number of possible equipment bookings available at Glen Abbey and Iroquois Ridge Creations Zones.

***Count Started on November 14, 2023 - visitors per hour counted.

Events by Attendance and # of Sessions:

Type	Attendance YTD					# of Sessions YTD				
	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Adult	668	0	141	-79%	N/A	5	0	0	N/A	N/A
In Conversation With	1788	788*	903**	-49%	15%	7	1	2	-71%	100%
Total	2456	788	1044	-57%	32%	12	1	2	-83%	100%

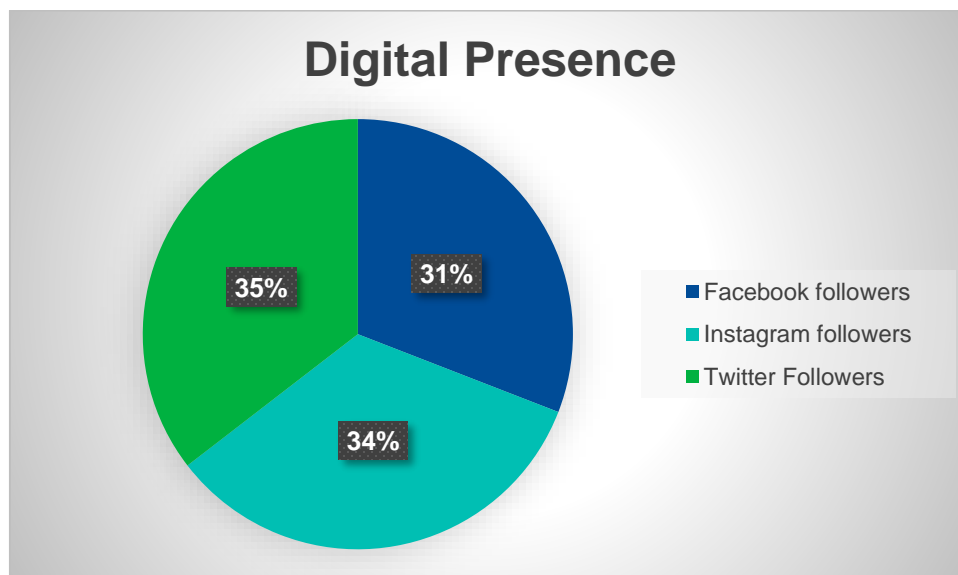
*433 in person, 355 live stream

**441 in person, 115 live stream

Digital Presence

Summary:

- BiblioCommons sessions are continuing to grow at a steady rate, with an increase of 17% in Q4 2023 from Q4 2022, and an overall 58% increase from 2019. This is a positive sign that customers continue to be actively engaging with the library catalogue and library digital resources.
- Website sessions in Q4 2023 have increased by 16% over Q4 2022, with changes within Google Analytics GA4 and additional website enhancements.
- Engagement this quarter on OPL's social media channels was a strong result of coverage for Ontario Public Library Week. There was a higher than usual publishing schedule during the week which often yields more traffic and views of OPL content on its respective social channels. There was also attention given to OPL's promotion of the CULC Report, "Overdue," a report that details the significance of public libraries for Canada's post-pandemic recovery, competitiveness, and resilience and calls for renewed and diversified investment.



	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Website Sessions	930,404	658,546	763,301	-18%	16%
Bibliocommons sessions*	770,609	1,040,674	1,216,050	58%	17%
Facebook followers	3,259	4,100	4,583	41%	12%
Instagram followers	2,173	4,456	4,992	130%	12%
Twitter Followers	4,614	5,200	5,259	14%	1%

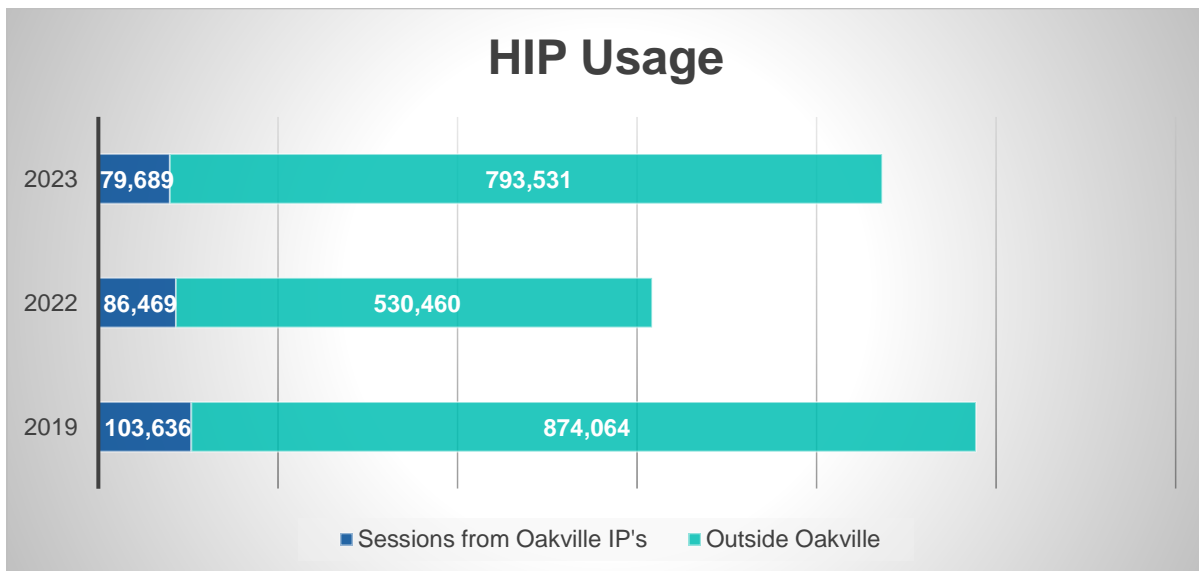
*Starting in 2022 this number is approximate. See Definitions section for the calculation.

Halton Information Providers

Summary:

- The decrease in attendance at outreach events in Q4 2023 was due to reduced staffing capacity within the department.

Measure	2019 Q4 YTD	2022 Q4 YTD	2023 Q4 YTD	% Change 2019/2023	% Change 2022/2023
Database sessions	977,700	616,929	873,220	-11%	42%
Unique Visitors*	39,774	41,474	48,525	22%	17%
Training sessions	11	18	18	64%	0%
Outreach	18	61	51	183%	-16%



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.

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.

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.