OAKVILLE PUBLIC LIBRARY BOARD

Q1 2024 PERFORMANCE AND MEASURES REPORT

OVERVIEW

This report highlights Oakville Public Library's (OPL) performance measures for Q1 of 2024. Almost uniformly, Q1 2024 shows a reliable return to pre-pandemic levels across our top key indicators. Furthermore, comparisons over Q1 2023 show further increases. Most notably, our Branch Service levels are up significantly illustrating demand for in-person library services such as 3D printing, computer access, wi-fi access, and bookable space.

Overall Trends	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Total Circulation	652,029	590,999	656,670	**1%**	**11%**
Branch Services	45,750	106,197	302,540	**561%**	**185%**
Digital Presence	9,235	13,921	14,978	**62%**	**8%**
Program and Event Attendance	16,800	11,423	15,017	**-11%**	**31%**
Foot Traffic	298,638	332,956	346,022	**16%**	**4%**

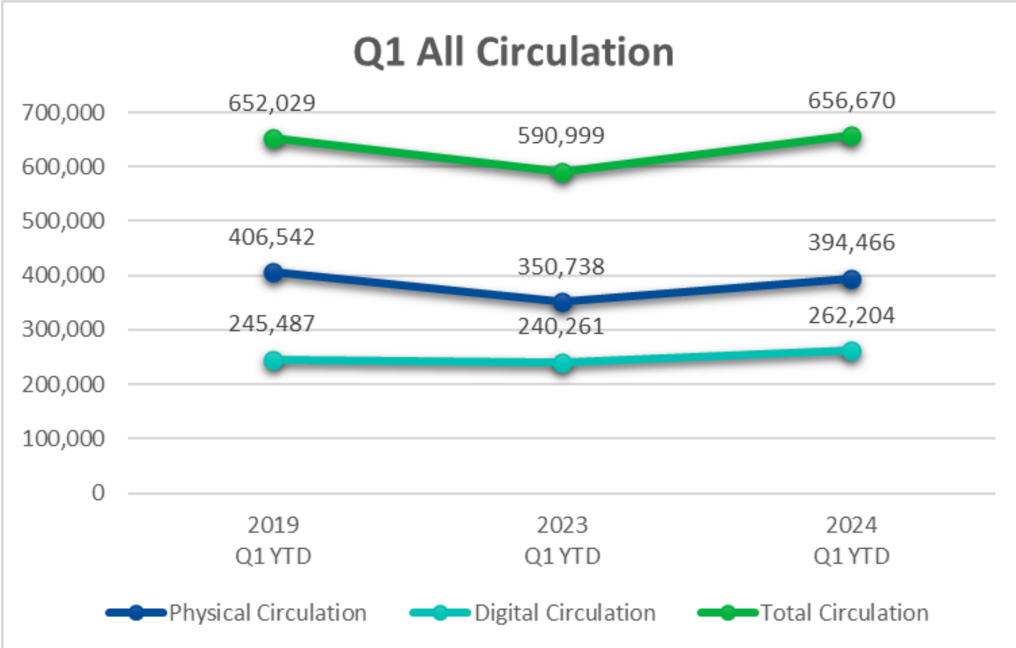
Note:

- Branch Services data for 2019 is incomplete, as Creation Zone equipment bookings, Branch Tech bookings, Wi-Fi sessions, and Room Bookings data are not available, creating some exaggerated increases across 2023 and 2024.

CIRCULATION

All Circulation

Summary: In Q1 2024, the total circulation of all materials increased by 11% from last year, demonstrating continued and growing demand for material in all formats. When comparing Q1 2019 to Q1 2024, there is a 1% increase this quarter, indicating that while there is a new distribution trend between physical and digital formats, overall readership has returned to pre-pandemic levels.



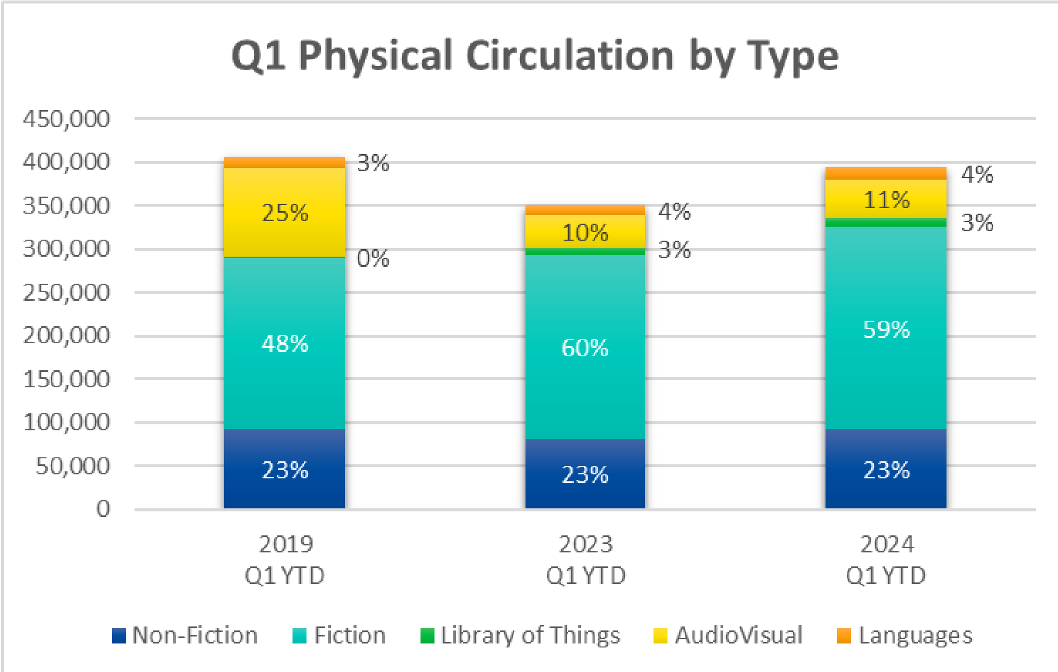
Circulation	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Physical Circulation	406,542	350,738	394,466	-3%	12%
Digital Circulation	245,487	240,261	262,204	7%	9%
Total Circulation	**652,029**	**590,999**	**656,670**	1%	11%

Note:

- The process for calculating digital circulation has been modified, with a stricter definition of what constitutes a checkout of a digital resource. All metrics have been retroactively updated across Q1 2019 and Q1 2023 quarters using the new calculation for comparison purposes.
- New digital resources were introduced this quarter including The Economist magazine (Pressreader) and Historical Newspaper Toronto Star database, which has likely contributed to the 9% increase from last year of the same quarter.

Physical Circulation

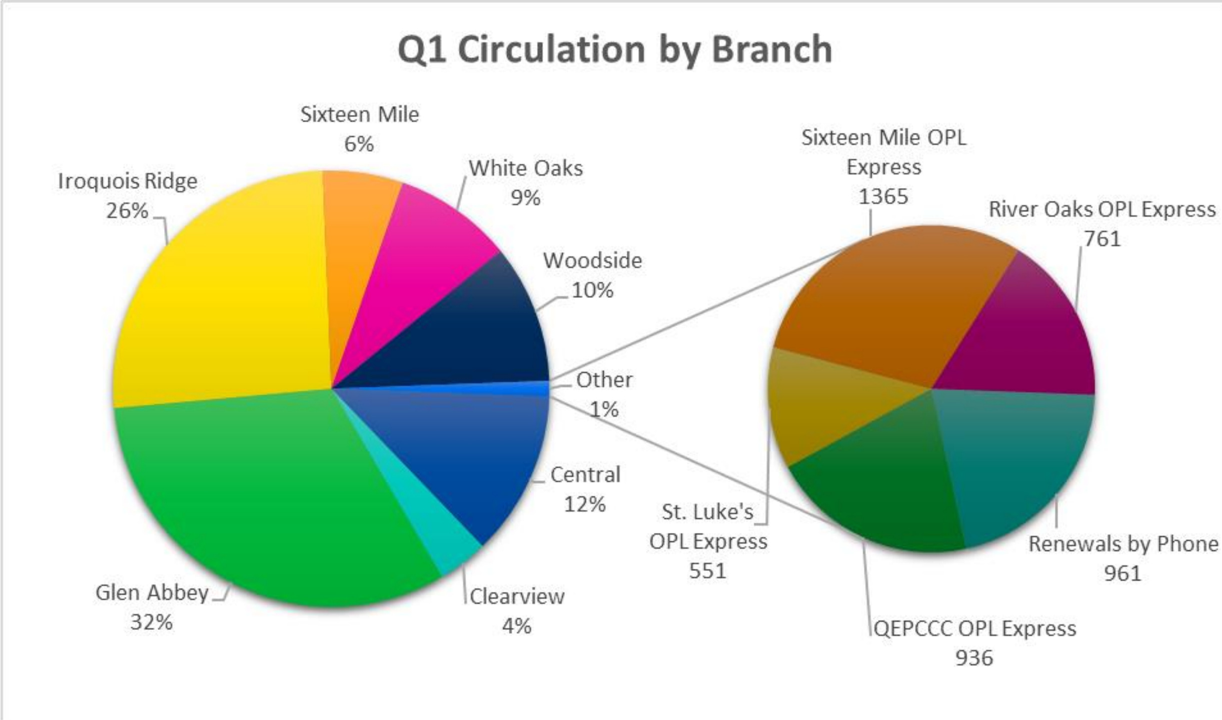
Summary: In Q1 2024, there was an overall 12% increase in physical circulation from last year, with increases across all categories (Fiction, Nonfiction, Library of Things, AudioVisual and Language Collections). When comparing the circulation by branch, there is an overall 13% increase from last year, with only a -3% differential from 2019 pre-pandemic levels. There is an overall 1% increase in physical circulation observed across the Express locations. These trends align with the noted increases in foot traffic and branch services being accessed, demonstrating that customers are returning to branches for a full range of services.



Physical Circulation	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Non-Fiction	92,891	81,337	92,613	**0%**	**14%**
Fiction	197,113	210,973	233,558	**18%**	**11%**
Library of Things	1,883	9,584	9,988	**430%**	**4%**
AudioVisual	101,603	36,507	43,380	**-57%**	**19%**
Languages	13,052	12,337	14,927	**14%**	**21%**
Total Physical Circulation	406,542	350,738	394,466	**-3%**	**12%**

Note:

- The 12% increase in all physical circulation is largely due to significant increases in the circulation of juvenile materials. Recent budget increases combined with recent publicity and legislation addressing the importance of screen-free time for children suggests that the demand for physical juvenile collections will continue to grow.



Circulation By Location	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Central (CE)	65,681	41,526	48,296	**-26%**	**16%**
Clearview (CV)	17,668	14,472	14,627	**-17%**	**1%**
Glen Abbey (GA)	130,024	113,065	126,422	**-3%**	**12%**
Iroquois Ridge (IR)	97,895	90,608	101,702	**4%**	**12%**
Sixteen Mile (SM)	N/A	16,988	23,492	**N/A**	**38%**
White Oaks (WO)	35,663	32,589	34,811	**-2%**	**7%**
Woodside (WS)	54,282	36,982	40,542	**-25%**	**10%**
Total Branch	**401,213**	**346,230**	**389,892**	**-3%**	**13%**
OPL Express @ QEPCCC	935	1,114	936	**0%**	**-16%**
OPL Express @ St. Luke's CC	N/A	152	551	**N/A**	**263%**
OPL Express @ Sixteen Mile SC	1,269	1,914	1,365	**8%**	**-29%**
OPL Express @ River Oaks CC	N/A	437	761	**N/A**	**74%**
Renewals by Phone	3,125	891	961	**-69%**	**8%**
Total Alternate Locations	**5,329**	**4,508**	**4,574**	**-14%**	**1%**
Total Physical Circulation	**406,542**	**350,738**	**394,466**	**-3%**	**12%**
Physical Circulation/Cardholder	**6.38**	**6.13**	**5.76**	**-10%**	**-6%**

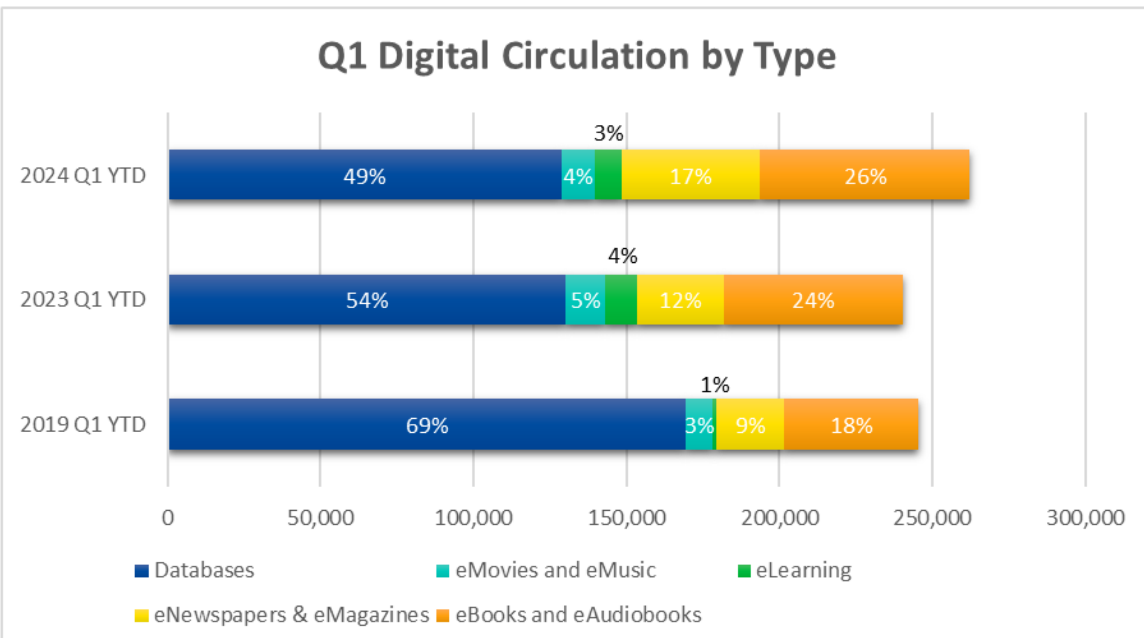
Note:

- The 38% increase in physical circulation at Sixteen Mile Branch this quarter reflects the increased community awareness of the branch's new location. Conversely, the ongoing construction at the Sixteen Mile Sports Complex likely explains the 29% decrease in physical circulation this quarter, as customers return to the full-service branch for browsing and hold pickup.

- The variances in physical circulation at the Express locations this quarter are likely due to increased awareness of the Express locations (St. Luke's) and increased visits to full-service branches (foot traffic increased by 5% and branch services by 185% in Q1 2024).
- The decrease in physical circulation per cardholder rate to 5.76 this quarter, despite the 12% increase in physical circulation, is due to the 34% increase in active cardholders (76,938 in Q1 2024 compared to 57,254 in Q1 2023)

Digital Circulation

Summary: In Q1 2024, there was an overall 9% increase in digital circulation from last year, with increases across eNewspapers/eMagazines and eBooks/eAudiobooks. When comparing Q1 2019 to Q1 2024, there is a 7% increase overall in digital circulation, which aligns with the introduction of new digital resources this year. Customer interest in other categories, particularly eMovies and eMusic along with eLearning, has declined since 2023, however it continues to reflect overall gains in adoption of our digital resources since the pandemic.



Collection Type	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Databases	169,439	130,096	128,924	-24%	-1%
eMovies and eMusic	8,521	12,734	10,822	27%	-15%
eLearning	1,452	10,426	8,713	500%	-16%
eNewspapers and eMagazines	22,244	28,590	45,213	103%	58%
eBooks and eAudiobooks	43,831	58,415	68,532	56%	17%
Total Digital Circulation	**245,487**	**240,261**	**262,204**	**7%**	**9%**

Digital Circulation/Cardholder	**3.85**	**4.20**	**3.83**	**-1%**	**-9%**

Note:

- The process for calculating digital circulation has been modified, with a stricter definition of what constitutes a checkout of a digital resource. All metrics have been retroactively updated across Q1 2019 and Q1 2023 quarters using the new calculation for comparison purposes.
- New categorizations of digital content have been introduced this year and retroactively applied to Q1 2019 and Q1 2023 for comparison purposes. All newspaper and magazine products have been grouped together, separating databases. Additionally, a new calculation was introduced for eNewspapers and eMagazines using the total number of issues accessed, instead of the total number of articles accessed, for better comparison of content usage.
- The 58% increase in eNewspaper and eMagazine content this quarter is due to the continued and growing popularity of The Economist magazine (PressReader) and Historical Newspaper Toronto Star database, which has likely contributed to the 9% increase from last year of the same quarter.
- The 15% decrease in eMovies and eMusic, along with the 16% decrease in eLearning this quarter, may be an indication of changing customer interests or it may be due to seasonal fluctuation in usage.
- The decrease in digital circulation per cardholder rate to 3.83 this quarter, despite the 9% increase in digital circulation, is due to the 34% increase in active cardholders (76,938 in Q1 2024 compared to 57,254 in Q1 2023)

Digital Circulation by Resource	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
cloudLibrary	36,459	48,992	60,653	**66%**	**24%**
Hoopla	11,020	10,850	8,337	**-24%**	**-23%**
Kanopy	3,135	6,502	8,680	**177%**	**33%**
LinkedIn Learning	196	8,805	7,068	**3506%**	**-20%**
Flipster	17,767	3,292	3,268	**-82%**	**-1%**
PressReader	N/A	19,376	37,141	**N/A**	**92%**

Note:

- The above chart only includes the most popular trending digital resources and is not representative of all digital circulation.
- The 24% increase in cloudLibrary circulation this quarter is due to additional surplus spending at the end of 2023 to increase available digital content. Customer demand for eBooks and eAudiobooks continues to grow year over year, but that potential growth is limited by budgetary constraints.
- The 23% decrease in Hoopla is likely due to the increasing demand for higher priced eAudiobooks. While content is available for instantaneous borrowing, with no hold queues, the pay-per-use circulation model means that higher-priced digital content more quickly spends the daily Hoopla budget, causing a decline in overall Hoopla circulation.

- The 33% increase in Kanopy circulation this quarter is likely due to the changes in content availability within Hoopla, as Kanopy has become the primary source of digital video content.
- The 20% decrease in LinkedIn Learning metrics this quarter, may be an indication of changing customer interests or it may be due to seasonal fluctuation in usage.
- OPL has conducted limited promotion of digital resources over the last few years due to budget concerns and an inability to meet increased demand**.** This has likely contributed to the decreased use across some categories.

CARDHOLDERS

Summary: In Q1 2024, there is a 34% increase in the number of Active Cardholders, indicating that new cardholders from 2023 have remained engaged with strong retention levels. There is a 5% decrease in the growth of new cardholders this quarter, though it only represents a loss of 180 new cardholders over last year for the same quarter.

Cardholder Trends	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
New Cardholders	2,952	3,969	3,789	**28%**	**-5%**
Active Cardholders	63,725	57,254	76,938	**21%**	**34%**
All Cardholders	84,580	74,105	77,915	**-8%**	**5%**

Note:

- The 34% increase in active cardholders this quarter aligns with the noted increased in circulation by 11%, foot traffic by 5%, and branch services by 185% this quarter. When comparing 2023 to 2024 metrics, there is currently a 12.96% increase in the number of active cardholders this year (67,573 active cardholders reported in 2023).
- While there is a 5% decrease in the growth of new cardholders this quarter, library initiatives for new cardholder growth are typically scheduled for the summer and fall months, including the launch of Book Bikes and the Ontario Public Library Week library card campaign.

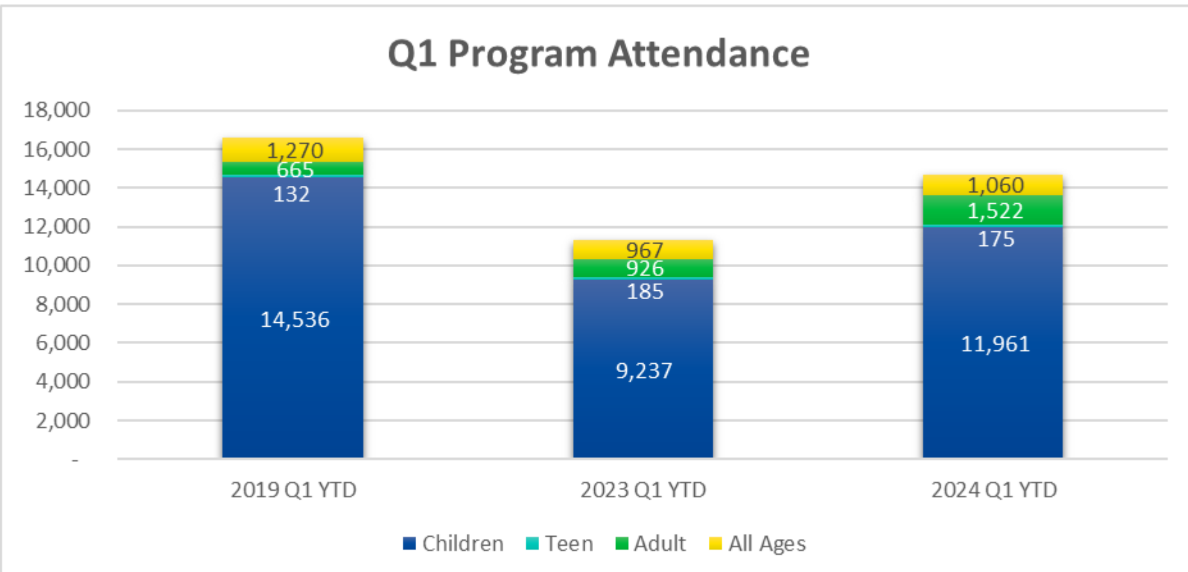
New Cardholders by Branch	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Central	588	780	890	**51%**	**14%**
Clearview	59	87	98	**66%**	**13%**
Glen Abbey	951	1,314	1,102	**16%**	**-16%**
Iroquois Ridge	738	854	826	**12%**	**-3%**
Sixteen Mile	N/A	213	204	**N/A**	**-4%**
White Oaks	309	357	305	**-1%**	**-15%**
Woodside	306	341	364	**19%**	**7%**

Note:

- Despite the 16% decrease in new cardholders at the Glen Abbey branch this quarter, it still accounts for 29% of all new cardholder growth. Central and Iroquois Ridge branches also remain popular destinations for new cardholder signups. While the are some decreases in cardholder growth across branches, the actual losses are quite small.

PROGRAMS AND EVENTS

Summary: In Q1 2024, there was an overall 30% increase for programs and events, as well as 29% increase specifically within in-person programming, suggesting that community demand for engagement opportunities is growing and gradually returning to Q1 2019 pre-pandemic levels. There was also a 150% increase in outreach visits.



Programs & Events Attendance by Audience	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
For Children	14,536	9,237	11,961	-18%	29%
For Teens	132	185	175	33%	-5%
For Adults	665	926	1,522	129%	64%
For All Ages	1,270	967	1,060	-17%	10%
Total Attendance	**16,603**	**11,315**	**14,718**	**-11%**	**30%**
Total # Sessions	**672**	**727**	**885**	**32%**	**22%**
Avg Attendance Per Session	**24.7**	**15.6**	**16.6**	**-33%**	**7%**

Note:

- The 29% increase in Children's programs/events is largely due to a 27% increase in the number of program sessions offered this quarter (646 in Q1 2024 and 510 in Q1 2023) as well as increased participation in Family Day, with 1,017 customers attending events.
- The 5% decrease in Teen programs/events represents a decrease of 10 participants from last year of the same quarter, though growth remains above pre-pandemic levels. New programs to engage teens continue to be piloted, such as the Teen Gaming Drop-In at the Glen Abbey branch, which saw 61 teens participating over 5 sessions.
- The 64% increase in Adult programs/events is due to some highly-attended events, such as the 'In Conversation with Dr. Jen Gunter' event with 299 participants.

Programs and Events Attendance by Type	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
In-Person Programs	N/A	10,337	13,375	**N/A**	**29%**
Virtual Programs	N/A	582	473	**N/A**	**-19%**
Events	197	108	299	**52%**	**177%**
Outreach Visits	N/A	339	846	**N/A**	**150%**
Maker Drop-In	N/A	N/A	740	**N/A**	**N/A**

Note:

- The 19% decrease in virtual programs is due to a shifting focus on in-person engagement, demonstrated by the 29% increase in in-person programs.
- The 177% increase in events is due to a highly attended 'In Conversation With' event.
- The 150% increase in outreach is largely due to an increase in the number of school visits being scheduled across branches, as well as specialized outreach events within the community.
- Metrics for 2019 programs and events by type is not available, as attendance was not documented by type of program, just by audience. Similarly, Maker Drop-In for the Creation Zone was not introduced the end of 2023.

BRANCHES

Branch Services

Summary: In Q1 2024, branch technology and tools (3D printers, computers, wi-fi access, and printing) are responsible for much of the 185% increase across Branch Services. Open hours for self-service equipment bookings account for the 1989% increase in Creation Zone usage. Room Bookings have increased by 100% due to the availability of complementary work/study rooms (only at Glen Abbey currently), which aligns with the 245% increase in Wi-Fi sessions.

These trends demonstrate that library spaces, technology, and branch services are in high-demand.

Branch Services Overview	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Creation Zone Equipment Bookings	N/A	9	188	**N/A**	**1989%**
Branch Tech Bookings	N/A	305	361	**N/A**	**18%**
1:1 Tech Help	34	82	74	**118%**	**-10%**
Public Access Computer Sessions	19,994	10,604	13,442	**-33%**	**27%**
Wi-Fi Sessions	N/A	77,149	265,955	**N/A**	**245%**
Room Bookings	N/A	328	656	**N/A**	**100%**
Email Enquiries	953	1,134	1,007	**6%**	**-11%**
Phone Calls	8,938	8,459	8,792	**-2%**	**4%**
Items Printed	15,831	8,127	12,065	**-24%**	**48%**
Total Branch Services	**45,750**	**106,197**	**302,540**	**561%**	**185%**

Note:

- Branch Services data for 2019 is incomplete, as Creation Zone equipment bookings, Branch Tech bookings, Wi-Fi sessions, and Room Bookings data are not available, creating some exaggerated increases across 2023 and 2024.
- Part of the increase in Wi-Fi sessions is attributable to our catalogue tablets and introduction of our public access laptops, which connect over wi-fi.

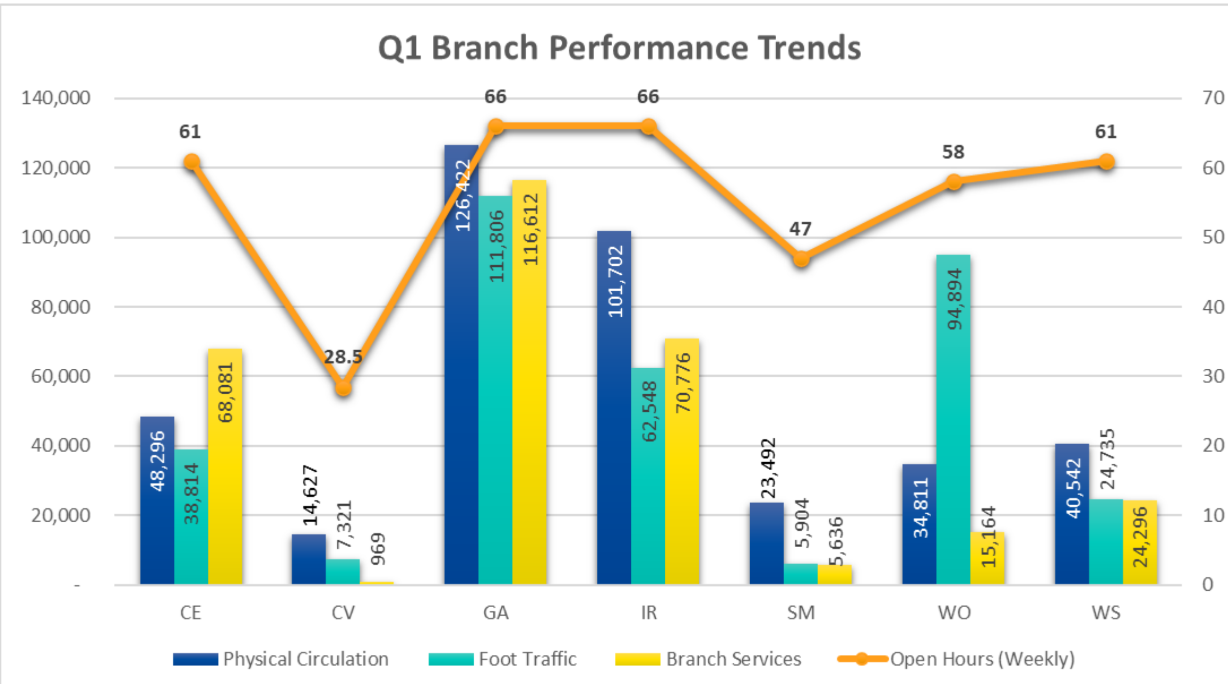
Branch Services By Branch	CE	CV	GA	IR	SM	WO	WS
Creation Zone Equipment Bookings	N/A	N/A	142	46	N/A	N/A	N/A
Branch Tech Bookings	20	19	80	81	36	82	43
1:1 Tech Help	19	N/A	N/A	22	6	N/A	28
PAC Sessions	2,628	225	4,065	3,155	544	1,556	1,269
Wi-Fi Sessions	60,008	409	106,018	63,751	4,311	11,341	20,117
Room Bookings	27	N/A	629	N/A	N/A	N/A	N/A
Phone Calls	2,696	247	2,802	1,091	337	545	1,074
Items Printed	2,683	69	2,876	2,630	402	1,640	1,765
Branch Services Totals	**68,081**	**969**	**116,612**	**70,776**	**5,636**	**15,164**	**24,296**
% of Branch Services	**23%**	**0%**	**39%**	**23%**	**2%**	**5%**	**8%**

Note:

- Glen Abbey remains a popular destination for library customers, with 39% of all branch services being accessed at the branch, due to the availability of the Creation Zone, complementary work/study rooms, and the Town community centre.
- Central and Iroquois Ridge retain 23% of all branch services largely due to the high demand for internet access and study space.

Branch Performance Trends

Summary: In Q1 2024, a high-level overview of performance trends demonstrates how each neighbourhood is accessing their local library branch. Usage across metrics varies by branch, indicating that each library branch is being uniquely used by the community.



Branch Performance Trends	CE	CV	GA	IR	SM	WO	WS
Physical Circulation	48,296	14,627	126,422	101,702	23,492	34,811	40,542
Foot Traffic	38,814	7,321	111,806	62,548	5,904	94,894	24,735
Program Attendance	1,800	691	4,753	3,230	968	1,031	627
Branch Services	68,081	969	116,612	70,776	5,636	15,164	24,296
Open Hours (Weekly)	61	28.5	66	66	47	58	61
Foot Traffic by Open Hour	**53**	**21**	**141**	**79**	**10**	**136**	**34**
Physical Circulation by Open Hour	**66**	**43**	**160**	**128**	**42**	**50**	**55**

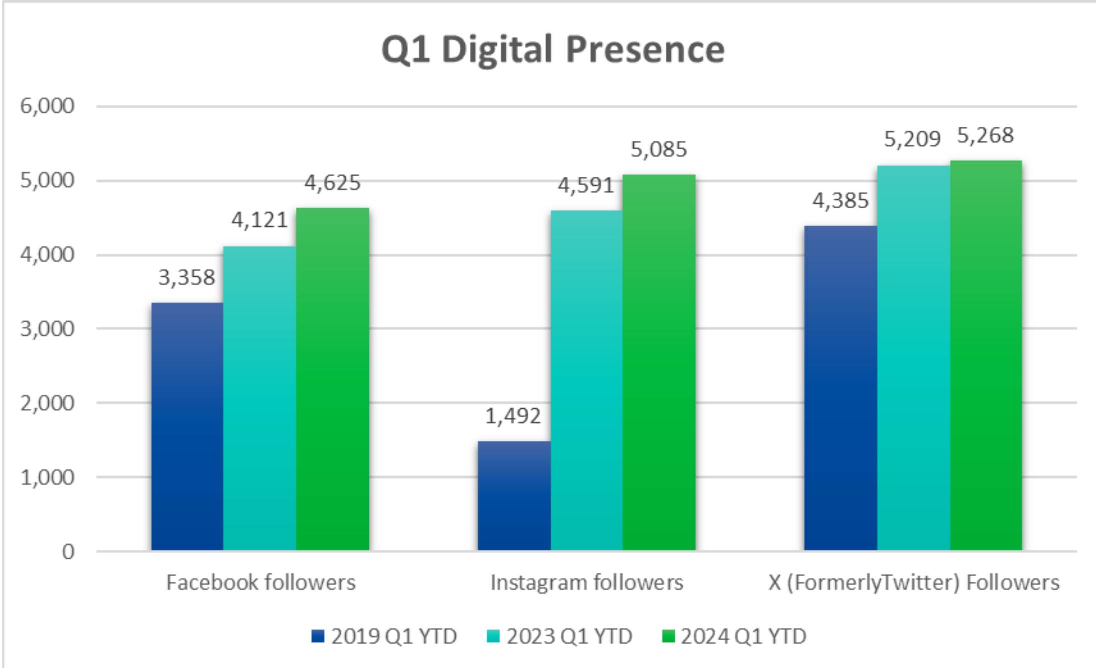
Branch Services by Open Hour	**93**	**3**	**147**	**89**	**10**	**22**	**33**

Note:

- Central is a popular destination for accessing branch services, borrowing materials, and using the library space. It is the third busiest branch for circulation and the fourth busiest for foot traffic.
- Clearview is a popular destination for borrowing materials and when considering the metrics in context with its open hours, the circulation and foot traffic metrics are in line with the other branches.
- Glen Abbey is a popular destination for borrowing materials, using the library space, and accessing branch services. It continues to be the busiest branch, with an average of 141 people entering, 160 materials circulating, and 147 services being accessed every hour that it is open to the public.
- Iroquis Ridge is a popular destination for borrowing materials, using the library space, and accessing branch services. It is the second busiest branch for circulation and the third busiest for foot traffic.
- Sixteen Mile is a popular destination for borrowing materials, when assesing circulation versus foot traffic, it indicates that most customers are borrowing a high volume of materials.
- White Oaks is a popular destination for accessing library space, as demonstrated by the fact that it is the second busiest location by foot traffic.
- Woodside is a popular destination for borrowing materials, and is the fourth busiest branch in terms of circulation.

DIGITAL PRESENCE

Summary: In Q1 2024, the overall 8% increase in social media presence demonstrates continued growth across Instagram and Facebook, which have the highest rates of engagement. A new milestone was reached this quarter, with over 5,000 followers following the library on Instagram.



Digital Presence	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Facebook followers	3,358	4,121	4,625	**38%**	**12%**
Instagram followers	1,492	4,591	5,085	**241%**	**11%**
X (Formerly Twitter) Followers	4,385	5,209	5,268	**20%**	**1%**
Totals	**9,235**	**13,921**	**14,978**	**62%**	**8%**

Note:

- Instagram and Facebook remain popular channels for the promotion of the Friends of the Library (FOL) Book Sales.
- Content strategy for each platform continues to be refined and piloted, identifying and leveraging trends within customer engagement, such as the preference for video content on Instagram. The use of X (formerly Twitter) is currently under review but is primarily being used to share news and alerts.

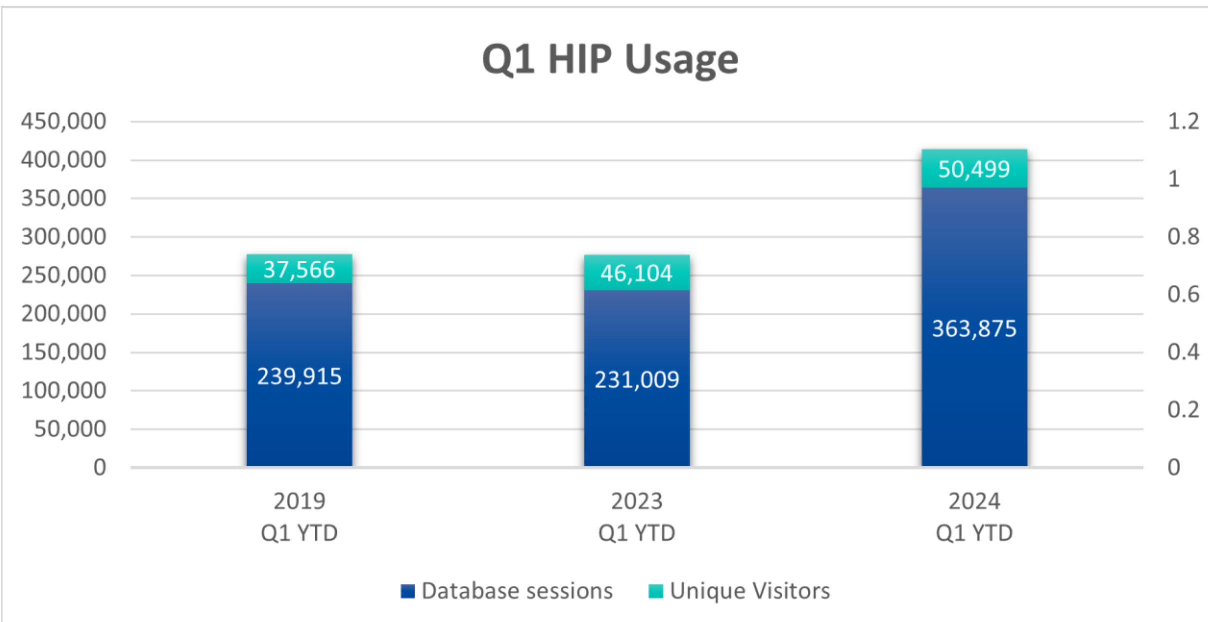
Library Website and Catalogue	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Website Sessions	241,730	189,237	234,155	**-3%**	**24%**
Bibliocommons sessions	206,455	274,041	446,228	**116%**	**63%**

Note:

- The 63% increase in Bibliocommons sessions and the 24% increase in website sessions are both attributed to the new version of Google Analytics (GA4) that was introduced at the end of 2023, which utilizes a new counting methodology for sessions.

HALTON INFORMATION PROVIDERS

Summary: In Q1 2024, there is an overall 18% decrease in Halton Information Providers (HIP) database usage across all Halton municipalities. Overall usage has increased by 58% due to the number of people accessing the database without disclosing their location or from outside of Halton Region. There has been a 10% increase in the number of unique visitors accessing the database.



HIP Usage by Municipality	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Oakville	24,851	18,292	15,367	-38%	-16%
Burlington	20,177	14,057	12,349	-39%	-12%
Halton Hills	6,546	5,994	3,457	-47%	-42%
Milton	10,947	9,216	7,966	-27%	-14%
Other Locations	177,394	183,410	324,736	83%	77%
Total Halton Sessions	**62,521**	**47,559**	**39,139**	-37%	-18%
All Unique Visitors	37,566	46,104	50,499	34%	10%
All Database Sessions	**239,915**	**231,009**	**363,875**	52%	58%
All Sessions Per Unique Visitor	**6**	**5**	**7**	13%	44%

Note:

- The 16% decrease in Oakville this quarter is observed consistently across all Halton municipalities, including Oakville. This pattern may be influenced by seasonal behaviors and specific local issues, such as community events or changes in public needs, which have historically led to fluctuations in usage.
- The 77% increase from visitors accessing the database who are not disclosing their location, or are accessing it from outside of Halton Region, still demonstrates the growing reach and impact of the HIP resource.
- The 10% increase in unique visitors this quarter, indicates a broader trend of growing engagement with the database, suggesting successful outreach efforts and an expanding interest among the community.

Oakville HIP Engagement	2019 Q1 YTD	2023 Q1 YTD	2024 Q1 YTD	% Change 2019/2024	% Change 2023/2024
Training sessions	7	3	1	**-86%**	**-67%**
Outreach	3	24	22	**633%**	**-8%**

Note:

- The 67% decrease in training sessions is due to a shift in practice towards community outreach and information sessions, that expand awareness and adapt to changing community need.
- The 8% decrease in outreach only represents 2 less sessions than Q1 2023, but current levels still represent a 633% increase from Q1 2019.

DEFINITIONS

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

All cardholders: Includes active cardholders plus other cardholders with an activity date within the last 7 years that owe fines to the library.

AudioVisual: Includes audiobooks, music, movies and television content in physical formats such as: CDs, DVDs, and BluRays. Also includes video games for a variety of gaming consoles.

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

Branch Services: Combined count of phone calls, email enquiries, public access computer sessions, items printed, Creation Zone equipment bookings, branch technology bookings, wi-fi sessions, and room bookings.

Branch Tech bookings: Count of bookings for maker equipment not located in Creation Zone spaces. Includes branch 3D printers only at this time.

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

Creation Zone equipment bookings: Count of equipment bookings for technology in the Creation Zone spaces (e.g., 3D printer, button maker, cricut, design laptop, serger, sewing machine). Data is not available for 2019 as it was not collected in this format.

Databases: Includes research databases such as Ancestry, Canadian Business Online, Consumer Reports, and more.

Digital circulation by Resource: Count of units or items of materials the library circulated in the following digital platforms (cloudLibrary, Hoopla, Kanopy, LinkedIn Learning, Flipster, PressReader) to all users, including renewals in a designated timeframe.

Digital Presence: Combined count of Facebook, Instagram, and X followers.

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

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

eMagazines and eNewspapers: Includes the standalone digital magazine platform, Flipster and popular newspaper services such as PressReader and the New York Times.

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.

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

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.

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

Fiction: Includes English language material classified as fiction for adult, teen and juvenile audiences. This material circulates in multiple print formats such as: regular print, large print, board books, graphica and more.

Flipster (Replaced RBDigital in January 2021): counts 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 a web browser), the entire magazine is downloaded. Total downloads are total downloads for a complete magazine to the Flipster app.

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.

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

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

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

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

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

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.

In-Person programs: Programs conducted live and in-person, which can be in-branch or at a community location.

Instagram followers: Count of Instagram users who have followed OPL as of 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.

Kanopy: Defines circulation as each ‘play’ on a digital video.

Languages: Includes material in selected languages other than English in both print and AudioVisual formats.

Library of Things: Includes pre-assembled kits such as storytelling kits as well as individual objects and equipment such as, but not limited to: park permits, CO_2 monitors, and wireless hotspots.

LinkedIn Learning (Lynda.com prior to April 2021): as of April 2021, circulation is defined as the number of videos completed. Prior to April 2021, Lynda.com defined circulation as the number of certificates completed. Each course completed resulted in a certificate. Customers had unlimited courses and certificates available to them. There were Lynda.com users who used this service but did not complete their certificates, which means they are not captured in these metrics.

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

Phone calls: Calls received through the branch’s main number which includes callers that were transferred to the self-serve options, etc. These are calls received at all times, not only during open hours.

Non-Fiction: includes English language material classified as non-fiction for adult, teen and juvenile audiences. This material circulates in multiple print formats such as: regular print, large print, graphica, picture books and more.

Physical circulation: count of 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.

PressReader: count of issues opened, which are the number of issues viewed by a user.

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.

Program and Event attendance: combined count of Event and Program attendance.

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

Room Bookings: Count of room bookings, paid and complimentary. Complimentary rooms for work/study purposes are only currently available at Glen Abbey branch. Online room booking software introduced in the summer 2019.

Tech Help: One-on-one in-person bookable service where staff assist a customer with a device and technology-related question(s).

Total cardholders: Includes active cardholders plus inactive cardholders with an activity date within the last 7 years that owe fees to the library.

Total circulation: Combined count of all physical and digital circulation.

Virtual programs: Programs conducted live and virtual, via online tools such as Zoom.

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.

Wi-Fi sessions: Count of sessions of users connecting to public wireless in OPL branches.

X (formerly Twitter) followers: Count of X users who have followed OPL as of a designated timeframe.