

REPORT

Oakville Public Library Board

Meeting Date: May 16, 2024

FROM: Oakville Public Library

DATE: May 7, 2024

SUBJECT: Performance and Measures Report Q1 2024

RECOMMENDATION:

That the Performance and Measures Report Q1 2024 be received for information.

KEY FACTS:

The following are key points for consideration with respect to this report:

- This report highlights Oakville Public Library's (OPL) Q1 2024 Performance and Measures.
- The quarterly report template has been enhanced with new metrics to better demonstrate high-level trend analysis across OPL services.
- The information is separated into the following categories:
 - Overview
 - Circulation
 - Cardholders
 - Programs and Events
 - Branches
 - Digital Presence
 - Halton Information Providers

BACKGROUND:

The quarterly Performance and Measures Report template has been enhanced with new metrics to better demonstrate high-level trend analysis across Oakville Public Library (OPL) services. A small number of metrics have been condensed, restructured, or removed as noted for each section of the report.

Throughout the report, a 3-year trend analysis is included where relevant, using 2019, 2023, and 2024 as comparators, since OPL had not yet resumed full library services in 2022.

The Overview section has been condensed by grouping all activities related to Branch Services into one category, which provides the opportunity to assess the overall trend of how services are being accessed within library branches. The overall trends analysis now allows for better comparison across the high-level benchmarks of Total Circulation, Branch Services, Digital Engagement, Program and Event Attendance, and Foot Traffic

In the Circulation section, additional metrics have been included detailing physical circulation by type of material to better capture changing trends across broad categories of physical materials. Additionally, the process for calculating digital circulation has been modified, with a stricter definition of what constitutes a checkout of a digital resource. All digital circulation metrics have been retroactively updated across Q1 2019 and Q1 2023 using the new calculation for comparison purposes.

The section for InterLibrary Loan has been removed, though it continues to be a valued service that allows library customers to borrow a broader range of materials through other nearby library systems. Performance metrics are closely monitored by the Collection Development Department.

In the Cardholder section, additional metrics have been included detailing new cardholders by branch in better understand which branches are drawing new customers, and how the growth of the Oakville community is having an impact on specific branches.

In the Programs and Events section, metrics for the number of sessions has been condensed and the average attendance per session has been added, as the number of sessions offered to each audience can vary with new engagement strategies. Additionally, the number of sessions offered needs to align with customer need, so the focus has shifted away from year-over-year growth and instead will focus on the reach of each session by tracking attendance per session rates. Programs and events are no longer separated for better overall comparisons.

The Branches section has been newly added to the report to better demonstrate how services are being accessed across all library branches, which allows for better trend analysis of how customers are using each facility. Metrics have been compiled for all Branch Services as well as high-level Branch Performance Trends.

In the Digital Presence section, a 3-year trend comparison has been added to be more consistent with the analysis structure of the report, as well as to better capture changing trends of how customers are engaging with the library through online channels.

In the Halton Information Providers (HIP) section, more specific information has been included about how usage is distributed across the Halton Region.

COMMENT/OPTIONS:

N/A

APPENDICES:

Appendix A – Performance and Measures Report Q1 2024

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