

OAKVILLE PUBLIC LIBRARY BOARD

Q2 2024 YTD PERFORMANCE AND MEASURES REPORT

OVERVIEW

This report highlights Oakville Public Library's (OPL) performance measures for Q2 2024 Year to Date (YTD). Almost uniformly, Q2 2024 (YTD) shows a sustained return to pre-pandemic levels across top key indicators. Most notably, the metrics demonstrate an increasing demand for in-person branch services and programs. Additionally, while foot traffic appears to have decreased, this is directly due to data loss.

Overall Trends	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Total Circulation	1,302,457	1,182,932	1,310,133	1%	11%
Branch Services	86,038	524,966	597,346	594%	14%
Digital Presence	9,421	14,112	15,540	65%	10%
Program and Event Attendance	33,264	24,316	27,670	-17%	14%
Foot Traffic	713,598	636,112	620,824	-13%	-2%

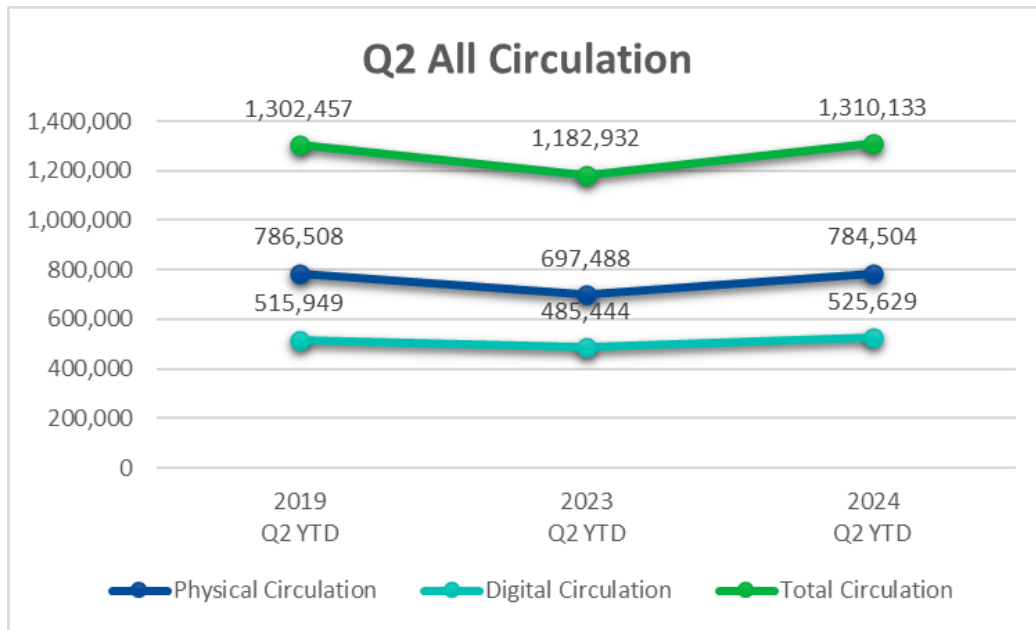
Note:

- The 2% decrease in foot traffic is due to a localized data loss at White Oaks Branch. OPL continues to experience some periodic data loss of foot traffic metrics, due to malfunctioning security gate software, and is investigating alternative technologies to track foot traffic data.
- The growth across branch services has stabilized from the previous quarter (185% increase in Q1 2023 compared to Q1 2024).
- 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 exaggerated increases across 2023 and 2024.

CIRCULATION

All Circulation

Summary: In Q2 2024 (YTD), the total circulation of all materials increased by 11% from last year, an increase that has held steady from the previous quarter, further demonstrating that there is stable and growing demand for material in all formats. When comparing Q2 2019 to Q2 2024, overall readership continues to hold at pre-pandemic levels.



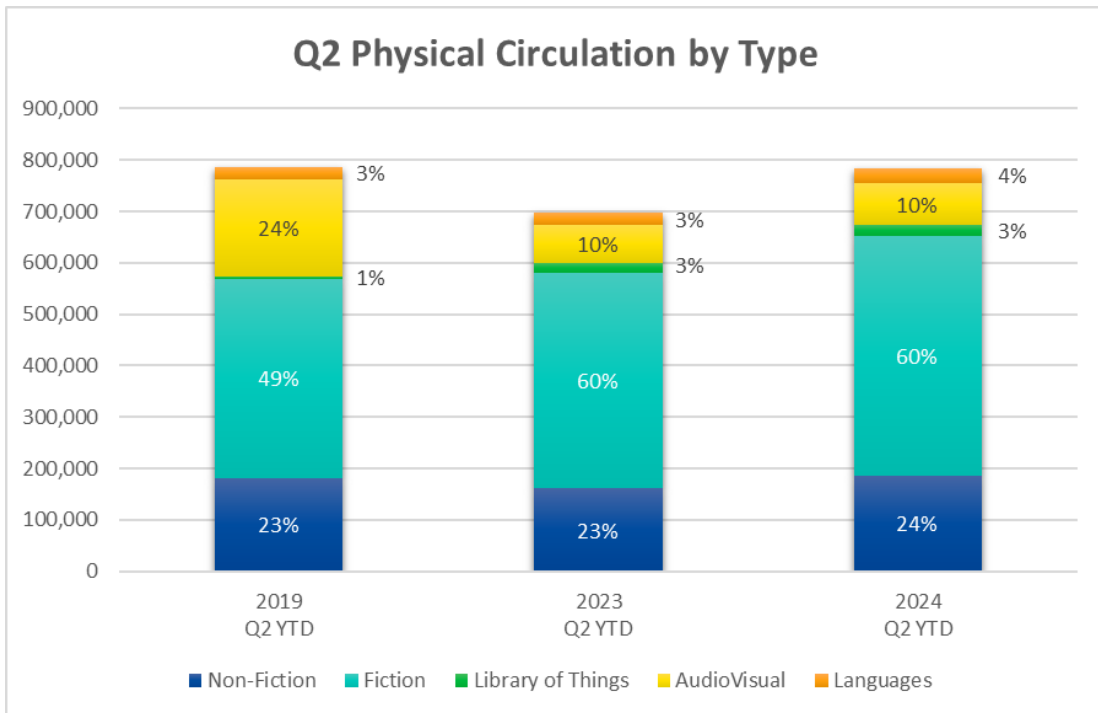
Circulation	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Physical Circulation	786,508	697,488	784,504	-0.3%	12%
Digital Circulation	515,949	485,444	525,629	2%	8%
Total Circulation	1,302,457	1,182,932	1,310,133	1%	11%

Note:

- Although the preference between physical or digital formats has been fluctuating slightly over time, physical circulation accounts for approximately 60% of all circulation.

Physical Circulation

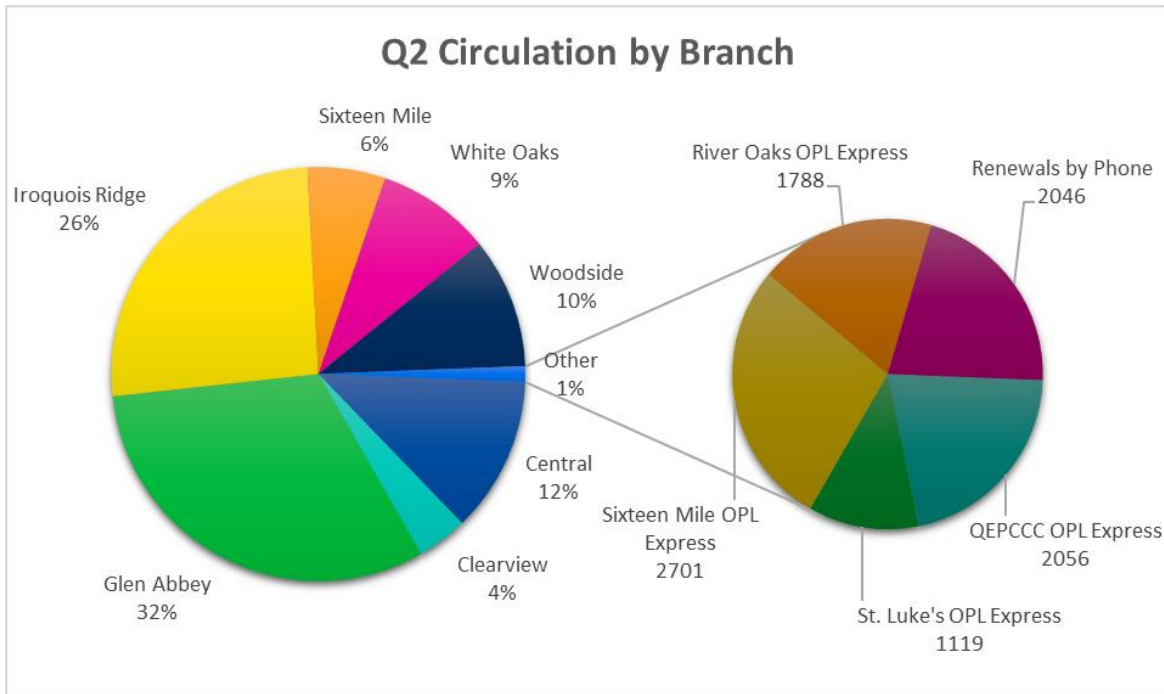
Summary: In Q2 2024 (YTD), the total physical circulation increased by 12% from last year, another increase that has held steady from the previous quarter, with increases observed across all 7 branches. When comparing Q2 2019 to Q2 2024, physical circulation has exceeded pre-pandemic levels at Glen Abbey, Iroquois Ridge, and Sixteen Mile Branches. OPL Express is showing notable growth at both the St. Luke’s and River Oaks locations, likely due to increasing awareness of the alternative services available at these sites.



Physical Circulation	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Non-Fiction	181,344	160,895	185,560	2%	15%
Fiction	387,255	420,355	467,241	21%	11%
Library of Things	5,102	19,158	19,809	288%	3%
AudioVisual	188,514	72,772	82,181	-56%	13%
Languages	24,293	24,308	29,713	22%	22%
Total Physical Circulation	786,508	697,488	784,504	-0.3%	12%

Note:

- The 12% increase in physical circulation continues to be driven by increases in the circulation of juvenile material across all categories, reflecting significant increases in juvenile print spending.
- Demand across all categories of physical circulation is holding steady from the previous quarter.



Circulation By Location	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Central (CE)	124,882	83,890	95,524	-24%	14%
Clearview (CV)	35,956	28,656	30,904	-14%	8%
Glen Abbey (GA)	228,661	222,746	247,503	8%	11%
Iroquois Ridge (IR)	191,944	180,276	202,957	6%	13%
Sixteen Mile (SM)	14,477	35,468	47,713	230%	35%
White Oaks (WO)	72,051	65,854	70,149	-3%	7%
Woodside (WS)	108,584	71,650	80,044	-26%	12%
Total Branch	776,555	688,540	774,794	0%	13%
OPL Express @ QEPCCC	1,852	2,167	2,056	11%	-5%
OPL Express @ St. Luke's CC	26	432	1,119	4204%	159%
OPL Express @ Sixteen Mile SC	2,953	3,874	2,701	-9%	-30%
OPL Express @ River Oaks CC	N/A	757	1,788	N/A	136%
Renewals by Phone	5,122	1,718	2,046	-60%	19%
Total Alternate Locations	9,953	8,948	9,710	-2%	9%
Total Physical Circulation	786,508	697,488	784,504	0%	12%
Physical Circulation per Active Cardholder	12.48	11.52	11.27	-10%	-2%

Note:

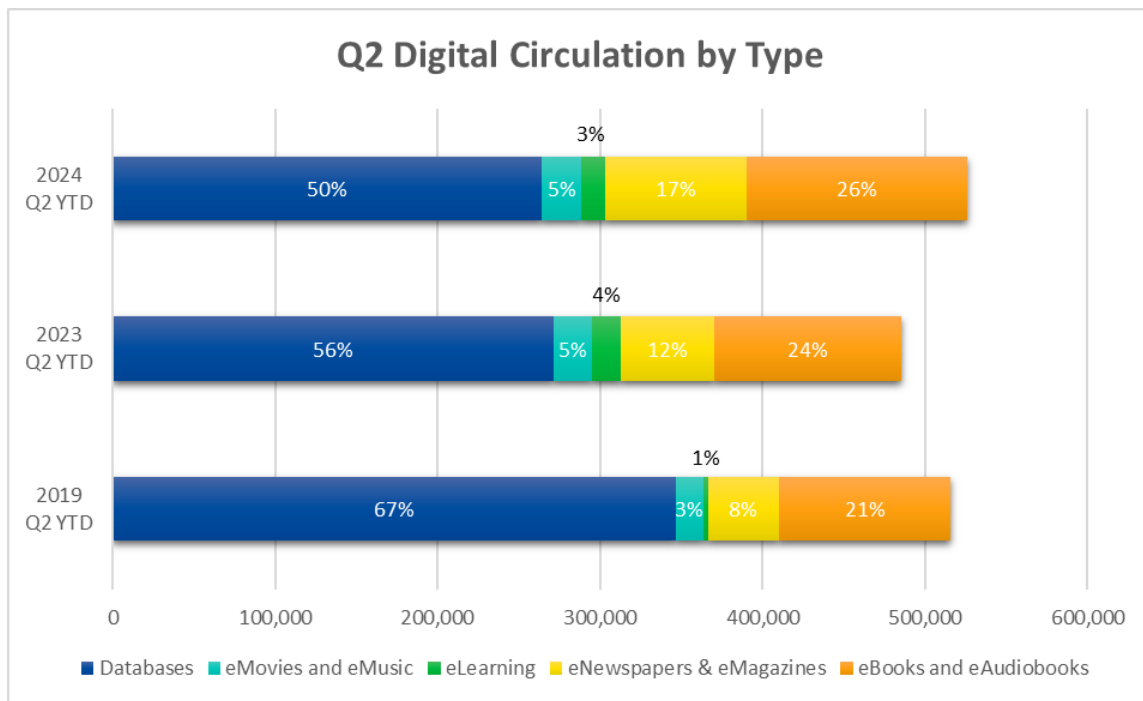
- The 35% increase in physical circulation at the temporary Sixteen Mile Branch aligns with the 30% decrease in circulation at the Sixteen Mile OPL Express location, as

ongoing construction of the new permanent branch may be encouraging customers to visit the temporary Sixteen Mile Branch.

- OPL Express is showing notable growth at both the St. Luke’s and River Oaks locations, likely due to increasing awareness of the alternative services available at these sites.
- Although there was a 2% decrease in physical circulation per cardholder from last year, it does represent an improvement from the last quarter (6% decrease from Q1 2023 compared to Q1 2024) and has been impacted by the 15% increase in Active Cardholders from last year.

Digital Circulation

Summary: In Q2 2024 (YTD) there was an overall 8% increase in digital circulation from last year, with increases across eNewspaper/eMagazines and eBooks/eAudiobooks. The distribution of digital circulation across categories continues to support a trend in customers moving away from traditional digital research tools and databases, and online skills development, to a focus on media consumption and entertainment.



Collection Type	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Databases	346,335	271,374	264,304	-24%	-3%
eMovies and eMusic	17,571	23,808	23,940	36%	1%
eLearning	2,928	17,631	14,985	412%	-15%
eNewspapers and eMagazines	43,104	57,726	87,227	102%	51%
eBooks and eAudiobooks	106,011	114,905	135,173	28%	18%

Total Digital Circulation	515,949	485,444	525,629	2%	8%
Digital Circulation per Active Cardholder	8.19	8.02	7.55	-8%	-6%

Note:

- The 3% decrease in database usage indicates a slow change in trends, but it still accounts for 50% of all digital circulation.
- The 15% decrease in eLearning from last year requires continued monitoring, however the decrease has lessened from last quarter (20% decrease) and when comparing Q2 2019 to Q2 2024, current usage represents a 412% increase from pre-pandemic levels.
- The 51% increase in eNewspapers/eMagazines reflects a growing appetite for local media coverage as well as demand for newly added titles in 2024, including the Economist.
- Although there was a 6% decrease in digital circulation per cardholder from last year, it does represent an improvement from the last quarter (9% decrease from Q1 2023 compared to Q1 2024) and has been impacted by the 15% increase in Active Cardholders from last year.

Digital Circulation by Resource	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
cloudLibrary	N/A	96,619	118,595	N/A	23%
Hoopla	21,860	21,450	18,529	-15%	-14%
Kanopy	6,353	12,918	16,115	154%	25%
LinkedIn Learning	404	14,847	11,819	2825%	-20%
Flipster	N/A	6,221	5,916	N/A	-5%
PressReader	N/A	39,736	72,633	N/A	83%

Note:

- The 23% increase in cloudLibrary circulation demonstrates the growing demand for eBooks/eAudiobooks.
- The 14% decrease in Hoopla circulation from last year is likely due to the increasing demand for higher price eAudiobooks, though it does represent an improvement over last quarter (23% decrease). 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 and decreases the number of items that can be borrowed, causing an overall decline in circulation.
- The 25% increase in Kanopy circulation from last year, indicates that Kanopy is the primary source of digital video content.
- The 20% decrease in eLearning from last year requires continued monitoring, however when comparing Q2 2019 to Q2 2024, current usage still represents a 2825% increase from pre-pandemic levels.
- This chart only includes the six most popular digital resources and is not representative of all digital circulation.

CARDHOLDERS

Summary:

In Q2 2024 (YTD) there is an overall 15% increase in active cardholders from last year. While there is a 2% decrease in new cardholders from last year, there is a 10% increase in the number of active cardholders from last year, indicating that cardholder retention rates are improving. Across branches, new cardholders increased at Clearview, Woodside, and Central Branches from last year.

Cardholder Trends	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
New Cardholders	5,302	7,761	7,608	43%	-2%
Active Cardholders	63,025	60,535	69,615	10%	15%
All Cardholders	84,581	77,060	79,500	-6%	3%
% Active Cardholders of All Cardholders	75%	79%	88%	16%	10%

Note:

- The 15% increase in active cardholders from last year demonstrates improving retention rates, with active cardholders accounting for 88% of all cardholders. Accounts that have been inactive for 2 years are removed.
- The 2% decrease in new cardholders from last year represents a difference of 153 cards, indicating that new cardholder growth is stable if not increasing at this time, as most library initiatives for new cardholder growth are typically scheduled for the summer and fall months, including the launch of the Book Bikes and the Ontario Public Library Week library card campaign.

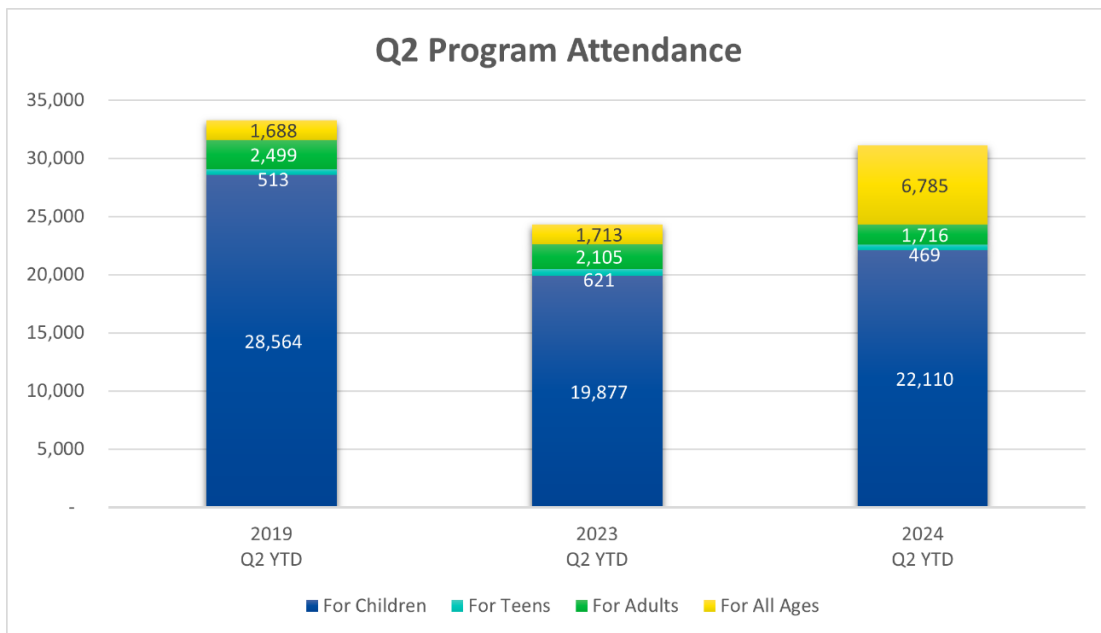
New Cardholders by Branch	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Central	1032	1525	1670	62%	10%
Clearview	171	171	206	20%	20%
Glen Abbey	1,496	2,295	2,186	46%	-5%
Iroquois Ridge	1,353	1,614	1,611	19%	0%
Sixteen Mile	163	712	440	170%	-38%
White Oaks	530	769	725	37%	-6%
Woodside	557	675	770	38%	14%

Note:

- While there are some decreases in cardholder growth across branches, the actual losses are quite small (decrease of 153 cards).
- Although there is a 5% decrease in new cardholders at Glen Abbey Branch, this is an improvement from last quarter (16% decrease from Q1 2023 to to Q1 2024) and it still accounts for 29% of all new cardholder growth.

PROGRAMS AND EVENTS

Summary: In Q2 2024 (YTD), there was an overall 28% increase for program and event attendance from last year, with a notable 296% increase in all ages program attendance. There was a 398% increase in Event attendance and a 267% increase in Creation Zone Maker Drop-In program attendance.



Programs & Events by Audience	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
For Children	28,564	19,877	22,110	-23%	11%
For Teens	513	621	469	-9%	-24%
For Adults	2,499	2,105	1,716	-31%	-18%
For All Ages	1,688	1,713	6,785	302%	296%
Total Attendance	33,264	24,316	31,080	-7%	28%
Total # Sessions	686	1480	1699	148%	15%

Appendix A

Avg Attendance Per Session	48.5	16.4	18.3	-62%	11%
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Note:

- The 24% decrease in teen programs is a significant change from the previous quarter and is being closely monitored. OPL continues to look at new opportunities to better engage teens, such as through Youth Library Leaders groups.
- The 18% decrease in adult programs and events is attributed to more programs being offered for all ages with less programs being limited to adult audiences. This aligns with the 296% increase in all ages programs and events.
- OPL continues to explore new community-led programming in partnership with local community organizations.

Programs & Events by Branch	CE	CV	GA	IR	SM	WO	WS
For Children	3,500	1,233	8,215	4,717	1,827	1,345	1,273
For Teens	0	0	192	78	28	171	0
For Adults	500	15	429	318	25	22	407
For All Ages	1,936	209	1672	1426	659	644	239
Total Attendance	5,936	1,457	10,508	6,539	2,539	2,182	1,919
Total # Sessions	265	92	443	322	184	231	200
Avg Attendance Per Session	22.4	15.8	23.7	20.3	13.8	9.4	9.6
% of Programs and Event Attendance	19%	5%	34%	21%	8%	7%	6%

Note:

- Glen Abbey Branch remains a popular destination for library programming, with the branch accounting for 34% of all program attendance.
- Iroquois Ridge Branch accounts for 21% and Central Branch accounts for 19% of program attendance, further demonstrating the success of large event spaces and library branches that are co-located with community centres.

Programs & Events Attendance by Audience	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
In-Person Programs	N/A	20,236	25,748	N/A	27%
Virtual Programs	N/A	926	545	N/A	-41%
Events	896	60	299	-67%	398%

Outreach Visits	N/A	2,959	2,033	N/A	-31%
Maker Drop-In Programs	N/A	534	1,962	N/A	267%

Note:

- The 41% decrease in virtual programs continues to demonstrate the shifting trend for in-person programs.
- The 398% increase in event attendance is largely due to monthly virtual author visits in partnership with the Library Speakers Consortium.
- The 267% increase in Creation Zone Maker Drop-In programs demonstrates the growing demand for access for specialized staffing support with new technologies in the Creation Zone.
- Metrics for 2019 programs by type is not available, as attendance was not documented by type of program, just by audience.

BRANCHES

Branch Services

Summary: In Q2 2024 (YTD) there is an overall 14% increase in branch services from last year, with a notable 327% increase in Creation Zone equipment bookings and a 50% increase in printing services. While there are some decreases, there are strong increases across most categories, indicating that there is sustained and growing demand for branch technologies, spaces, and in-library services.

Branch Services Overview	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Creation Zone Equipment Bookings	N/A	77	329	N/A	327%
Branch Tech Bookings (3D Printer)	N/A	532	660	N/A	24%
Tech Help Appointments	N/A	152	115	N/A	-24%
PAC Sessions	39,282	22,408	27,334	-30%	22%
Wi-Fi Sessions	N/A	467,466	522,295	N/A	12%
Room Bookings	N/A	1,577	1,897	N/A	20%
Email Enquiries	1,675	2,103	1,818	9%	-14%
Phone Calls	17,646	15,820	19,259	9%	22%
Items Printed	29,110	16,934	25,457	-13%	50%
Total Branch Services	87,713	527,069	599,164	583%	14%

Note:

Appendix A

- The 24% decrease in one-on-one Tech Help Appointments is largely impacted by a shifting trend to assist customers informally at the service desk, though formal appointment bookings still continue to be a popular service option.
- Branch Services data for 2019 is incomplete, as Creation Zone equipment bookings, Branch Tech bookings, Wi-Fi sessions, and Room Bookings data is not available, creating some exaggerated increases across 2023.

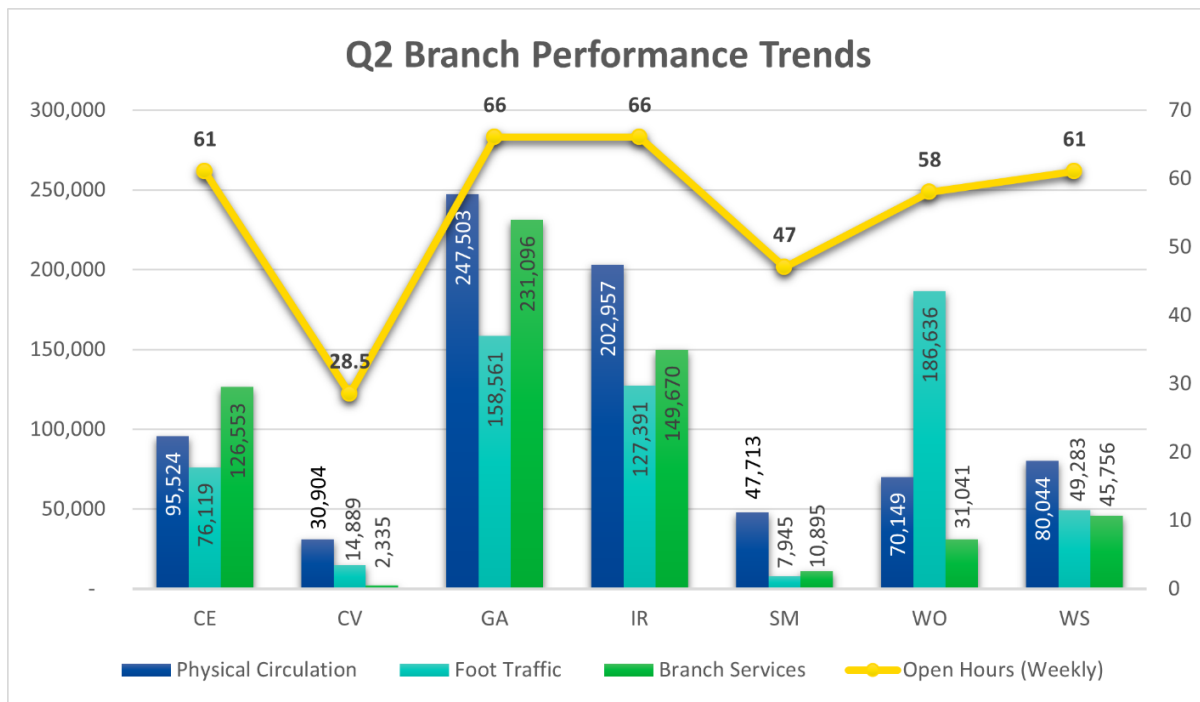
Branch Services by Branch	CE	CV	GA	IR	SM	WO	WS
Creation Zone Equipment Bookings	N/A	N/A	258	71	N/A	N/A	N/A
Branch Tech Bookings	51	33	147	155	57	158	59
Tech Help Appointments	31	N/A	N/A	33	11	N/A	40
PAC Sessions	5,091	525	8,523	6,473	1,029	3,236	2,457
Wi-Fi Sessions	110,434	1,077	207,500	135,462	8,012	22,663	37,147
Room Bookings	68	N/A	1,829	N/A	N/A	N/A	N/A
Phone Calls	5,607	515	6,526	2,331	805	1,284	2,191
Items Printed	5,271	185	6,313	5,145	981	3,700	3,862
Branch Services Totals	126,553	2,335	231,096	49,670	10,895	31,041	45,756
% of Branch Services	21%	0%	39%	25%	2%	5%	8%

Note:

- Glen Abbey remains a popular destination for library customers, with 39% of all branch services being accessed there, most likely due to the availability of the Creation Zone, complementary work/study rooms, the outdoor patio space, and the community centre.
- Iroquois Ridge and Central Branches are also popular destinations for branch services, largely due to the community demand for study space.

Branch Performance Trends

Summary: In Q2 2024 (YTD), 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 branch serves a unique purpose by the community.



Branch Performance Trends	CE	CV	GA	IR	SM	WO	WS
Physical Circulation	95,524	30,904	247,503	202,957	47,713	70,149	80,044
Foot Traffic	76,119	14,889	158,561	127,391	7,945	186,636	49,283
Program Attendance	5,936	1,457	10,508	6,539	2,539	2,182	1,919
Branch Services	126,553	2,335	231,096	149,670	10,895	31,041	45,756
Open Hours (Weekly)	61	28.5	66	66	47	58	61
Foot Traffic by Open Hour	48	20	92	74	7	124	31
Physical Circulation by Open Hour	60	42	144	118	39	47	50
Physical Circulation by Foot Traffic	1.3	2.1	1.6	1.6	6.0	0.4	1.6
Branch Services by Open Hour	80	3	135	87	9	21	29

Note:

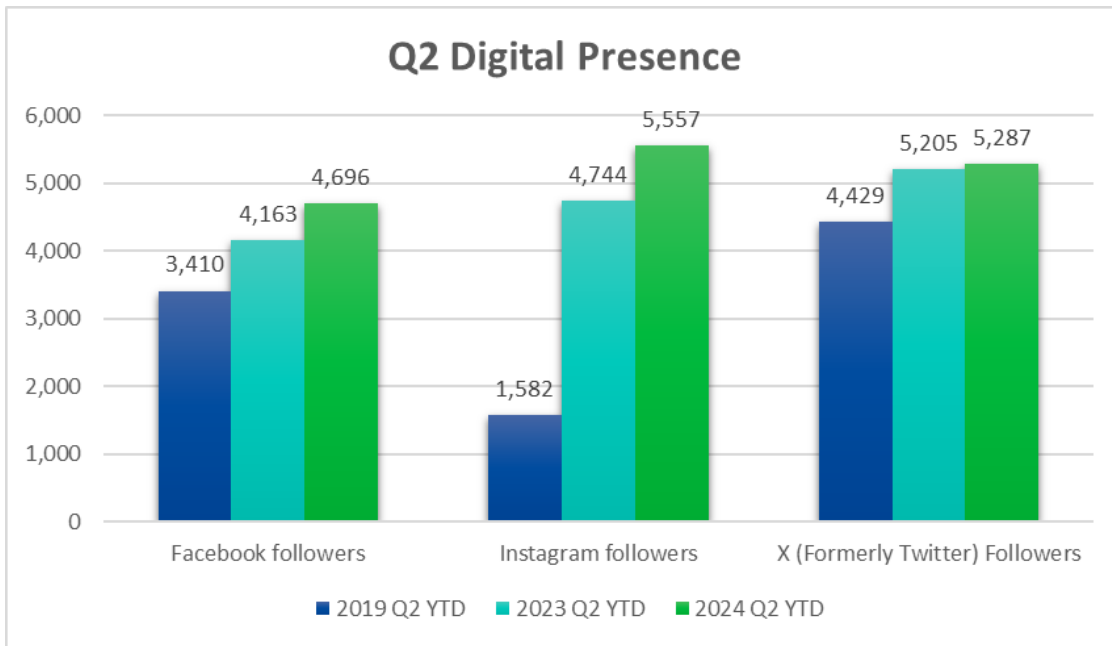
- Central is a popular destination for accessing branch services, borrowing materials, and using the library space. It is the third busiest branch for circulation and program attendance, and the fourth busiest for foot traffic.

Appendix A

- 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. It has the second highest physical circulation per foot traffic across all branches, indicating that Clearview customers are borrowing high volumes of library materials.
- Glen Abbey is a popular destination for borrowing materials, using the library space, and accessing branch services. It is the busiest branch for circulation, program attendance, and in-branch services, and it is the second busiest branch for foot traffic.
- 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 program attendance, and the third busiest for foot traffic.
- Sixteen Mile is a popular destination for borrowing materials, with the highest physical circulation per foot traffic across all branches, indicating that Sixteen Mile customers are borrowing a high volume of library materials. It is the fourth busiest branch for program attendance.
- 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 for circulation, and the fourth busiest branch for in-branch services. The physical circulation per foot traffic matches that of Glen Abbey and Iroquios Ridge Branch.

DIGITAL PRESENCE

Summary: In Q2 2024 (YTD), the overall 10% increase in social media presence demonstrates sustained growth across all platforms, with Instagram demonstrating the highest level of online engagement.



Digital Presence	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Facebook followers	3,410	4,163	4,696	38%	13%
Instagram followers	1,582	4,744	5,557	251%	17%
X (Formerly Twitter) Followers	4,429	5,205	5,287	19%	2%
Total	9,421	14,112	15,540	65%	10%

Note:

- Instagram and Facebook remain popular channels, with Instagram posts reaching over 61,000 views and Facebook events reaching over 63,000 views.
- The demographics for online engagement continue to be customers aged 25-45, with preference for family events and staff-created content.
- The content strategies for Facebook and Instagram are being refined and piloted, identifying and leveraging trends within customer engagement, such as the preference for regular video content. The use of X (formerly Twitter) is primarily for news and alerts

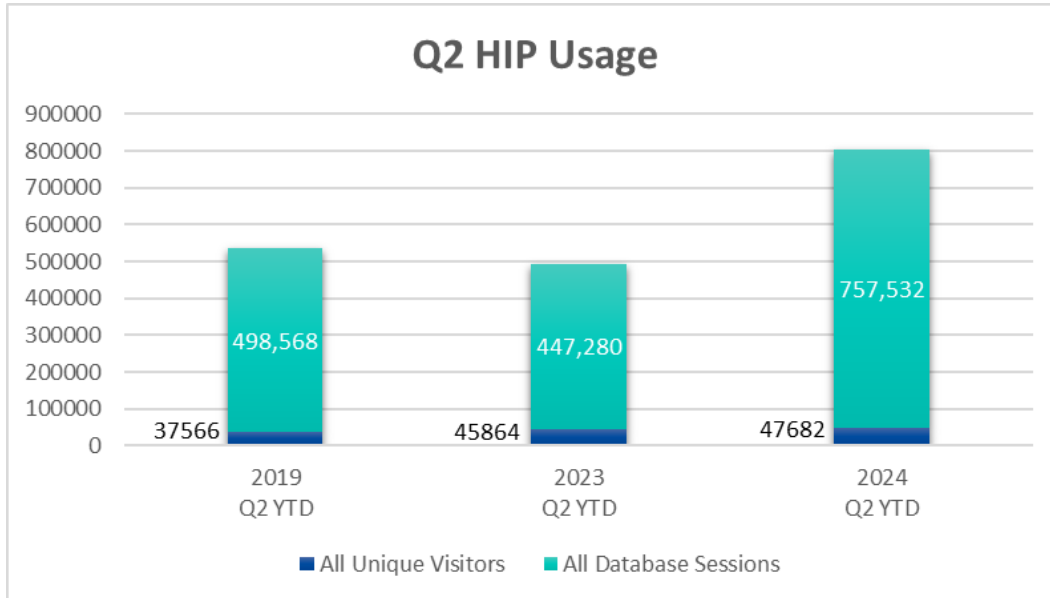
Library Website and Catalogue	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Website Sessions	461,548	363,121	437,910	-5%	21%
Bibliocommons sessions	607,738	541,467	904,529	49%	67%

Note:

- The 67% increase in Bibliocommons (library catalogue) sessions and the 21% increase in website sessions from last year are attributed to the new version of Google Analytics that was introduced at the end of 2023, which captures a higher session count as customers navigate in and out of integrated website and library catalogue.

HALTON INFORMATION PROVIDERS

Summary: In Q2 2024 (YTD), there is an overall 6% increase in HIP database sessions from last year, which represents a significant improvement from the last quarter (18% decrease from Q1 2023 compared to Q1 2024). There is an 8% increase in Oakville sessions from last year.



HIP Usage by Municipality	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Oakville	50,611	38,804	42,065	-17%	8%
Burlington	41,064	28,666	29,766	-28%	4%
Halton Hills	12,859	12,012	12,700	-1%	6%
Milton	23,888	18,274	19,388	-19%	6%
Undisclosed/Other Locations	370,146	349,524	653,613	77%	87%
Total Halton Sessions	128,422	97,756	103,919	-19%	6%
Unique Visitors	37,566	45,864	47,682	27%	4%
All Database Sessions	498,568	447,280	757,532	52%	69%
Sessions Per Unique Visitor	13.3	9.8	15.9	20%	63%

Note:

- While there have been some challenges in combining two sources of HIP data in a way that ensures accurate analysis, a new data reporting tool is anticipated for 2025.
- While many users are accessing the HIP database outside of the Halton region, there is an increasing number of users electing not to disclose their location.

Oakville HIP Engagement	2019 Q2 YTD	2023 Q2 YTD	2024 Q2 YTD	% Change 2019/2024	% Change 2023/2024
Training Sessions	9	7	2	-78%	-71%
Outreach	6	37	31	417%	-16%

Note:

- The 71% decrease in training and the 16% decrease in outreach is due to limited staffing.

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 inactive cardholders that have been inactive for less than 2 years, and other cardholders with an activity date within the last 7 years and 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. Only includes branch 3D printers 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.

Inactive cardholders: cardholders that have been inactive for less than 2 years, plus other cardholders with an activity date within the last 7 years and owe fines to the library.

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, CO2 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.

Appendix A

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 Appointments: 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.