

**Proposed Project:**

## Traffic Pattern Tracking – Sixteen Mile Branch Pilot

### Proposed Project Overview:

Implementing sensors in public libraries to track visitor counts and monitor customer journeys can significantly benefit both the library and its customers by providing information for data-driven decision-making, enhanced customer service, resource optimization, performance evaluation, and community engagement. These sensors provide accurate, real-time data on visitor footfall, enabling informed decisions on staffing and resource allocation. Monitoring customer journeys allows for personalized assistance and targeted recommendations. Insights into visitor traffic patterns will allow OPL to optimize resource placement during peak and off-peak periods as well as better allocation of space utilization. Tracking visitor flow provides valuable metrics for performance evaluation, and understanding visitor behavior leads to tailored offerings and increased community engagement.

This forward-thinking approach not only improves operational efficiency but also ensures that libraries remain relevant and valuable in the digital age. Strategically, it supports OPL’s goals of resiliency, service transformation, diversity and inclusion, staff planning, and climate action by providing insights for better decision-making and resource management. While there are risks such as privacy concerns and technical challenges, these can be mitigated through proper planning, policies, and support.

The proposed project focuses on introducing a pilot for the upcoming Sixteen Mile branch to create a proof of concept before potentially rolling out the technology to all OPL branches. The pilot will gather learnings that can be applied to future rollouts for OPL as well as other Town department such as Parks and Open Space, Recreation and Culture and Service Oakville.

### Costs and Benefits Summary:

Costs and Benefits Summary						
	2025	2026	2027	2028	2029	Total
Capital Costs	\$135,000					\$135,000
Capital Benefits						
Net Capital Costs	\$135,000					<b>\$135,000</b>
Operating Costs		\$12,000	\$12,600	\$13,230	\$13,892	\$51,722
Operating Benefits						
Net Operating Costs		\$12,000	\$12,600	\$13,230	\$13,892	<b>\$51,722</b>

## Appendix D

Capital Costs reflect the purchase of the sensors (\$95,000) and the set-up costs (\$40,000). While the operating costs reflect the annual software and sensor licensing fees as part of a 5-year contract.