Appendix A

OAKVILLE PUBLIC LIBRARY BOARD
Q3 2024 YTD PERFORMANCE AND MEASURES REPORT

OVERVIEW

This report highlights Oakville Public Library's (OPL) performance measures for Q3 2024 Year to Date (YTD). Across most key metrics, there was continued growth and a sustained return to pre-pandemic levels. There was a 48% increase in customers accessing in-person branch services compared to the previous quarter (10% increase from Q2 2023/2024 YTD), driven by the demand for technology resources and library space bookings. Total circulation increased by 10% from last year and is holding steady from the previous quarter.

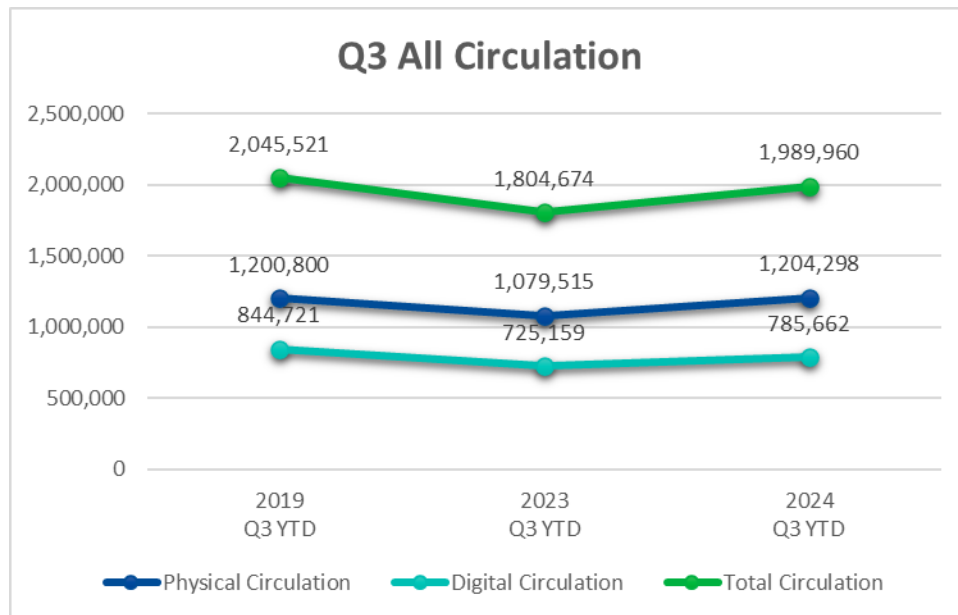| Overall Trends	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Total Circulation	2,041,55	1,804,674	1,989,96	**-3%**	**10%**
Branch Services	122,164	572,198	840,487	**588%**	**48%**
Digital Presence	9,981	14,340	15,826	**59%**	**10%**
Program and Event Attendance	45,982	50,663	48,079	**5%**	**-5%**
Foot Traffic	979,011	886,068	890,018	**-9%**	**0%**

Note:

- The 48% increase in branch services is largely due to increased access to technology resources and work or study spaces, including increased Creation Zone equipment bookings, 3D Printer bookings, and increased Wi-Fi sessions.

- Although there was a 5% decrease in the overall program attendance from last year, there were still 16,999 attendees participating in programs this quarter (48,079 attendees in Q3 2024 YTD up from 31,080 attendees in Q2 2024 YTD).

- Although there was nearly a 0% change to foot traffic from last year, when comparing Q3 2023/2024 (not YTD), there was a 7.61% increase in foot traffic. There was a 10% decrease at Clearview as it was closed for a renovation in August. Data losses reported in Q2 2024, localized at the White Oaks Branch, have resulted in foot traffic being underreported for 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 Q3 2024 YTD, the total circulation of all materials increased by 10% from last year, with increases remaining steady across physical and digital circulation. When comparing Q3 2019/2024 YTD, the demand for research-focused digital content has lessened, while physical circulation continues to remain at pre-pandemic levels.

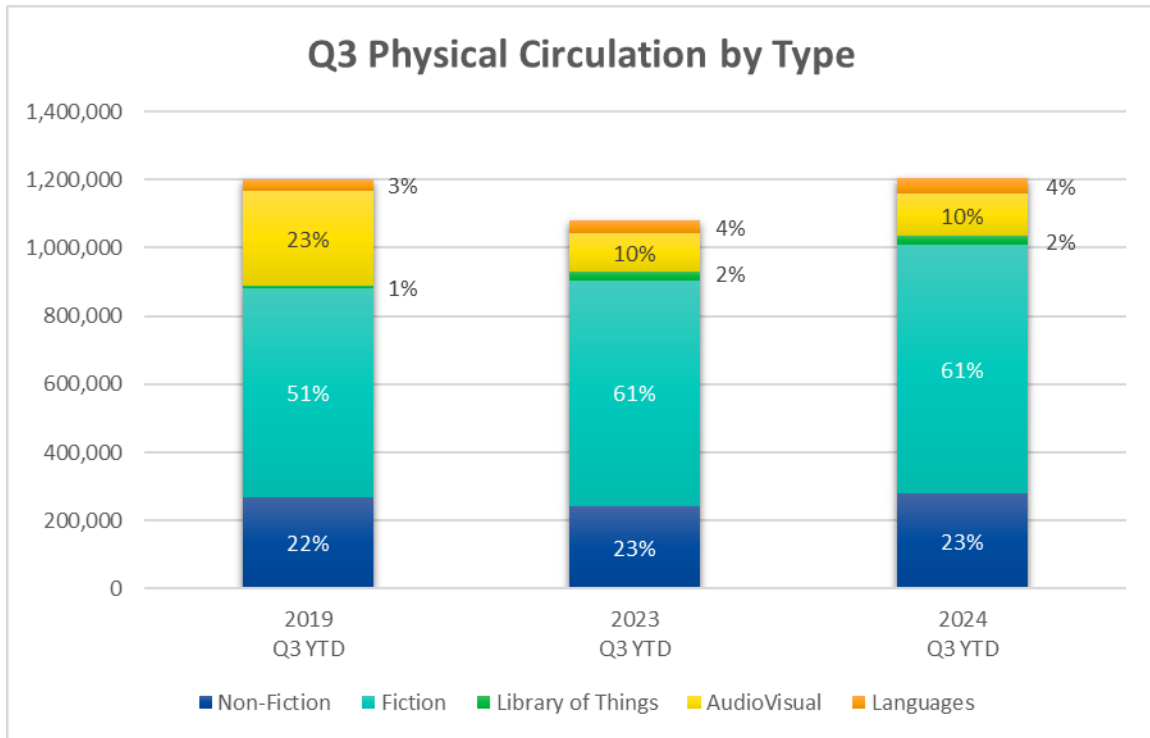| Circulation	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Physical Circulation	1,200,800	1,079,515	1,204,298	**0%**	**12%**
Digital Circulation	844,721	725,159	785,662	**-7%**	**8%**
Total Circulation	2,045,521	1,804,674	1,989,960	**-3%**	**10%**

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 Q3 2024, physical circulation increased by 12% from last year, holding steady from the previous quarter. Increases are observed across all branches and all collection types.

When comparing Q3 2019/2024 YTD, physical circulation continues to exceed pre-pandemic levels at Glen Abbey, Iroquois Ridge, and Sixteen Mile Branches.

Q3 Physical Circulation by Type

Physical Circulation	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Non-Fiction	266,851	243,351	279,006	5%	15%
Fiction	614,650	660,049	728,401	19%	10%
Library of Things	7,218	25,679	26,540	268%	3%
AudioVisual	277,482	112,209	124,062	-55%	11%
Languages	34,599	38,227	46,289	34%	21%
Total Physical Circulation	1,200,800	1,079,515	1,204,298	0%	12%

Note:

- The overall 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. When comparing Q3 2019/2024 YTD, circulation has exceeded pre-pandemic levels across all categories except audiovisual content.

Q3 Circulation by Branch
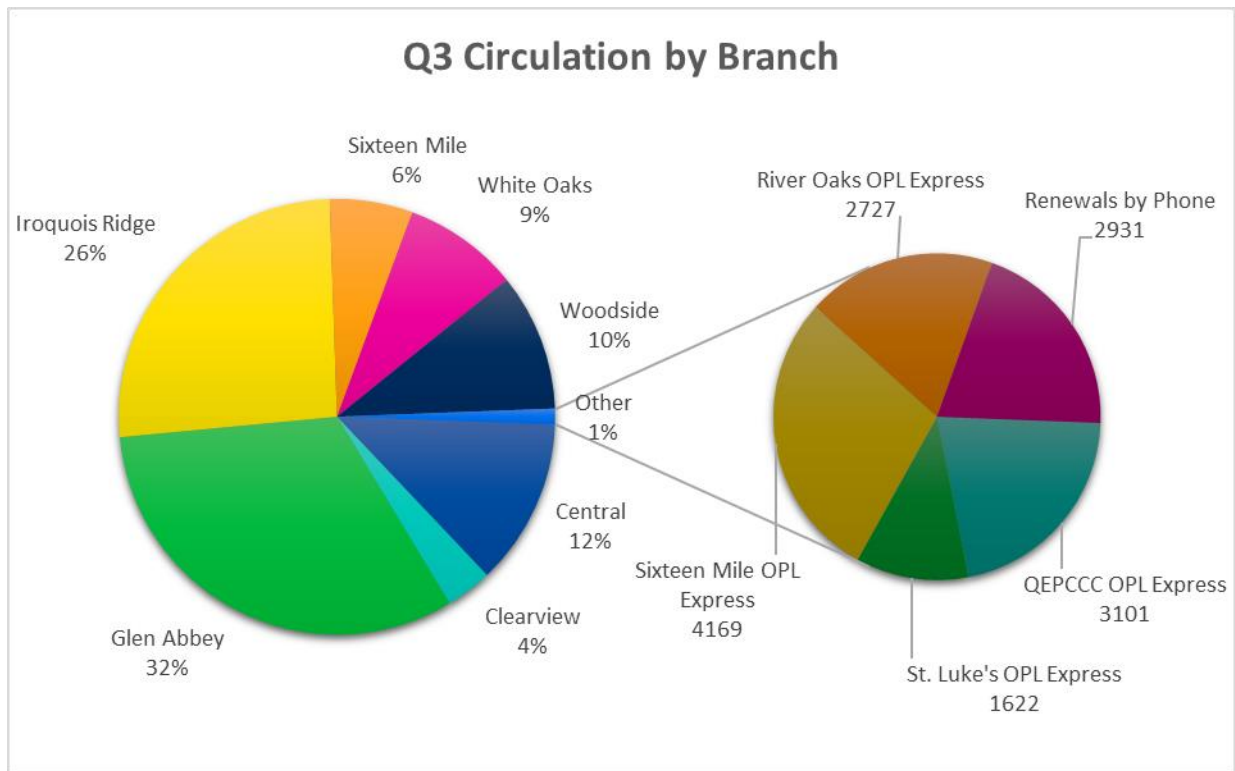
Circulation By Location	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Central (CE)	198,596	134,641	148,642	-25%	10%
Clearview (CV)	50,790	36,388	41,169	-19%	13%
Glen Abbey (GA)	284,855	349,040	387,020	36%	11%
Iroquois Ridge (IR)	308,760	280,373	312,670	1%	12%
Sixteen Mile (SM)	48,913	58,723	74,096	51%	26%
White Oaks (WO)	117,093	96,884	103,126	-12%	6%
Woodside (WS)	176,247	110,020	123,025	-30%	12%
Total Branch	1,185,254	1,066,069	1,189,748	0%	12%
OPL Express @ QEPCCC	3,054	3,144	3,101	2%	-1%
OPL Express @ St. Luke's CC	527	850	1,622	208%	91%
OPL Express @ Sixteen Mile SC	684	5,358	4,169	510%	-22%
OPL Express @ River Oaks CC	N/A	1,387	2,727	N/A	97%
Renewals by Phone	7,312	2,707	2,931	-60%	8%
Total Alternate Locations	11,577	13,446	14,550	26%	8%
Total Physical Circulation	1,196,831	1,079,515	1,204,298	1%	12%
Physical Circulation per Active Cardholder	18.65	16.83	16.71	-10%	-1%

Note:

- The 26% increase in physical circulation at the temporary Sixteen Mile Branch continues to align with the 22% decrease in circulation at the Sixteen Mile OPL Express location,
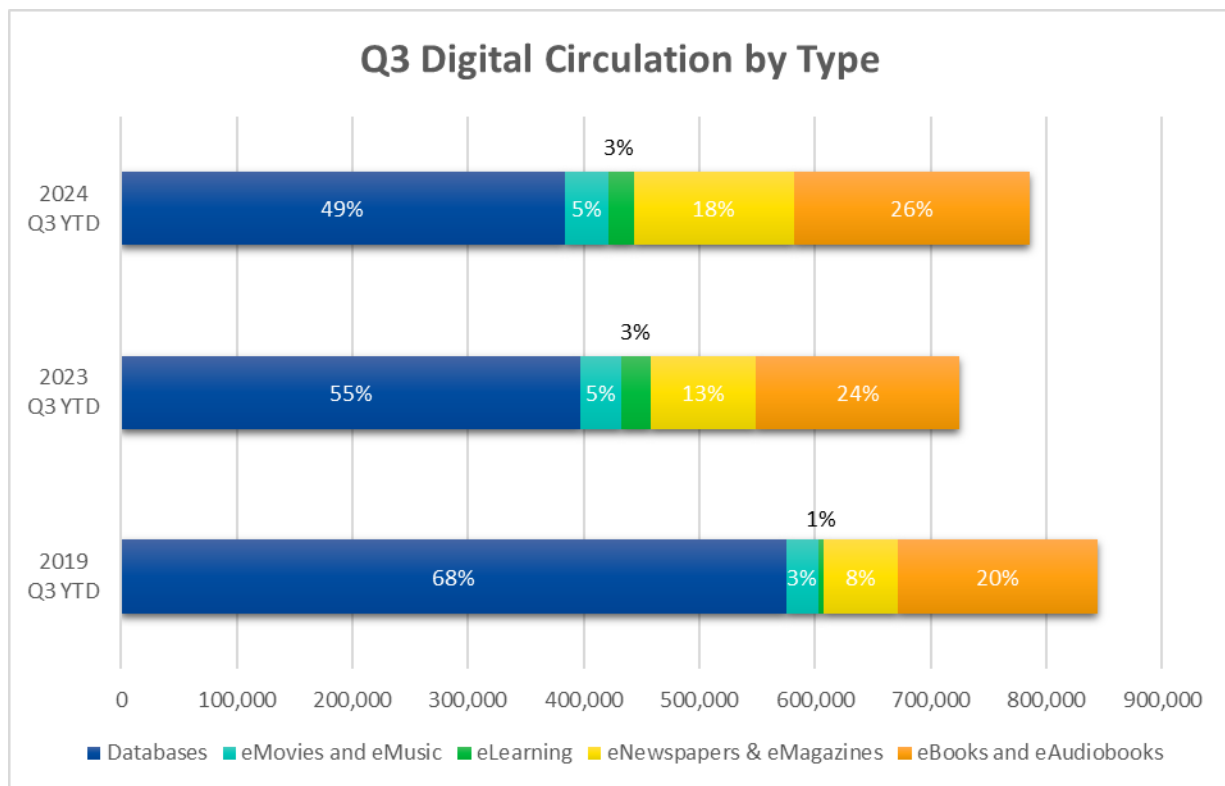
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as ongoing construction of the new permanent branch may be encouraging customers to visit the nearby temporary Sixteen Mile Branch.

- OPL Express circulation continues to demonstrate increased demand at the St. Luke's and River Oaks locations. While there is a 1% decrease from last year at the QEPCCC location, this does represent an increase from the previous quarter (5% decrease from Q2 2023/2024 YTD).

- Although there was a 1% decrease in physical circulation per active cardholder from last year, this rate continues to improve each quarter (2% decrease from Q2 2023/2024 YTD and 6% decrease from Q1 2023/2024 YTD), which is also notable as there was a 12% increase in active cardholders from last year.

Digital Circulation

Summary: In Q3 2024 YTD, digital circulation maintained an overall 8% increase from last year, with increases across eNewspapers/eMagazines, eBooks/eAudiobooks, and eMovies/eMusic. There is a sustained trend in customers focusing less on traditional research databases and online learning tools, to focus more on media and entertainment.

Collection Type	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Databases	575,046	397,388	383,657	**-33%**	**-3%**

eMovies and eMusic	28,302	34,758	37,614	**33%**	**8%**
eLearning	4,325	25,297	22,050	**410%**	**-13%**
eNewspapers and eMagazines	63,983	91,717	138,713	**117%**	**51%**
eBooks and eAudiobooks	173,065	175,999	203,628	**18%**	**16%**
Total Digital Circulation	**844,721**	**725,159**	**785,662**	**-7%**	**8%**
Digital Circulation per Active Cardholder	**13.16**	**11.30**	**10.90**	**-17%**	**-4%**

Note:

- While the 3% decrease in database usage supports a continued decline in research-focused resources, it is holding steady from the previous quarter (3% decrease from Q2 2023/2024 YTD) and database circulation still accounts for 49% of all digital circulation.

- While there is a 13% decrease in eLearning resources this quarter, it does indicate that usage has been improving each quarter (20% decrease from Q1 2023/2024 YTD and a 15% decrease from Q2 2023/2024 YTD).

- The 51% increase in eNewspapers/eMagazines reflects a growing demand for reliable coverage of local and international content.

- Although there was a 4% decrease in digital circulation per active cardholder from last year, it does reflect continued improvement each quarter (6% decrease from Q2 2023/2024 YTD and a 9% increase from Q1 2023/2024 YTD), which is notable given the 12% increase in active cardholders from last year.

Digital Circulation by Resource	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
cloudLibrary	N/A	148,357	176,411	**N/A**	**19%**
Hoopla	33,152	32,083	30,415	**-8%**	**-5%**
Kanopy	11,213	19,935	24,015	**114%**	**20%**
LinkedIn Learning	646	20,770	17,224	**2566%**	**-17%**
Flipster	N/A	9,153	8,448	**N/A**	**-8%**
PressReader	N/A	64,384	110,373	**N/A**	**71%**

Note:

- The 5% decrease in Hoopla usage, a significant improvement from last quarter (14% decrease from Q2 2023/2024), is not indicative of growth but a calculating error that underreported usage in the previous quarters. The pay-per-use circulation model of Hoopla add budgetary constraints that limit customer usage.

- While there is a 17% decrease in LinkedIn Learning usage, the decrease has lessened from last quarter (20% decrease from Q2 2023/2024 YTD).

- The 8% decrease in Flipster is reflective of the increased popularity of PressReader, as it provides convenient access to both eNews and eMagazines.

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- This chart only includes the most popular or expensive digital resources and is not representative of all digital circulation.

CARDHOLDERS

Summary: In Q3 2024 YTD, there was an overall 12% increase in active cardholders from last year. Retention rates have also improved, with 87% of all cardholders maintaining an active status, indicating that cardholders are more regularly accessing library services.

Cardholder Trends	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
New Cardholders	9,837	13,549	13,336	36%	-2%
Active Cardholders	64,186	64,149	72,079	12%	12%
All Cardholders	86,846	79,665	82,653	-5%	4%
% Active Cardholders of All Cardholders	74%	81%	87%	18%	8%

Note:

- While there is a 2% decrease in new cardholders from last year (a difference of 213 cards), these rates naturally fluctuate across different quarters and seasons. It is important to note that there were still 5,728 new cardholders registered this quarter (13,336 in Q3 2024 YTD up from 7,608 new cardholders in Q2 2024 YTD).

- 87% of all cardholders have an active status (active cardholders), which is holding steady from last quarter and demonstrating strong retention rates.

| New Cardholders by Branch	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Central	1,755	2,300	2,589	48%	13%
Clearview	341	349	384	13%	10%
Glen Abbey	1,973	3,855	3,783	92%	-2%
Iroquois Ridge	2,486	2,785	2,818	13%	1%
Sixteen Mile	552	1,187	786	42%	-34%
White Oaks	1,639	1,829	1,700	4%	-7%
Woodside	1,091	1,244	1,276	17%	3%

Note:

- The 13% increase at Central and the 10% increase at Clearview indicate growing community engagement in these areas during the summer months.

- Customers can select their preferred home library location when they sign up for a library card, which may not be the same location as they have visited at the time of registration.
- When comparing rates of new cardholders by branch, it is important to note that these metrics only indicate which branch is preferred by the cardholder and may not represent the branch nearest to their registered address.

PROGRAMS AND EVENTS

Summary: In Q3 2024 YTD, there was a 5% decrease in the total attendance across all programs from last year, though current attendance remains stronger than pre-pandemic attendance levels. While the number of program sessions has also decreased, the average attendance per session has increased by 4%, indicating that every program delivered is having greater impact. The 152% increase in all ages programming correlates with the decreases noted across the other age-specific programming categories.
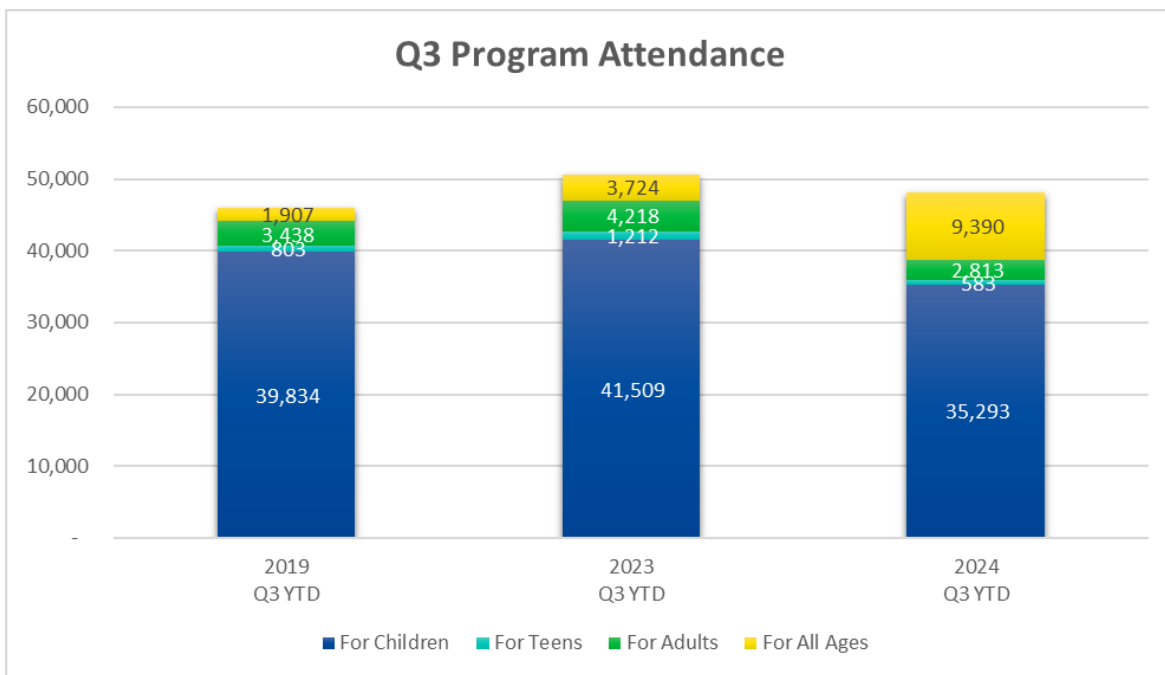
Programs & Events by Audience	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
For Children	39,834	41,509	35,293	-11%	-15%
For Teens	803	1,212	583	-27%	-52%
For Adults	3,438	4,218	2,813	-18%	-33%
For All Ages	1,907	3,724	9,390	392%	152%
Total Attendance	45,982	50,663	48,079	5%	-5%
Total # Sessions	2035	3005	2741	35%	-9%

Avg Attendance Per Session	22.6	16.9	17.5	**-22%**	**4%**

Note:

- The 15% decrease in children's programming attendance is largely due to a shift during the summer months from in-branch programming to outreach (52% increase in outreach from Q3 2023/2024 YTD).

- The 52% decrease in teen programming attendance correlates to fewer programs offered specifically for this age group by staff and partner organizations. OPL will continue reviewing teen offerings to ensure we engage with this community.

- Although there was a 5% decrease in the overall program attendance from last year, there were still 16,999 attendees participating in programs this quarter (48,079 in Q3 2024 YTD up from 31,080 attendees in Q2 2024 YTD).

Programs by Branch	CE	CV	GA	IR	SM	WO	WS
For Children	5,533	1,648	12,807	7,670	2,908	2,075	2,020
For Teens	30	0	190	98	31	174	0
For Adults	541	16	720	358	32	35	466
For All Ages	2,768	209	2063	1664	1253	702	384
Total Attendance	8,872	1,873	15,780	9,790	4,224	2,986	2,870
Total # Sessions	456	135	685	501	288	319	287
Avg Attendance per Session	19.5	13.9	23.0	19.5	14.7	9.4	10.0
% of Programs Attendance	19%	4%	33%	21%	9%	6%	6%

Note:

- The percentage of programming attendance per branch remains steady from the previous quarter.

- Glen Abbey Branch remains a popular destination for library programming, with the branch accounting for 33% of all program attendance.

- Iroquois Ridge Branch accounts for 21% and Central Branch accounts for 19% of program attendance, demonstrating the continued success library branches that are co-located with other community spaces or have large event spaces.

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Programs & Events Attendance by Audience	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
In-Person Programs	N/A	32,931	48,645	N/A	48%
Virtual Programs	N/A	1,090	939	N/A	-14%
Events	1,515	488	533	-65%	9%
Outreach Visits	N/A	5,052	7,696	N/A	52%
Maker Drop-In Programs	N/A	608	2,811	N/A	362%

Note:

- The 52% increase in outreach visits (7,696 visits in Q3 2024 YTD up from 2,033 outreach visits in Q2 2024 YTD) is attributed to summer outreach initiatives conducted by OPL staff and OPL Ambassadors that supported library visibility and engagement out in the community.

- The 14% decrease in virtual programs aligns with the growing demand for in-person programming (48% increase from Q3 2023/2024 YTD). Despite the decrease, this format remains optimal for some types of programs, such as informational workshops.

- The 362% increase in Creation Zone Maker Drop-In programming demonstrates the growing demand for access to 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 Q3 2024 YTD, there was an overall 48% increase in branch services from last year, representing a significant increase from the previous quarter as well (14% increase from Q2 2023/2024 YTD). There were notable increases across technology access, with a 281% increase in Creation Zone equipment bookings, a 58% increase in 3D Printer bookings, and a 56% increase in Wi-Fi sessions, indicating that demand continues to increase for technology resources and work or study spaces, particularly during the summer months.

Branch Services Overview	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Creation Zone Equipment Bookings	N/A	182	693	N/A	281%
Branch Tech Bookings (3D Printer)	N/A	610	964	N/A	58%
Tech Help Appointments	N/A	159	126	N/A	-21%

PAC Sessions	55,353	35,425	41,595	**-25%**	**17%**
Wi-Fi Sessions	N/A	470,368	732,489	**N/A**	**56%**
Room Bookings	20	2,167	2,595	**N/A**	**20%**
Email Enquiries	2,767	3,223	2,753	**-1%**	**-15%**
Phone Calls	26,710	24,584	27,460	**3%**	**12%**
Items Printed	40,101	33,491	34,565	**-14%**	**3%**
Total Branch Services	**124,951**	**575,508**	**842,994**	**575%**	**48%**

Note:

- The 281% increase in Creation Zone Equipment Bookings is indicative of the strong demand for community access to technology resources. Additionally, configuration changes to the online reservation system ensured that more customers could use the space in each timeslot by allowing customers to reserve specific equipment.

- The 56% increase in Wi-Fi sessions indicates that there was increased use of work and study spaces during the summer months.

- 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	541	152	N/A	N/A	N/A
Branch Tech Bookings	88	44	224	224	100	199	85
Tech Help Appointments	44	1	N/A	40	11	N/A	30
PAC Sessions	7,484	738	13,305	10,515	1,649	4,379	3,525
Wi-Fi Sessions	159,841	1,699	291,625	198,340	12,897	23,229	44,858
Room Bookings	95	N/A	2,500	N/A	N/A	N/A	N/A
Phone Calls	8,214	793	8,891	3,398	1,209	1,830	3,125
Items Printed	7,358	299	8,771	7,032	1,474	4,611	5,020
Branch Services Totals	**183,124**	**3,574**	**325,857**	**219,701**	**17,340**	**34,248**	**56,643**
% of Branch Services	**22%**	**0%**	**39%**	**26%**	**2%**	**4%**	**7%**

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 and co-located with other community spaces.

Branch Performance Trends

Summary: In Q3 2024 YTD, a high-level overview of performance trends demonstrates how the Oakville community is accessing each library branch, which are holding steady from the previous quarter. Usage across metrics varies by branch, indicating that each branch serves a unique role in supporting access to library services.
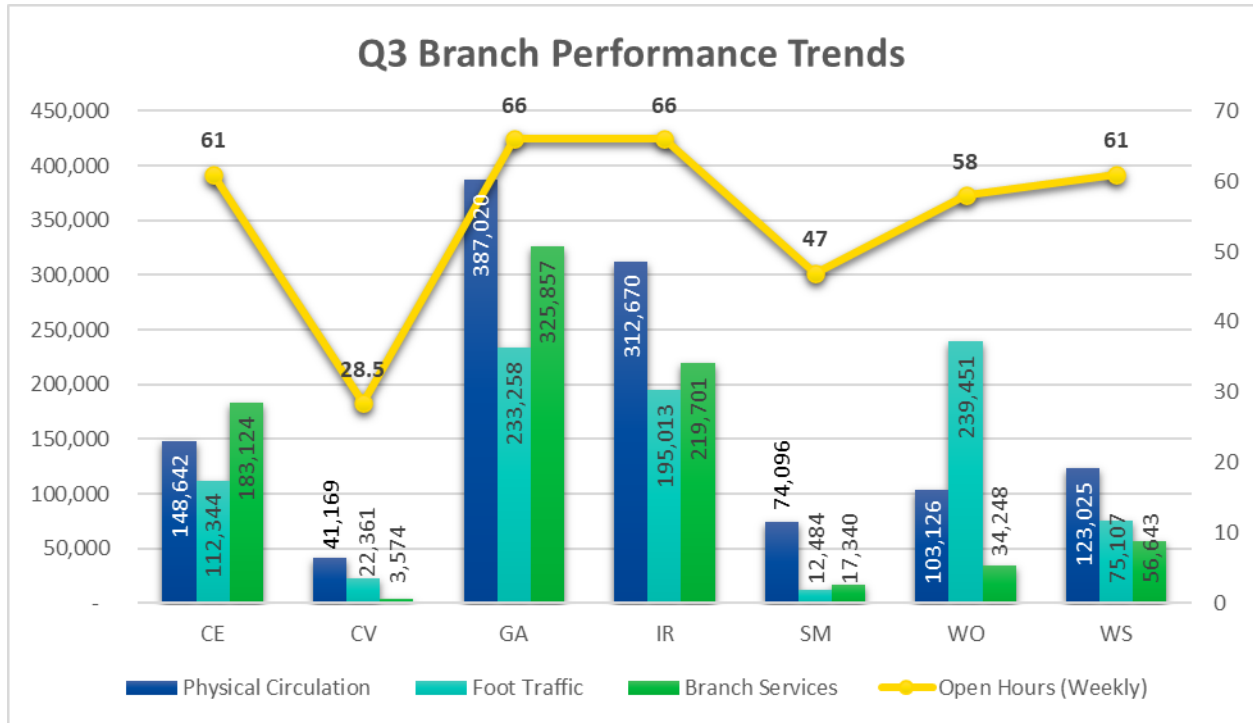
Branch Performance Trends	CE	CV	GA	IR	SM	WO	WS
Physical Circulation	148,642	41,169	387,020	312,670	74,096	103,126	123,025
Foot Traffic	112,344	22,361	233,258	195,013	12,484	239,451	75,107
Program Attendance	8,872	1,873	15,780	9,790	4,224	2,986	2,870
Branch Services	183,124	3,574	325,857	219,701	17,340	34,248	56,643
Open Hours (Weekly)	61	28.5	66	66	47	58	61
Foot Traffic by Open Hour	71	30	136	114	10	159	47
Physical Circulation by Open Hour	94	56	226	182	61	68	78
Physical Circulation by Foot Traffic	1.3	1.8	1.7	1.6	5.9	0.4	1.6

Branch Services by Open Hour	115	5	190	128	14	23	36

Note:

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

- Clearview is a popular destination for borrowing materials and 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 currently 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 program attendance and borrowing materials. It has 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. It has the highest foot traffic per open hour across all branches.

- Woodside is a popular destination for borrowing materials, and is the fourth busiest branch for circulation and in-branch services.

DIGITAL PRESENCE

Summary: In Q3 2024 YTD, the overall 10% increase in social media presence is holding steady from the previous quarter and demonstrates sustained growth across all platforms, with Instagram accounting for the highest rates of engagement.

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Q3 Digital Presence
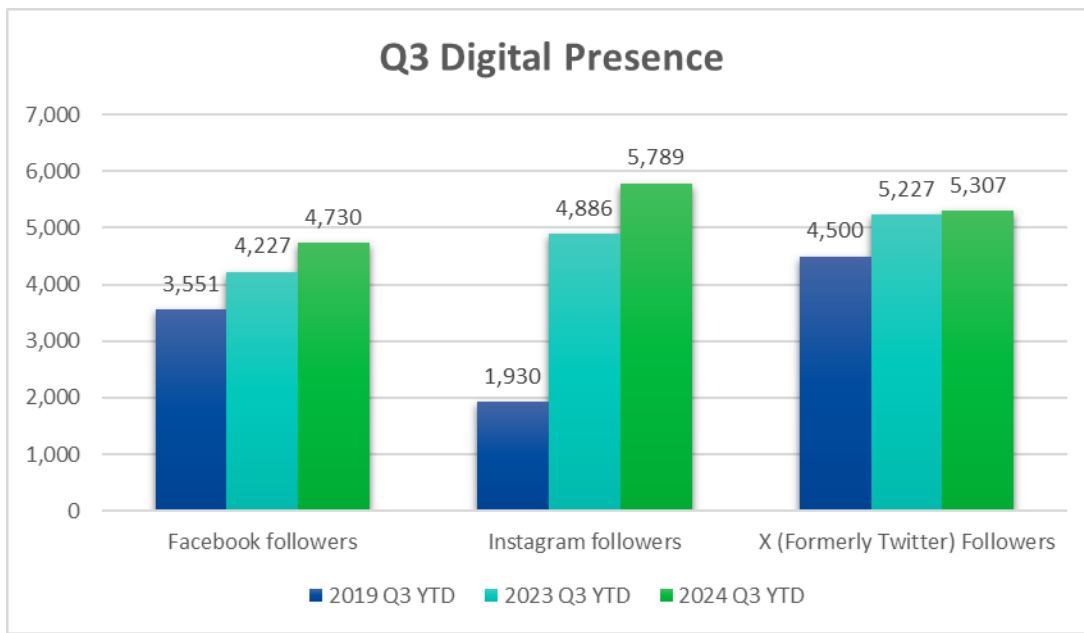
Digital Presence	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Facebook followers	3,551	4,227	4,730	33%	12%
Instagram followers	1,930	4,886	5,789	200%	18%
X (Formerly Twitter) Followers	4,500	5,227	5,307	18%	2%
Totals	9,981	14,340	15,826	59%	10%

Note:

- Instagram and Facebook continue to be the most popular social media channels, with Instagram growing at a faster rate in both following and engagement. Instagram posts received 32,800 views and Facebook received over 27,000 views this quarter (Q3 2024 only, not YTD)

- The online audience engaging with OPL is primarily between the ages of 25 to 45, with preference for fun, engaging content that features staff, online trends and unique library services.

- The content strategy for Instagram has been refined to include more videos featuring staff and leveraging online trends to increase customer engagement. The use of X (formerly Twitter) continues to be used for news and alerts.

- Paid adverts on Facebook and Instagram have been used to achieve organizational goals such as New Central Branch survey submissions, reaching over 38,000 accounts in one month.

Library Website and Catalogue	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Website Sessions	234,155	437,910	642,710	**174%**	**47%**
Bibliocommons Sessions	446,228	904,529	1,387,668	**211%**	**53%**

Note:

- The noted increases in Bibliocommons sessions (library catalogue) and website sessions (OPL.ca) 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 an integrated website and library catalogue.

HALTON INFORMATION PROVIDERS

Summary: In Q3 2024 YTD, there was an overall 1% increase in the number Oakville residents accessing the HIP database from last year, representing 59,720 sessions to date this year. There was an overall 97% increase in the number of database sessions from last year.
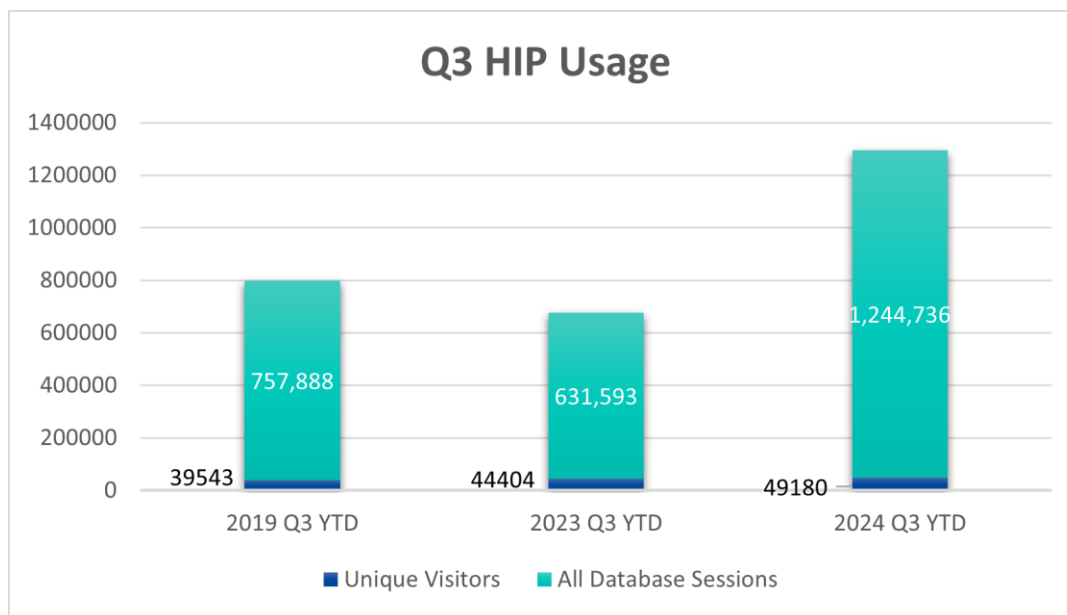
Q3 HIP Usage

HIP Usage by Municipality	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Oakville	77,732	58,906	59,720	**-23%**	**1%**
Burlington	61,545	42,175	42,024	**-32%**	**0%**
Halton Hills	19,522	17,571	18,888	**-3%**	**7%**
Milton	36,932	26,595	27,115	**-27%**	**2%**
Undisclosed/Other Locations	562,157	486,346	1,096,989	**95%**	**126%**
Total Halton Sessions	195,731	145,247	147,747	**-25%**	**2%**

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Unique Visitors	39,543	44,404	49,180	**22%**	**10%**
All Database Sessions	757,888	631,593	1,244,736	**64%**	**97%**
Sessions Per Unique Visitor	19.2	14.2	25.3	**27%**	**56%**

Note:

- While many users may be accessing the HIP database from within Oakville or the Halton Region, there is an increasing number of users who are electing not to disclose their location.
- A new data reporting tool is anticipated for 2025, which will more accurately combine two sources of HIP data.

Oakville HIP Engagement	2019 Q3 YTD	2023 Q3 YTD	2024 Q3 YTD	% Change 2019/2024	% Change 2023/2024
Training Sessions	11	12	3	**-73%**	**-40%**
Outreach	9	47	38	**322%**	**-19%**

Note:

- The decreases noted for training sessions and outreach continue to be a result of limited staffing capacity.

Appendix A

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 Blu-ray. 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.

Appendix A

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.

Appendix A

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.