Appendix A

OAKVILLE PUBLIC LIBRARY BOARD
PERFORMANCE AND MEASURES ANNUAL REPORT 2024

OVERVIEW

This report highlights Oakville Public Library's (OPL) annual performance measures for 2024. Overall, there was sustained growth across all key metrics from 2023 to 2024.

Total Circulation has been holding steady, with a 5% increase from 2023, largely driven by increasing demand for physical materials. Branch Services has been shown significant growth, with a 44% increase from 2023 that reflects community demand for in-person services, such as technology resources and study spaces. Program and Event Attendance increased by 28% from 2023, driven by greater community engagement and expanded offerings. Foot Traffic remained relatively stable with a 3% increase from 2023, despite reporting localized data loss due to branch closures and technical issues. The sustained growth in all key indicators from 2023 to 2024 demonstrates increasing demand for physical materials, evolving digital preferences, and the rising popularity of in-person library experiences.

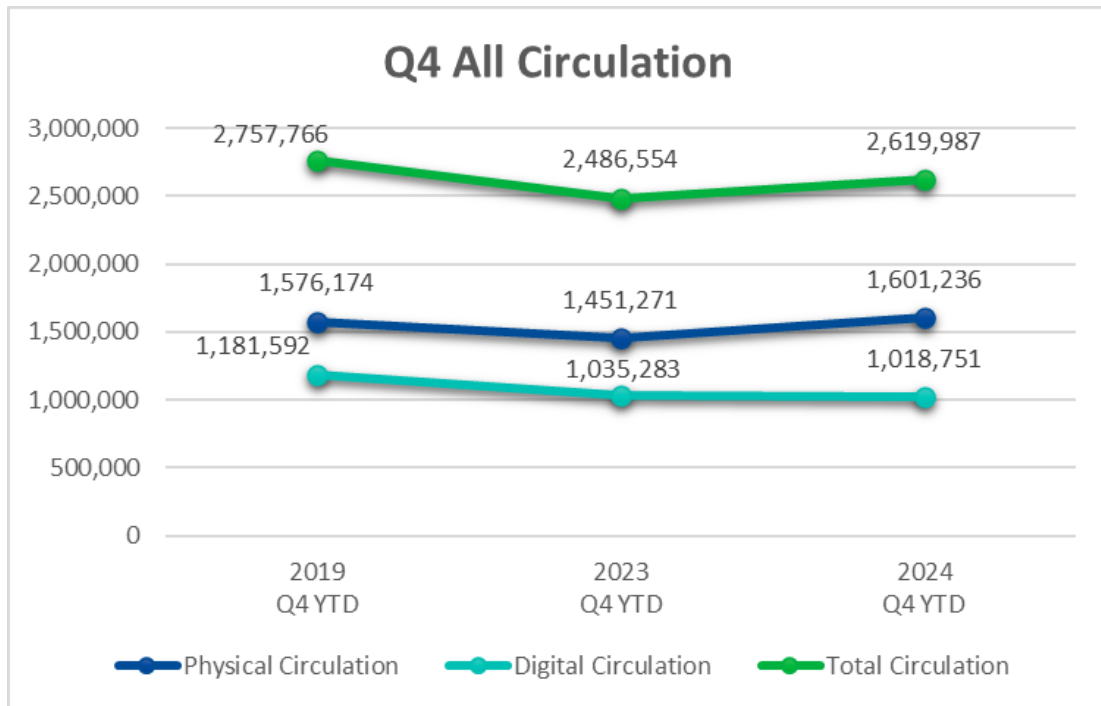| Key Indicators	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Total Circulation	2,757,766	2,486,554	2,619,987	**-5%**	**5%**
Branch Services	151,219	784,631	1,131,146	**648%**	**44%**
Digital Presence	10,046	14,834	15,952	**59%**	**8%**
Program and Event Attendance	58,056	49,763	63,936	**10%**	**28%**
Foot Traffic	1,273,755	1,191,321	1,227,509	**-4%**	**3%**

Note:

- Overall, there was a 3% increase in foot traffic from 2023 despite some localized data loss. Without those losses, foot traffic for 2024 is projected to have been 1,252,256, based on the same periods in 2023, which would have resulted in an overall 5% increase from 2023.
    - Foot traffic data loss was reported for White Oaks in Q2 2024 (an anticipated loss of 23,919 visits based on the same period in 2023), and foot traffic halted during the renovation closure at Clearview in Q3 2024 (an anticipated loss of 828 visits based on the same period in 2023).
- New people counter sensors have been installed at all branch locations and will be fully operational by the end of February. These new sensors will improve the quality and reliability of foot traffic data going forward.
- 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.

- Overall data for 2019 was impacted by the closure of Glen Abbey for renovations in Q3 and Q4.

CIRCULATION

All Circulation

Summary: Total circulation continues to demonstrate a consistent upward trend, with a 5% increase from 2023. This is particularly evident with a 10% increase in physical circulation from 2023. This is particularly notable as the size of our physical collections has decreased over this period, as funding allocations shift between print, digital, and non-book collections.
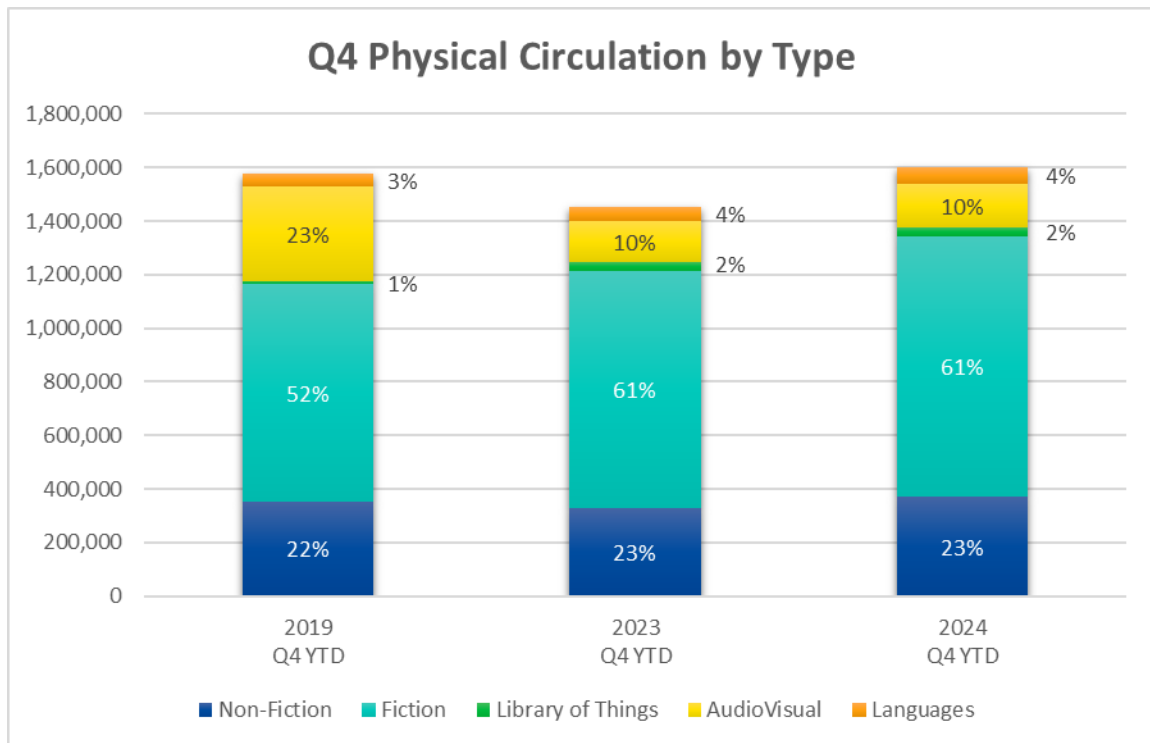

Circulation	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Physical Circulation	1,576,174	1,451,271	1,601,236	2%	10%
Digital Circulation	1,181,592	1,035,283	1,018,751	-14%	-2%
Total Circulation	2,757,766	2,486,554	2,619,987	-5%	5%

Note:

- The 2% decrease in digital circulation from 2023, when compared with the 5% increase in total circulation, indicates that the demand for physical formats is increasing while the demand for databases and eLearning resources is decreasing.

- Physical circulation continues to account for approximately 61% of all circulation.

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<div style="background:#5bb5b5;color:white;padding:4px;">Physical Circulation</div>

Summary: Physical circulation increased by 10% from 2023, with notable increases in fiction by 10% and language materials by 18%, reflecting growing community interest in these categories. When evaluating circulation trends across branches, the 31% increase at Clearview and the 22% increase at Sixteen Mile are notable. OPL Express circulation has stabilized from the previous quarter, with increases noted across all locations except for the Sixteen Mile OPL Express location which is attributed to ongoing construction at the facility.


Q4 Physical Circulation by Type

Physical Circulation	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Non-Fiction	351,342	327,294	369,164	5%	13%
Fiction	812,849	883,640	971,841	20%	10%
Library of Things	10,115	35,574	34,655	243%	-3%
AudioVisual	355,563	152,165	163,591	-54%	8%
Languages	46,305	52,598	61,985	34%	18%
Total Physical Circulation	1,576,174	1,451,271	1,601,236	2%	10%

Note:

- AudioVisual increased by 8% from 2023, which continues to be driven by a growth in circulation of children's DVD and Blu-ray collections. The 54% decrease in AudioVisual Circulation, comparing 2024 to 2019, coincides with a substantial decrease in the size of our AV collections.

- Library of Things circulation decreased by 3% from 2023, which is attributed to a decrease in overall collection size in 2024, as items are withdrawn due to natural wear-and-tear. Work was completed in 2024 to streamline the cataloguing process for non-traditional materials to enable collection growth in 2025.

- There were circulation increases across all print collection categories from 2023.

Q4 Circulation by Branch
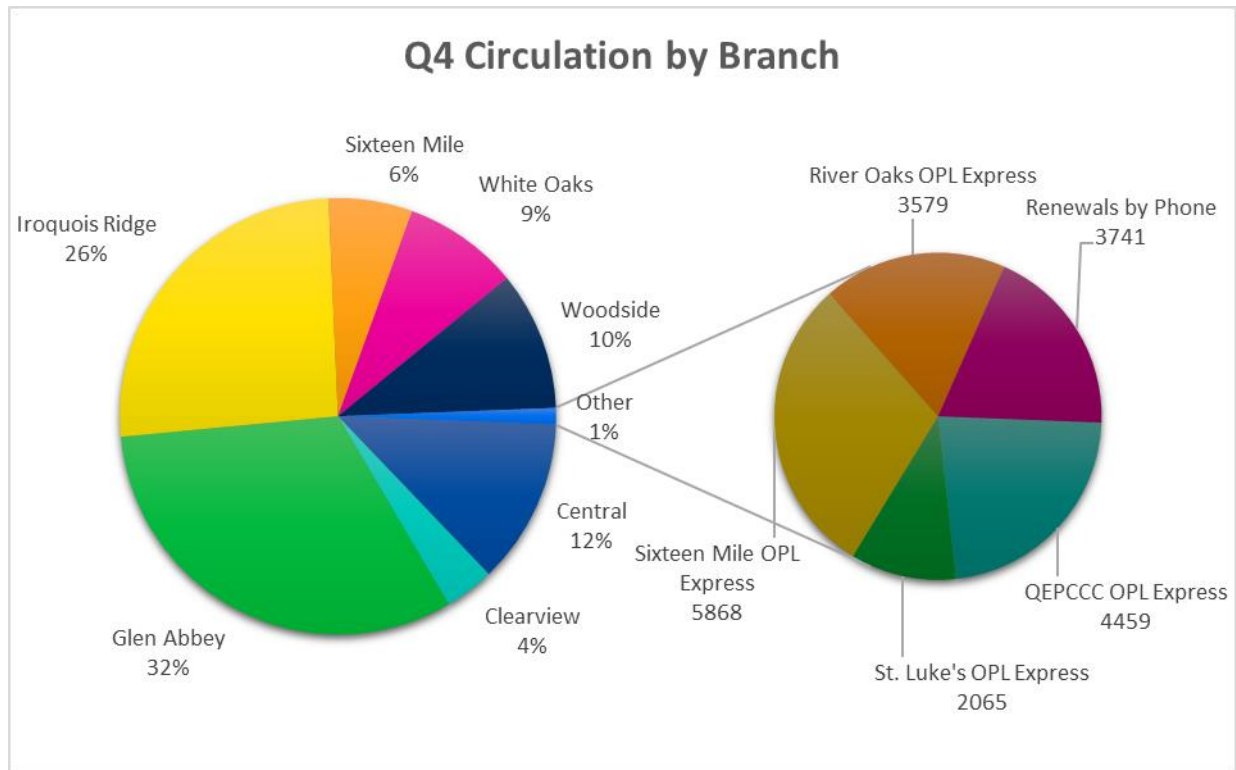
Circulation By Location	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Central (CE)	267,343	182,386	196,141	-27%	8%
Clearview (CV)	68,722	44,412	58,373	-15%	31%
Glen Abbey (GA)	336,154	473,841	512,219	52%	8%
Iroquois Ridge (IR)	410,081	373,628	413,419	1%	11%
Sixteen Mile (SM)	77,590	81,218	99,374	28%	22%
White Oaks (WO)	158,577	131,560	137,273	-13%	4%
Woodside (WS)	237,165	146,745	164,725	-31%	12%
Total Branch	1,555,632	1,433,790	1,581,524	2%	10%
QEPCCC OPL Express	4,301	4,005	4,459	4%	11%
St. Luke's OPL Express	1,039	1,318	2,065	99%	57%
Sixteen Mile OPL Express	6,165	6,671	5,868	-5%	-12%
River Oaks OPL Express	N/A	1,911	3,579	N/A	87%
Renewals by Phone	9,037	3,576	3,741	-59%	5%
Total Alternate Locations	20,542	17,481	19,712	-4%	13%

Total Physical Circulation	1,576,174	1,451,271	1,601,236	**2%**	**10%**
Physical Circulation per Active Cardholder	24.73	21.48	22.10	**-11%**	**3%**

Note:

- Circulation has increased across all branch locations from 2023. There is an overall 3% increase in the physical circulation per active cardholder from 2023, which is notable given that active cardholders increased by 7% from last year.
- OPL Express circulation continues to demonstrate increased demand at the River Oaks and St. Luke's express locations.

Digital Circulation

Summary: Digital circulation decreased by 2% from 2023, driven primarily by a 9% decrease in database usage. There was still significant increase in digital circulation of eMovies/eMusic by 11%, eNews/eMagazines by 49%, and eBooks/eAudiobooks by 12%, reflecting strong community interest in entertainment and leisure.
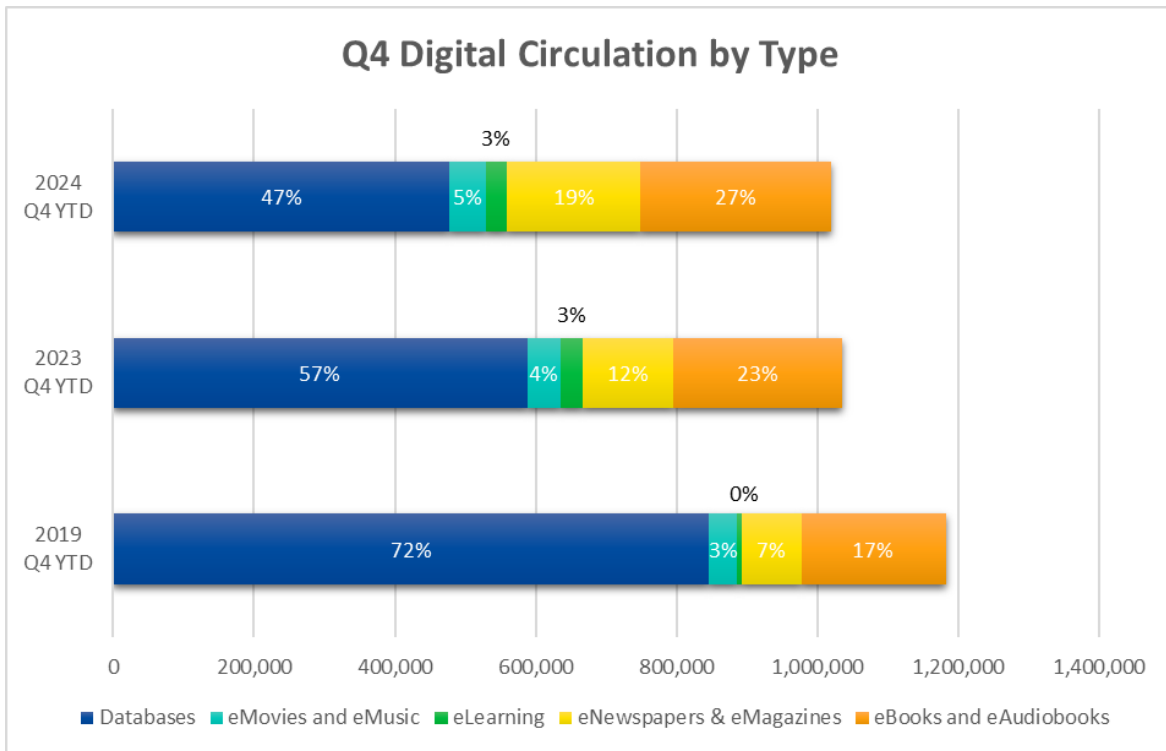
Collection Type	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Databases	846,121	588,229	477,221	**-44%**	**-19%**
eMovies/eMusic	39,927	46,267	51,380	**29%**	**11%**
eLearning	5,504	31,931	30,126	**447%**	**-6%**
eNewspapers/eMagazines	85,153	127,923	190,029	**123%**	**49%**

eBooks/eAudiobooks	204,887	240,933	269,995	**32%**	**12%**
Total Digital Circulation	**1,181,592**	**1,035,283**	**1,018,751**	**-14%**	**-2%**
Digital Circulation per Active Cardholder	**18.54**	**15.32**	**14.06**	**-24%**	**-8%**

Note:

- The 19% decrease in database usage from 2023 is a result of a significant decline in use of research databases. Usage of consumer-focused and recreation-oriented services within this category remains consistent and continues to see increases. This is an opportunity to more intentionally promote and raise awareness of these resources.

- The 49% increase in eNewspapers/eMagazines from 2023 reflects a sustained interest in local media coverage as well as demand for recently added titles in 2024, including the Economist.

- There was an 8% decrease in digital circulation per active cardholder from 2023, which aligns with the 2% decrease in total digital circulation and the 7% increase in the total active cardholders from 2023.

Digital Circulation by Resource	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
cloudLibrary	-	203,210	232,767	-	**15%**
Hoopla	44,728	41,997	41,844	**-6%**	**0%**
Kanopy	15,953	27,202	32,226	**102%**	**18%**
LinkedIn Learning	865	26,184	23,811	**2653%**	**-9%**
Flipster	-	12,114	10,965	-	**-9%**
PressReader	-	92,675	149,939	-	**62%**

Note:

- The 15% increase in cloudLibrary circulation and the 18% increase in Kanopy circulation from 2023 demonstrates that the demand for eBooks/eAudiobooks and digital video content continues to grow.

- The 0% change in Hoopla circulation from 2023 represents a significant improvement from the previous quarter (a 14% decrease when comparing Q3 2023 YTD to Q3 2024 YTD). OPL continues to adapt its lending strategy to improve customer access and reduce the cost per circulation.

- The 9% decrease in LinkedIn Learning from 2023 reflects a continued trend of reduced customer interest in online learning services.

- The 9% decrease in Flipster from 2023 is reflective of the increased popularity of PressReader, as it provides convenient access to both eNews and eMagazines.

- The 62% increase in PressReader usage from 2023 can be attributed to the addition of new titles to the service, particularly *The Economist*.

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

CARDHOLDERS

Summary: Active cardholders increased by 7% from 2023 with retention rates remaining strong at 87%, reinforcing OPL's efforts to maintain customer engagement. New cardholder registrations decreased slightly by 2%, but there was a 16% increase at Clearview and an 8% increase at Central, suggesting localized growth in community engagement.

Cardholder Trends	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
New Cardholders	12,234	17,107	16,843	38%	-2%
Active Cardholders	63,729	67,573	72,452	14%	7%
All Cardholders	87,222	80,846	83,074	-5%	3%
% Active Cardholders of All Cardholders	73%	84%	87%	19%	4%

Note:

- 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 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Central	2,287	3,085	3,346	46%	8%
Clearview	409	416	481	18%	16%
Glen Abbey	2,220	4,882	4,732	113%	-3%
Iroquois Ridge	3,176	3,528	3,536	11%	0%
Sixteen Mile	796	1,368	1,021	28%	-25%
White Oaks	1,928	2,186	2,115	10%	-3%
Woodside	1,418	1,642	1,612	14%	-2%

Note:

- All branch locations support cardholder growth within their catchment areas. These metrics indicate preferred branch locations and do not represent the number of cards registered at each branch, as customers select their preferred home library location when they sign up for a library card, which may differ from the branch closest to their registered home address or the branch they have visited to sign up.

- The Performance Measures report will include metrics on Households with OPL cards starting in Q1 2025.

PROGRAMS AND EVENTS

Summary: Program Attendance increased by 28% from 2023, reflecting a positive trend in program engagement. There was a 306% increase in Maker Drop-In program attendance, with 3,304 people participating, highlighting the demand for creative, hands-on, and facilitated learning opportunities. Glen Abbey Branch remains a popular destination for library programming, with the branch accounting for 32% of all program attendance.
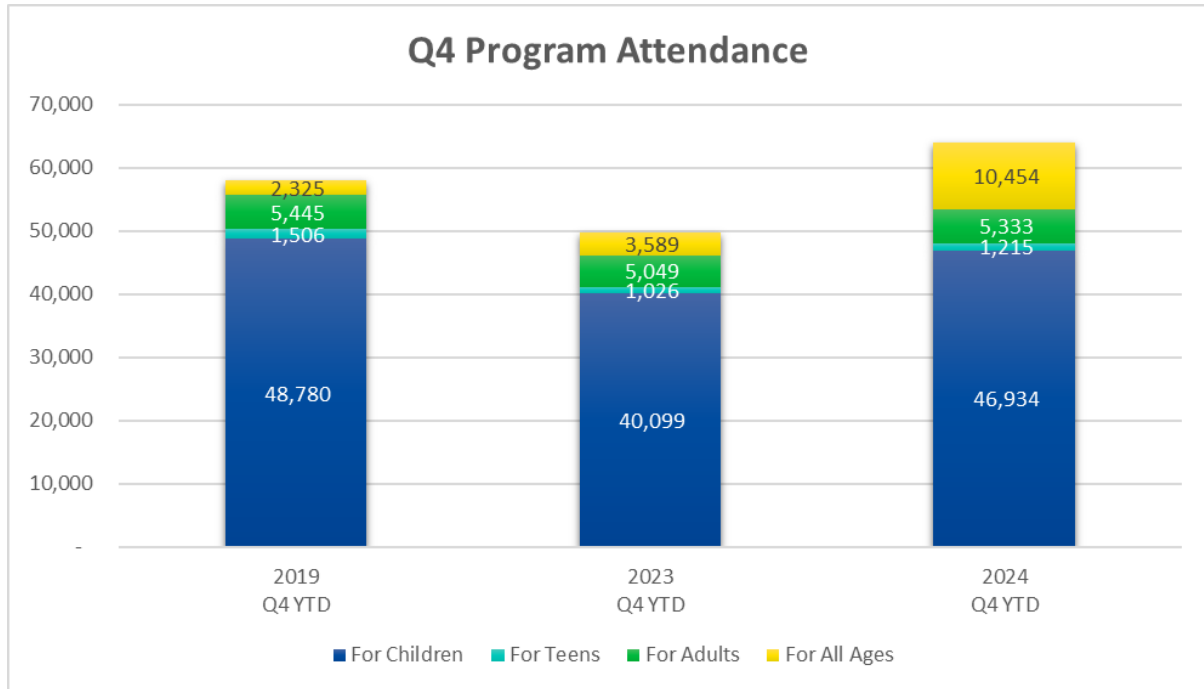
Programs & Events: Attendance by Audience	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
For Children	48,780	40,099	46,934	-4%	17%
For Teens	1,506	1,026	1,215	-19%	18%
For Adults	5,445	5,049	5,333	-2%	6%
For All Ages	2,325	3,589	10,454	350%	191%
Total Attendance	58,056	49,763	63,936	10%	28%
Total # Sessions	2,721	3,004	3,849	41%	28%
Avg Attendance Per Session	21.3	16.6	16.6	-22%	0%

Note:

- The 17% increase in Children's program attendance from 2023 indicates that expanded content and demographic-specific offerings are driving growth, however it is notable that children's programming has not yet reached pre-pandemic levels. New formats or partnerships with schools may help to sustain or amplify this growth.

- The 18% increase in Teen program attendance from 2023 suggests that teens are increasingly interested in library programs. However, with only 1,215 teens participating this past year, new engagement strategies are needed to better reach this audience.

- The 6% increase in Adult program attendance from 2023 indicates sustained demand, but further analysis could identify opportunity to re-engage this audience and explore new program topics or delivery methods.

- The 191% increase in All Ages program attendance from 2023 demonstrates the popularity of programming that appeals to broad demographics.

- The 0% increase in average attendance per session from 2023, despite the 28% increase in total sessions, suggests a need to evaluate session scheduling, marketing, or program design to ensure optimal participation levels.

Programs & Events: Attendance By Audience by Branch	CE	CV	GA	IR	SM	WO	WS
For Children	7,242 (16%)	2,138 (5%)	16,254 (36%)	9,952 (22%)	3,872 (9%)	2,622 (6%)	2,487 (6%)
For Teens	86 (8%)	0 (0%)	273 (24%)	185 (16%)	31 (3%)	532 (47%)	20 (2%)
For Adults	929 (30%)	18 (1%)	942 (30%)	526 (17%)	59 (2%)	44 (1%)	615 (20%)
For All Ages	2,807 (28%)	209 (2%)	2,653 (27%)	1,619 (16%)	1,456 (15%)	718 (7%)	414 (4%)
Total Attendance	11,064	2,365	20,122	12,282	5,418	3,916	3,536
Total # Sessions	615	188	927	671	398	443	387
Avg Attendance per Session	18.0	12.6	21.7	18.3	13.6	8.8	9.1
% of Programs Attendance	18%	4%	32%	20%	9%	6%	6%

Note:

- Glen Abbey Branch remains a popular destination for library programming, with the branch accounting for 32% of total program attendance.

- Iroquois Ridge Branch accounts for 20% and Central Branch accounts for 18% of total program attendance, demonstrating the continued success of library branches that are co-located with other community spaces or have large event spaces.

Programs & Events: Attendance by Type	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
In-Person Programs	-	43,975	62,359	-	42%
Virtual Programs	-	1,742	1,437	-	-18%
Events	2,456	1,044	1,577	-36%	51%
Outreach Visits	-	5,641	8,430	-	49%
Maker Drop-In Programs	-	813	3,304	-	306%

Note:

- The increases across all onsite program or outreach categories from 2023, including the 42% increase in In-Person program attendance and the 51% increase in Event attendance, signals strong community interest in interactive and face-to-face experiences and continuing to enhance these offerings will further expand customer engagement.

- The 18% decrease in Virtual Program attendance suggests it may no longer hold the same appeal as during the pandemic. OPL will focus virtual efforts on opportunities for strategic use, such as accessibility or niche topics.

- The 49% increase in Outreach Visit attendance reflects the growing impact of outreach efforts as an important opportunity to expand reach and connect with new audiences.

- Maker Drop-In Program attendance increased by 306%, indicating that there is strong customer demand for creative, hands-on, and facilitated activities.

- Program attendance data by type for 2019 is incomplete, as attendance was only recorded by audience, not type of program.

BRANCHES

Branch Services

Summary: There was a significant 44% increase in overall branch service usage from 2023, with significant increases in Creation Zone equipment bookings by 149%, Tech Help Appointments by 129%, and Wi-Fi sessions by 53%. There was however a 15% decrease in printing services.

Branch Services Overview	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Creation Zone Equipment Bookings	-	374	932	-	149%
Branch Tech Bookings (3D Printer)	-	1,087	1,578	-	45%
Tech Help Appointments	-	69	158	-	129%
PAC Sessions	70,470	47,395	54,082	-23%	14%
Wi-Fi Sessions	-	649,105	991,992	-	53%
Room Bookings	-	3,121	3,621	-	16%
Email Enquiries	4,036	4,100	3,634	-10%	-11%
Phone Calls	35,113	32,389	35,542	1%	10%
Items Printed	45,636	51,091	43,241	-5%	-15%
Total Branch Services	**155,324**	**788,731**	**1,134,780**	**631%**	**44%**

Note:

- The 149% increase in Creation Zone Equipment Bookings indicates there is growing demand for community access to creative equipment resources.

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- The 129% increase in Tech Help Appointments indicates a growing demand for personalized services for digital instruction.
- Branch Services data for 2019 is incomplete, creating an exaggerated increase when comparing total branch services usage from 2019 to 2024.

Branch Services by Branch	CE	CV	GA	IR	SM	WO	WS
Creation Zone Equipment Bookings	-	-	727 (78%)	205 (22%)	-	-	-
Branch Tech Bookings (3D Printer)	135 (9%)	74 (5%)	370 (23%)	377 (24%)	159 (10%)	312 (20%)	151 (10%)
Tech Help Appointments	58 (37%)	3 (2%)	0 (0%)	42 (27%)	19 (12%)	0 (0%)	36 (23%)
PAC Sessions	9,595 (18%)	1,066 (2%)	17,431 (32%)	13,503 (25%)	2,098 (4%)	5,938 (11%)	4,451 (8%)
Wi-Fi Sessions	210,851 (21%)	2,518 (0%)	383,815 (39%)	271,483 (27%)	17,712 (2%)	34,196 (3%)	71,417 (7%)
Room Bookings	136 (4%)	-	3,468 (96%)	0 (0%)	-	17 (0%)	0 (0%)
Email Enquiries	-	-	-	-	-	-	-
Phone Calls	10,750 (30%)	1,019 (3%)	11,420 (32%)	4,443 (13%)	1,558 (4%)	2,329 (7%)	4,023 (11%)
Items Printed	9,090 (21%)	380 (1%)	11,047 (26%)	8,907 (21%)	1,841 (4%)	5,993 (14%)	5,983 (14%)
Branch Services Totals	240,615	5,060	428,278	298,960	23,387	48,785	86,061
% of Branch Services	21%	0%	38%	26%	2%	4%	8%

Note:

- Email Enquiries are all received to a centralized email address, though staff across all branches participate on the AskUs team and respond to email enquiries.
- Glen Abbey continues to be the most popular destination for library customers accessing branch services, accounting for 38% of all usage, most likely due to the Creation Zone, complementary work/study rooms, the outdoor patio space, and the community centre.
- Iroquois Ridge remains the second most popular destination for branch services, accounting for 26% of all usage, and had the highest number of Branch Tech Bookings (3D Printer). Its high demand is attributed to the co-located community centre.
- Central Branch remains the third most popular destination for branch services, accounting for 21% of all usage, and had the highest number of Tech Help Appointments. Its high demand is attributed to its proximity to the business district of Downtown Oakville and other cultural and community facilities.

Branch Performance Trends

Summary: Branch performance across key indicators demonstrate the popularity of each branch for different types or levels of in-branch experiences. Glen Abbey is the busiest branch for physical circulation (32%), branch services (38%), and program attendance (34%), while White Oaks remains the busiest branch for foot traffic (29%).

Q4 Branch Performance Trends
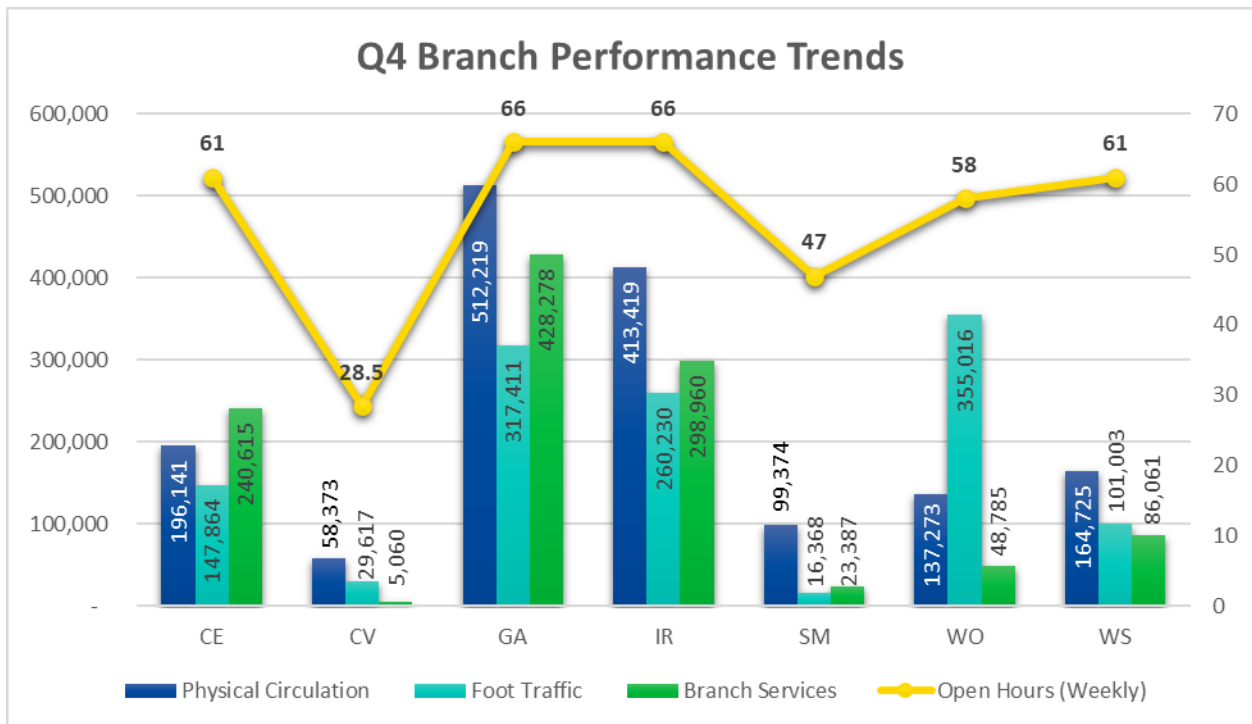
Branch Performance of Key Indicators	CE	CV	GA	IR	SM	WO	WS
Physical Circulation	196,141 (12%)	58,373 (4%)	512,219 (32%)	413,419 (26%)	99,374 (6%)	137,273 (9%)	164,725 (10%)
Foot Traffic	147,864 (12%)	29,617 (2%)	317,411 (26%)	260,230 (21%)	16,368 (1%)	355,016 (29%)	101,003 (8%)
Program Attendance	11,064 (19%)	2,365 (4%)	20,122 (34%)	12,282 (21%)	5,418 (9%)	3,916 (7%)	3,536 (6%)
Branch Services	240,615 (21%)	5,060 (0%)	428,278 (38%)	298,960 (26%)	23,387 (2%)	48,785 (4%)	86,061 (8%)
Open Hours (Weekly)	61	28.5	66	66	47	58	61

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Foot Traffic per Open Hour	**93** (12%)	**40** (5%)	**185** (24%)	**152** (19%)	**13** (2%)	**235** (30%)	**64** (8%)
Physical Circulation per Open Hour	**124** (12%)	**79** (8%)	**298** (29%)	**241** (24%)	**81** (8%)	**91** (9%)	**104** (10%)
Branch Services per Open Hour	**152** (22%)	**7** (1%)	**250** (36%)	**174** (25%)	**19** (3%)	**32** (5%)	**54** (8%)
Physical Circulation per Foot Traffic	**1.3**	**2.0**	**1.6**	**1.6**	**6.1**	**0.4**	**1.6**

Note:

- The 3-year comparison for Key Indicators is noted in a separate chart (page 1).

- Foot Traffic per Open Hour is highest at White Oaks, Glen Abbey, and Iroquois Ridge branches, indicating the popularity of in-branch experiences, including access to library spaces, branch services, and/or collections.

- Physical Circulation per Open Hour is highest at Glen Abbey, Iroquois Ridge, and Central branches indicating that there are high volumes of material handling at these branches.

- Branch Services per Open Hour is highest at Glen Abbey, Iroquois Ridge, and Central indicating that there are high demands on the service desk at these branches.

- Physical Circulation per Foot Traffic is highest at Sixteen Mile and Clearview, with Glen Abbey, Iroquois Ridge, and Woodside following, indicating that customers borrow a high volume of library materials with each visit to these branches.

- Central is the third busiest branch for physical circulation, branch services, and program attendance, and is the fourth busiest for foot traffic.

- Clearview has the second highest physical circulation per foot traffic, indicating that Clearview customers borrow high volumes of library materials with each visit.

- Glen Abbey is the busiest branch for physical circulation, branch services, and program attendance, and is the second busiest for foot traffic. It accounts for 38% of all branch services, 34% of program attendance, and 32% of physical circulation.

- Iroquois Ridge is the second busiest branch for physical circulation, branch services, and program attendance, and is the third busiest for foot traffic.

- Sixteen Mile has by far the highest physical circulation per foot traffic, indicating that Sixteen Mile customers borrow an extremely high volume of library materials with each visit compared to all other branches. It is the fourth busiest branch for program attendance.

- White Oaks is the busiest branch for foot traffic. It is the fifth busiest branch for physical circulation, program attendance, and branch services.

- Woodside is the fourth busiest branch for physical circulation and branch services.

DIGITAL PRESENCE

Appendix A

Summary: There was an overall 8% increase in social media presence, with sustained growth across Instagram and Facebook, and with Instagram accounting for the highest rates of engagement.
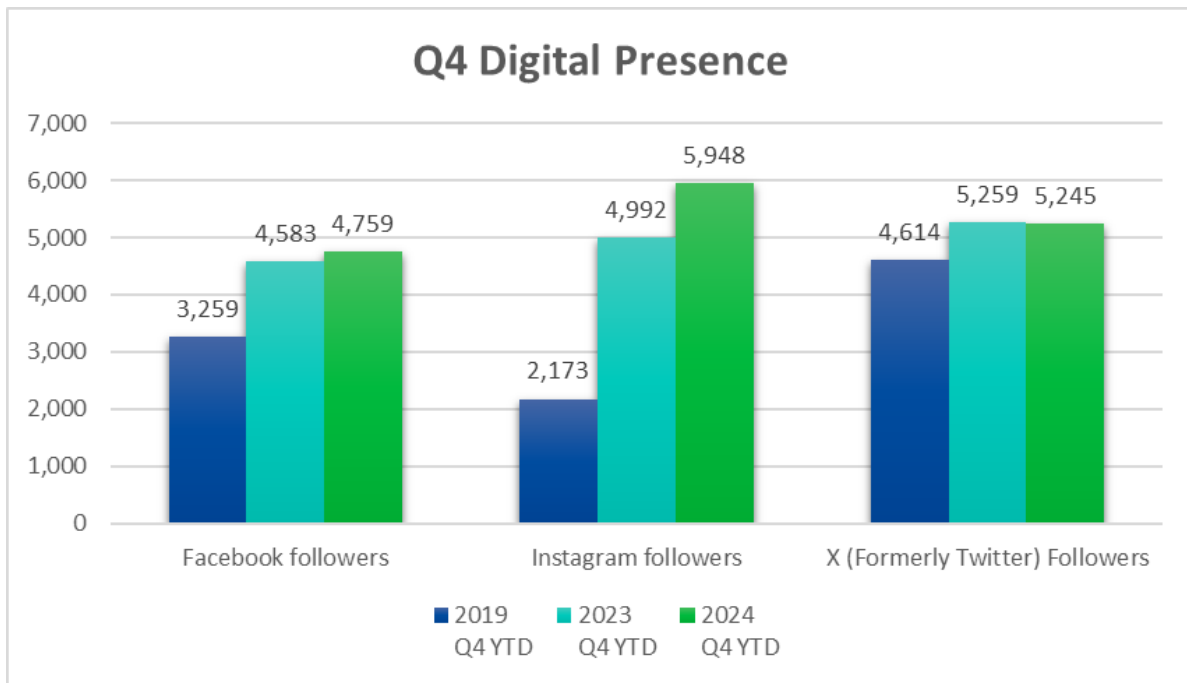
Digital Presence	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Facebook followers	3,259	4,583	4,759	**46%**	**4%**
Instagram followers	2,173	4,992	5,948	**174%**	**19%**
X (Formerly Twitter) Followers	4,614	5,259	5,245	**14%**	**0%**
Totals	10,046	14,834	15,952	**59%**	**8%**

Note:

- The 4% increase in Facebook followers from 2023 is due to Facebook Events as a key promotional tool, driving attendance and interaction for programs like financial literacy workshops, book sales, and multilingual storytimes.

- The 19% increase in Instagram followers from 2023, demonstrates that this is the strongest platform for OPL. In 2024 there were nearly 1,000 new followers from last year. Highlights included content for Ontario Public Library Week, which boosted engagement, creative posts related to mainstream events such as the Taylor Swift concert, and engaging video series done in collaboration with staff content creators.

- While there was 0% growth for X (formerly Twitter), it remained a go-to platform for updates and notifications.

Library Website and Catalogue	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024

Website Sessions	930,404	763,301	842,371	**-9%**	**10%**
Bibliocommons Sessions	770,609	1,216,050	1,813,068	**135%**	**49%**

Note:

- While there was a 10% increase in the number of website sessions and a 49% increase in Bibliocommons sessions from last year, these changes are not necessarily a result of change in online traffic and are attributed to the change from Universal Analytics (UA) to Google Analytics (GA4) in July 2023, as the data is measured differently.

HALTON INFORMATION PROVIDERS

Summary: There was a 5% decrease in known Oakville residents accessing the HIP database from 2023, however there is continual growth in the number of users choosing not to disclose their location. There was an overall 129% increase in the number of database sessions from 2023, however a significant portion of this activity is attributed to bot activity.
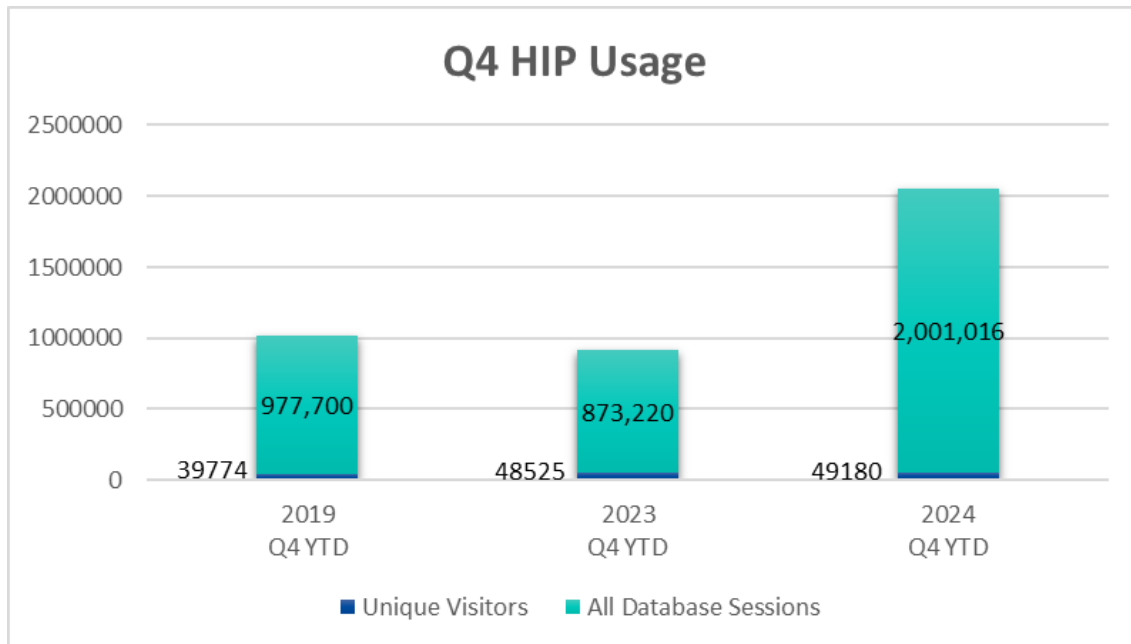
Q4 HIP Usage

HIP Usage by Municipality	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Oakville	103,636	79,432	75,174	**-27%**	**-5%**
Burlington	82,469	57,017	55,376	**-33%**	**-3%**
Halton Hills	25956	23271	24468	**-6%**	**5%**
Milton	49004	35311	36987	**-25%**	**5%**
Undisclosed/Other Locations	716635	678189	1809011	**152%**	**167%**

Total Halton Sessions	261,065	195,031	192,005	**-26%**	**-2%**
Unique Visitors	39774	48525	49180	**24%**	**1%**
All Database Sessions	977,700	873,220	2,001,016	**105%**	**129%**
Sessions Per Unique Visitor	24.6	18.0	40.7	**66%**	**126%**

Note:

- The 5% decrease in Oakville users is attributed to stricter privacy regulations of Google Analytics (GA4), as the metrics only reflect users who allowed location tracking.

- The 129% increase in database sessions is attributed to bot activity. HIP data is regularly searched by bots and crawlers. Before 2024, a filtering mechanism excluded bot traffic, but the transition from Universal Analytics (UA) to Google Analytics 4 (GA4) disabled this function. As a result, bot activity is now included under "Undisclosed/Other Locations," inflating the 2024 database session count and misrepresenting real user engagement.

- A new data reporting strategy is planned for 2025, intended for better accuracy and reliability.

Oakville HIP Engagement	2019 Q4 YTD	2023 Q4 YTD	2024 Q4 YTD	% Change 2019/2024	% Change 2023/2024
Training Sessions	11	18	3	**-73%**	**-83%**
Outreach	18	51	43	**139%**	**-16%**

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.

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, or advocacy. This category currently only lists adult programs (e.g. In Conversation with Series, Evening for Booklovers).

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.

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.