

# REPORT

## Oakville Public Library Board

**Meeting Date: May 15, 2025**

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**FROM:** Oakville Public Library

**DATE:** May 6, 2025

**SUBJECT: Performance and Measures Q1 2025 Report – May 15, 2025**

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### **RECOMMENDATION:**

That the Performance and Measures Q1 2025 Report be received for information.

### **KEY FACTS:**

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

- This report highlights Oakville Public Library's Q1 2025 performance and measures.
- The Cardholders Section of the report has been restructured, providing clearer insights into new cardholder registrations, cardholder retention, and Oakville households with an OPL card.
- The Programs and Events Section of the report has been adjusted to better reports on measures that relate more directly to the OPL strategic priorities.
- The Community Reach Section of the report is a new area that will continue to be enhanced as new opportunities to track and measure results are incorporated into decision-making.
- The new Information Oakville Section replaces the former Halton Information Providers (HIP) Section to more accurately report on measures that pertain to OPL's activities, excluding activities undertaken by the other Halton public libraries.

### **BACKGROUND:**

The Performance and Measures Report provides a quarterly summary of key performance indicators and trends. The main purpose is to assess organizational performance, demonstrate high-level trend analysis, support strategic decision-making, and track data that supports the achievement of Oakville Public Library (OPL) goals.

Throughout the report, a 3-year trend analysis is included where relevant, using 2023, 2024, and 2025 as comparators.

**COMMENT/OPTIONS:**

The Performance and Measures Report has been adjusted for 2025 to better assess organizational performance for cardholder growth and retention, programs and events, community outreach, and Information Oakville services.

The **Cardholders Section** of the report has been restructured, providing clearer insights into new cardholder registrations, cardholder retention, and Oakville households with an OPL card.

- New cardholder measures continue to be analyzed by a quarterly 3-year analysis (Q1 2023 vs Q1 2024 vs Q1 2025).
- Cardholder retention (active and inactive cardholders) and Oakville households with an OPL card are analyzed by annual cumulative comparisons (2023 vs 2024 vs 2025 YTD) to more accurately reflect OPL's reach.
- Each year the Town of Oakville provides an annual adjustment for the total number of Oakville households (80,096 in 2025 up from 77,000 in 2024), and this trend is noted within the report.

The **Programs and Events Section** of the report has been adjusted to better reports on measures that relate more directly to the OPL strategic priorities.

- The Attendance by Type chart (in-person, virtual, events, outreach, and maker drop-in) has been replaced by the Attendance by Program Focus, which highlights the top five categories for programs including early literacy and learning, adult digital literacy, maker programs, newcomer programs, and all other programs. This change better tracks how well OPL is meeting community needs and strategic priorities and serves to support decision-making and resource allocation.
- In the charts that define programs by audience, the All Ages category has been removed, as all programs now have an identified primary audience. An example would be an early literacy storytime which is intended to be intergenerational in nature as parents or caregivers participate alongside children. An Older Adults audience has been introduced separately from the general Adult audience.

The **Community Reach Section** of the report is a new area that will continue to be enhanced as new opportunities to track and measure results are incorporated into decision-making.

- There is a new chart that outlines Outreach Sessions by Type, currently highlighting school engagement, community events, and other outreach.

- While outreach measures have been expanded for 2025, most outreach sessions are conducted from May to October each year and there is little to report on for Q1 2025.

The new **Information Oakville Section** replaces the former Halton Information Providers (HIP) Section to more accurately report on measures that pertain to OPL's activities, excluding activities undertaken by the other Halton public libraries.

- The **Halton Information Providers (HIP)**, led by Oakville Public Library (OPL) is a joint venture with the public libraries of Burlington, Milton, and Halton Hills, along with the Halton Resource Connection, manage the Halton Community Services Directory ([hipinfo.ca](http://hipinfo.ca)). The online directory provides residents of Halton with up-to-date, curated information on 4,000 community programs and services in Halton such as social services, health care, government programs, and recreational opportunities, housing, employment, mental health, and legal assistance.
- At OPL, **Information Oakville** delivers localized information and referral support by leveraging the Halton Community Services Directory. Through this service, Oakville residents are connected to a wide range of community resources and supports. Information Oakville offers trusted guidance on navigating available services, helping address diverse needs within both the Town of Oakville and the broader Halton Region.
- Beginning in 2025, HIP will continue its current practice of providing bi-annual update reports to the Oakville Public Library Board as follows:
  - The previous year-end report will be presented to the OPL Board for information in Q1, alongside OPL's own year-end report.
  - A mid-year report will be presented to the OPL Board in Q3.
- In addition to this existing bi-annual reporting, Information Oakville's performance will be incorporated into OPL's quarterly Performance and Measures Reports, as relevant to the services delivered through Oakville Public Library.
- In response to the continued decline in Online Community Board sessions (noted within the Performance and Measures Q1 2025 Report), HIP is undertaking a Service Review in 2025, which will include an environmental scan of Halton Community Services Directory usage and explore strategies to enhance its searchability, raise community awareness, and drive increased utilization.

## APPENDICES:

Appendix A – Performance and Measures Q1 2025 Report

Prepared by:  
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