

OAKVILLE PUBLIC LIBRARY BOARD

Q1 2025 PERFORMANCE AND MEASURES REPORT

OVERVIEW

This report highlights Oakville Public Library's (OPL) performance measures for Q1 2025. There was a 36% increase in total circulation, driven by an overall 182% increase in database usage that was impacted by significant increases in Canadian Business Online usage. The 14% decrease in branch services was driven by generalized decreases across several services including public access computer sessions (17% decrease), Wi-Fi sessions (15% decrease), and items printed (20% decrease). There was a 1% increase in foot traffic due to high foot traffic at White Oaks despite generalized decreases across all other branches. The unusual shift in trend across many indicators will be closely monitored.

Key Indicators	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Total Circulation	590,999	655,350	889,131	50%	36%
Branch Services	105,044	301,522	258,255	146%	-14%
Digital Presence	13,921	14,978	16,127	16%	8%
Program and Event Attendance	10,134	13,957	13,141	26%	-6%
Foot Traffic	289,551	307,697	311,178	7%	1%

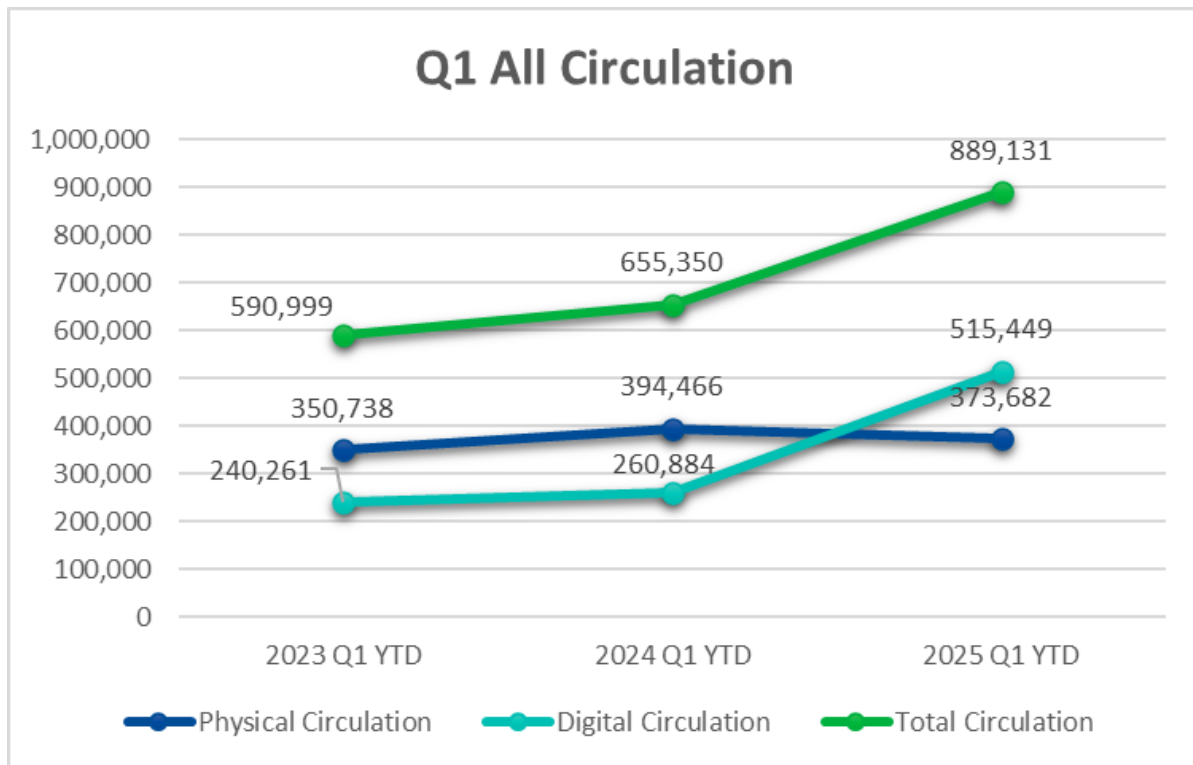
Insights:

- The 36% increase in total circulation is due to a 182% increase in database usage, specifically use of Canadian Business Online, which is being validated with the vendor. Overall physical circulation decreased by 5% from last year, with declines in January and February but an upward trend in March.
- The 14% drop in Branch Services is due to decreases across PAC Sessions (17% decrease), Wi-Fi Sessions (15% decrease), and Items Printed (20% decrease). This is a change from the usual trend, though it may have been impacted by inclement weather.
- The 8% increase in Digital Presence is largely due to the 21% growth in Instagram engagement.
- The 6% decrease in program and event attendance accounts for 816 fewer attendees, largely observed across children's programs (5% decrease in attendance) and adult programs (18% decrease in attendance).
- Although there was a 1% increase in foot traffic, there were decreases across all branches except for White Oaks which increased by 5.7% (100,351 in Q1 2025 up from 94,894 in Q1 2024). There was a 22% decrease at Glen Abbey (87,176 in Q1 2025 down from 111,806 in Q1 2024) and a 19% decrease at Iroquois Ridge (50,775 in Q1 2025 down from 62,548 in Q1 2024). Iroquois Ridge has been impacted by a 2-day closure and the closure of the pool and ongoing construction at the Iroquois Ridge Community Centre.

CIRCULATION

All Circulation

Summary: In Q1 2025, the total circulation of all materials increased by 36% from last year, however this is due to a localized increase in database usage driving up digital circulation by 98%. There was an overall 5% decrease in physical circulation.



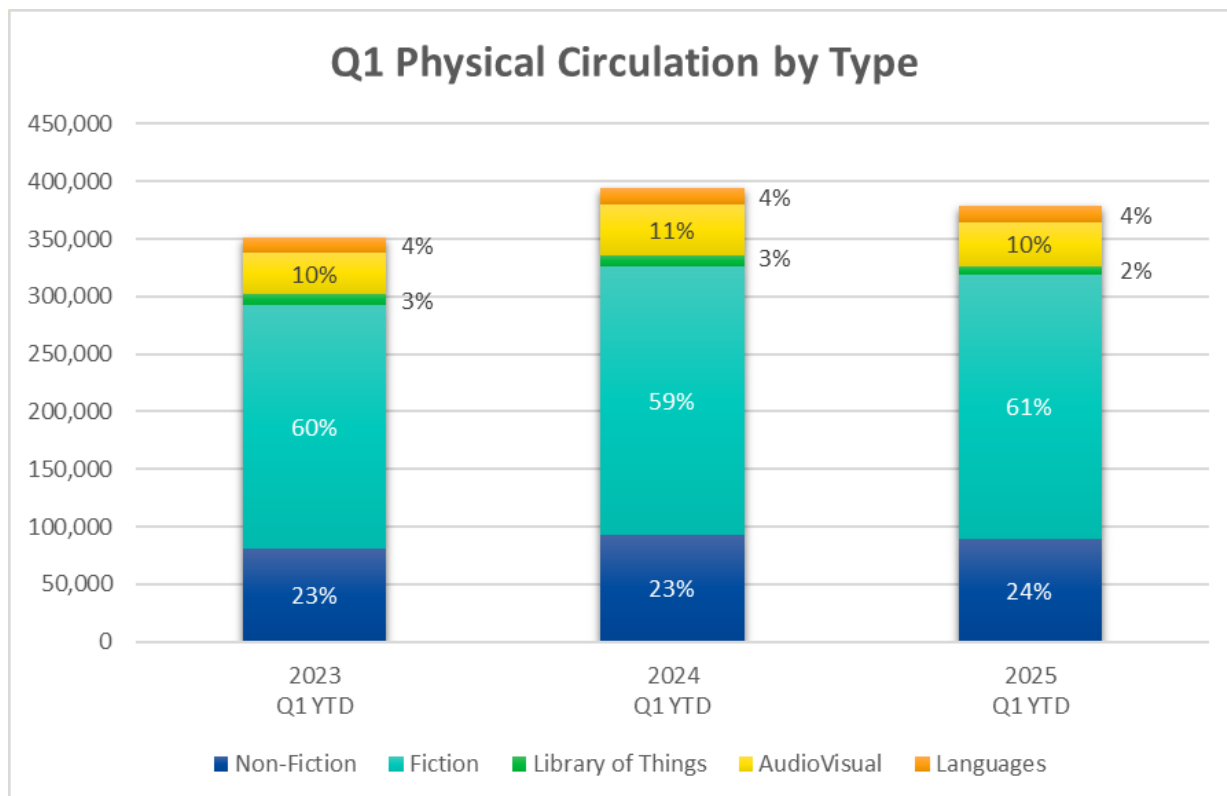
All Circulation	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Physical Circulation	350,738	394,466	373,682	7%	-5%
Digital Circulation	240,261	260,884	515,449	115%	98%
Total Circulation	590,999	655,350	889,131	50%	36%

Insights:

- The 5% decrease in physical circulation aligns with decreases in physical circulation across all collection categories as well as all branches, except for Clearview (18% increase) and Sixteen Mile (6% increase).

Physical Circulation

Summary: In Q1 2025, physical circulation decreased by 5% from last year. This is reflected in decreased physical circulation across all collection categories as well as all branches, except for Clearview (18% increase) and Sixteen Mile (6% increase).

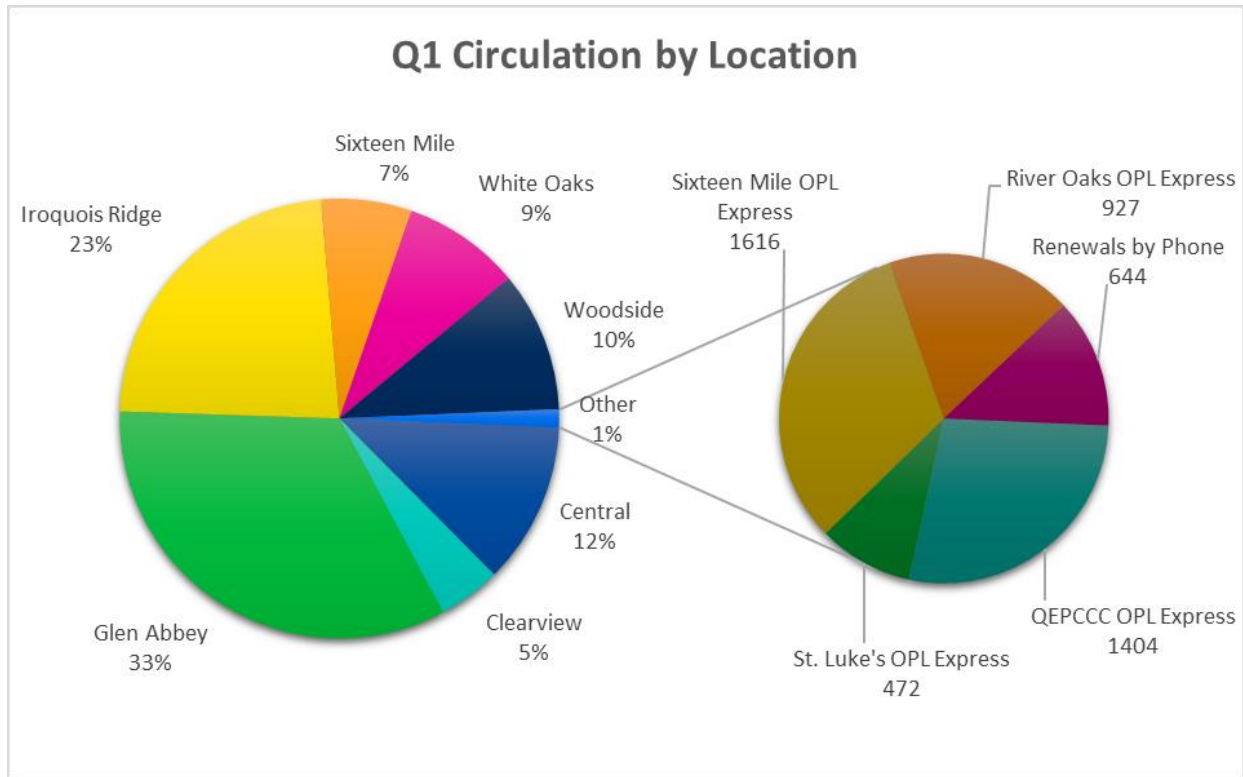


Physical Circulation	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Non-Fiction	81,337	92,613	89,247	10%	-4%
Fiction	210,973	233,558	225,349	7%	-4%
Library of Things	9,584	9,988	6,861	-28%	-31%
AudioVisual	36,507	43,380	38,099	4%	-12%
Languages	12,337	14,927	14,126	15%	-5%
Total Physical Circulation	350,738	394,466	373,682	7%	-5%

Insights:

- The overall 5% decrease in physical circulation is reflected across all collection categories, with decreases localized to January and February but an increase in March compared to last year.
- The 31% decrease in Library of Things circulation is largely due to the unavailability of many Storytelling Kits and Tinker Toys as they are under review by the Collections Department.

- The 12% decrease in AudioVisual circulation continues to reflect shrinking DVD collections and the reduced availability of new DVD releases.



Physical Circulation By Location	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Central (CE)	41,526	48,296	44,444	7%	-8%
Clearview (CV)	14,472	14,627	17,187	19%	18%
Glen Abbey (GA)	113,065	126,422	124,609	10%	-1%
Iroquois Ridge (IR)	90,608	101,702	86,507	-5%	-15%
Sixteen Mile (SM)	16,988	23,492	24,864	46%	6%
White Oaks (WO)	32,589	34,811	32,421	-1%	-7%
Woodside (WS)	36,982	40,542	38,587	4%	-5%
Total Branch	346,230	389,892	368,619	6%	-5%
OPL Express @ QEPCCC	1,114	936	1,404	26%	50%
OPL Express @ St. Luke's CC	152	551	472	211%	-14%
OPL Express @ Sixteen Mile SC	1,914	1,365	1,616	-16%	18%
OPL Express @ River Oaks CC	437	761	927	112%	22%
Renewals by Phone	891	961	644	-28%	-33%
Total Alternate Locations	4,508	4,574	5,063	12%	11%
Total Physical Circulation	350,738	394,466	373,682	7%	-5%

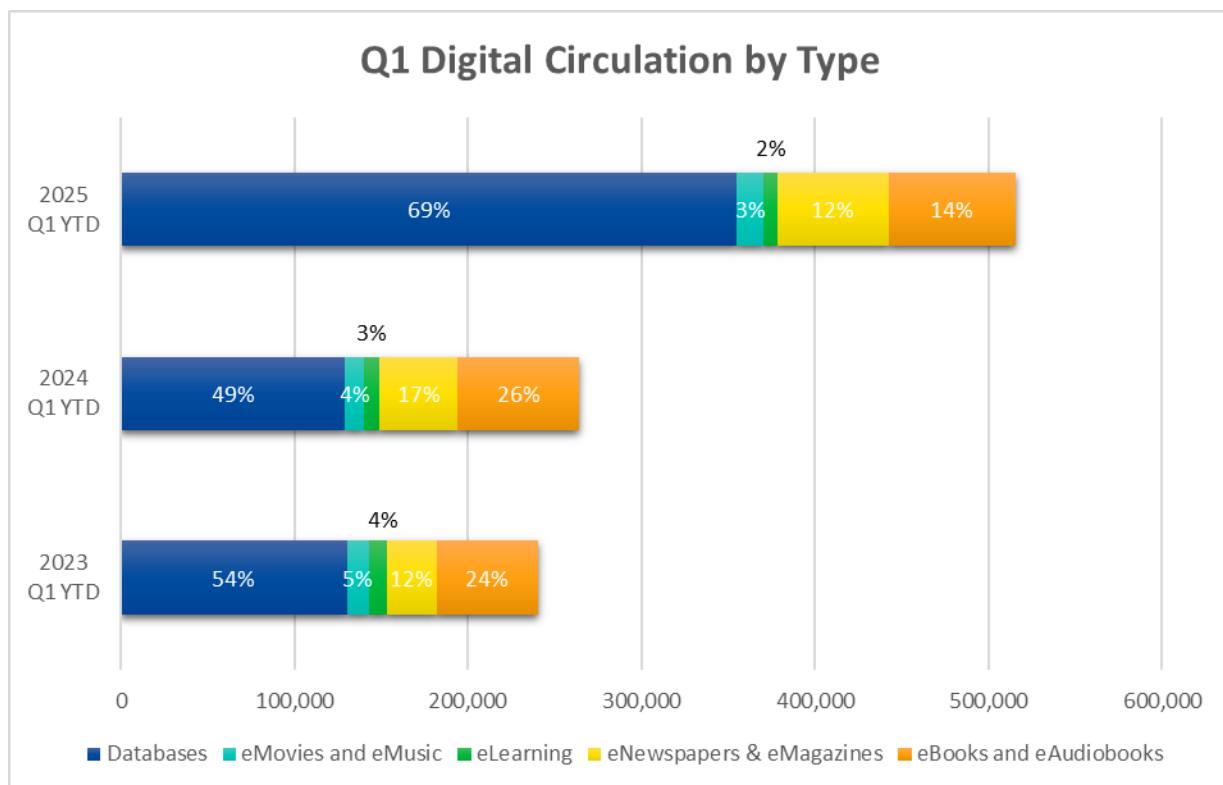
Physical Circulation per Active Cardholder	6.13	5.77	5.09	-17%	-12%
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Insights:

- While there are decreases across most library branches, this was localized to January and February, with increases noted in March.
- The 8% decrease in physical circulation at Central may have been impacted by a 3-day closure in January due to a water main break.
- The 15% decrease in physical circulation at Iroquois Ridge was impacted by a 2-day closure of the library branch, and the closure of the pool and ongoing renovations at the Iroquois Ridge Community Centre.
- While there was a 14% decrease in physical circulation at the St. Luke's OPL Express location, this only represents 79 fewer checkouts.

Digital Circulation

Summary: In Q1 2025, digital circulation increased by 98% from last year, driven by a significant increase in database usage (182% increase) and increases across all other categories except for eLearning resources (11% decrease), reflecting a strong and stable customer interest in entertainment, leisure, and current affairs.



Digital Circulation by Collection Type	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Databases	130,096	125,730	355,104	173%	182%
eMovies and eMusic	12,734	11,369	15,360	21%	35%
eLearning	10,426	8,713	7,787	-25%	-11%
eNewspapers & eMagazines	28,590	45,213	64,195	125%	42%
eBooks and eAudiobooks	58,415	69,859	73,003	25%	5%
Total Digital Circulation	240,261	260,884	515,449	115%	98%
Digital Circulation per Active Cardholder	4.20	3.82	7.02	67%	84%

Insights:

- The 182% increase in Database usage is due to Canadian Business Online which accounts for 66% (235,292 downloads in Q1 2025) of all database usage this quarter (up from 3,867 downloads in Q1 2024 and 8,275 downloads in Q1 2023). The vendor is actively investigating this dramatic increase. The vendor has confirmed that the number of additional unique logins increased significantly, suggesting new users are accessing the resource, possibly related to tariff announcements this quarter.
- The 35% increase in the category of eMovies and eMusic reflects increased demand for entertainment content as well as improved access to that content in Hoopla.
- The 11% decrease in eLearning resources reflects an overall trend toward more recreational and entertainment content and less professional development content.
- The 42% increase in eNewspapers and eMagazines is likely due to continued growing demand for international news and current affairs and is reflected in a particularly strong increase in demand for the New York Times Online.
- The 5% increase in eBook and eAudiobooks show a steady increase, however demand for eAudiobooks has diminished, likely impacted by a removal of higher priced content in Hoopla.

Digital Circulation by Resource	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
cloudLibrary	48,992	60,653	63,243	29%	4%
Hoopla	10,850	10,211	11,221	3%	10%
Kanopy	6,502	8,680	9,091	40%	5%
LinkedIn Learning	8805	7,068	5,837	-34%	-17%
Flipster	3,292	3,268	1,947	-41%	-40%
PressReader	19,736	37,141	48,651	151%	31%

Insights:

- The notable 10% increase in Hoopla (only decreases reported in 2022-2024) is adjustment of available content, including the removal of higher-priced eAudiobook content to reduce overall cost-per-circulation, as well as a 10% increase to the monthly budget.

- The 17% decrease in LinkedIn Learning is attributed to declining customer interest in traditional research and learning tools, which may be impacted by the rising availability and popularity of AI tools.
- The 40% decrease in Flipster circulation is attributed to the 50% reduction of content, as these titles are available in the PressReader collection.
- Note: This chart only includes the most popular or expensive digital resources and is not representative of all digital circulation.

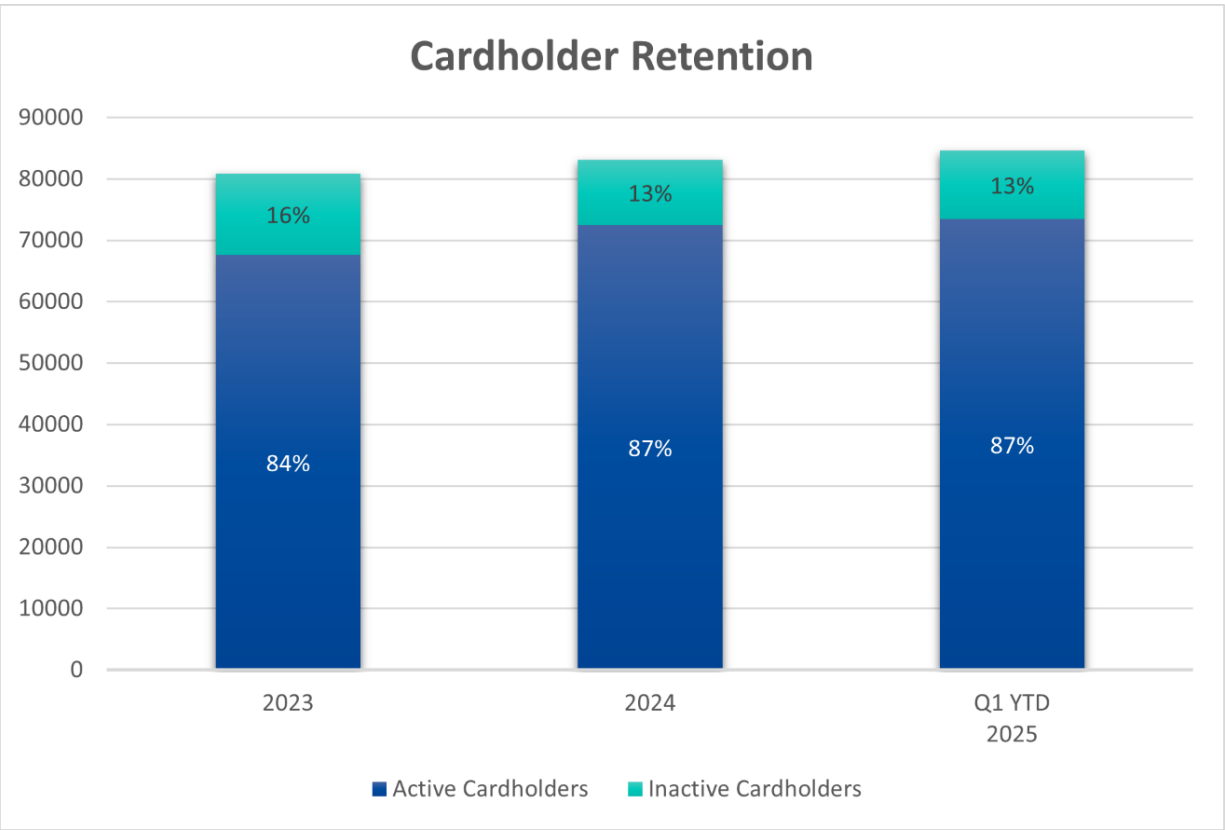
CARDHOLDERS

Summary: There was a 5% increase in new cardholder registrations Q1 2025 compared to Q1 2024, indicating that new cardholder rates remain relatively stable year-over-year. The total number of active cardholders has only increased by 1% from last quarter (73,419 in Q1 2025 YTD compared to 72,452 as of Q4/Annual 2024), which further demonstrates that increased efforts are required to more significantly impact cardholder growth and retention.

New Cardholders by Preferred Branch	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Central	780	890	906	16%	2%
Clearview	87	98	90	3%	-8%
Glen Abbey	1,314	1,102	1,176	-11%	7%
Iroquois Ridge	854	826	764	-11%	-8%
Sixteen Mile	213	204	265	24%	30%
White Oaks	357	305	403	13%	32%
Woodside	341	364	363	6%	0%
Total New Cardholders	3,946	3,789	3,967	1%	5%

Insights:

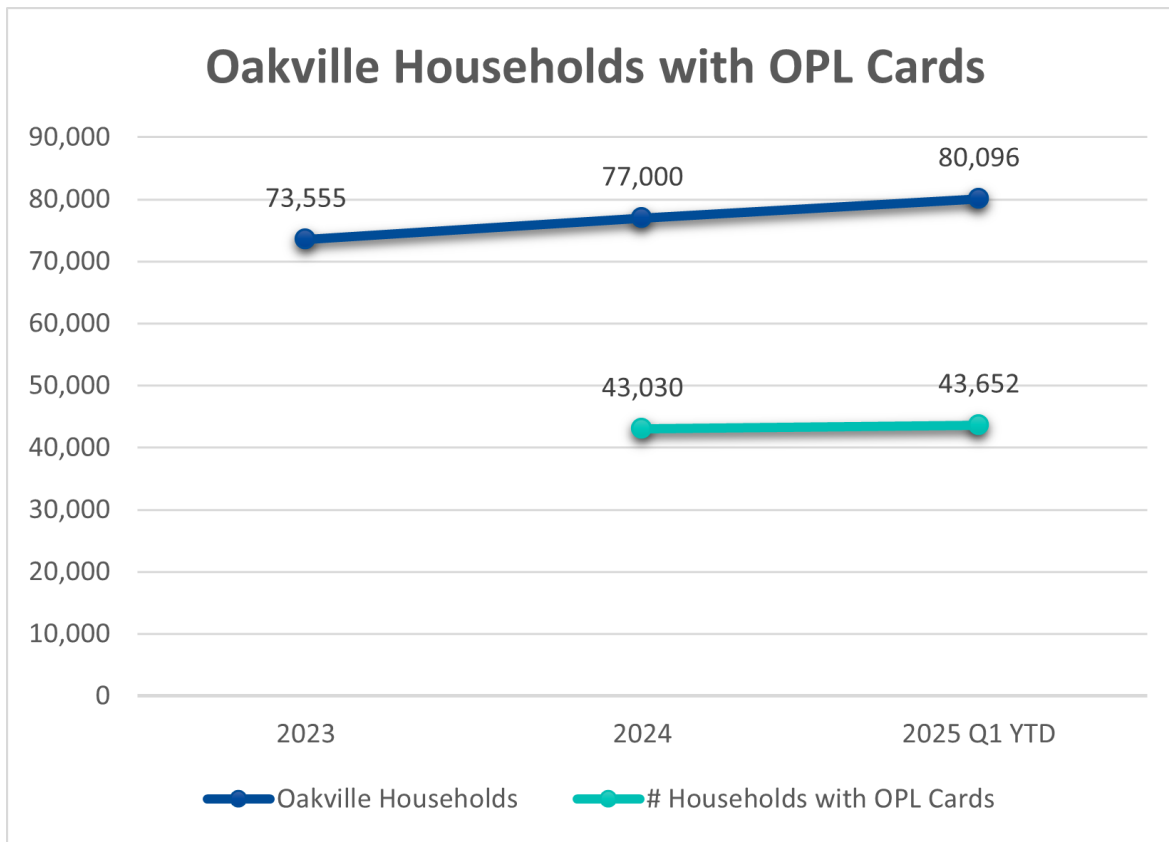
- While there was a 5% increase in new cardholder registrations Q1 2025 compared to Q1 2024, this quarter remains relatively consistent in comparison to the last two years.
- The number of new cardholders across all branches has remained consistent year-over-year, with notable increases at White Oaks (32% increase) and Sixteen Mile (30% increase), and Glen Abbey remaining the most popular preferred branch location.
- Note: 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.



Cardholder Growth & Retention	2023	2024	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Active Cardholders	67,573	72,452	73,419	9%	1%
Inactive Cardholders	13,273	10,622	11,164	-16% less	5% more
All Cardholders	80,846	83,074	84,583	5%	2%
% Active Cardholders of All Cardholders	84%	87%	87%	4%	0%

Insights:

- There is a 1% increase in the number of active cardholders from last quarter (73,419 in Q1 2025 YTD compared to 72,452 as of Q4/Annual 2024).
- There were 5% more inactive cardholders this quarter up from last quarter (11,164 in Q1 2025 YTD compared to 10,622 as of Q4 YTD/Annual 2024), indicating that increased effort is required to ensure that new cardholders remain active cardholders. After two years of inactivity, and with no outstanding balance, cards are deleted from the system in accordance with the OPL Customer Privacy Policy.



Oakville Households with OPL Cards	2023	2024	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Oakville Households	73,555	77,000	80,096	9%	4%
# Households with OPL Cards	-	43,030	43,652	N/A	1%
% Households with OPL Cards	-	56%	54%	N/A	-2%

Insights:

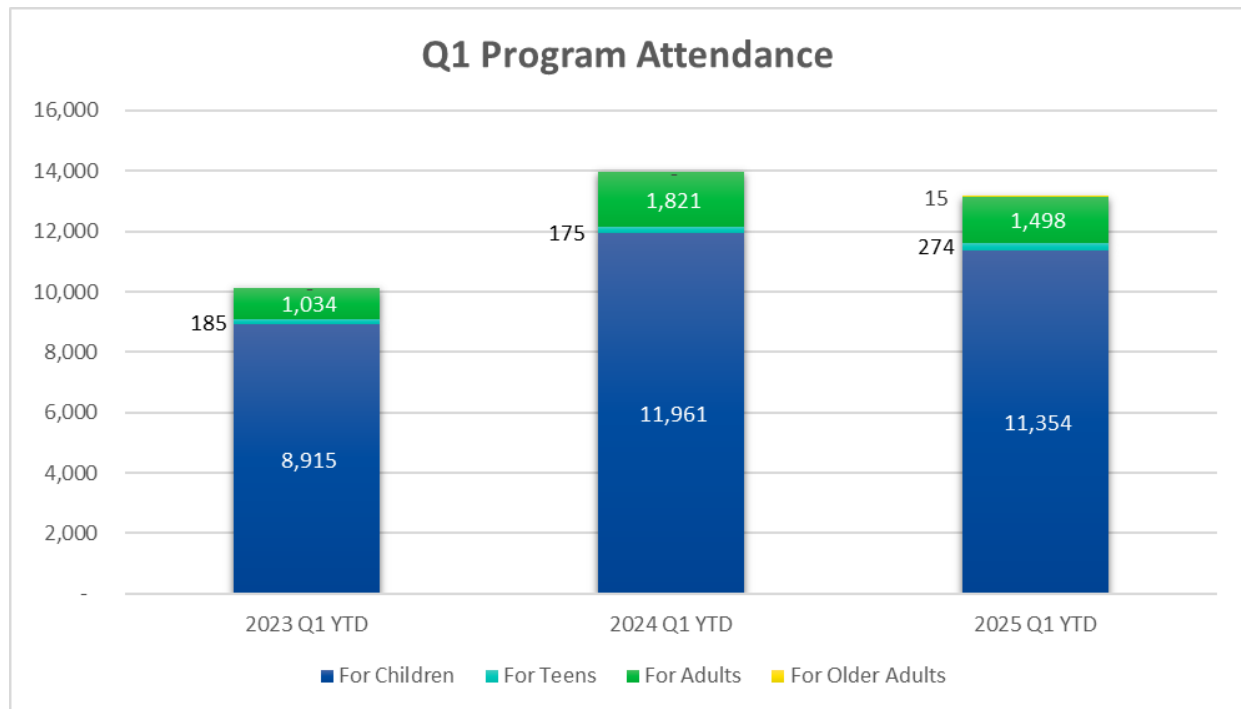
- There were 622 new households that registered for an OPL card, representing a 1.4% increase this quarter up from last quarter (43,652 in Q1 2025 YTD compared to 43,030 in Q4 YTD/Annual 2024).
- Despite the modest gain in households with an OPL card, there was an overall 2% decrease in the overall percentage of all Oakville households with an OPL card due to the annual adjustment for the total number of Oakville households (80,096 in 2025 up from 77,000 in 2024). This trend indicates that rapid housing and population growth will most likely outpace household cardholder growth.

PROGRAMS AND EVENTS

Summary: In Q1 2025, there was an overall 6% decrease in total attendance across all program categories compared to last year, though this represents only 816 fewer attendees,

Appendix A

largely observed across children's programs (5% decrease in attendance) and adult programs (18% decrease in attendance).



Attendance by Audience	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
For Children	8,915	11,961	11,354	27%	-5%
For Teens	185	175	274	48%	57%
For Adults	1,034	1,821	1,498	46%	-17%
For Older Adults			15		
Total Attendance	10,134	13,957	13,141	30%	-6%
Total # Sessions	726	886	895	23%	1%
Avg Attendance Per Session	14.0	15.8	14.7	5%	-7%

Insights:

- Note: The Older Adult audience is now tracked distinctly from the Adult audience as of 2025, but the data is unavailable for 2023 and 2024.
- The overall 6% decrease in program and event attendance accounts for 816 fewer attendees, largely observed across children's programs (5% decrease in attendance) and adult programs (18% decrease in attendance).
- There was a 1% increase in the number of sessions offered, though the decrease in overall attendance resulted in a slightly lower rate of 14.7 average attendees per session.
- The 5% decrease in children's program attendance (607 fewer attendees) is due to inclement weather on the Family Day long weekend (496 attendees in Q1 2025 down

from 1,085 attendees in Q1 2024). Notably, there were also 810 attendees across 90 programs during March Break week, 54 attendees across 3 Arabic Storytimes, and 47 attendees across 3 Mandarin Storytimes.

- The 57% increase in teen attendance demonstrates consistent growth of teen interest in library programs.
- The 17% decrease in adult / older adult attendance represents 308 fewer attendees than last year, which was partially impacted by a reduction in virtual program attendance (343 attendees in Q1 2025 compared to 473 attendees in Q1 2024).
- Note: this chart includes all in-person programs, offsite programs, and virtual attendance.

In-Person Attendance by Audience & Branch	CE	CV	GA	IR	SM	WO	WS
For Children	1,390 (13%)	516 (5%)	4,439 (41%)	1,896 (17%)	1,670 (15%)	683 (6%)	356 (3%)
For Teens	0 (0%)	0 (0%)	61 (23%)	88 (33%)	0 (0%)	117 (44%)	0 (0%)
For Adults	228 (36%)	0 (0%)	157 (24%)	67 (10%)	36 (6%)	16 (2%)	138 (21%)
For Older Adults	4 (100%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
Total Attendance	1,622	516	4,657	2,051	1,706	816	494
Total # Sessions	98	54	255	137	127	82	87
Avg Attendance per Session	16.6	9.6	18.3	15.0	13.4	10.0	5.7
% of In-Person Attendance	14%	4%	39%	17%	14%	7%	4%

Insights:

- Glen Abbey has the highest average attendance per session (18.3), which exceeds the overall average across all branches (14.7). It also accounts for 39% of all program and event attendance, with a higher percentage of children's program attendance from the previous quarter (41% in Q1 2025 up from 36% in Q4/Annual 2024).
- White Oaks accounts for 44% of all teen attendance (117 attendees) that draws from the joint-use library facility with White Oaks Secondary School.
- Central Branch accounts for 36% of adult attendance and 100% of older adult attendance and draws 14% of all program and event attendance.
- The Program Development department is assessing opportunities to improve teen, adult, and older adult participation across all branches.

Attendance by Program Focus	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
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Early Literacy & Learning	7,575	8,422	8,208	8%	-3%
Adult Digital Literacy	485	540	659	36%	22%
Maker Programs	20	974	786	3830%	-19%
Newcomer Programs	112	166	180	61%	8%
Other Programs	2,156	3,556	2,965	38%	-17%

Insights:

- Note: this chart tracks the top five categories of early literacy and learning, adult digital literacy, maker programs, and newcomer programs to support the OPL strategic pillars. All other programs are noted within the other programs category.
- Despite the 3% decrease in Early Literacy & Learning program attendance, these programs represent the highest engagement levels (8,208 attendees in Q1 2025) and continued strategic relevance.
- The increases noted for Adult Digital Literacy (22%) and Newcomer (8%) program attendance demonstrates improved support for inclusive community needs and interests.
- The 19% decrease in Maker programs aligns with the general trend of decreased adult attendance (17% decrease in adult attendance in Q1 2025 from last year).

COMMUNITY REACH

Summary: In Q1 2025, there was a 22% decrease in outreach sessions, which represents a negligible decrease of 4 fewer sessions than last year. While outreach measures have been expanded for 2025, most outreach sessions are largely conducted from May to October each year.

Outreach Sessions by Type	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
School Engagement	-	8	8	-	0%
Community Events	-	-	-	-	-
Other Outreach	-	10	6	-	-40%
Total Outreach Sessions	6	18	14	200%	-22%

Insights:

- Note: Outreach sessions by type are unavailable for 2023.
- Note: School Engagement is defined as a visit to or from a school, which may include programming, presentations, or resource sharing to support student learning and literacy. Community Events include library participation in larger public events hosted by external organizations, such as festivals, fairs, or markets. Other Outreach includes small-scale interactions such as presentations to local groups or organizations.

- While outreach measures have been expanded for 2025, most outreach sessions are largely conducted from May to October each year.

BRANCHES

Branch Services

Summary: In Q1 2025, there was an overall 14% decrease in branch service usage, which is attributed to decreases in usage for PAC sessions (17% decrease), Wi-Fi sessions (15% decrease), and items printed (20% decrease). Overall there were still 259,180 interactions with OPL this quarter. Notable increases included Creation Zone equipment bookings (27% increase) and room bookings (33% increase).

Branch Services Overview	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Creation Zone Equipment Bookings	9	188	238	2544%	27%
Branch Tech Bookings (3D Printer)	305	361	348	14%	-4%
Tech Help Appointments	63	63	14	-78%	-78%
PAC Sessions	10,604	13,442	11,167	5%	-17%
Wi-Fi Sessions	77,149	265,955	227,378	195%	-15%
Room Bookings	328	656	875	167%	33%
Email Enquiries	1,134	1,007	925	-18%	-8%
Phone Calls	8,459	8,792	8,594	2%	-2%
Items Printed	8,127	12,065	9,641	19%	-20%
Total Branch Services	106,178	302,529	259,180	144%	-14%

Insights:

- There was a 78% decrease in Tech Help Appointments as there were fewer pre-set appointment dates made available through the program booking software while this service is in review. Customers can request informal support at any library service desk or contact library staff to book an appointment.
- There were declines in usage for PAC sessions (17% decrease), Wi-Fi sessions (15% decrease), and items printed (20% decrease), which may have been impacted by inclement weather.

Branch Services by Branch	CE	CV	GA	IR	SM	WO	WS
Creation Zone Equipment Bookings	-	-	172 (72%)	66 (28%)	-	-	-
Branch Tech Bookings	42 (12%)	14 (4%)	83 (24%)	76 (22%)	56 (16%)	44 (13%)	33 (9%)

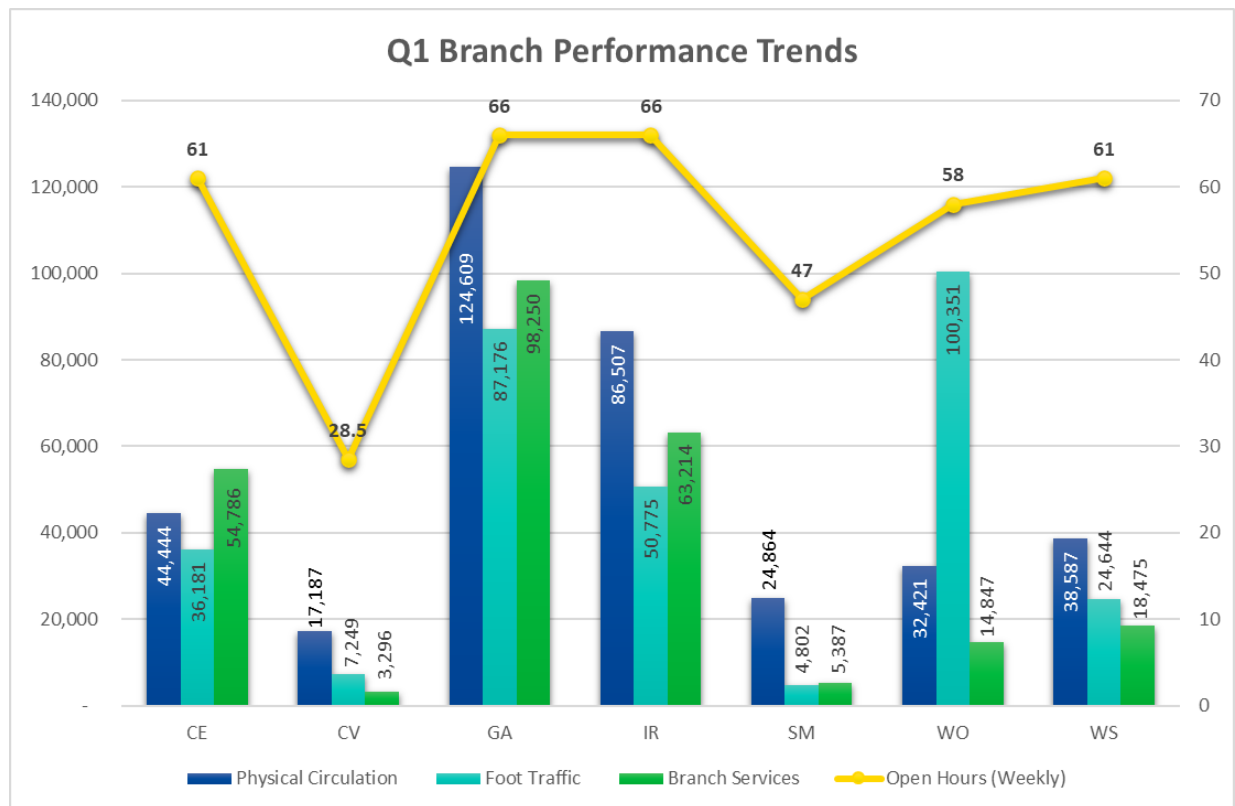
Tech Help Appointments	5 (36%)	-	-	2 (14%)	6 (43%)	-	1 (7%)
PAC Sessions	22,65 (20%)	321 (3%)	3,975 (36%)	2,026 (18%)	451 (4%)	1,292 (12%)	837 (7%)
Wi-Fi Sessions	47,261 (21%)	2,634 (1%)	87,782 (39%)	57,917 (25%)	4,118 (2%)	11,719 (5%)	15,947 (7%)
Room Bookings	31 (4%)	-	844 (96%)	-	-	-	-
Email Enquiries	925						
Phone Calls	2,761 (32%)	208 (2%)	2,916 (34%)	1,032 (12%)	361 (4%)	486 (6%)	830 (10%)
Items Printed	2,421 (25%)	119 (1%)	2,478 (26%)	2,095 (22%)	395 (4%)	1,306 (14%)	827 (9%)
Branch Services Totals	54,786	3,296	98,250	63,214	5,387	14,847	18,475
% of Branch Services	21%	1%	38%	24%	2%	6%	7%

Insights:

- Each branch supports the interests and needs of the community, with a broad mix of branch services being accessed across each location.
- Glen Abbey remains the busiest branch for in-person services across all categories except for Tech Help, and accounts for 38% of branch service interactions. Both Iroquois Ridge (24% of branch services) and Central (21% of branch services) also have high levels of interactions, and combined these 3 branches account for 83% of branch service interactions.
- Note: Glen Abbey is currently the only branch offering complimentary work/study room reservations.
- 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.

Branch Performance Trends

Summary: Branch performance trends across key indicators demonstrate the popularity of each branch for different types or levels of in-branch experiences. Glen Abbey remains the busiest branch for physical circulation (34%), branch services (38%), and program attendance (39%), while White Oaks remains the busiest branch for foot traffic (32%).



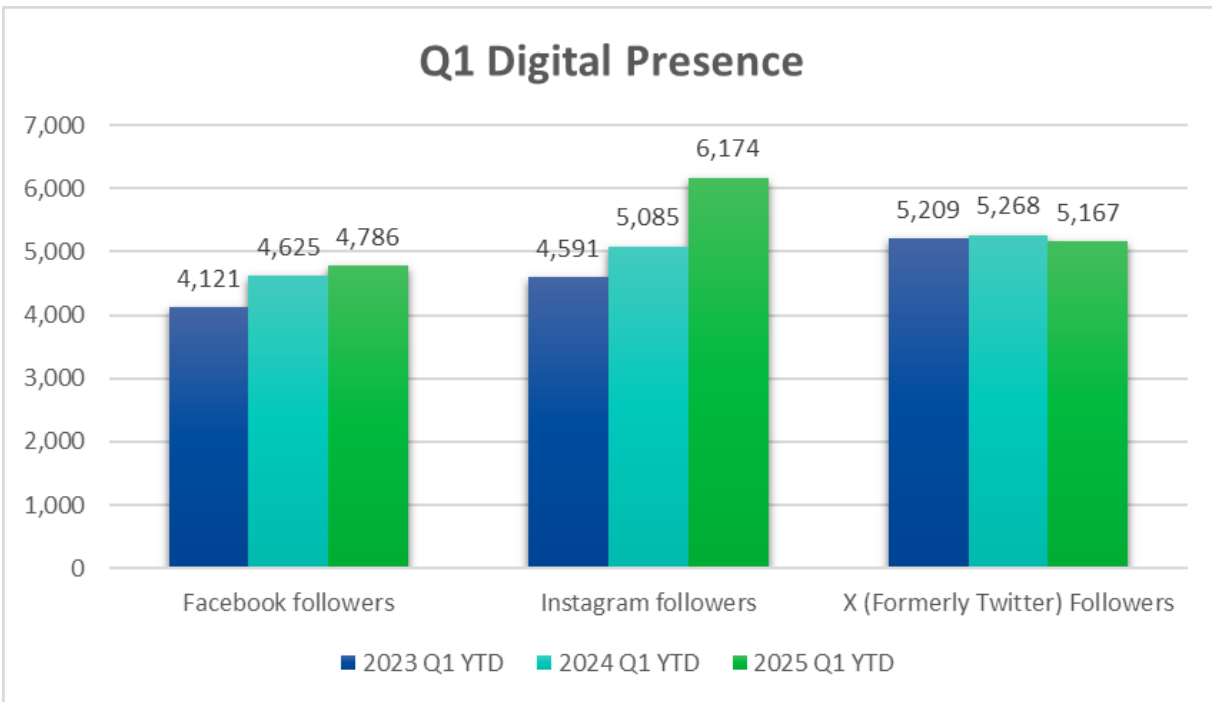
Branch Performance Trends	CE	CV	GA	IR	SM	WO	WS
Physical Circulation	44,444 (12%)	17,187 (5%)	124,609 (34%)	86,507 (23%)	24,864 (7%)	32,421 (9%)	38,587 (10%)
Foot Traffic	36,181 (12%)	7,249 (2%)	87,176 (28%)	50,775 (16%)	4,802 (2%)	100,351 (32%)	24,644 (8%)
Program Attendance	1,622 (14%)	516 (4%)	4,657 (39%)	2,051 (17%)	1,706 (14%)	816 (7%)	494 (4%)
Branch Services	54,786 (21%)	3,296 (1%)	98,250 (38%)	63,214 (24%)	5,387 (2%)	14,847 (6%)	18,475 (7%)
Open Hours (Weekly)	61	28.5	66	66	47	58	61
Foot Traffic by Open Hour	23 (11%)	10 (5%)	51 (26%)	30 (15%)	4 (2%)	67 (33%)	16 (8%)
Physical Circulation by Open Hour	28 (12%)	23 (10%)	73 (30%)	50 (21%)	20 (8%)	21 (9%)	24 (10%)
Branch Services by Open Hour	35 (22%)	4 (3%)	57 (36%)	37 (23%)	4 (3%)	10 (6%)	12 (7%)
Physical Circulation by Foot Traffic	1.2	2.4	1.4	1.7	5.2	0.3	1.6

Insights:

- Note: the 3-year comparison for Branch Performance Trends is noted in the Key Performance Indicators chart (page 1 of this report).
- Central accounts for 21% of branch services, 12% of physical circulation, and 12% of foot traffic, reflecting its continued role as a key downtown access point.
- Clearview continues to serve its local community with steady usage relative to its open hours, accounting for 5% of physical circulation and with a strong borrowing rate of 2.4 items borrowed per visit.
- Glen Abbey remains the busiest location and accounts for 34% of physical circulation, 28% of foot traffic, 39% of program attendance and 38% of branch services. Despite retaining the highest percentage of foot traffic, there was notable decrease in foot traffic from last year (87,176 customers in Q1 2025 compared to 111,806 customers in Q1 2024).
- Iroquois Ridge accounts for 24% of branch services, 23% of physical circulation, and 16% of foot traffic. Service levels were likely impacted by the pool closure and ongoing renovations of Iroquois Ridge Community Centre.
- Sixteen Mile accounts for 7% of physical circulation and 2% of foot traffic. It has the highest physical circulation per foot traffic, indicating that Sixteen Mile customers borrow an extremely high volume of library materials with each visit.
- White Oaks accounts for the highest percentage of foot traffic (32%) and the most foot traffic per open hour. It accounts for 9% of physical circulation, 6% of branch service usage, and remains a high-traffic hub for space use.
- Woodside contributed 10% of physical circulation, 8% of foot traffic, and 7% of branch service activity.

DIGITAL PRESENCE

Summary: There was an overall 8% increase in digital (social media) presence, with sustained growth in engagement across Instagram and Facebook.



Digital Presence	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Facebook followers	4,121	4,625	4,786	16%	3%
Instagram followers	4,591	5,085	6,174	34%	21%
X (Formerly Twitter) Followers	5,209	5,268	5,167	-1%	-2%
Totals	13,921	14,978	16,127	16%	8%

Insights:

- The 21% increase in Instagram engagement indicates that it continues to be the strongest platform for both follower growth and engagement. Its visual and interactive nature makes it well-suited for showcasing the library's dynamic content through videos, photos, and trending audios. This includes highlights of services, events, programs, historical content, top items from our collections, and more.
- The 3% increase Facebook engagement indicates that it continues to serve as an effective platform for promoting library programs and events. Through targeted paid promotion, we allocate a defined advertising budget to increase the visibility of selected events. This strategy allows us to reach users in Oakville and surrounding communities based on specific locations and interests, contributing to broader awareness and increased attendance at library programs.
- The 2% decrease in X (formerly Twitter) engagement indicates that it continues to be the platform with the lowest engagement. However, it remains a useful channel for sharing timely updates related to library facilities and services. This approach aligns with a broader trend of declining user activity on the platform, particularly among public institutions. Also, it's noted that X appears to be where Oakville local news networks pick up OPL news.

Library Website and Catalogue	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Website Sessions	189,237	234,155	196,843	4%	-16%
Bibliocommons Sessions	274,041	446,228	451,081	65%	1%

Insights:

- The 16% decrease in website sessions is due to changes in how Google Analytics measures user activity as of 2025. Google Analytics 4 (GA4), first introduced at the end of 2023, previously captured a higher session count as customers navigated in and out of an integrated website and library catalogue. However, as of 2025, GA4 has refined data tracking methods that improve metric accuracy.

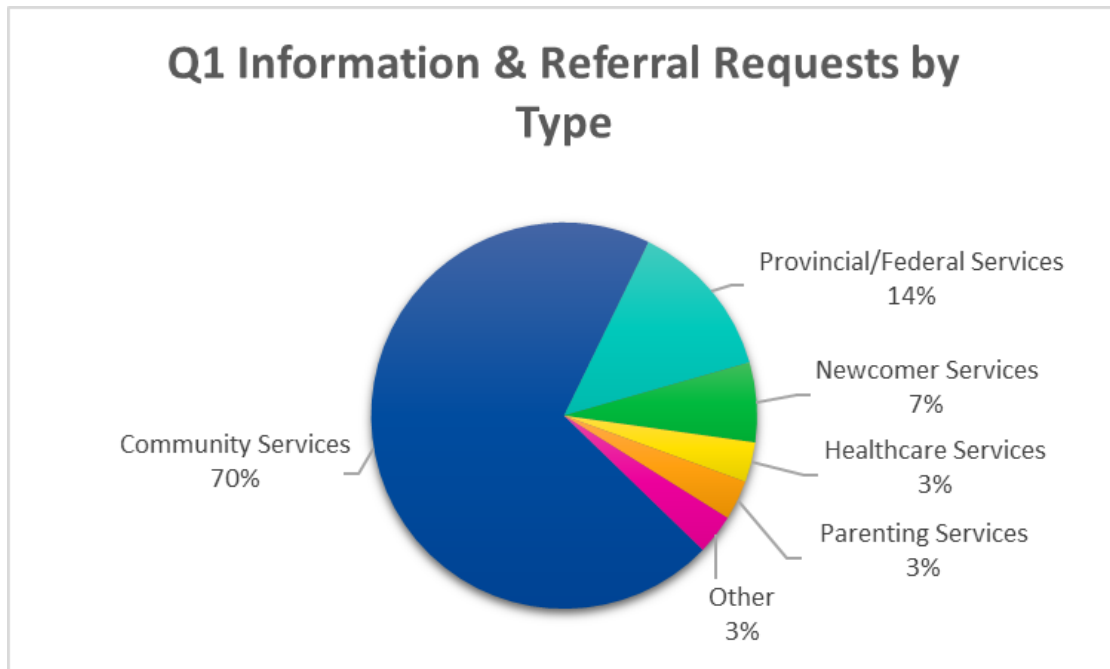
INFORMATION OAKVILLE

Summary: Information Oakville is a community information and referral service of Oakville Public Library. Staff work to connect residents to a wide range of local supports, including social services, health care, government programs, mental health resources, employment, housing, legal services, recreational activities, and more. These referrals are guided by the Halton Community Services Database (HCSD), a curated resource maintained through the Halton Information Providers (HIP) partnership. Information and Referral services are available free of charge through community information display areas in each branch, online community information boards, telephone, email, and in-person assistance.

Online Community Boards	2023 Q1 YTD	2024 Q1 YTD	2025 Q1 YTD	% Change 2023/2025	% Change 2024/2025
Sessions	868	635	550	-37%	-13%
Active Users	378	419	322	-15%	-23%
Views	2021	1031	899	-56%	-13%

Insights:

- Note: The Online Community Board is a virtual extension of Oakville Public Library's community information service, offering curated access to local programs, services, events, and supports across categories such as youth, parenting, older adults, newcomers, mental health, employment, legal services, and volunteering. It includes agency brochures and is updated daily by Information Oakville staff. The platform strengthens community partnerships, supports the Halton Community Services Directory, and advances OPL's commitments to diversity, equity, inclusion, and accessibility.
- The decline in Online Community Board sessions (13% decrease), active users (23% decrease), and views (13% decrease) in Q1 2025, compared to last year, reflects the broader return to in-person community engagement following the pandemic. As programs, services, and events have resumed full operations, residents are increasingly accessing information through physical locations and direct service providers rather than virtual platforms.



Information & Referral Requests by Type	2025 Q1 YTD
Community Services	21
Provincial/Federal Services	4
Newcomer Services	2
Healthcare Services	1
Parenting Services	1
Other	1
Total	30

Insights:

- Although Information Oakville is not formally designated as a referral service like 211, 311, or Service Oakville, OPL's Information Oakville staff have consistently responded to customer inquiries by providing referrals sourced through the HCSD. Beginning in 2025, Information Oakville has formalized the tracking of calls, emails, in-person visits, and letters resulting in referrals.
- The chart summarizes the types of requests received by Information Oakville and the referrals made using the Halton Community Services Directory. Requests in Q1 ranged from practical support like snow removal and furniture donations, to urgent needs such as legal advice, mental health support, and resources for individuals in crisis. Categories highlight the range of community needs addressed through trusted referrals.

DEFINITIONS

Active Cardholders: Count of the borrowers registered with the library who have a last activity date within the last 2 years.

Adult Digital Literacy Programs: Programs designed to help adult customers with the knowledge and use of various technologies, including computer, internet, and social media training, as well as e-reader orientation training (e.g., iPad Essentials, Cricut for Beginners, Introduction to ChatGPT)

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 or owe fees 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.

Community Events (Outreach): Library participation in larger public events hosted by external organizations, such as festivals, fairs, or markets.

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.

Early Literacy & Learning Programs: Programs designed for children up to and including the age of 6, or family programs that focus on literacy for children.

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: Includes all email electronic contact with customers received via the AskUs service at 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.

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.

Households with OPL Cards: The total number of distinct residential households associated with active library cardholders, calculated based on unique, verified addresses recorded in the library's membership database. Each household is counted once, regardless of the number of individual cardholders residing at the same address.

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

Information Oakville – Sessions: A session is a group of interactions a user has with the website within a single visit, ending after 30 minutes of inactivity. Returning after 30+ minutes starts a new session.

Information Oakville – Active Users: Active Users counts the number of unique individuals (based on device/browser ID) who engaged with the website over a specific time period. Repeat visits on the same device count as one user.

Information Oakville – Views: A view is recorded each time a webpage is loaded or reloaded in a browser. Multiple visits to the same page within a session each count as separate views.

Information & Referral Request: An I&R Request is recorded each time Information Oakville responds to a community inquiry, whether by phone, email, or in person. Each distinct request, including those involving referrals or general information, counts once.

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.

Maker Programs: Programs offered as part of a Maker Space, including required safety training for maker equipment (e.g., 3D Printing Certification, Creation Zone project programs).

New Cardholders: Count of new users added in a designated timeframe.

Newcomer Programs: Programs aimed at helping new residents or new Canadians to integrate and settle in Canada (e.g., Newcomer Conversation Circle).

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.

Oakville Households: The total number of residential households within the Town of Oakville, as reported through official municipal data sources. This figure is calculated and published annually by the Town of Oakville and reflects the most current estimate of household counts across all wards and residential zones.

Older Adults: Programs specifically targeted to seniors aged 55 years and older (e.g., Cricut for Seniors, Art for Adults).

Other Outreach: Small-scale interactions such as presentations to local groups or organizations.

Other Programs (Program Attendance by Type): Programs not captured in any of the categories above – including those related to Book Clubs, Genealogy, Teens, STEAM (Science, Technology, Engineering, Art and Math).

Outreach Session: A library-led activity delivered off-site to connect with the community and promote library services (e.g., presentations or programming for community groups or organizations).

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.

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 and Event Attendance: combined count of Event and Program attendance.

Program Attendance: Number of people who attended programs in a designated timeframe.

Program Focus: the top five categories of programs including early literacy and learning, adult digital literacy, maker programs, and newcomer programs in support of the OPL strategic pillars. All other programs are noted within the other programs category.

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.

School Engagement (Outreach): A visit to or from a school which may include programming, presentations, or resource sharing to support student learning and literacy.

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.