

2011 Annual Performance Measures and 2010 Benchmarking Information

Date:	April 30, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report presents Toronto Public Library's (TPL) 2011 annual performance measures, with an analysis of five-year and year-over-year trends in library usage. The 2010 benchmarking results from North American, Canadian and Ontario public library systems provide context for Toronto's results.

The 2011 annual results show increases in library usage in most measures resulting from the delivery of relevant services and programs and strong media interest in library services through traditional and social media channels. Branch-based activity, including circulation, visits, program attendance, workstation and wireless usage increased.

The 2010 comparative results, the latest year available, show that TPL continues to be one of the world's busiest public library systems, efficiently delivering a wide range of services and programs that address community needs.

FINANCIAL IMPACT

There is no financial impact associated with this report.

The Director, Finance & Treasurer has reviewed this financial impact statement and is in agreement with it.

ISSUE BACKGROUND

Library staff members report annually to the Board on the Toronto Public Library's annual performance measures with benchmarking information that places the Library's performance in the context of other municipal library systems.

COMMENTS

2011 ANNUAL PERFORMANCE MEASURES

Performance Measures 2011 versus 2010

Measure	2011	2010	% change
Circulation	33,252,235	32,324,416	2.9%
Visits	19,064,857	18,352,210	3.9%
Workstation Users	6,380,037	5,993,062	6.5%
Wireless Sessions	2,526,757	1,115,697	126.5%
Program Attendance	865,495	791,231	9.4%
Programs Offered	31,804	28,706	10.8%
In-library Use of Collections	7,798,010	7,808,931	-0.1%
Information Requests	7,715,256	7,455,374	3.5%
New Registrations	163,474	168,976	-3.3%
Virtual Visits	23,403,526	27,003,433	-13.3%

Overview

2011 was a successful year for Toronto Public Library with residents' use of library services increasing. Performance measures reflect established trends in library usage. Increasingly, residents visit library branches to access wireless service, borrow materials, and attend library programs or access study space. Circulation increased 2.9%. In-library use of collections still represents a significant percentage of overall library usage, but is not growing. New registrations fell compared to 2010, when a registration campaign resulted in a 4.4% increase in new registrations over 2009; however, in 2011 new registrations increased 1.0% compared to 2009.

Several additional factors influenced library usage including:

- the first full year of a redesigned Library website and integrated catalogue with enhanced content, additional functionality and full-search capabilities;
- the Library's role in addressing the digital divide and the importance of access to computers, the Internet and wireless in library branches;
- an increase in programs supporting information literacy including online library resources;
- significant increases in teen, adult and school-age children program attendance;
- media interest in the Library.

Virtual Visits to the Library's website experienced a -13.3% decrease; however, this decline does not represent decreased use, but reflects a change in how the statistics are calculated. The new website now fully integrates the Library catalogue and the main website providing a better customer experience.

Workstation use and wireless use continue to increase. The Library plays a vital role in ensuring free access to computers and the Internet to help bridge the digital divide. The 2010 Canadian Internet Use Survey¹ shows that a larger proportion of people in Toronto use the Internet from a public library compared to the rest of the province and Canada.

¹ Conducted in October and November 2010 as a supplement to Statistics Canada's Labour Force Survey. 2011 Annual Performance Measures and 2010 Benchmarking Information

A comparable number of people living in a household with an income over \$60,000 use the public library for Internet access across the country and in Toronto. However, among those who live in households with incomes under \$60,000, a larger proportion, 17.1%, relies on Toronto Public Library computers to access the Internet than in the rest of Canada at 11.1%.

The last recession (quarter 4 2008 to quarter 2 2009) resulted in increased library use, attributed in part to the Library's responding to residents' needs for materials related to skills upgrading, job search and starting a small business. Although the economy has improved, the unemployment rate for the City of Toronto has not reached pre-recession levels (7.5% in 2008). From 2009 to 2011, the average unemployment rate has remained above 9%: 9.4% in 2009, 9.9% in 2010 and 9.2% in 2011.² Library use has continued to increase. Circulation, visits and workstation use continued to grow in 2010 and 2011.

The 2011 Library performance measures, including individual branch results are detailed in *Branch Summary Statistics: January to December 2011* (Attachment 1). A number of branches were closed for renovation during 2011, including Brentwood and Mount Dennis. Re-opened branches such as Cedarbrae also impacted performance at neighbouring branches.

Circulation

In 2011, overall circulation increased 2.9% from 32.3 million in 2010 to 33.2 million in 2011. Since 2000, circulation increased by 31.0% at an average annual rate of 2.6%. As a general trend, print fiction and non-fiction circulation is stable and the circulation of audiovisual and e-formats is increasing.

By Format

Circulation of e-titles including e-books, e-audio and e-videos increased 103.0%, although e-titles represent only 1.6% of overall circulation. Providing increased access to e-content is popular with customers and is an efficient method of coping with increased demand. TPL is working with the broader library community and publishers to improve access.

The way people access books is changing as e-formats provide increased accessibility and mobility. Print, audiobooks, e-books and e-audiobooks represent 66.9% of overall circulation and audiovisual materials represent 32.5% of overall circulation.

The circulation of DVDs, including informational, instructional, literary, cultural and popular materials increased 12.4%. The DVD collection comprises 6.6% of overall stock. DVDs circulate for one week resulting in a high turnover rate. The new fine structure supports quick returns, increasing access to the collection. Circulation of CDs dropped -6.0%, reflecting the trend for downloading music.

Holds

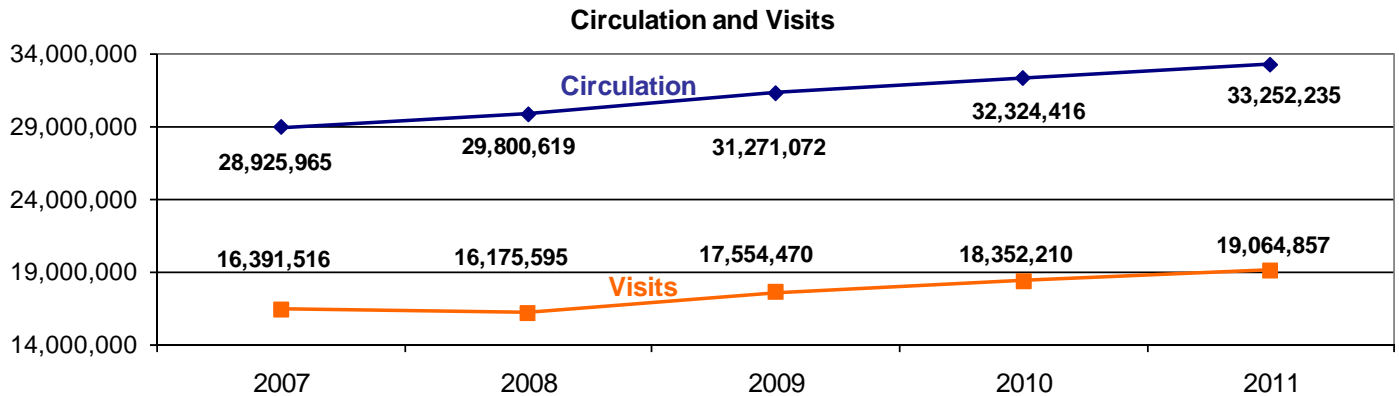
The number of holds filled increased 13.4% in 2011 and represented 14.7% of overall circulation. A number of initiatives have been introduced to both increase the efficiency of holds management and to support users accessing collections through browsing, including Best Bets, floating collections, non-reserveable collections of popular material and an increased number of displays.

² *City of Toronto: Labour Force Overview*. Retrieved electronically March 15, 2012, http://www.toronto.ca/invest-in-toronto/labour_force_overview.htm.

Five Year Trend

Access to library space to use computers and wireless, for study and community space and to attend programs is recognized to be of increasing importance in overall use while circulation continues to be a significant driver of visits.

From 2007 to 2011, circulation increased 15.0%, and visits increased 16.3%.



Virtual Visits

2011 was the first full year of operation for the redesigned Library website. The website now integrates the catalogue and the main website, and offers enhanced electronic and digitized content, additional functionality and full-search capabilities. Website statistics for 2010 and 2011 are not comparable due to the significant change introduced when the Library integrated the catalogue with the main website in August 2010. Visits to the Library website decreased -13.3%, from 27,003,433 to 23,403,526. This decrease does not represent decreased use, but reflects a change in how the statistics are calculated.

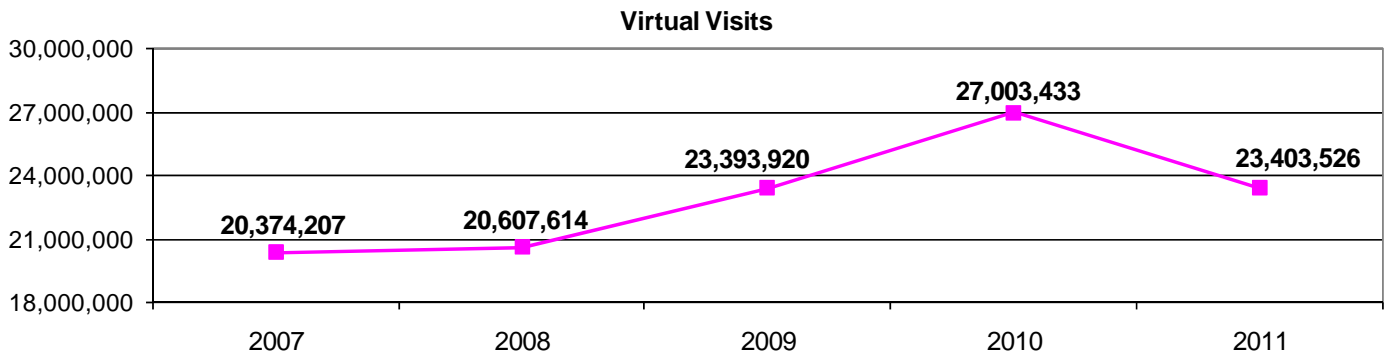
A virtual visit is a visit to the website. Users access the website for library materials, digitized resources from the archival and special collections, electronic materials such as e-titles and licensed databases, to access information on library programs and services; as well as for self-service features to look up user accounts and place holds. Online fines payment will be introduced in 2012. Web searches count the number of searches conducted on the Library website.

Virtual Visits and Web Searches

Websites	Virtual Visits			% change '10-'11	Web Searches			% change '10-'11
	2009	2010	2011*		2009	2010	2011	
TPL Main website, Catalogue (iBistro), licensed databases and other TPL sites	23,291,342	26,704,146	22,894,000	-14.3%	17,673,973	16,399,339	18,026,863	9.9%
Blogs, Wikis, Facebook and Twitter	102,578	299,287	509,526	70.2%	n/a	n/a	n/a	n/a
TOTAL Web Visits	23,393,920	27,003,433	23,403,526	-13.3%	17,673,973	16,399,339	18,026,863	9.9%

*Catalogue merged into website search

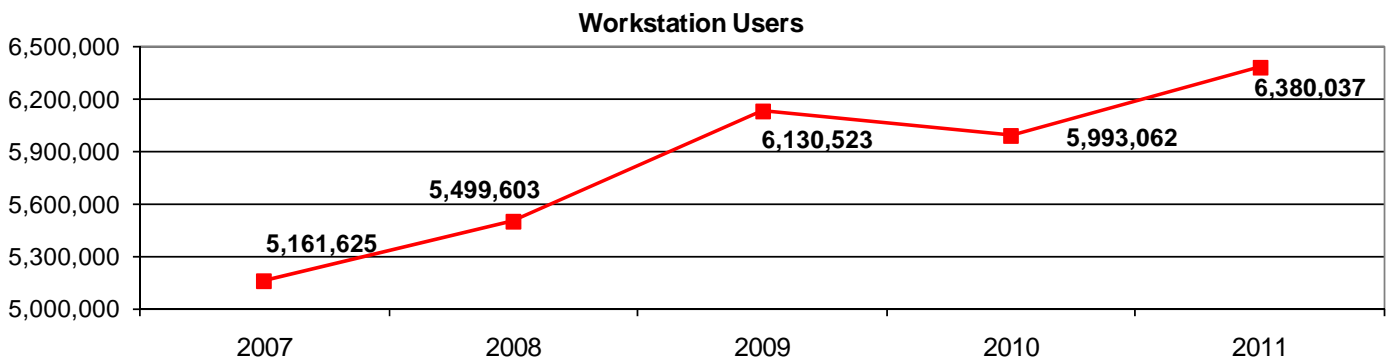
Since 2007, virtual visits have increased 14.9%.



Wireless and Workstation Use

Since the introduction of wireless service in 2008, usage has grown dramatically. In 2011, wireless use increased 126.5% over 2010. Wireless usage has increased dramatically in part because of the rise in electronic mobile devices with wireless connectivity without a cellular data plan (3G/4G) or with data restrictions. This figure includes devices connecting to and actively using wireless, as well as mobile devices passively connecting to the wireless network through a wireless setting. As a general trend significantly more users bring laptops, notebooks and mobile devices to the Library. As more information is available electronically, providing bandwidth and wireless is an efficient method of delivering accessible content.

Overall usage of Library workstations also increased although there is a finite number of workstations. In 2011, workstation use increased 6.5%. Over the past five years it increased 23.6%. The decline in 2010 is related to the closure of a number of Library branches for renovation reducing the overall number of workstations available to Library users.



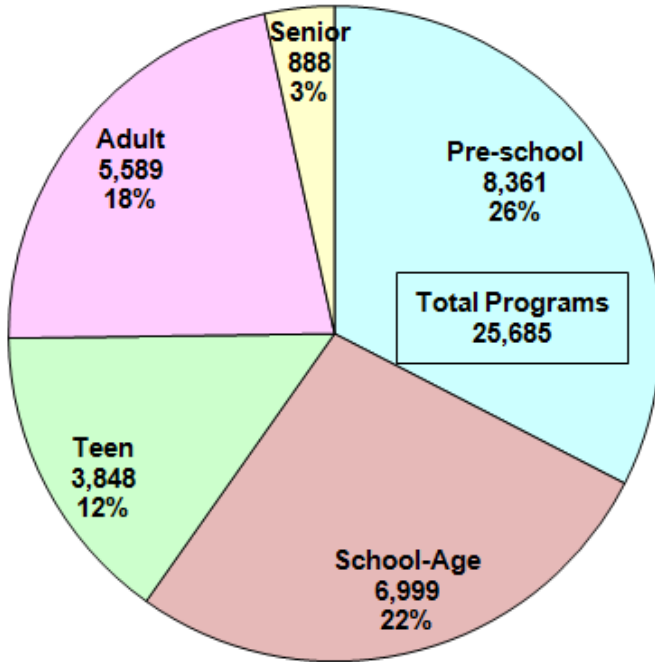
Programs

In 2011, the number of programs offered increased 10.8%, with a corresponding increase in attendance of 9.4%. There were substantial increases in program attendance for teens (27.5%), adult (20.6%) and school-age children (17.4%), while attendance at preschool programs, the largest number of programs offered, decreased 2.9%; this may reflect a declining population of preschool children in Toronto. Adult programs attract residents of all ages, including seniors. Seniors programs are specifically targeted to the age group.

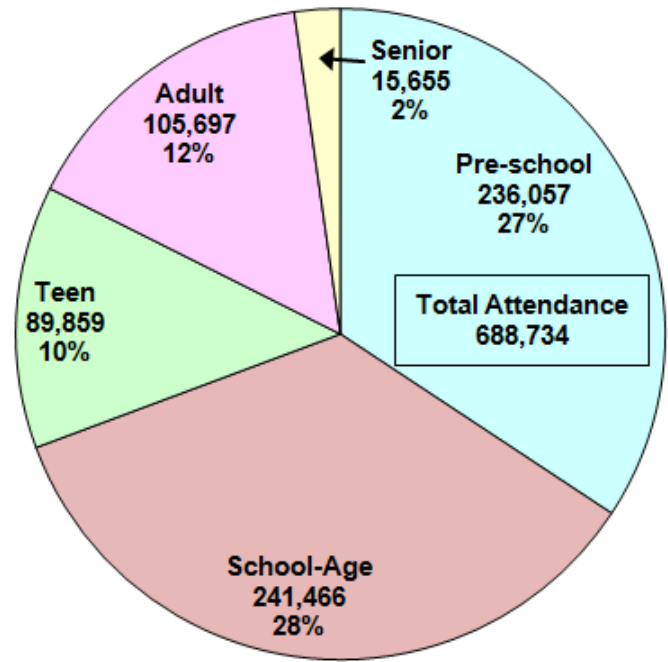
Programs offered in local Library branches reflect community needs. Many programs are delivered through partnerships increasing access to programs related to settlement services, newcomers, ESL, and cultural activities. These co-sponsored programs accounted for 19.2% of program offerings and 21.0% of attendance. Literacy programs for adults had the highest increases both in the number of programs offered (33.8%) and attendance (27.1%).

Programs offered by age group exclude co-sponsored programs.

2011 Programs by Age Group: No. of Programs



2011 Programs by Age Group: Attendance



Busiest Times

During the recent 2012 budget and service review process, use by time of day was reviewed. An analysis of daily usage by tier of service, including research and reference, district and neighbourhood branches is provided.

Overview

Extensive Library open hours both during the weekdays and on the weekends provide access to library service to a broad range of individual users and those attending programs. Morning hours are important to seniors, preschool children and their caregivers; lunch hours to students and workers; after-school times to elementary and high school students; and evening hours to support workers, mature students and recreational users. Saturday and Sundays attract the broadest range of users.

Usage as measured by visits, circulation and workstation follow. Generally, afternoons are the busiest followed by evenings and mornings. Circulation and visits peak between 4 to 7 p.m. on weekdays reflecting out of school and work-time hours, and between 3 to 5 p.m. on Saturday and Sundays. Workstation usage peaks between 4 to 5 p.m. on weekdays and 3 to 4 p.m. on weekends.

Visits

In-person visits is the broadest measure of Library branch use, and TPL is in the process of automating the process to track visits. Visits are currently calculated from data collected during four sample survey weeks selected as typical weeks, without school holidays or other events that would not reflect typical usage patterns. Visits are tracked using ceiling counters (2 branches), laser counters (41 branches) and using manual, hourly counts at 52 branches. During sample survey weeks, visits are tabulated hourly and daily and then pro-rated for the three month period. The measure currently includes visits during open hours and excludes after-hour activity, including room bookings. As an efficiency, the Library is investigating an automated solution for all locations as well as methods to capture visits after library open hours. Attachment 2 charts average visits by hour of day for the sample week November 14 to 20, 2011.

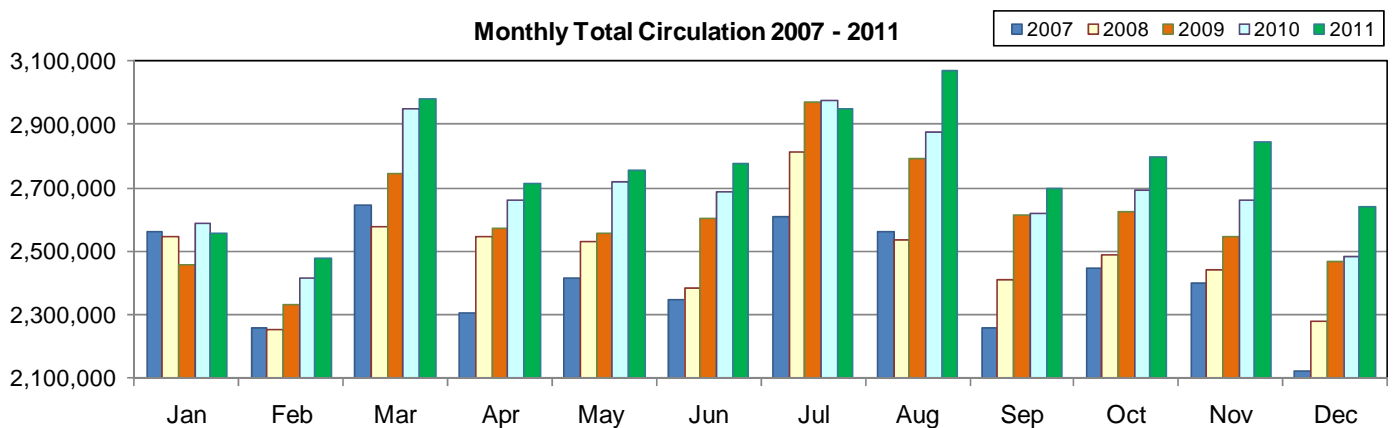
Circulation

Circulation is derived from the Integrated Library System (ILS) and is the most precise measure of library usage.

Circulation by Month

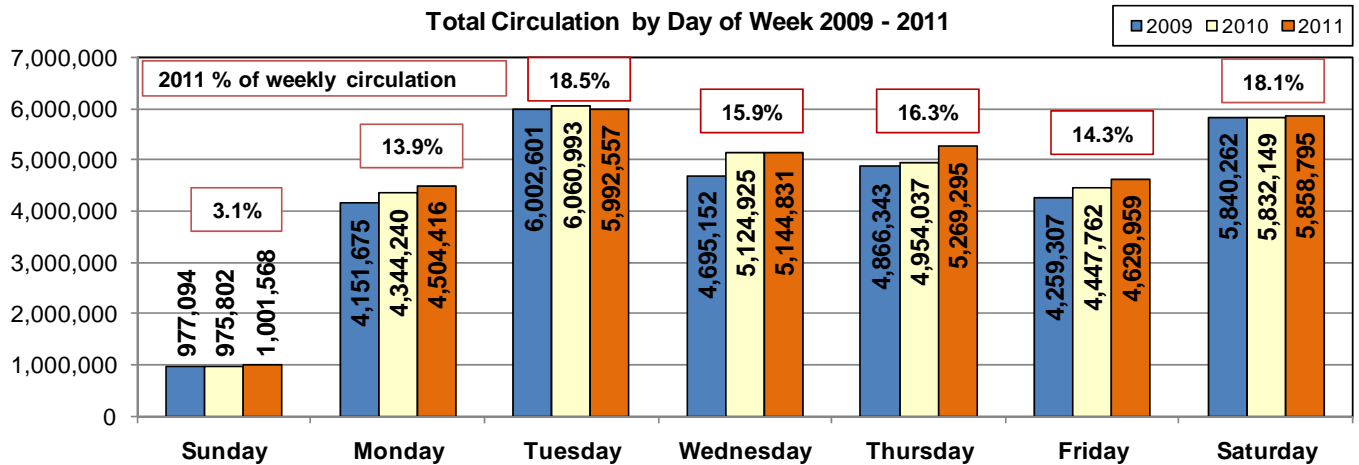
The circulation increase was distributed throughout 2011, reflecting the broad range and types of users who access library services beyond the school year. With the exception of January and July, every month had higher circulation than 2010, and had the highest circulation in the past five years. August 2011 was the busiest month ever.

Based on the average of the past five years, busiest months are July, March, August and October. The least busy months in ascending order were February, December, September and January. The chart represents total circulation. Months with a higher number of closed days, including December tend to have lower total circulation.



Circulation by Day

Circulation is a significant driver of library visits. Overall, the greatest number of items was circulated on Tuesday and Saturday when most branches are open. On a per-hour basis circulation is highest on Sunday, followed by Saturday and Monday.



Circulation by Hour

Circulation follows the trend of library visits with peak times between 4 to 7 p.m. on weekdays and 3 to 5 p.m. on Saturday and Sunday. Attachment 3 charts average branch circulation by hour of day for January to June 2011.

Computer Workstation Usage by Time of Day

The analysis of workstation usage by day and hour is based on a sample of bookings on adult computers from January-June 2011 using data from the online Reserve a Computer System. Attachment 4 charts this average daily use by hour-of-day. Computers are heavily used between 4 to 6 p.m. weekdays and 3 to 5 p.m. on Saturday and Sunday; generally reflecting the same usage patterns as visits and circulation. Depending on the day and hour, some branches including Bridlewood, Goldhawk Park, Flemingdon Park, Bloor/Gladstone, Jane/Dundas, Pape/Danforth and Woodside Square operate close to capacity.

An analysis of adult bookable workstations for January to June 2011 shows computer utilization is:

- Highest on Monday at research and reference and neighbourhood branches;
- Highest on Sunday at district libraries;
- Thursday was the least busy day at district and neighbourhood branches;
- At North York Central Library, Saturday was the least busy, followed by Friday.

BENCHMARKING LIBRARY SERVICES: 2010

Toronto Public Library's services and programs have been developed to address the unique needs of Toronto's diverse urban population. Benchmarking the Library's performance against international, North American, Canadian and Ontario comparators places the service within the context of other municipalities. All comparisons are for 2010, the latest year available.

International (Libraries serving a population over 1.5 million)

Toronto Public Library is the largest neighbourhood-based library in the world; of the sixteen urban libraries serving populations of 1.5 million or more participating in the International Federation of Library Associations and Institutions, Metropolitan Libraries Survey, TPL ranks first in visits per capita and second in circulation per capita.

In 2010, Toronto Public Library ranked second in circulation per capita (12.9), after Shanghai Library (26.7); and first in visits per capita (7.3), followed by The National Library Board of Singapore (7.2).

North America (Libraries serving a population over 2 million)

Within North America, Toronto Public Library had the highest circulation and visits per capita when compared to other large urban systems. Toronto Public Library has the greatest number of branches with the highest square footage of library space per capita.

How We Compare 2010 – North American Libraries serving a population over 2 million

Library Systems	Population Served	# of Branches	Square Footage	Sq. Ft./Capita	Total Circulation	Circ/Capita	Total Visits	Visits/Capita
Los Angeles Public Library	4,094,764	73	1,398,572	0.342	16,424,469	4.01	16,041,407	3.92
County of Los Angeles Public Library	3,680,838	85	1,024,101	0.278	16,804,616	4.57	13,191,746	3.58
New York Public Library	3,313,573	82	1,377,428	0.416	24,085,228	7.27	15,381,852	4.64
Chicago Public Library	2,695,598	75	1,771,841	0.657	9,556,918	3.55	n/a	na/
Toronto Public Library	2,503,281	99	1,865,210	0.745	32,324,416	12.91	18,352,210	7.33
Brooklyn Public Library	2,465,326	59	1,014,431	0.411	19,473,773	7.90	12,036,838	4.88
Queens Borough Public Library	2,306,712	62	855,360	0.371	21,901,954	9.49	13,683,192	5.93
Miami-Dade Public Library System	2,121,798	48	937,377	0.442	9,148,337	4.31	8,338,290	3.93
Houston Public Library	2,099,451	39	839,068	0.400	7,446,271	3.55	5,680,981	2.71

Source: Public Library Data Survey (PLDS) 2011 (based on 2010 data) sorted by population served.

Canadian (Libraries serving a population over 500,000)

Within the Canadian context, Toronto Public Library had the highest overall circulation and visits and ranks fourth in circulation per capita, third in visits per capita and second in square footage of library space per capita.

How We Compare 2010 – Canadian Libraries Serving a Population Over 500,000

Library Systems	Population Served	# of Branches	Square Footage	Sq. Ft./ Capita	Total Circulation	Circ/ Capita	Total Visits	Visits/ Capita
Toronto Public Library	2,773,000*	99	1,865,210	0.67	32,324,416	11.7	18,352,210	6.6
Montréal – Réseau des bibliothèques publiques de Montréal	1,641,235	44	685,573	0.42	10,277,388	6.3	6,419,818	3.9
Calgary Public Library	1,071,515	17	421,183	0.39	16,363,870	15.3	5,459,541	5.1
Ottawa Public Library	917,550	33	424,582	0.46	10,559,495	11.5	5,254,500	5.7
Edmonton Public Library	782,439	17	404,432	0.52	13,528,955	17.3	5,602,576	7.2
Mississauga Library System	734,000	18	406,666	0.55	7,614,310	10.4	4,225,450	5.8
Winnipeg Public Library	684,100	20	342,701	0.50	5,423,042	7.9	2,684,867	3.9
Fraser Valley Regional Library	679,415	25	236,570	0.35	7,174,677	10.6	3,489,304	5.1
Vancouver Public Library	629,992	22	494,110	0.78	9,458,415	15.0	6,161,647	9.8
Hamilton Public Library	519,109	24	318,683	0.61	6,347,007	12.2	3,473,950	6.7

Source: Canadian Urban Libraries Council (CULC) 2010 sorted by population served.

* Reflects adjustment for population under coverage provided by the City of Toronto.

Ontario Municipal Benchmarking Initiative

Toronto Public Library has participated in the Ontario Municipal Benchmarking Initiative (OMBI) for six years. OMBI measures the efficiency and effectiveness of municipal services to identify best practices. Participation is voluntary. In 2010 ten Ontario municipalities participated (Winnipeg also participates).

In 2010, Toronto Public Library continued to achieve strong results. The Performance Zone Graph (Attachment 5) is a visual depiction of community impact versus efficiency. Toronto Public Library placed in the upper right quadrant, with high usage³ per capita and a cost per usage at the median for the ten participating library systems despite offering services in a complex, diverse, urban environment which is significantly different from comparator libraries. Toronto Public Library's

³ Usage includes all types of library activity including circulation, visits, in library use, information requests and programs as well as electronic and workstation use.

2010 cost per use (\$1.71) declined slightly from 2009 as a result of increased usage and increased efficiency of service delivery.

Summary

Toronto Public Library continues to be the world's largest and busiest urban public library system. Toronto Public Library's Strategic Plan ensures that library service will respond to meet the changing needs of Toronto residents.

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SIGNATURE

Jane Pyper
City Librarian

ATTACHMENTS

- Attachment 1: Branch Summary Statistics: January to December 2011
- Attachment 2: Average Visits by Hour of Day
- Attachment 3: Average Branch Circulation by Hour of Day
- Attachment 4: Capacity Use: Average Daily Use per Adult Bookable Computer
- Attachment 5: Performance Zone Graph