

2014 Annual Performance Measures and Benchmarking

Date:	April 20, 2015
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report presents Toronto Public Library's (TPL) 2014 annual performance measures, benchmarking results from North American, Canadian and Ontario public libraries.

The year 2014 was TPL's busiest since 2005 with total usage surpassing 100 million, a 3.6% increase over 2013. Increases in e-circulation, wireless usage, virtual visits and program attendance drove the increase. Benchmarking results show TPL continues to be a busy public library, efficiently delivering a wide range of services and programs to meet the needs of Toronto's diverse population.

In 2013, the latest year available for comparative data, TPL ranked first in North America in circulation and visits per capita among libraries serving populations of two million or more.

FINANCIAL IMPACT

There is no financial impact associated with this report.

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

ISSUE BACKGROUND

Library staff 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.

Ten-Year Trends (Attachment One)

Over the last ten years, total usage has increased 13.5%, but patterns of usage have shifted demonstrating the importance of both branch-based and virtual services in addressing the needs of a growing and diverse urban population. As government, education and library resources migrate online, access to technology in libraries is an increasingly important strategy in

delivering services and addressing the digital divide as shown by the increased use of workstations and wireless service.

The growth in visits to the Library’s website, online services and e-collections demonstrate the importance of online and self-service functions available 24/7. Increased program attendance reflects the Library’s role in providing access to information in all its forms. Programs offer residents of all ages the opportunity to meet, network and learn from professionals and community experts on a range of topics while building community capacity.

2014 Performance Measures

2014 was a successful year for Toronto Public Library with residents’ use of library services making it the busiest year since 2005. Usage levels generally reflect established five and ten year trends.

When compared to 2013:

- wireless sessions increased 28.9% and workstation use increased 1.1% with workstations at capacity;
- program attendance grew 5.2%, with attendance at preschool programs increasing 27.6% and attendance at school age programs increasing 10.1%;
- overall information requests and were stable while use of the Book a Librarian service increased 116.4%;
- in library use of materials declined 1.5% as information migrates online;
- total circulation in both electronic and physical formats was stable(-.3%) while electronic circulation increased 65.7%.

Performance Measures

Measure	2014	2013	2013-2014 % Change	2010-2014 % Change	2005-2014 % Change
Visits	18,335,910	18,485,372	-0.8%	-0.1%	7.5%
Total Circulation	32,034,795	32,145,021	-0.3%	-0.9%	4.8%
In-library Use of materials	6,631,255	6,709,668	-1.2%	-15.1%	-24.1%
Information Requests	7,092,634	7,130,296	-0.5%	-4.9%	-5.7%
Program Attendance	850,086	808,121	5.2%	7.4%	46.2%
Programs Offered	33,801	30,921	9.3%	17.7%	54.6%
New Registrations	153,041	145,343	5.3%	-9.4%	-11.1%
Workstation Users	6,537,260	6,465,726	1.1%	9.1%	41.9%
Wireless Sessions	2,328,664	1,806,662	28.9%	108.7%	n/a
Electronic Circulation ¹	3,488,252	2,105,515	65.7%	1253.5%	28471.2%
Virtual Visits ²	29,966,097	26,794,138	11.8%	11.0%	40.9%
Website Searches ³	25,370,455	25,498,200	-0.5%	54.7%	n/a
Total Uses ⁴	100,398,161	96,875,703	3.6%	1.7%	13.5%

¹ Electronic circulation includes e-books, e-magazines, e-audio and is included in total circulation.

² Virtual visits includes visits to the TPL main site and specialized sites, e.g. TD Summer Reading Club, KidsSpace; and electronic content sites including e-books, licensed databases and the library’s online social media channels.

³ Website searches includes searches of the TPL main site, and specialized sites, including e-books and licensed databases.

⁴ Total uses includes visits, circulation, in-library use, reference requests, program attendance, virtual visits, workstation users, wireless sessions and licensed database searches.

Branch Statistics (Attachment Two)

Branch activity levels reflect facility size and location, service hours and program offerings. The 99th branch, Fort York Branch opened in May and is a vibrant community hub for residents. Eight branches were closed for part of the year for renovations: Spadina Road, Annette Street, Maria A. Shchuka, Mimico, Centennial, Steeles, Don Mills and Eatonville. Wychwood, Fairview and Richview's children's area were closed for flood remediation, which is reflected in usage statistics.

Visits

Over the last five years, access to e-collections and online resources have provided alternative options to access TPL, yet visits to library branches are relatively stable. This demonstrates there is a synergy between online and branch channels and that they work together to complement and increase the use of library services. Renovations and state of good repair improvements create attractive, functional and efficient public space and support the Library's evolving role as a community hub.

By day of the week

Tuesday continues to have the highest overall visits with all branches open. On a per-hour basis, Sunday has the highest number of visits followed by Monday, Saturday, and Tuesday.

Visits by age

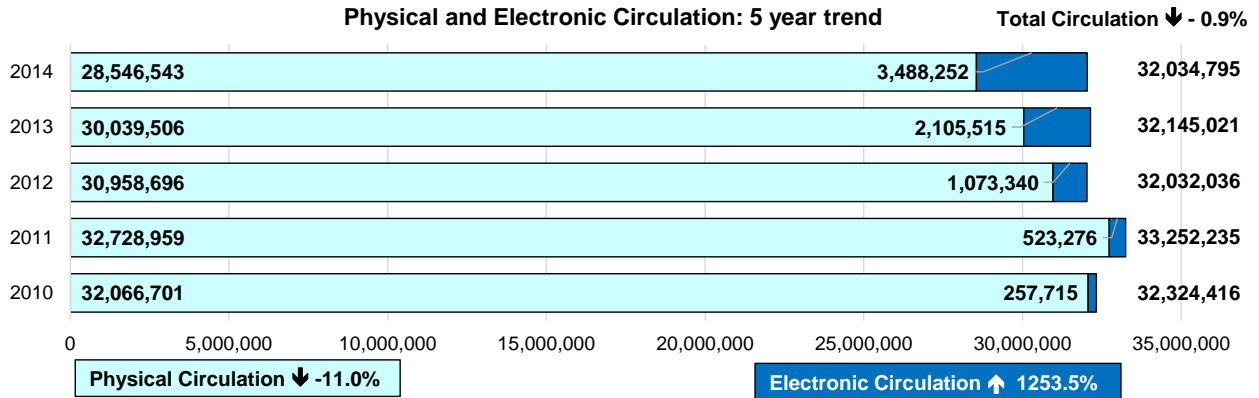
The Library conducts customer age count surveys in order to be responsive to the needs of users, shape services and programs, and demonstrate equity of access. Results show that visitors reflect a broad age range. Children (0 to 14) and adults (35 to 54) are proportionally represented when compared to the 2011 census population, while youth and younger adults (15 to 34) are overrepresented. Youth ages 15 to 19, for example, comprise 5.7% of Toronto's population, but account for 9.8% of library visits, highlighting the importance of out of school time programs and services.

Customer Age Group Distribution compared Toronto Population

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 34	35 to 54	55 to 74	75+
TPL Age Distribution (Avg. May and Nov. 2014)	3.7%	5.2%	6.0%	9.8%	31.5%	27.2%	14.0%	2.5%
Population Age Distribution (Census 2011)	5.4%	4.9%	5.1%	5.7%	22.8%	30.0%	18.8%	7.2%

Circulation

As a five-year trend total circulation fell slightly, but 2014 had the fifth highest circulation since 2000. When compared to 2013, total circulation was stable with 32 million transactions. Electronic circulation increased 65.7% and the circulation of physical formats, including print and audiovisual materials fell 5.0%.



Physical and Electronic Circulation: Five-Year Trend

Year	Physical Circulation	Electronic Circulation	Total Circulation
2010	32,066,701	257,715	32,324,416
2011	32,728,959	523,276	33,252,235
2012	30,958,696	1,073,340	32,032,036
2013	30,039,506	2,105,515	32,145,021
2014	28,546,543	3,488,252	32,034,795
Percentage change 2010 to 2014	-11.0%	1253.5%	-0.9%

Circulation by Format

Total electronic circulation, including e-books, e-audiobooks, magazines, videos and music represented 10.9% of overall circulation, an increase from 6.6% in 2013, reflecting the Library’s strategic priority to increase the range of formats, and number of titles available in electronic format.

Usage trends indicate that collections support reading in all its forms. Books and periodicals are increasingly available to residents of all ages and abilities in a format of choice and many users access material in more than one format. Formats that support reading include print books, magazines, large print, audio-books, e-books and e-magazines, e-audio books account for 70.9% of total circulation. Circulation of magazines increased 17.8% driven by the increasing popularity of e-magazines.

To address a range of user needs, the Library offers access to traditional, new and emerging formats. For the first time, circulation of DVDs in branches decreased 5.0%. The availability of Netflix, Movies on Demand and video streaming is one factor in the decline. Popular and classic DVDs accounted for 14.4% of total circulation and educational titles 10.6%. Overall CD circulation decreased 7.2%, this is largely attributable to a decline in the circulation of children’s CDs, and the trend of streaming and downloading music for portable devices.

Circulation by Format 2013 versus 2014

Format	2013 Circulation	2014 Circulation	2013-2014 % change	2013 % of Circulation	2014 % of Circulation	Standard Loan Period (days)
Books & Periodicals (print and electronic) ¹	22,441,701	22,720,361	1.2%	69.8%	70.9%	Books: 21 d e-titles: 1-21 d
DVDs Feature	5,052,879	4,604,394	-8.9%	15.7%	14.4%	7 d
DVDs Instructional/Educational	3,364,037	3,393,344	0.9%	10.5%	10.6%	7 d
CDs	1,116,676	1,036,584	-7.2%	3.5%	3.2%	21 d
Other ²	169,728	280,112	65.0%	0.5%	0.9%	21 d; VHS: 7 d
Total	32,145,021	32,034,795	-0.3%	100.0%	100.0%	
<i>eTitles</i>	<i>2,105,515</i>	<i>3,488,252</i>	<i>65.7%</i>	<i>6.6%</i>	<i>10.9%</i>	e-titles: 1-21 d

¹ Books include print, audio and talking books; ESL, language learning, kits, e-books and e-audiobooks; and periodicals, which include Zinio e-magazines introduced in March 2013.

² Other includes cassettes, CDROMs, laptops, maps, Museum and Art passes, pedometers, scores, VHS, e-music, e-video.

Circulation by reading level

Adult materials continue to represent the largest share of circulation. Nonfiction collections are categorized as children or adult. Fiction collections are categorized by children, teen and adult.

- Circulation of adult materials increased 1.5% and represented 72.0% of total circulation.
- Children's materials declined 4.4% and represented 25.8% of total circulation; children's circulation is influenced by the 2.2% decline in the population of children in Toronto since 2006, the 2012 fines increase and the increasing availability of free interactive content.
- Circulation of teen fiction decreased 9.5% and represented 2.3% of total circulation, a trend impacted by changes in publishing. Popular graphic novels are now largely available in online format.

Circulation by language

The circulation of multilingual materials has declined by 38.6% over the past five years and 9.7% when compared to 2013. Factors influencing this decline include shifts in the population of Toronto with fewer residents reporting that they speak a language other than English at home; the limited availability of materials in languages spoken by recent arrivals, and more material available online. French circulation decreased 8.5%.

- Multilingual materials accounted for 7.6% and French materials 1.1% of total circulation;
- Chinese circulation represented 57.6% of all multilingual circulation and fell 8.7%;
- the top ten circulating languages accounted for 89.8% of multilingual circulation;
- two of the top ten languages reported increases, Italian and Spanish. Chinese, Hindi, Tamil, Russian, Korean, Polish, Tagalog and Gujarati experienced declines.

Programs

Over the past five years, the number of programs offered increased 17.7% and attendance has increased by 7.4%. In 2014, the number of programs offered increased 9.3% and program attendance 5.2%. The changing types of programs offered has impacted capacity; hands on computer classes, digital innovation and maker programs have limited capacity and are extremely popular. The majority of library programs, 84.7%, were held at branches, and 15.3%

were held offsite. The number of preschool programs held offsite in daycares, community centres and at schools to kindergarten classes rose to 24.9% to increase accessibility.

Co-sponsored programs enable TPL to engage with community partners to address service priorities and community needs efficiently. There were 8,669 co-sponsored programs with an attendance of 219,516, representing 25.6% and 25.8% of total programs and attendance respectively. ESL programs run by school boards and other community agencies accounted for 24.2% of cosponsored programs and contributed to 33.5% of all cosponsored attendance.

2014 Programs by Age Group: In-branch vs. Offsite

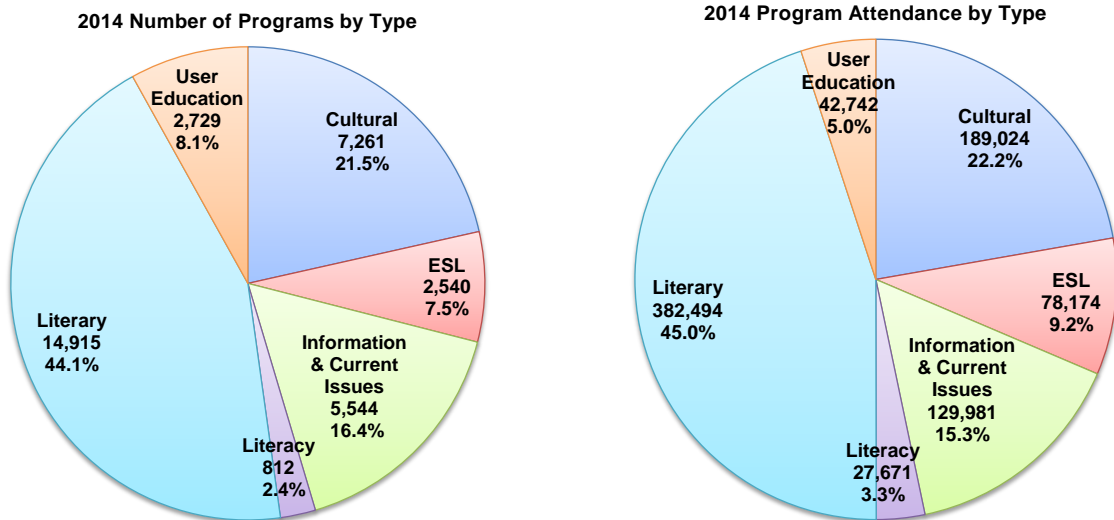
	In-branch			Offsite			Total		
	Programs	Attendance	Average Attendance/Program	Programs	Attendance	Average Attendance/Program	Programs	Attendance	Average Attendance/Program
Preschool (0-5)	7,865	219,187	28	2,614	68,973	26	10,479	288,160	27
School-Age (6-12)	6,789	201,891	30	1,550	49,759	32	8,339	251,650	30
<i>Children (0-12)</i>	14,654	421,078	29	4,164	118,732	29	18,818	539,810	29
Teen (13-17)	2,601	41,844	16	531	17,006	32	3,132	58,850	19
Adult (18-64)	10,065	217,590	22	396	11,104	28	10,461	228,694	22
Senior (65+)	1,313	20,917	16	77	1,815	24	1,390	22,732	16
<i>Adult & Senior (18+)</i>	11,378	238,507	21	473	12,919	27	11,851	251,426	21
Total	28,633	701,429	24	5,168	148,657	29	33,801	850,086	25

- A more detailed breakdown of program categories: literary (44.1%), followed by cultural (21.5%) and information and current issues (16.4%).
- The majority of children’s programs, 66.4%, were literary focusing on stories and reading. Registration for the TD Summer Reading Club, which supports a love of reading and addresses summer reading loss, increased 14.2%.

2014 Programs by Type and Age Group

Program Type	Preschool (0-5)		School-Age (6-12)		Teen (13-17)		Adult (18-64)		Senior (65+)		Total	
	Pgm	Attend	Pgm	Attend	Pgm	Attend	Pgm	Attend	Pgm	Attend	Pgm	Attend
Cultural	319	11,171	3,549	110,358	1,101	15,540	1,921	45,460	371	6,495	7,261	189,024
ESL					23	359	2,325	75,012	192	2,803	2,540	78,174
Information & Current Issues	439	14,488	1,374	40,898	1,112	19,060	2,323	48,189	296	7,346	5,544	129,981
Literacy	35	1,018	454	17,128	31	706	287	8,714	5	105	812	27,671
Literary	9,685	261,469	2,817	79,265	340	6,069	1,834	32,643	239	3,048	14,915	382,494
User Education	1	14	145	4,001	525	17,116	1,771	18,676	287	2,935	2,729	42,742
Total	10,479	288,160	8,339	251,650	3,132	58,850	10,461	228,694	1,390	22,732	33,801	850,086

2014 Programs by Type

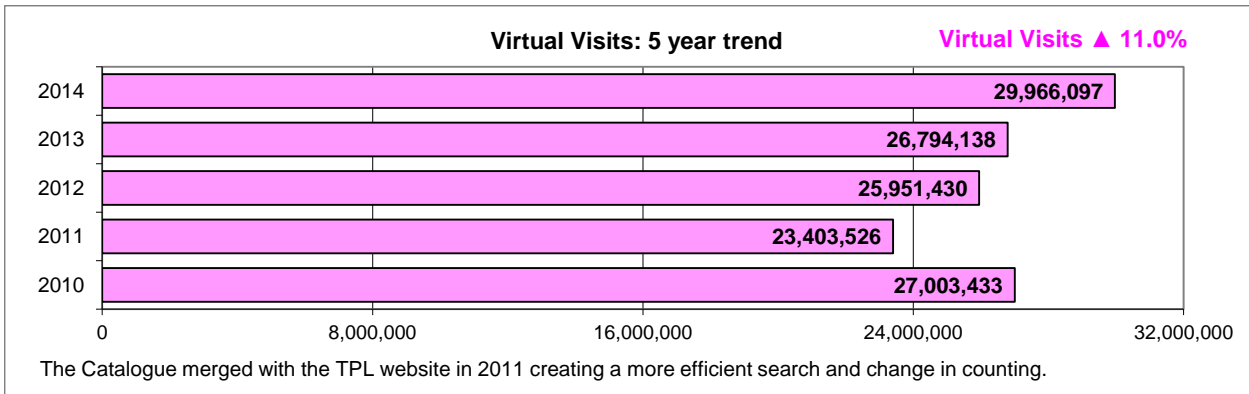


2014 Programs and Attendance by Program Type

Program Type	Programs	Attendance	% of Programs	% of Attendance
Cultural	7,261	189,024	21.5%	22.2%
ESL	2,540	78,174	7.5%	9.2%
Information & Current Issues	5,544	129,981	16.4%	15.3%
Literacy	812	27,671	2.4%	3.3%
Literary	14,915	382,494	44.1%	45.0%
User Education	2,729	42,742	8.1%	5.0%
Total	33,801	850,086	100.0%	100.0%

Virtual Visits: website, online and social media presence

Virtual visits increased 11.0% over the last five years. Increasingly, a full range of services are delivered through the website and electronic content sites. Users can access library materials, including e-books, licensed databases, and digitized resources from archival and special collections; find information on library programs and services; obtain expert advice and assistance from staff via the library blogs and wikis; view streamed programs, and use the self-service features to access their account, place holds and pay fines. In 2014, the 11.8% increase in virtual visits and website searches was related to users accessing e-book content, blogs and social media.

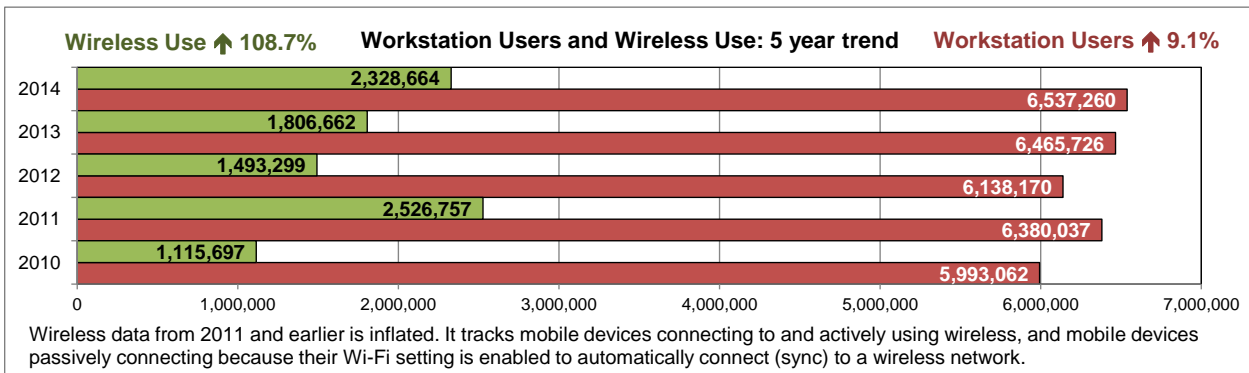


Virtual Visits: Five-Year Trend

Year	Virtual Visits
2010	27,003,433
2011	23,403,526
2012	25,951,430
2013	26,794,138
2014	29,966,097
% change 2010 to 2014	11.0%

Wireless and Workstation Use

The Library plays a vital role in ensuring access to computers and the Internet to help bridge the digital divide. Increasingly, participating in school, work, lifelong learning or accessing government information and services requires a computer with access to large bandwidth.



Workstation Users and Wireless Use: Five-Year Trend

Year	Workstation Users	Wireless Use
2010	5,993,062	1,115,697
2011	6,380,037	2,526,757
2012	6,138,170	1,493,299
2013	6,465,726	1,806,662
2014	6,537,260	2,328,664
% change 2010 to 2014	9.1%	108.7%

Over the past five years, wireless usage has grown by 108.7%, with 2,328,664 wireless sessions in 2014, a 28.9% increase over 2013.

Workstation users increased 9.1% over the past five years with usage peaking in 2014. 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.

Benchmarking Library Services 2013

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 North American, Canadian and Ontario comparators places Toronto's library service in the context of other municipalities. The latest comparative data available is from 2013.

North America (Libraries serving a population over 2 million)

Within North America, Toronto Public Library had the highest visits and circulation per capita when compared to other large urban systems. Toronto Public Library has the greatest number of branches and offered the highest square footage of library space per capita with Chicago. Comparative data is detailed in Attachment 3 – *How We Compare 2013 – North American Libraries*.

At the writing of this report, the 2013 International Federation of Library Associations and Institutions' (IFLA) Metropolitan Libraries Survey was not published.

Canadian (Libraries serving a population over 500,000)

Within the Canadian context, Toronto Public Library had the highest overall visits and circulation and ranked third in visits per capita and sixth in circulation per capita, while offering the second highest square footage of library space per capita. Comparative data is detailed in Attachment Four *How We Compare 2013 – Canadian Libraries*.

Ontario Municipal Benchmarking Initiative

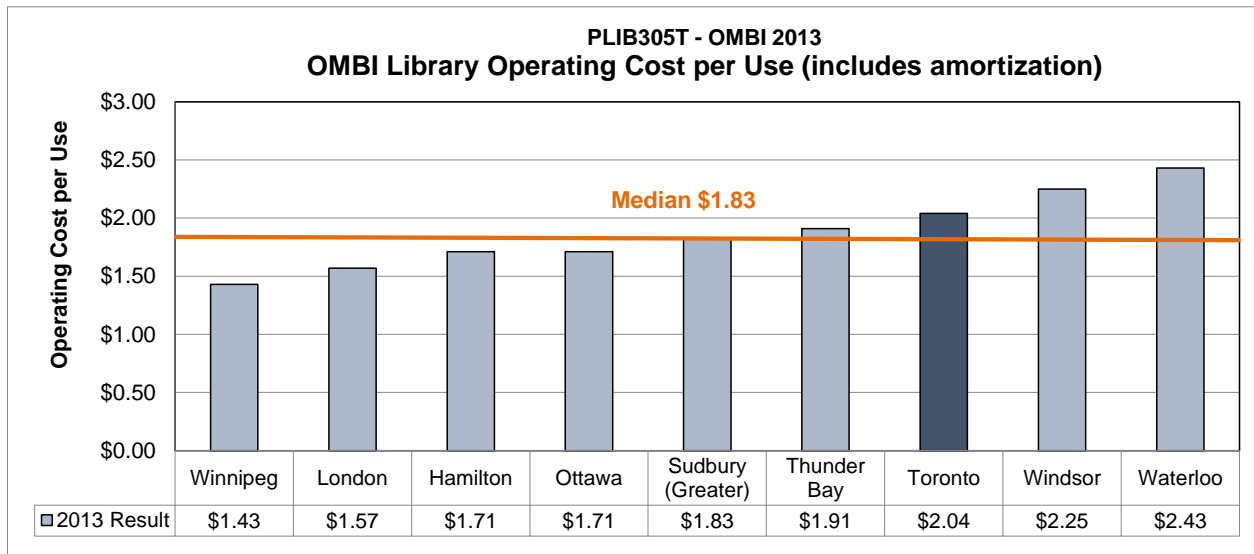
Toronto Public Library has participated in the Ontario Municipal Benchmarking Initiative (OMBI) for nine years. OMBI measures the efficiency and effectiveness of municipal services to identify best practices. Participation is voluntary. In 2013, nine Ontario municipalities participated, along with Winnipeg.

In 2013, Toronto Public Library continued to achieve strong results. Toronto Public Library placed second in library use per capita, and ranked third in cost per use, out of the nine library systems reporting costs. TPL offers services in a complex, diverse, urban environments that is significantly different from comparator libraries.

Toronto Public Library's 2013 cost per use (\$2.04) increased from 2012 (\$1.96) due to:

- 2013 operating costs normalizing compared to 2012, which was an anomaly due to the costs savings incurred from an 11-day labour disruption and the reduction of 107 staff positions from the Voluntary Separation program.

- a 3.0% operating budget increase in 2013, that increased our spending base compared to 2012.
- increases in the cost of living allowance (COLA); an OMERS rate increase and; more funding from the Foundation, which increased spending in programs, printing and advertising.



OMBI 2013 Total Library Operating Cost per Use (includes amortization)

Municipality	OMBI Total Library Operating Cost per Use (includes amortization)
Winnipeg	\$1.43
London	\$1.57
Hamilton	\$1.71
Ottawa	\$1.71
Sudbury (Greater)	\$1.83
Thunder Bay	\$1.91
Toronto	\$2.04
Windsor	\$2.25
Waterloo	\$2.43
Median	\$1.83
Average	\$1.88

CONCLUSION

Toronto Public Library is one of the world’s largest and busiest urban public library systems offering a diverse range of branches, collections, services and programs to address the needs of Toronto, its neighbourhoods, communities and residents. In 2014, Toronto Public Library had the highest overall usage since 1998, demonstrating that services are accessible, responsive and relevant to a broad range of users of all ages and backgrounds.

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SIGNATURE

Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Ten-Year Trends in Library Usage: 200to 2014
Attachment 2: Branch Summary Statistics: January to December 2014
Attachment 3: How We Compare 2013 – North American Libraries
Attachment 4: How We Compare 2013 – Canadian Libraries