

**2016 Annual Performance Measures and Benchmarking**

<b>Date:</b>	April 18, 2017
<b>To:</b>	Toronto Public Library Board
<b>From:</b>	City Librarian

**SUMMARY**

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This report presents Toronto Public Library’s (TPL) 2016 annual performance measures and benchmarking results from North American and Canadian public libraries. The Accountability Framework for the Strategic Plan with 2016 results will be presented to the Board in May 2017.

In 2016, TPL had its busiest year of the last ten years. The results reflect the Library’s strategic focus on digital and technology-based services, as well as literary and information-based programs for all ages. Significant trends include:

- Electronic circulation increased **14.3%**
- Physical circulation decreased **4.4%**
- Sunday visits increased **10.9%**
- Virtual visits increased **4.8%** and surpassed 34 million
- Programs offered increased **10.0%** and program attendance increased **4.0%**
- Wireless sessions increased **23.4%**.

In 2015, the latest year available for comparative data, TPL ranked first in North America in circulation, visits, and electronic visits per capita among libraries serving populations of two million or more.

**FINANCIAL IMPACT**

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There is no financial impact associated with this report.

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

**ALIGNMENT WITH THE STRATEGIC PLAN**

2016 was the first year of the Library’s new strategic plan. The key performance indicators for 2016 and the outlook for the next couple of years reflect changing patterns of use and the Library’s strategic direction.

## ISSUE BACKGROUND

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

## COMMENTS

Toronto Public Library's *2016 Key Performance Indicators* are highlighted in Attachment 1 and summarized below with trends and influencing factors. Activity by branch is summarized in Attachment 2, *Branch Summary Statistics: January to December 2016*.

### **Benchmarking Ranking 2015**

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 and Canadian comparators places Toronto's library service in the context of other municipalities. The latest comparative data available is from 2015.

### **North America (Libraries serving a population over 2 million)** (Attachment 3)

- Highest overall visits, circulation and electronic visits per capita when compared to other large urban systems, and the greatest number of branches and highest square footage of library space per capita.

### **Canadian (Libraries serving a population of over 500,000)** (Attachment 4)

- Highest overall visits, circulation and electronic visits and ranked second in visits and electronic visits per capita, and third in circulation per capita, while offering the second highest square footage of library space per capita.

### **Municipal Benchmarking Network Canada**

*Formerly known as Ontario Municipal Benchmarking Initiative*

TPL has participated in the Municipal Benchmarking Network Canada (MBNC) survey for eleven years. It was previously known as the Ontario Municipal Benchmarking Initiative (OMBI). In 2015, TPL ranked third in library use per capita, first in non-electronic library use per capita, and sixth in total cost per use, out of the ten library systems reporting. TPL offers services in a complex and diverse urban environment that is significantly different from comparator libraries serving smaller municipalities. Toronto Public Library's 2015 cost per use (\$2.02) increased from 2014 (\$1.98).

# TPL's Total Use

## Key influencing factors:

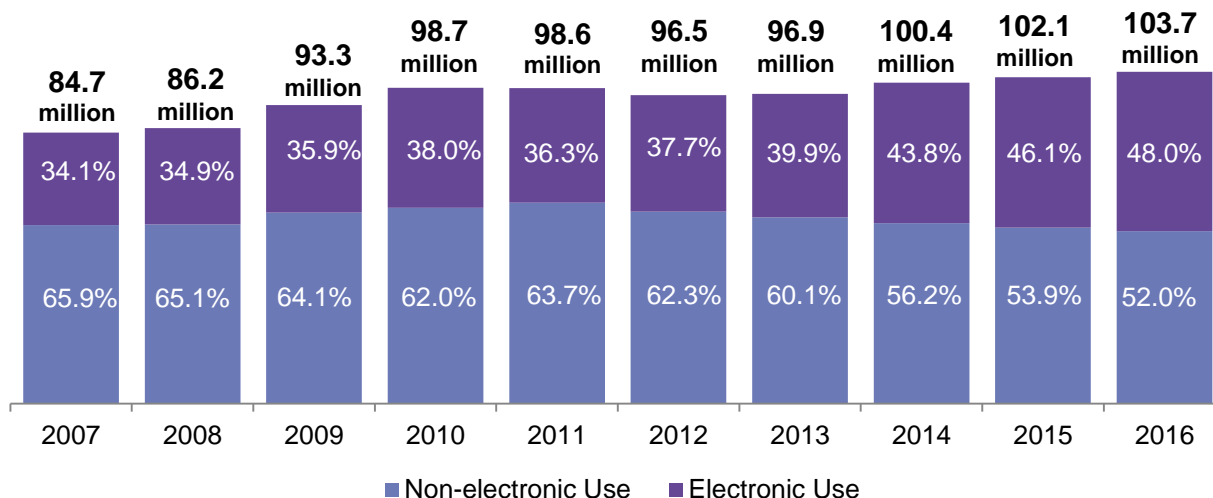
- The increase was driven by virtual visits, electronic circulation, wifi use, and program attendance.
- New registrations increased 3.0% over the previous year.

**Total library use**

2016: **103,740,735**      **+1.6%**

Five-year trend:                      **+7.5%**

Ten-year trend:                        **+22.4%**



Measure	2016	2015	2015-2016 % change	2012-2016 % change	2007-2016 % change
Physical Circulation	26,886,087	28,110,306	-4.4%	-13.2%	-6.9%
Visits	18,232,347	18,153,058	0.4%	-3.4%	11.2%
In-library Use	5,936,090	5,892,962	0.7%	-16.9%	-23.1%
Standard reference requests	1,903,245	1,918,083	-0.8%	-18.2%	-13.4%
Program Attendance	962,024	925,417	4.0%	25.0%	48.8%
<b>Non-electronic use total</b>	<b>53,919,792</b>	<b>54,999,825</b>	<b>-2.0%</b>	<b>-10.2%</b>	<b>-3.4%</b>
Virtual Visits	34,328,435	32,767,603	4.8%	23.9%	46.0%
Workstation User Sessions	6,467,294	6,692,409	-3.4%	5.4%	25.3%
Electronic Circulation	5,024,490	4,395,657	14.3%	368.1%	12,783.0%
Wireless Sessions	3,982,962	3,227,441	23.4%	166.7%	2,253.1%
Electronic reference requests	17,762	19,013	-6.6%	-11.7%	-21.1%
<b>Electronic use total</b>	<b>49,820,943</b>	<b>47,102,123</b>	<b>5.8%</b>	<b>36.8%</b>	<b>72.4%</b>
<b>Total Use</b>	<b>103,740,735</b>	<b>102,101,948</b>	<b>1.6%</b>	<b>7.5%</b>	<b>22.4%</b>

# Circulation

## Key influencing factors:

- Branch renovation closures (including two high-circulation branches - North York Central Library and Agincourt - in 2016) impact access to physical materials
- Decline in circulation of multilingual and audio-visual materials

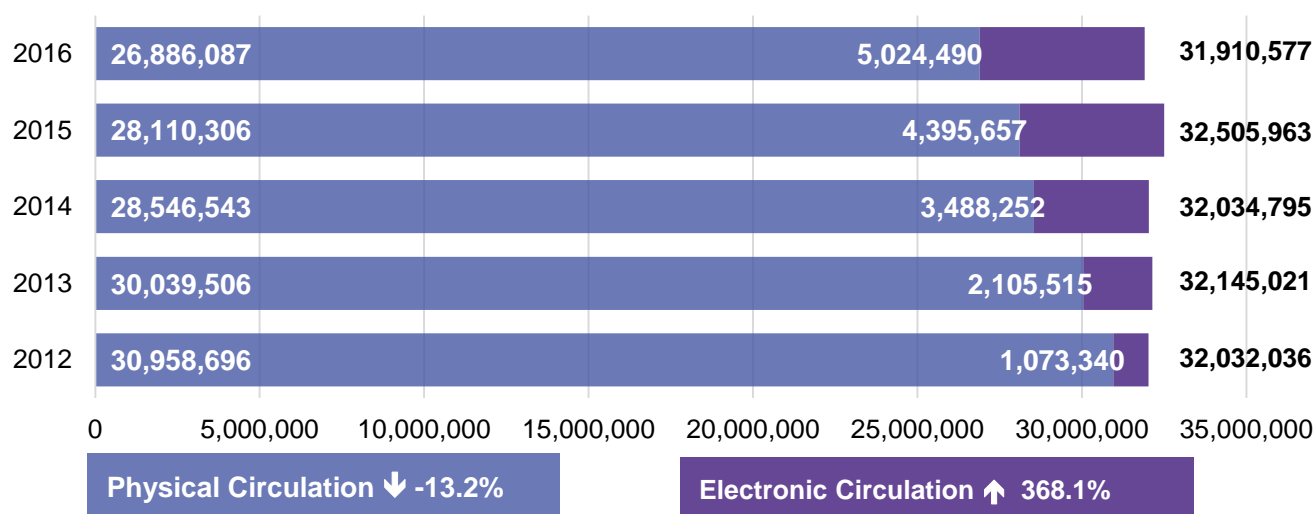
## Total circulation

2016: **31,910,577** -1.8%

Five-year trend: -0.4%

Ten-year trend: +10.3%

## Physical and Electronic Circulation: 5 year trend



Year	Physical Circulation	Electronic Circulation	Total Circulation
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
2015	28,110,306	4,395,657	32,505,963
2016	26,886,087	5,024,490	31,910,577
<b>Percentage change 2012 to 2016</b>	<b>-13.2%</b>	<b>368.1%</b>	<b>-0.4%</b>

For further information and analysis, see [Circulation Trends: Presentation to the Toronto Public Library Board, March 20, 2017](#).

(<http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2017/mar20/10-tplb-education-trends-in-collection-use.pdf>).

# Branch Visits

## Key influencing factors:

- Expanded open hours, including more Sunday hours
- Branch renovation closures (especially the closure of North York Central Library)
- Increased number of programs and events
- Growth in electronic circulation (more transactions moving online)

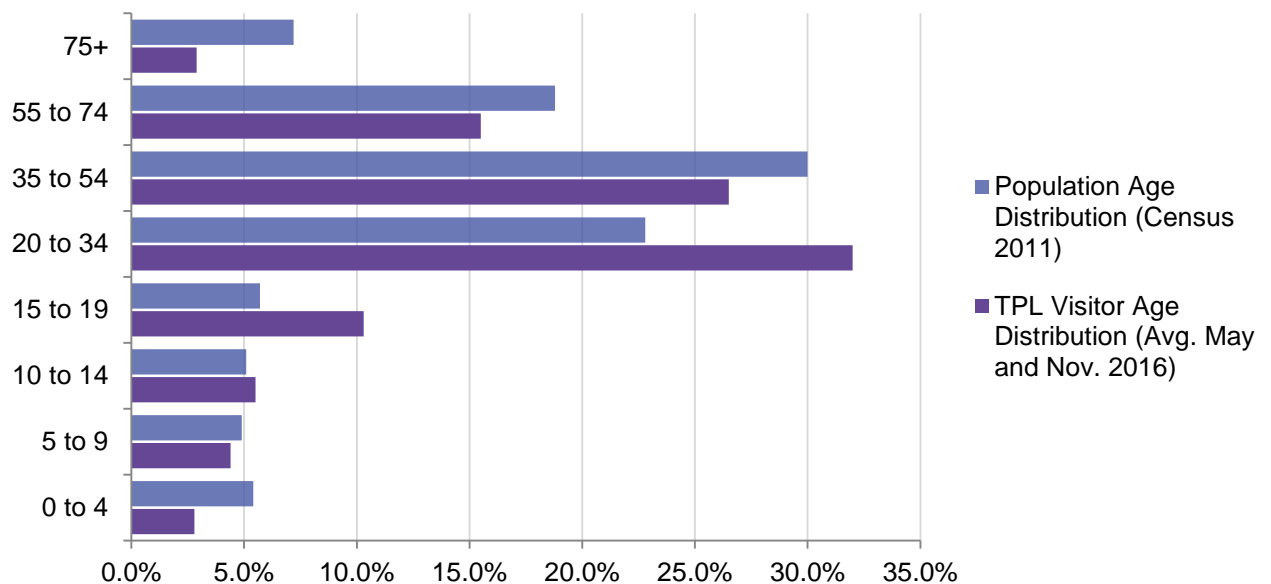
Branch visits	
2016: <b>18,232,347</b>	<b>0.4%</b>
Five-year trend:	-3.4%
Ten-year trend:	+11.12%

## Visits by day of the week

- Total visits are highest on Tuesdays. Per-hour visits are highest on Sundays.
- Sunday visits increased **10.9%** as year-round Sunday service was introduced at eight branches and expanded to six new branches from September to December. New Sunday service accounted for 11.2% of Sunday visits.

## Visits by age

Age Group Distribution of Library Visitors compared to 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 Visitor Age Distribution <sup>1</sup>	2.8%	4.4%	5.5%	10.3%	32.0%	26.5%	15.5%	2.9%
Population Age Distribution <sup>2</sup>	5.4%	4.9%	5.1%	5.7%	22.8%	30.0%	18.8%	7.2%

<sup>1</sup> Avg. May and Nov. 2016    <sup>2</sup> Census 2011

# Virtual Visits

## Key influencing factors:

- Growth in use of eBooks and other digital content
- Increased use of online self-service functionality
- Increased use of mobile devices to access online library services

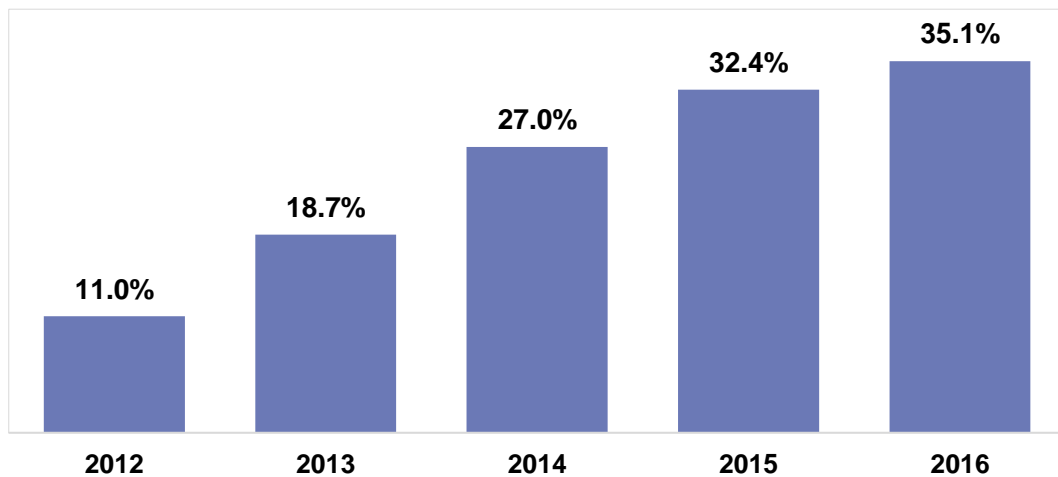
## Virtual visits

2016: <b>34,328,435</b>	<b>+4.8%</b>
Five-year trend:	+23.9%
Ten-year trend:	+46.0%

## 2016 highlights:

- Key website pages, including search results, were redesigned to be mobile-friendly. **More than one in three** visits took place on a phone or tablet in 2016.

## TPL Website: Percentage of visits from mobile devices



Year	Percentage of mobile visits
2012	11.0%
2013	18.7%
2014	27.0%
2015	32.4%
2016	35.1%

## Programs

### Key influencing factors:

- Strategic focus on increasing afterschool, literary, and cultural programs
- Expansion of Digital Innovation Hubs and Pop-Up Learning Labs

### 2016 highlights:

- Programs geared to **seniors** and **teens** experienced the largest increases in both offerings and attendance, areas advanced by the Library's 2016-2019 Strategic Plan and funding from the City's Poverty Reduction Strategy and Toronto Seniors Strategy.
- 87.9% of programs were offered at branches and 12.1% were offered **offsite** in the community.
- 19.6% of programs were **co-sponsored programs** delivered with community partners – a total of 7,992 programs with an attendance of 201,739, representing 21.0% of total program attendance. ESL programs run by school boards and other community agencies accounted for 26.8% of co-sponsored programs and contributed to 37.7% of all co-sponsored attendance.
- Programs at **The Bram and Bluma Appel Salon** draw the largest attendance per program, averaging 389 attendees. In 2016, 18,687 customers attended 48 Appel Salon programs. In 2015, 50 programs drew 19,435 attendees.

### Programs offered

2016: <b>40,774</b>	<b>+10.0%</b>
Five-year trend:	+45.2%
Ten-year trend:	+68.5%

### Program attendance

2016: <b>962,024</b>	<b>+4.0%</b>
Five-year trend:	+25.0%
Ten-year trend:	+48.8%

### 2016 Programs and Attendance by Program Type

Program Type	Programs	Attendance	% of Programs	% of Attendance
Cultural	10,637	228,548	26.1%	23.8%
ESL	2,485	78,994	6.1%	8.2%
Information & Current Issues	6,224	145,190	15.3%	15.1%
Literacy	1,094	31,636	2.7%	3.3%
Literary	16,298	425,846	40.0%	44.3%
User Education	4,036	51,810	9.9%	5.4%
<b>Total</b>	<b>40,774</b>	<b>962,024</b>	<b>100.0%</b>	<b>100.0%</b>

## Program type definitions

**Cultural:** Programs that feature or promote the arts, culture and heritage; that relate to the ideas, customs and social behavior of a society, and to intellectual achievements.

**Examples:** Culture, performing and visual arts, entertainment, hobbies, crafts and games, puppet shows, customs and social behavior, history, genealogy, etc.

**Literary:** Programs related to all aspects of the literary arts, reading and stories; writing, analysis and content of literature and related to the literature profession: publishers, writers and illustrators.

**Examples:** Author talks and lectures, storytimes, book talks, book clubs, writing groups, literature programs, illustrating books, comics, etc.

**Information & Current Issues:** Non-computer programs that are instructional and/or impart knowledge, and programs on topical issues and current events.

**Examples:** Health and wellness, gardening, business, legal, personal finance, science and technology, newcomer programs, intellectual topics, ideas, etc.

**ESL:** Programs to help participants learn English.

**Examples:** English as a Second Language classes, English Conversation Circle, etc.

**Literacy:** Instructional programs where participants learn how to read and write.

**Examples:** Leading to Reading, adult literacy, one-on-one programs in basic reading, writing and math.

**User Education:** Programs on using computer resources, technology, and library resources.

**Examples:** Library tours, computer and library resources, online career and job search, eContent and devices, Email Made Easy, Web Basics, How Social Media Can Help Your Small Business, etc.



# Use of Technology in Branches

## Key influencing factors:

- Mobile device use is driving increased demand for library wifi.
- Branch renovation closures impact access to internet workstations.

## 2016 trends:

- Peak months for wifi use were April and November, when students need connected study space.
- 65% of wifi use was via smartphones.
- The North York Central Library renovation had a significant impact on computer availability. From July to November, 65 or 3.6% of computers were unavailable. In December 138 or 7.7% of computers were unavailable.

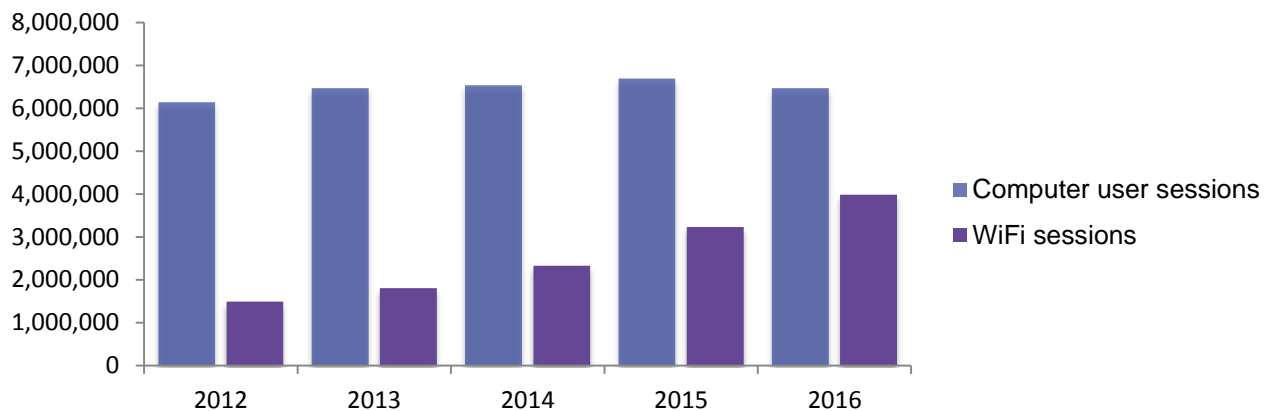
## Computer use

2016: <b>6,467,294</b>	<b>-3.4%</b>
Five-year trend:	+5.4%
Ten-year trend:	+25.3%

## Wifi use

2016: <b>3,982,962</b>	<b>+23.4%</b>
Five-year trend:	+166.7%
Ten-year trend:	+2,253.1%

## Computer and wifi use: 5-year trend



Year	Computer User Sessions	Wifi Sessions
2012	6,138,170	1,493,299
2013	6,465,726	1,806,662
2014	6,537,260	2,328,664
2015	6,692,409	3,227,441
2016	6,467,294	3,982,962
<b>% change 2012 to 2016</b>	<b>5.4%</b>	<b>166.7%</b>

# Library Membership

## Key influencing factors:

- New registrations increased by 3.0% in 2016.
- A Fines Forgiveness Program (May 2015 to March 2016) helped blocked cardholders in Neighbourhood Improvement Areas reinstate their cards.
- Changes to the Circulation and Collection Use Policy implemented on October 3, 2016 made membership more accessible by lowering fines for all library users and introducing a new cardholder type for 18 to 24 year olds.

## Total membership

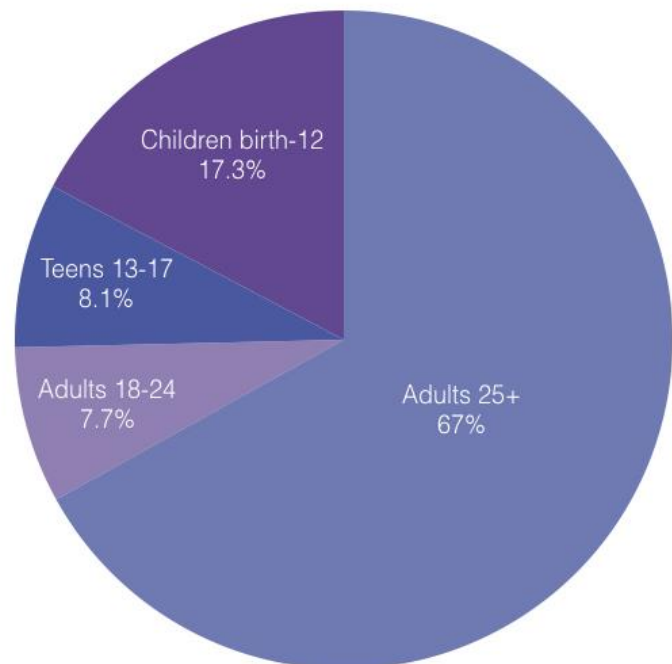
2016: **1,190,636** **-3.1%**

Five-year trend: **-10.3%**

Ten-year trend: **+0.4%**

## Membership in 2016:

- Child memberships remained stable. Teen and adult memberships increased.
- 43.6% of Torontonians are registered cardholders.
- The breakdown of cardholders by type was:
  - Adults 25+: **67.0%**
  - Adults 18 to 24: **7.7%**
  - Teens 13-17: **8.1%**
  - Children birth to 12: **17.3%**



## **CONCLUSION**

In 2016, 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.

## **CONTACT**

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## **SIGNATURE**

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Vickery Bowles  
City Librarian

## **ATTACHMENTS**

- Attachment 1: 2016 Key Performance Indicators
- Attachment 2: Branch Summary Statistics: January to December 2016
- Attachment 3: How We Compare 2015 – North American Libraries
- Attachment 4: How We Compare 2015 – Canadian Libraries