



To: Toronto Public Library Board – April 8, 2002

From: City Librarian

Subject: **2001 Annual Performance Measures and Strategic Plan Update**

Purpose:

To provide the Toronto Public Library Board with an overview of the 2001 Annual Performance Measures and an update on the Strategic Plan.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *2001 Annual Performance Measures and Strategic Plan Update* for information.

Background:

2001 was an outstanding year for Toronto Public Library when activity levels are compared in the context of other major public library systems and with Toronto Public Library's activity levels in 2000. Although Toronto has only the fifth largest population base, TPL continues to be the highest circulating public library system in North America, and one of the highest in the world.

How Toronto Public Library Compares

Ranking (Population)	Library Systems /Population	Total Circulation	Ranking (Circulation)	Total Visits	Ranking (Visits)
5	Toronto Public Library/2,481,494	25,382,467	1	16,322,279	2
1	Los Angeles Public Library / 3,781,500	12,986,003	4	13,009,547	3
2	County of Los Angeles Public Library / 3,506,500	14,761,515	3	11,465,884	5
3	New York Public Library / 3,070,302	12,842,278	5	12,290,846	4
4	Chicago Public Library / 2,896,016	6,835,882	7	N/A	N/A
6	Brooklyn Public Library / 2,300,664	10,916,696	6	8,988,668	6
7	Queens Borough Public Library / 1,951,598	17,239,736	2	16,948,004	1
8	Houston Public Library / 1,919,390	6,234,526	8	5,265,358	7
Canadian Comparison	Calgary Public Library / 860,749	11,448,902		4,581,000	
	Vancouver Public Library / 559,726	8,739,174		6,040,201	

Comparative Data is for 2000 taken from "Public Library Data Survey 2001"

Toronto Public Library Activity Levels

Activities	2001	2000	% change
Circulation	27,697,666	25,382,467	+9
Holds Filled	2,793,119	2,177,112	+28
In-Library Use	10,627,721	10,924,382	-3
Visits	17,730,891	16,322,279	+9
New Registrations	203,877	166,749	+22
Information Requests	8,604,111	8,658,168	-1
Electronic Database Searches	2,444,635	1,515,160	+61
Virtual Visits	10,417,534	5,517,722	+89

When compared to 2000, the most significant trend in Toronto Public Library's activity levels is the increase in both traditional and non-traditional library services. Traditional services - Circulation, Visits, and Holds Filled increased substantially. In-Library Use and Information Requests decreased, but this may be partially offset by an increase in the use of electronic services. Non-traditional services - Electronic Database searches and Virtual Visits increased dramatically.

Toronto Public Library's quantitative performance measures are supported by the results of public opinion research completed by the Library in May 2001. In statistically valid samples of the population of Toronto:

- 98% of Torontonians agreed with the statement that public libraries are an important resource for the community with 88% strongly agreeing with the statement;
- 78% agreed with the statement that they really like using the public library in Toronto.

The public opinion research shows that the Library is well-used by a very broad section of the population:

- 72% of the population of Toronto indicated that they have used the public library in the past year; 57% said that they had used the library in the past month; and
- those not born in Canada are more likely to use the library and use it more frequently than those born in Canada.

The three appended charts provide further details about Toronto Public Library's achievements in 2001. Attachment 1 - *Toronto Public Library's 2001 Annual Performance Measures and Strategic Plan Update* - provides a system level summary of activity under the pillars of the strategic plan. Attachment 2 - *Summary Statistics January-December 2001* - provides activity levels by branch for five key measures. Attachment 3 - *Summary Statistics – Electronic Services 2001* - provides a summary of the usage of electronic services both in the library and outside the library from home, school or work.

Conclusion:

Both qualitative and quantitative performance measures and key achievements from the Strategic Plan in 2001 illustrate that Toronto Public Library continues to be one of the largest and busiest public library systems in the world. Public opinion research confirms that Toronto Public Library is meeting the needs of the increasingly diverse population of Toronto.

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City Librarian

List of Attachments:

Attachment 1	Toronto Public Library 2001 Annual Performance Measures & Strategic Plan Update
Attachment 2	Toronto Public Library Summary Statistics January – December 2001
Attachment 3	Toronto Public Library Summary Statistics – Electronic Services 2001