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To: Toronto Public Library Board – March 24, 2003

From: City Librarian

Subject: **Bookmobile Schedule – 2003**

Purpose:

This report provides a summary of the annual review for the bookmobile service and the bookmobile schedule for 2003.

Funding Implications and Impact Statement:

None.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Bookmobile Schedule – 2003* report for information.

Background:

Two bookmobiles provide library service at 30 stops across the city. Every year, there is a review of each bookmobile stop. The results of four sample survey weeks are the basis for recommendations for changes and additions to the bookmobile schedule.

In 2002, there were no changes to the schedule so that additional time could be given to the ten stops that had been introduced in 2001. Last year's focus for the service was the launch of the new bookmobile and promotional activities that included extensive media coverage of the new bookmobile, community and staff presentations, school visits and flyer drops.

Comments:

The annual review at each of the 30 stops measures usage, as determined by circulation per hour and headcount. The benchmarks for the bookmobile service are a minimum of 15 customers per stop and a circulation per hour of 70, the average for neighbourhood libraries. Overall, the service exceeds both benchmarks. The average number of customers per stop is 44 and the average circulation per hour is 77.

Of the 30 bookmobile stops, 25 meet one or both benchmarks. Five stops do not meet the benchmarks and have been identified with three other stops for change. Library staff have contacted city councillors affected by the changes.

Two new stops will be introduced at North Kipling Community Centre and Scarborough Town Centre. The following is a summary of the changes and additions to the bookmobile schedule. A map of the 32 stops is attached.

Replace the second half of stop with deposit collection and a new location at:

Kingston Road

This stop is split over two locations to serve people who are in need of emergency shelter. The first half-hour is at a motel, the second half-hour at the Family Residence, both operated by the City. The stop at the motel will continue. The stop at the Family Residence, where usage falls below the minimum guidelines, will be replaced with a deposit collection and a new location at the intersection of Kingston Road and Old Kingston Road. This new location has a seniors apartment, a nursing home and a daycare in the immediate vicinity.

Reduce service from once a week to once every other week at:

Nymark Plaza

The usage at this weekly evening stop has been low for the last two years despite promotional activities. The service will be changed to once every other week on Wednesday evening instead of Tuesday evening

Expand service at:

Braeburn

This stop, new in 2001, is provided every other week. It is a busy after school stop that will be expanded to a weekly service.

Adjust services at:

Centenary Plaza

This stop is located on the street to the east of the Centenary Plaza. Plans are underway to park the bookmobile at the shopping plaza. Although the usage has been low, it is anticipated that promotional activities and the more visible location on the plaza will generate higher use. The time-slot will be changed from Tuesday to Thursday morning to meet scheduling needs.

Cliffside Plaza

This stop is located in a shopping plaza. The usage has been low; however, it is anticipated that promotional activities and a change from a morning time-slot to an evening one will increase usage. The time and day will be changed from Thursday morning to Thursday evening.

Martinway Plaza

This stop is located in a small shopping plaza as an after-school service. The usage has been low; however, it is anticipated that promotional activities and a change in the time slot will increase usage. The time will be changed from Tuesday after school to Tuesday evening.

Scarlettwood

This stop is provided during the daytime in an area with many high-rise and low-rise apartments. The usage falls below both performance benchmarks; however, it is anticipated that promotional activities and a change in the time-slot will increase usage. The time will be changed from Tuesday morning to Tuesday evening.

Wycliffe Shops

This weekly stop is provided on Thursday evenings from 6 to 8 p.m. The time for this stop will be changed to Tuesdays 6:15 to 8 p.m. to meet scheduling needs.

Add two new stops at:**North Kipling Community Centre**

The North Kipling Community Centre is located off Kipling Avenue between Steeles Avenue and Albion Road. It is located in a high needs area with several social assistance apartments nearby. An evening stop will be provided every other week.

Scarborough Town Centre

The Scarborough Town Centre, currently in an underserved area, is experiencing major employment and residential growth. An evening stop will be provided every other week.

Conclusion:

The 2003 bookmobile schedule increases the number of stops from 30 to 32 and continues to provide a flexible and timely response to changing community needs. As staffing resources and community demands shift, the scheduling and location of stops can be changed to provide service where the need is greatest.

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City Librarian

List of Attachments:

Attachment 1: Map: Bookmobile Stops 2003