

**Toronto Public Library
2001 Annual Performance Measures &
Strategic Plan Update**

This chart summarizes Toronto Public Library's Key Achievements in 2001 under the pillars of the Strategic Plan.

Begin with Children & Youth Contribute to the positive development of the child, celebrate the joy of reading and encourage lifelong learning	
Community Impact <ul style="list-style-type: none"> ▪ 47,529 new registrations for children, an 18% increase over 2000, bringing the total to 239,623 ▪ 10,193 new teen registrations, a 40% increase, bringing the total to 163,964 ▪ 8.7 million circulation of children and teen materials, representing 31% of annual circulation and an 8% increase ▪ 14,620 programs offered to 360,000 children and teens, a 5% increase 	
Key Objectives	Key Achievements
Support the achievement of Toronto's youth	<ul style="list-style-type: none"> ▪ 198 presentations on TPL's electronic resources made to 5326 students in 74 schools as part of the High School Outreach Campaign boosting Teen Registration by 40% ▪ 600 youth participated in <i>Young Voices Speak Out on Violence</i> a Toronto Public Library publication featuring creative works by Toronto's youth
Encourage children's literacy through the expansion of literacy programs: <ul style="list-style-type: none"> ▪ Summer Reading Club ▪ Leading to Reading <ul style="list-style-type: none"> - Summer - School Year 	<ul style="list-style-type: none"> ▪ 144,000 children across the province, including 45,000 in Toronto received the TD Summer Reading Club kit ▪ 1449 children (a 10% increase in enrollment over 2000) in the Summer Leading to Reading at 15 locations ▪ 9 new School Year Leading to Reading locations added in 2001 for a total of 23

Key Objectives	Key Achievements
<ul style="list-style-type: none"> ▪ Homework Clubs ▪ English Can be Fun, a program that introduces immigrant children and their families to the library and build their skills in spoken English <p>Increase the promotion of children's literature</p> <p>Provide more computers and electronic resources for children, especially in high needs areas</p>	<ul style="list-style-type: none"> ▪ 8 new Homework Clubs added in 2001 for a total of 19 across the City ▪ 6 new English Can Be Fun locations added for a total of 18 serving over 400 children ▪ Hosted readings by noted children's authors and illustrators, including Bernice Thurman Hunter, Tim Wynne Jones, Kathy Kacer, Rukhsana Khan, Kevin Major, Ken Oppel and Barbara Reid ▪ 552 children participated in the Kids@Computers Program in which children from families on social assistance receive a computer from Toronto Social Services and instruction using the computer and electronic services from Toronto Public Library.

Customizing for You: The Best in Collections Provide library materials that meet the needs of our diverse customers and improve access to the collection	
Key Performance Indicators: Community Impact	
<ul style="list-style-type: none"> ▪ 27.7 million in circulation, a 9% increase from 2000 ▪ 2.8 million holds filled, a 28% increase ▪ 521,721 items added to the collection of 11.4 million items ▪ 3.7 million circulation from multilingual collections, a 28% increase <p>Public Opinion Survey:</p> <ul style="list-style-type: none"> ➤ the number one priority for library service identified by Torontonians is continuing to build the collections of books and materials ➤ citizens want to see a wide variety of materials and more recently published books available in library branches ➤ there is very strong awareness among those not born in Canada that the library offers books and materials in languages other than English 	
Key Objectives	Key Achievements
Increase access to new and popular materials	<ul style="list-style-type: none"> ▪ 18 branches introduced DVDs into their collections ▪ Raised awareness of TPL's collection through reading lists posted on the TPL website, which offers the option of placing holds on recommended titles ▪ 22 staff members attended a <i>Readers' Advisory Train the Trainer Workshop</i> re-emphasizing the art of recommending books to readers with varied interests – the program is to be delivered to staff across the system in 2002

Customizing for You: The Best in Services Services and programs to meet the changing needs of all our users	
Key Performance Indicators: Community Impact	
<ul style="list-style-type: none"> ▪ 8.6 million information requests, including over 9,000 e-mail requests, were responded to by library staff Public Opinion Survey: <ul style="list-style-type: none"> ➤ 90% of those surveyed are satisfied with the helpfulness of Library staff members ➤ 91% are satisfied with knowledge of reference staff 	
Key Objectives	Key Achievements
Expand adult literacy programs, collections and services to high needs areas of the City	<ul style="list-style-type: none"> ▪ 3 additional literacy programs started at Albion, Malvern and S. Walter Stewart Libraries, bringing the total to 8 locations serving 170 adults ▪ 10 branches received new or expanded literacy collections bringing the total to 55 ▪ 5 new deposit collections added at community-based literacy program locations bringing total to 19
Offer multilingual services, including cultural programming and <i>English as a Second Language</i> classes for newcomers	<ul style="list-style-type: none"> ▪ 22 ESL classes, 8 Citizenship Classes and 6 <i>Culturelink</i> Classes provided at library locations ▪ 15 locations offered the Settlement & Education Partnership Program (SEPT), providing library orientation, settlement and orientation awareness services in 22 languages to over 1,000 newcomers
Improve access to library services for seniors, people with disabilities	<ul style="list-style-type: none"> ▪ 339,000 in Home Library Service circulation, a 21.7% increase from 2000 ▪ <i>Zoomtext</i> large print software added at Centre for People with Disabilities at Toronto Reference Library ▪ Produced <i>Library Services for People with Disabilities</i>, an updated guide to barrier-free access and services in TPL branches

Key Objectives	Key Achievements
<p>Enhance TPL's contribution to the literary and cultural life of the City of Toronto</p>	<ul style="list-style-type: none"> ▪ Major events hosted: <ul style="list-style-type: none"> - Performing Arts Series with high profile speakers, including Richard Bradshaw and Patricia Rozema - 300 attended PEN event with author David Adams Richards and Jane Urquhart - Author workshops with Writers-in-Residence, Russell Smith, Betty Jane Wylie and Toronto's first Poet Laureate, Dennis Lee - 6 exhibits at the Canada Trust Gallery including <i>All Aboard Toronto</i> and <i>Footprints of the Hound</i> ▪ Established the <i>Toronto Public Library Celebrates Reading Award</i> with Paulette Bourgeois and Brenda Clark creators of the popular Canadian children series <i>Franklin</i> as the 2001 winners.

Your Global Library: Connecting You Virtually

Offers access to our collections and services across the City, the province and around the world, 24 hours a day, 7 days a week

Key Performance Indicators: Community Impact

- **10.4 million virtual visits**, an **89%** increase from 2000
- **21.5 million items examined** through Library's website, a **75%** increase

Public Opinion Survey:

- 50% of library users used a computer at the library
- 33% of surveyed came to the library to use electronic services
- 37% of those surveyed are interested in free internet access from the library
- there is high interest in using Internet services among non-users

Key Objectives

Provide more computers and training programs for the public

Key Achievements

- 1,295 public internet workstations supported at TPL with upgraded computer network infrastructure which provides faster, more secure Internet access
- 100 computers added in the creation of an Information Commons at the Toronto Reference Library, which includes an electronic reading room, a personal computing centre and a digital design studio, significantly expanding public access to electronic resources in the heart of the city. Computer use at capacity all open hours. Visits to the Toronto Reference Library increased by 7.2%
- 41 public internet workstations added at an additional 12 branches
- 4 new Library Le@rning Centres added at Agincourt, Albion, Cedarbrae and Richview to provide hands-on computer instruction bringing the system-wide total to 11 centers
- 800 customers were provided with hands-on computer support in 6 languages by student rovers

Key Objectives	Key Achievements
<p>Improve the TPL website design and ease of use</p> <p>Expand the Virtual Reference Library</p>	<ul style="list-style-type: none"> ▪ TPL website was redesigned and launched resulting in spectacular increases in usage; 5.8 million visits to the TPL web pages in 2001, a 72% increase ▪ 2 new VRL gateways developed by staff: <ul style="list-style-type: none"> - <i>SmallBizXpress</i> provides organized access to internet sites and information of interest to small business - <i>Historicity: Toronto Then and Now</i> provides access to local history materials; won <i>OLITA Award for Technology Innovation</i>

Your Local Library: The Community Cornerstone Libraries reflect the communities they serve. They are welcoming and highly visible within the community, serving as community meeting spaces.	
Key Performance Indicators: Community Impact	
<ul style="list-style-type: none"> ▪ 17,730,891 visits in 2001, a 9% increase over 2000 ▪ 21,831 programs delivered to 503,544 users ▪ 2.8 million items delivered to branches to satisfy customer requests, a 28% increase in holds filled Public Opinion Survey: <ul style="list-style-type: none"> ➤ 72% of Torontonians indicated they have visited Toronto Public Library in the past year ➤ 57% of Torontonians indicated they have visited in the past month ➤ 90% of those who had used a library were satisfied with the attractiveness and cleanliness of the building; 41% were very satisfied 	
Key Objectives	Key Achievements
Provide attractive and revitalized library buildings	<ul style="list-style-type: none"> ▪ Toronto Star Newspaper Centre at the Toronto Reference Library was completely refurbished to provide increased space, improved environment, better and more access for newsreaders through the Internet and expanded print collection ▪ Eatonville Branch reopened in June, 2001 with expanded floor space resulting in a 7% increase in circulation over the old facility ▪ Construction started at Leaside; tender awarded for Maria A. Shchuka ▪ Completed community consultation process for the St. James Town Library ▪ 10 new bookmobile stops added (total 30) ▪ Two-hub delivery operation initiated to improve the timely delivery of materials across the system ▪ 19 branches refurbished through the multi-branch flooring, painting and roofing programs

Key Objectives	Key Acheivements
Marketing services to citizens of Toronto	<ul style="list-style-type: none"> ▪ 17 branches received upgrades to building systems, including fire alarm, heating, cooling and building security systems ▪ Continued implementation of the energy management program with lighting upgrades at 34 locations as part of the Better Buildings Partnership with the City ▪ Book drops are now available at all library branches ▪ New TPL logo implemented with no-waste strategy: <ul style="list-style-type: none"> - on promotional library products such as “What’s On” - on signage at 13 locations based on complete inventory of signage needs

Enriching the Service: Partnerships for a Better Library	
Key Performance Indicators: Community Impact	
<ul style="list-style-type: none"> ▪ \$1.3 million raised through partnerships ▪ \$150,000 raised through Annual Appeal ▪ \$55,000 raised for children's literacy program through hosting Novel Afternoon 	
Corporate Objectives	Performance Indicators
Expand services through partnerships	<ul style="list-style-type: none"> ▪ Toronto's first Poet Laureate, Dennis Lee, was hosted by TPL through a partnership with Economic Development, Culture & Tourism ▪ Over 1000 volunteers donated close to 1200 hours per week to their library in support of fundraising, special collections, the adult literacy program and reading support programs for children ▪ Branches contributed to Toronto's communities and neighbourhoods by partnering in community projects, including <i>Better Beginnings</i>, North York Immigrant Services Network, Scarborough Hospital Patient Education, Yee Hong Seniors' Health Fair, Gay Pride Day, Parkdale Liberty Economic Development Project, Rexdale Partners, <i>For Youth</i> Initiative, Canadian Opera Company, Canadian Children's Book Centre
Utilize community resources	
Toronto Public Library partnered with local community groups on a number of local initiatives	

Key Objectives	Key Achievements
<p>Five-year strategic vision developed in partnership with Toronto Public Library Foundation to identify funding priorities for both the capital campaign and the annual 2001 fundraising drive</p> <p>Improve communication with partners</p> <p>Consult with citizens of Toronto about library service</p>	<ul style="list-style-type: none"> ▪ \$1.3 million raised by building and maintaining partnerships with: <ul style="list-style-type: none"> - The Toronto Star - The TD Bank - The Richard Ivey Foundation - The Kiwanis Club-The Kingsway - The Walter and Duncan Gordon Foundation - The Donner Canadian Foundation - Imperial Oil - Lunenfeld Foundation - McLean Foundation - Meighen Foundation - Rotary Club ▪ Launched <i>Shelf Life</i>, a newsletter providing monthly updates about Library Board activities, library services and collection ▪ Conducted public opinion research; a telephone survey in May, followed by an in-branch survey in October to determine how aware of and satisfied citizens of Toronto are with the services of their library and to solicit their suggestions for improvement