



To: Toronto Public Library Board – April 19, 2004

From: City Librarian

Subject: **Bookmobile Schedule – 2004**

Purpose:

This report provides a summary of the annual review for the bookmobile service and the bookmobile schedule for 2004.

Funding Implications and Impact Statement:

None.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *2004 Bookmobile Schedule* that remains unchanged from 2003 for information.

Background:

Two bookmobiles provide library service at 32 stops across the city. Every year, there is a review and analysis of the performance data for each bookmobile stop. The circulation and headcount data are used as the basis for changes and additions to the bookmobile schedule.

In July 2003, the bookmobile service underwent significant changes, including the addition of two new stops at North Kipling and Scarborough Town Centre and the expansion of the busy Braeburn stop from a bi-weekly to weekly service. Another major focus of activities in 2003 was a range of promotional initiatives that included displays at 5 community fairs, presentations to 13 community groups and 7 staff meetings, flyer distribution to 31 schools and community groups, a photo essay in the *Toronto Star*, articles in two city councillor newsletters and an endorsement of the service by the actor, Mike Meyers, at the City Hall launch of Mike Meyers Way.

Comments:

The annual review at each of the 32 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 69, the average for neighbourhood libraries. Overall, the service exceeds both benchmarks. The average number of customers per stop is 42 and the

average circulation per hour is 78. The bookmobile service that is being provided for the temporary closures of Northern Elms and Malvern Libraries is not included in this annual review.

Conclusion:

Based on the results of the review, the bookmobile schedule will not be changed in 2004. The focus of the bookmobile service will be continued promotional activities to maximize usage.

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List of Attachments:

Attachment 1: Bookmobile Schedule.