



To: Toronto Public Library Board – May 13, 2002

From: City Librarian

Subject: **2002 Bookmobile Schedule**

Purpose:

This report provides a summary of the annual survey for the bookmobile service and the bookmobile schedule for 2002.

Funding Implications and Impact Statement:

None.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information the *2002 Bookmobile Schedule* report.

Background:

The bookmobile service was expanded in April 2001 into the West and East regions with the addition of ten new stops. (A map of the stops is provided in Attachment 1.) Every year, an annual survey is conducted at each bookmobile stop. The results of the survey are the basis for recommendations for the bookmobile schedule.

A review of the bookmobile service in North America shows that five out of six comparable public libraries, with the exception of New York Public Library, have bookmobile service. A notable development is the re-introduction of bookmobile service in large urban areas, such as Miami-Dade and Cleveland. Of particular note is the “Urban Outreach Bookmobile” in the County of Los Angeles where the service focuses in heavily populated urban areas.

Comments:

The annual survey at each of the 30 stops measured 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 minimum circulation per hour comparable to the neighbourhood libraries (66 circulation per hour in 2001). Overall, the service exceeds both benchmarks. The average number of customers per stop is 41 and the average circulation per hour is 83.

Of the 30 bookmobile stops, 22 meet the benchmarks. Eight bookmobile stops do not meet the benchmarks, six of these being new ones. The new stops were introduced in April 2001 and, at the time of the survey, have not been in operation for a full year. Past experience has shown that it takes at least one year to establish a new bookmobile stop in a community.

Based on the results of the survey, the bookmobile schedule will not be changed in 2002. The focus of the bookmobile service will be increased outreach and promotion at the existing bookmobile stops to maximize usage. In addition, the new bookmobile will be introduced in the first half of 2002.

Conclusion:

The bookmobile schedule was changed significantly in 2001 to harmonize the service across the City. In 2002, there will be no changes to the schedule.

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List of Attachments:

The attachment is not available in electronic format. Please contact Nancy Marshall at 416-393-7215 or at nmarshall@tpl.toronto.on.ca if you would like a copy.