



To: Toronto Public Library Board – April 30, 2001

From: City Librarian

Subject: **Toronto Public Library's Annual Performance Measures 2000**

Purpose:

To provide the Toronto Public Library Board with an overview of the annual performance measures for 2000.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive the *Toronto Public Library's Annual Performance Measures 2000* report for information.

Comments:

Toronto Public Library's vision describes the Library as a civic institution which "enriches the democratic, cultural, educational and economic life of our diverse and evolving City". *Toronto Public Library's Annual Performance Measures 2000* is a statistical portrayal of this contribution.

In order to better illustrate Toronto Public Library's contribution to quality of life in the City, the "Overview" places the Library's activity levels first in the context of other North American public library systems and then in the context of other recreation and cultural attractions in Toronto. Significant achievements in each of the four pillars *Creating the Future, Treasuring the Past: Toronto Public Library's Strategic Plan 2000-2003* are described.

The attached *Summary Statistics January – December 2000* documents the Library's activity levels in 2000 on five key measures of Library activity: circulation, in-library use of materials, information requests, visits, and holds placed.

Overview:

North American Context

Toronto Public Library continues to have the highest circulation of any major public library system in North America although it serves only the fifth largest population base. Toronto libraries attracted the second largest number of visitors.

LIBRARY SYSTEMS RANKED BY CIRCULATION: 1999

Library System	Circulation		Visits		Population	
	Rank		Rank		Rank	
Toronto Public Library	1	25,226,649	2	16,445,365	5	2,385,421
Queens Borough Public Library	2	17,534,050	1	16,692,003	7	1,951,598
County of Los Angeles Public Library	3	14,905,486	5	11,589,208	2	3,456,000
New York Public Library	4	12,652,723	3	13,145,709	3	3,070,302
Los Angeles Public Library	5	12,561,965	4	12,745,119	1	3,722,500
Calgary Public Library	6	11,512,192	8	4,773,236	9	842,388
Brooklyn Public Library	7	10,077,559	6	9,716,874	6	2,300,664
Vancouver Public Library	8	8,084,294	7	6,015,277	10	558,232
Chicago Public Library	9	7,818,979		N/A	4	2,783,726
Montreal Public Library	10	5,335,097	9	2,970,036	8	1,016,376

City Context

In 2000, there were over 16 million visits by Torontonians to a public library branch to borrow materials, receive reference assistance, use the print and electronic collections or attend a Library program or community event. These visits represent more than the combined annual total for six cultural arts and recreational facilities in Toronto including the Royal Ontario Museum, the Toronto Zoo, Canada's Wonderland, the SkyDome, the Air Canada Centre and the Canadian National Exhibition.

◆ **2000 in Review**

Toronto Public Library has over 1.2 million registered borrowers. During 2000, 167,000 new Library cards were issued to citizens of all ages.

TORONTO PUBLIC LIBRARY ACTIVITY LEVELS

Activities	2000	1999	% change
Circulation	25,382,467	25,226,649	0.6
In-Library Use of Materials	10,924,382	11,567,304	-5.6
Visits	16,322,279	16,445,365	-0.7
Information Requests	8,658,168	8,486,880	2.0
Electronic Database Searches	1,515,160	1,107,415	36.8
Web Pages Viewed	12,244,074	7,373,631	66.1

During 2000, three traditional measures of Library activity (circulation, visits, and information questions) stabilized or increased. This was the first full year of operation of the integrated library system (ILS) in which access was provided to the combined catalogue of the seven former systems and a common circulation system. The efficiency of the ILS and related procedures enabled a steady flow of new materials to arrive in the branches. As a result, overall circulation figures rose for the first time since amalgamation. In-branch information requests also increased by two percent, an increase which may in part be related to the librarian's evolving role as information navigator who assists members of the public in using electronic resources. In-library use of materials declined by 5.6% which is a decline offset by an increase in the use of electronic databases and digitized collections.

The most significant trend in 2000 is the substantial increase in the use of electronic services both in Library branches and remotely. The implementation of additional public access computers received through the Bill and Melinda Gates Foundation, new Gateways on the Virtual Reference Library and the addition of several full text commercial databases all contributed to this increase. Marketing of the Library's electronic services begun in 2000, has been the focus of a successful outreach campaign to Toronto high schools. With the redesign of the Toronto Public Library Web page in 2001, it is anticipated that this upward trend in usage will continue.

Collections

Toronto Public Library collections include over 12 million items in a variety of formats and languages. Over 434,000 items were added to the collection in 2000. Of particular note was the addition of *The Goblet of Fire*, the latest in the Harry Potter series, which was received in Library branches, to delight young readers, on the day of its public release. Access to ebooks from netLibrary was introduced via the TPL web site. These are books in electronic format that can be downloaded onto home computers and read on screen. Hand-held ebook reader devices

(Rocket ebooks) preloaded with several electronic titles each, were introduced into the Library's circulating collection and have given both public and staff experience with this new technology.

The overwhelming popularity of the holds service which enables users to place reserves on items in the combined catalogue of the seven former systems and have them delivered to a branch of their choice is demonstrated by a 42.5 % increase in holds placed over 1999. Over two million items were delivered to local branches to satisfy customer requests.

Self-service options available through the integrated library system are increasingly popular. Customers use the service both to renew materials remotely and to place holds on material. Over 30% of all holds are placed remotely and the actual number of these holds increased three-fold when compared to 1999.

Services for Children and Teens

- ◆ Over 230,000 of Toronto's children and 153,000 of Toronto's teens are cardholders at Toronto Public Library. There were 47,000 new cards issued in 2000. At 7.67 million, the circulation of children's materials represents 30% of the Library's annual total circulation.
- ◆ During 2000, Toronto Public Library offered over 13,300 individual programs for children in locations throughout the City.

Summer programs which focus on building and enriching children's reading skills continue to grow in popularity. In 2000:

- ◆ Over 45,000 children participated in the TD Summer Reading Club, a reading incentive program to encourage children to continue to read for fun throughout the summer months;
- ◆ Summer Leading to Reading, a program in which student leaders provide one-on-one reading practice for children reading below grade level, was expanded to 15 branches in high needs areas of the City benefiting almost 1,300 children;
- ◆ English Can Be Fun, a support program to introduce newcomer children and their families to the Library, was expanded to 12 libraries located in immigrant reception areas and was attended by 320 children.

Programs for teens attracted 11,600 participants in 2000 including *Young Voices: An Evening of Celebration* highlighting the creative achievements of Toronto's youth.

The Virtual Library

- ◆ New service initiatives:

A key initiative in the Library's Strategic Plan is to minimize barriers to computers especially for those separated by the Digital Divide. During 2000, 423 new workstations were installed in libraries throughout the City through a grant from the

Bill and Melinda Gates Foundation bringing the total number of public access Internet workstations to 1100 at year-end. By June 2001, another 253 workstations will be installed.

The public access menu available on all Library computers and remotely was redesigned to provide a more user friendly introduction to the Library's electronic services. Remote access to 22 research databases was made available throughout the City, in November. In addition, 21 new research databases were phased in throughout the year bringing the total to 130. The NewsConnect Gateway was developed and launched on the Virtual Reference Library.

Remote access to the Library's electronic services is available 24 hours a day, seven days a week. This convenience is popular with customers. Sixty-three percent of the users of the Library's electronic services access them remotely.

In-library access to electronic services complements remote access as hands on assistance from Library staff members is available. Access is also provided for those who do not have a computer at home or want an alternate location to study or work.

Use of electronic services continues to grow. When compared to 1999, electronic use statistics increased in all areas with dramatic increases in remote use of the Library's electronic catalogue, use of the Toronto Public Library Web page and electronic databases.

TORONTO PUBLIC LIBRARY: USE OF ELECTRONIC SERVICES

Electronic Services	2000	1999	% change
Web pages examined	12,244,074	7,373,631	66%
Database searches	1,515,160	1,107,415	37%
Online Catalogue visits	1,743,172	628,188	177%
Dial-A-Story	162,016	143,834	13%
Information Requests via the website	5,427	4,549	19%

Access to Canadian content in electronic format is a priority for Library customers specifically news and current events. The databases which were used the most by our customers included *Canadian NewsDisc*, *Canadian Business and Current Affairs*, *Expanded Academic ASAP*, and the *Canadian Periodical Index*.

The Local Library: The Community Cornerstone

Toronto Public Library's service delivery model provides four levels of service to ensure access to a full range of Library services across the City. Activity levels reflect service roles described in the Service Delivery Model.

TORONTO PUBLIC LIBRARY: ACTIVITY BY TIER LEVEL

Tier	Circulation	In-Library Use of Materials	Information Requests	Visits
78 Neighbourhood Branches	49.0%	40.0%	38.2%	53.0%
17 District Branches	33.6%	30.2%	36.1%	30.9%
2 Research & Reference Branches	5.3%	29.5%	23.6%	15.5%
City Wide Services & Remote Renewals	12.1%	0.3%	2.1%	0.6%

◆ The Toronto Reference Library : Our Flagship Branch

The Toronto Reference Library (TRL) introduced two new circulation services in 2000: The FASTREAD Program which provides short term loan of bestsellers and TRL became a pickup location for holds for materials brought in from across the system. Both services proved to be very popular with customers.

Significant use statistics for TRL for 2000 include:

1.1 million visits;
2.2 million in-library use of materials;
930,000 information requests answered;
13,700 holds picked up.

Answerline, the centralized telephone information service provided answers to 208,000 information questions received via the telephone and 4,500 questions received via the Toronto Public Library web page.

◆ Hours of Service

During 2000, Sunday service was expanded. The length of the season was expanded from September to June to mirror the school year and Sunday Service was introduced into seven neighbourhood libraries. (Sunday service will be introduced at Eatonville in September 2001.)

◆ Improvements to the Branch Infrastructure

In 2000, three major branch projects were undertaken:

- ◆ Deer Park was refurbished;
- ◆ Woodview Park was expanded to provide additional space for collections;
- ◆ Reconstruction of Eatonville began and will reopen to the public June 2001.

◆ Programs in Partnership

Toronto Public Library branches are cultural centres within the communities they serve. In 2000, the Library partnered with other agencies to offer literary and cultural programs and events, ESL classes, newcomer programs and class visits. Examples of specific programs include:

- ◆ Summer Reading Club (Toronto Dominion Bank);
- ◆ Writer in Residence (Canada Council);
- ◆ ESL Programs in partnership with the Toronto School Boards;
- ◆ Settlement and Education Partnership in Toronto (School Board and Settlement Agency);
- ◆ Scarborough Hospital Partnership.

◆ Volunteers

Citizens of Toronto contribute their time and skills to both fundraising and program delivery at their Library. During 2000, over 500 volunteers contributed 33,600 hours of their time to reading support programs for children, teens and adults.

Conclusion:

The year 2000 was busy and productive for Toronto Public Library with significant activity levels under each of the four pillars of the *Creating the Future, Treasuring the Past: Toronto Public Library Strategic Plan 2000 - 2003*.

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List of Attachments:

Summary of Statistics January – December 2000