



STAFF REPORT INFORMATION ONLY

15.

Visits by Hour of Day

Date:	December 17, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

At its meeting of January 17, 2012, City Council requested that the Toronto Public Library *provide customer count (information) for each library by week (day) and by the hour.*

The attached briefing note will be provided to City Council as part of the 2013 budget process.

FINANCIAL IMPACT

There is no financial impact arising from this report.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

COMMENTS

Visits to library branches are a standard performance measure used in library benchmarking reports. The attached Briefing Note provides an overview of branch visits by service tier (Research and Reference, District and Neighbourhoods) and at the branch by day of week and time of day.

Visits as a performance measure capture those residents who use the collections or services in the library branches and when analyzed with other measures, contributes to a comprehensive overview of library usage. The number of visits to a branch is influenced by facility size, location, community needs, programs and other events ongoing in the library.

In 2011, there were over 19 million visits to TPL's 98 branches, which reflects the role of library branches as community hubs providing access to a range of service and programs.

CONTACT

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SIGNATURE

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ATTACHMENTS

- Attachment 1: Briefing Note – Branch Visits per Hour of the Day
Attachment 2: Visits by Branch by Hour of the Day