

Bookmobile Schedule – 2014

Date:	January 20, 2014
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report provides a summary of the annual review of bookmobile service and the new bookmobile schedule that will be phased in as some of the changes to the schedule are connected to the opening of the two new branches. One new stop will be introduced, five stops will be discontinued, including one temporary stop, seven stops will be made weekly, and one stop will be relocated.

Library staff will be contacting local City Councillors and customers affected by the changes. A map of the bookmobile stops is in Attachment 1. The new schedule will be phased in starting in April 2014.

FINANCIAL IMPACT

There is no financial impact to this report.

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

ISSUE BACKGROUND

Toronto Public Library currently operates two bookmobiles that provide library service at 30 permanent stops across the city. Service is targeted to populations that have barriers to accessing local branches, including young children, seniors and newcomers. Eight of the 30 bookmobile stops are bi-weekly stops. In addition, in 2011, a temporary weekly bookmobile stop was established at Metro Hall to operate until such time as the Fort York Branch opens.

The bookmobile service provides a flexible and timely response to changing community needs. As community demands shift, the scheduling and location of stops is changed to provide service where the need is greatest. The location of a bookmobile stop within a neighbourhood is important to the success of the stop. The presence of a community focal point that draws potential customers from throughout the neighbourhood is ideal.

Bookmobile stops are reviewed annually to determine overall performance. The evaluation of stops is based on performance in terms of circulation per hour. In evaluating any potential changes and additions, consideration is also given to at-risk neighbourhoods.

COMMENTS

Review of Service

Changes to the bookmobile schedule are outlined below and address issues identified in the annual review. The current schedule of 30 permanent stops with eight bi-weekly stops is adjusted to increase the number of weekly stops from 23 to 27, with all stops being made weekly, which is a customer service improvement. There is no reduction in the total weekly service hours: the current schedule is 40.75 hours per week and the new schedule provides 41 hours of weekly service. Library staff will be contacting local City Councillors and customers affected by the changes.

Adjustments to Stops

North Kipling (Kipling Avenue and Albion Road)

This bi-weekly stop will be moved to a different day and earlier time in order to make the stop weekly, which will be a service improvement. This schedule change will allow Chetta Place to become a weekly stop. An earlier stop time will also allow for outreach opportunities to local schools and students.

Morningside Heights (Morningside Avenue and Finch Avenue East)

This stop will be moved to the Rouge Valley area near Sheppard and Meadowvale. There has been significant population growth in this area and the 401 Highway is a barrier to accessing library service. The current location of the Morningside Heights stop has been underperforming despite the efforts to increase performance through outreach to the community and the change from a bi-weekly to a weekly stop.

Oakridge (Pharmacy Avenue and Danforth Avenue)

This stop will be made a weekly stop after the opening of the new Scarborough Civic Centre branch.

Chetta Place (Kipling Avenue and Dixon Drive)

This stop will be made a weekly stop with the change in schedule for the North Kipling stop.

Nymark Plaza (Finch Avenue East and Leslie Street)

This bi-weekly stop will be made a weekly stop in April 2014.

St. Andrews (Between Yonge Street and Bayview Avenue, South of the 401 Highway)

This bi-weekly stop will be made a weekly stop in April 2014.

Willowridge (Eglinton Avenue West and Highway 27) & **Mabelle** (Dundas Street and Islington Avenue)

Willowridge and Mabelle are bi-weekly stops on opposite weeks. By moving Willowridge to earlier in the day, both stops will become weekly stops.

Discontinuation of Stops

Three stops will be phased out of service with the opening of the Fort York and Scarborough Civic Centre branches:

- Metro Hall (John Street and King Street West), a temporary stop since 2011;
- Queen's Quay (Bathurst Street and Lakeshore Avenue West);
- Scarborough Town Centre (Ellesmere Road and McCowan Avenue).

Two stops will be discontinued due to low usage and close proximity to another bookmobile stop:

- Needle Firway (Jane Street and Finch Avenue West);
- Concourse Plaza (Bathurst Street and Steeles Avenue).

New Stop

The West Mall (Bloor Street and The West Mall)

This neighbourhood was identified as an underserved community on the West Mall between Burnhamthorpe and Dundas. The 427 Highway acts as a barrier for accessing the Eatonville Branch. There are two schools in this neighbourhood.

CONCLUSION

The new bookmobile schedule provides for 27 weekly stops and will be phased in as Fort York and Scarborough Civic Centre branches open. Bookmobile service continues to provide a flexible and timely response to changing community needs. As community demands shift, the scheduling and location of stops can be changed to provide service where the need is greatest.

CONTACT

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SIGNATURE

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ATTACHMENTS

Attachment 1: Map of Bookmobile Stops 2014