

Annual Performance Measures – 2006

Date:	April 16, 2007
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

This report provides an overview of the 2006 annual performance measures.

FINANCIAL IMPACT

There is no financial impact associated with this report.

ISSUE BACKGROUND

The Toronto Public Library is the largest and busiest library in North America, ranking first in the number of branches, visits and in circulation, surpassing the performance of libraries in New York, Los Angeles and Chicago.

Within Ontario, the Ontario Municipal Benchmarking Initiative (OMBI) compared TPL with the performance of eight other library systems in 2005. TPL received the top ranking on a variety of key performance measures, including the number of library holdings per capita, library uses per capita and the number of times circulating items are borrowed annually. OMBI was created to identify and develop service-specific performance measures, and to evaluate municipal services in order to identify best practices, promote efficiency and quality. The OMBI results were reported to the Board at its meeting of February 26, 2007.

Over the past five years, use of Toronto Public Library has grown. In 2006, use has remained stable. Major performance measures including circulation, visits, holds filled, information requests and virtual visits are within 1% of 2005 statistics, while a decline of 5% was seen in in-library use in the past year.

Recently released Census data indicate that the population of Toronto rose to 2,503,281 in 2006, an increase of 0.9% over the 2001 Census. Toronto's growth is significantly below the population growth experienced by regions surrounding the city over the same period (9% - 70%). Toronto's total population, however, does not reflect the turnover within the City.

COMMENTS

Toronto Public Library continues to be the largest and busiest public library system in North America as the chart below shows. The chart reflects statistics from 2005, the most recent year available. The comparators are North American libraries serving populations of two million or greater.

How We Compare:

Library Systems ranked by circulation	Total Circulation	Rank	Total Branches	Rank	Total Visits	Rank	Population Served	Rank
Toronto Public Library	30,575,254	1	99	1	17,049,638	1	2,481,494	5
Queens Borough Public Library	18,899,058	2	63	6	14,548,382	2	2,229,379	6
County of Los Angeles Public Library	13,990,993	3	85	3	12,460,320	4	3,641,189	2
Los Angeles Public Library	15,744,303	4	72	5	14,011,932	3	3,957,875	1
New York Public Library	15,546,553	5	85	2	11,925,600	5	3,313,573	3
Chicago Public Library	6,951,656	6	78	4	N/A	N/A	2,896,016	4
Miami Dade Public Library	6,473,660	7	38	7	6,236,556	6	2,003,040	8
Houston Public Library	5,875,231	8	37	8	4,359,875	7	2,060,555	7

Selected by population; Information compiled by Planning & Development, December 2006.

Source: Public Library Data Survey 2006

Ontario Municipal Benchmarking Initiative

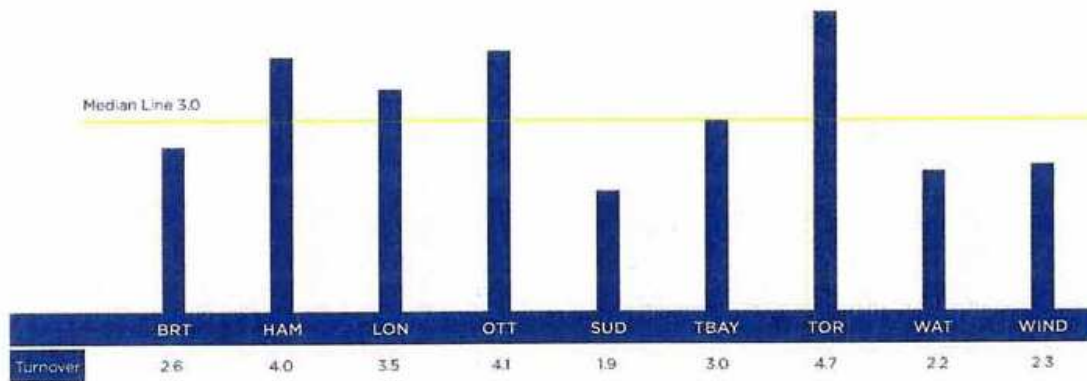
Toronto Public Library ranked first in a variety of OMBI measures released in 2006 and containing 2005 data. When compared to library systems in eight participating municipalities Toronto Public Library ranked:

- 1st in number of library holdings per capita
- 1st in number of times items circulated annually
- 1st in number of library uses per capita
- 2nd lowest in cost per library use

There are two areas in which Toronto Public Library did not rank as highly as other Ontario library systems: total annual cost and open hours per capita. Costs per capita are higher than at other library systems as TPL offers a complex service involving a large infrastructure of 99 branches, a sophisticated research and reference function which is a

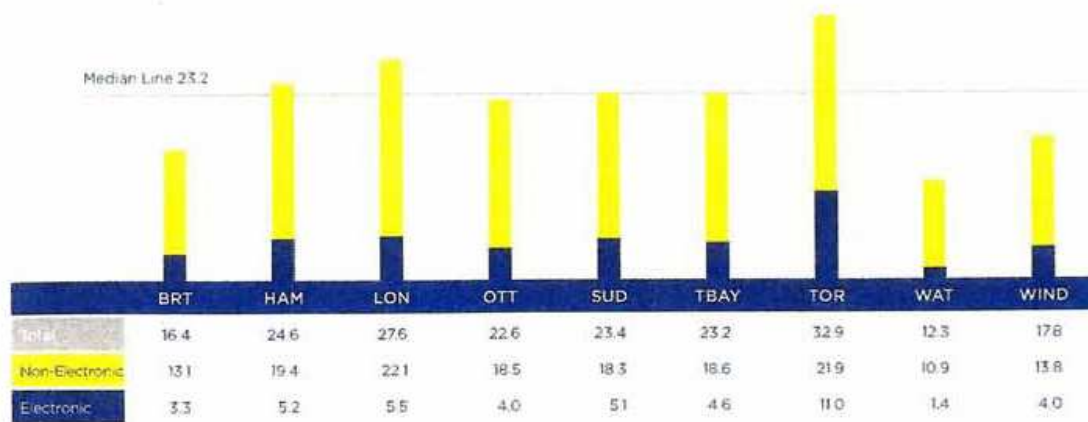
resource to the province and comprehensive multilingual services. Toronto Public Library ranked lower in open hours per capita. TPL has developed an ambitious long-term vision to address open hours and hours increased by 10% in early 2007 as part of the first phase of implementation.

FIG. 3.3 Number of Times in Year Circulating Items are Borrowed (Turnover) (2005)



Source: OMBI report

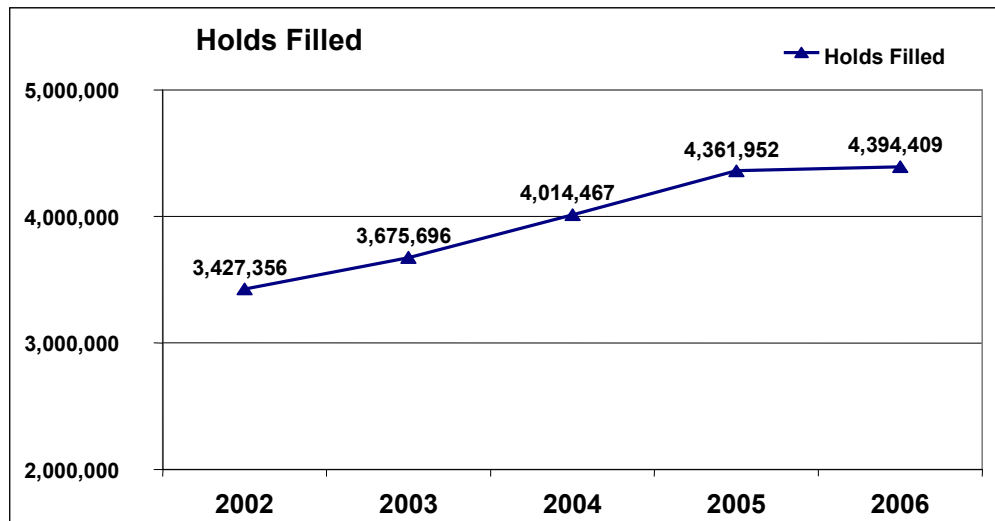
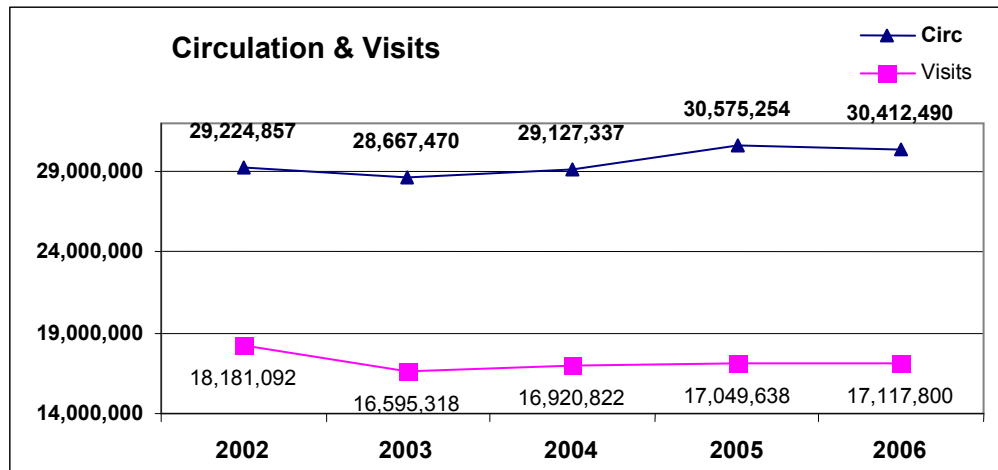
FIG. 3.4 Number of Library Uses per Capita (2005)

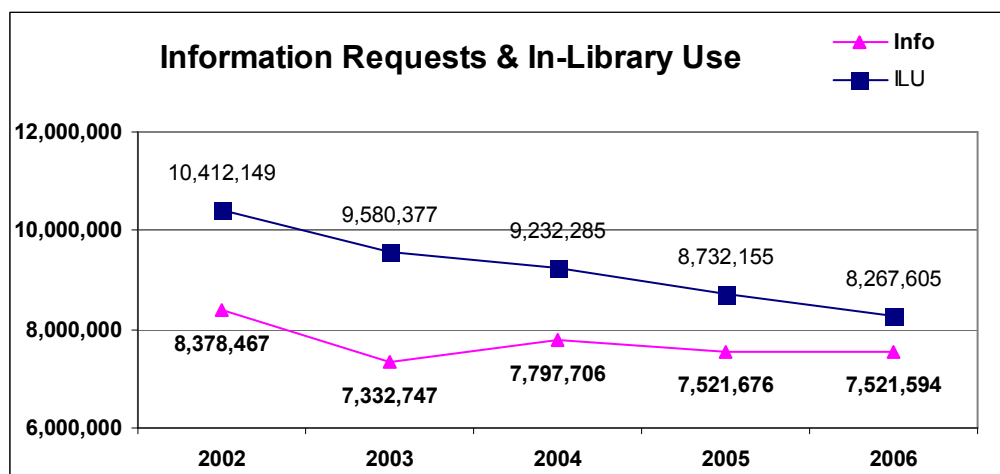


Source: OMBI report

Toronto Public Library's Performance Measures: Five Year Trends

Over the past five years, TPL has experienced a 4% growth in circulation which exceeds the population growth of the City. Holds placed and holds filled increased 20% and 28% respectively as users across the City discovered the breadth and range of materials available through the amalgamated catalogue. Virtual visits experienced a substantial increase since 2002, rising 57% as a number of new websites were launched and many new electronic products were made available in branch and remotely. The number of virtual reference requests also increased 27% during this period.





Areas which have experienced a decline in the past five years are branch visits (-6%), reference requests (-10%) and in-library use (-21%) as more users migrate to online services.

Significant Trends in Performance Measures 2005-2006

The two tables accompanying this report provide more detail on the 2006 performance measures. *Branch Statistics: January to December 2006* illustrates the changes in performance at the branch level and *Electronic Services Summary Statistics: January to December 2006* outlines the performance measures for system-wide electronic services.

Circulation

Overall, 2006 circulation remained relatively stable with a slight decline of .5% from 2005. Other than 2003 when Toronto was affected by SARS, 2006 is the first year that circulation has not grown. There are a number of reasons. The population of the City has not grown significantly. The Library's purchasing power for collections over the past ten years has been reduced and recent increases to the collections budget have only restored the budget to 1993 levels, when adjusted for inflation. As a result, the Library is not able to add as many new materials as the public would like. In addition, the Library's collection has become increasingly diverse in response to the increasing diversity of Toronto's residents. More curriculum-related material is available online and the circulation of non-fiction material has declined by 2%. Changing patterns of usage will be monitored closely to ensure the collections continue to meet demand, and strategies to market the collections will be explored.

Circulation of specific collections, however, grew substantially in response to the Library's strategic priorities. The number of teen materials borrowed increased by 29%. Popular collections of graphic books, paperbacks and periodicals accounted for the increase. Multilingual circulation increased by 6%.

Library Cardholders

There were 1.24 million cardholders at the end of 2006 which represents 50% of Torontonians. New cards in the amount of 167,144 were issued in 2006. Overall this is a -2.9% decrease in registration, however, there has been an 11% increase in teen registration.

Use of Electronic Resources

The number of virtual visits to the Library's website and electronic databases has also stabilized with a .6% increase. Over the past five years many new electronic resources were added. The year 2006 was a transition year in which many of our web services were evaluated based on user input. In 2007, a new website, catalogue and electronic resources will be launched.

Use of Computers in Libraries

The number of customers using Internet workstations in branches increased by 13% with almost 600,000 more uses in 2006 over 2005. This increase can be partly attributed to the completion of the word processing rollout in March 2006 and to growing customer awareness of this additional service. Additional workstations with word processing will be added in 2007.

Library Programs

Overall the number of library programs offered grew with 20,546 programs held in 2006 and 527,969 participants, representing increases of 9% and 12% respectively. Significant growth was seen in programming reflecting strategic plan priorities:

- Overall the number of programs for adults grew 21% which included many successful initiatives related to Keep Toronto Reading, reflecting the Library's focus on books and culture;
- The number of ESL programs offered to newcomers increased by 51% and ESL attendance rose by 124%;
- The number of branches offering the Settlement Workers in Libraries program rose by 10%;
- Teen programming increased by 12% in 2006 and participation by 10%.

Summary

The Toronto Public Library is one of the largest and most successful library systems in the world. Though Toronto's population has not increased substantially in the past five years, use of the Library has increased. Performance measures remained relatively stable in 2006 compared with 2005.

In 2007, Toronto Public Library will begin a new strategic planning process. A thorough analysis of usage patterns will be an important input into the process. This analysis will ensure that the Library continues to provide outstanding service which meets the

changing needs of residents of Toronto and reflects the quality of service Torontonians expect from their library.

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SIGNATURE

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ATTACHMENTS

Attachment 1: Branch Statistics: January to December 2006
Attachment 2: Electronic Services – Summary Statistics – January to December 2006