



STAFF REPORT INFORMATION ONLY

27.

2011 Bookmobile Schedule

Date:	June 7, 2011
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. One new stop will be introduced, two stops will be changed to weekly service and three bookmobile stops will be discontinued. Pending Library Board approval regarding the alternative service plans for the Urban Affairs and Mount Dennis libraries, temporary stops may be introduced at these locations.

Library staff will be contacting local City Councillors and customers affected by the changes. A map of the bookmobile stops is available in Attachment 1. With the exception of the temporary stops, the new schedule will be effective September 2011.

FINANCIAL IMPACT

There are no financial impacts beyond what has already been approved in the current year's budget.

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 32 stops across the city. Service is targeted to populations that have barriers to accessing local branches, including young children, seniors and newcomers. Thirteen of the 32 bookmobile stops are bi-weekly stops.

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.

The bookmobile is also used as an alternative service for branches on a temporary basis. In 2010, bookmobile service was provided at Cedarbrae and Thorncliffe while they were closed for branch renovations.

COMMENTS

Review of Service

Changes to the bookmobile schedule are outlined below and address issues identified in the annual review. The current schedule of 32 stops with 13 bi-weekly stops is adjusted to increase the number of weekly stops from 19 to 22 for a total number of 30 stops and 2 temporary stops. Library staff will be contacting local City Councillors and customers affected by the changes.

Adjustments to Stops

Scarborough Village (Markham and Eglinton)

This stop is located in one of the City's priority neighbourhoods. After it was first introduced in 2007, this stop's performance was in the range of 50 to 60 circulations per hour. Circulation has declined which reflects the current Monday bi-weekly schedule and the impact of statutory Monday holidays. Weekly service will be implemented and the stop will be extended by 30 minutes.

Morningside Heights (Neilson and Finch)

This stop serves a newly developed neighbourhood located on the northeast area of the City that is isolated and community amenities and infrastructure are limited. After it was first introduced in 2006, this stop's performance was in the range of 50 to 70 circulations per hour. This stop experienced the same service inconsistencies as Scarborough Village and its resulting performance is low. Weekly service will be implemented.

Martinway Plaza (The Westway and Kipling)

Established in 2001, this very busy stop continues to attract new customers and the current service will be extended by 30 minutes to meet demand.

Discontinuation of Stops

Three stops will be discontinued due to low usage:

- Centenary Plaza (Ellesmere and Neilson);
- Kingston Road and Galloway;
- Wynford Heights Plaza (Eglinton and the Don Valley Parkway).

Despite relocation of Centenary Plaza and Kingston Galloway stops, scheduling changes and a number of promotional activities for all three stops, usage remains low at these locations.

New Stop

Midland Danforth

This area has a cluster of high-rise Toronto Community Housing Corporation buildings as well as condominium buildings, with a small plaza and park space that serve as the community focal point. This isolated area is in the southern part of the former Scarborough with railway lines to the south and to the west of the neighbourhood. The nearest branches are Albert Campbell (2.8 km) and Kennedy/Eglinton (2.1 km). A weekly stop will be established.

Temporary Stops

Metro Hall

Pending Library Board approval of the alternative service plan for Urban Affairs, a weekly bookmobile stop at Metro Hall will be established. This temporary stop will operate until such time as the Fort York/Bathurst Branch opens.

Mount Dennis

Similarly, pending Library Board approval of the alternative service arrangements during the renovation closure of Mount Dennis, a weekly bookmobile stop will be provided in this neighbourhood for a period of one year.

CONCLUSION

The new bookmobile schedule provides 30 regular stops and two temporary stops across the City, with an increase in the number of stops provided on a weekly basis. 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 2011