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COMMUNICATION AND COUNSEL

Report:	**Rollup of 2011 Quarterly Performance Reports**
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Prepared for:	**Ottawa Public Library Board**
Meeting of:	**April 16, 2012**
Date:	**April 3, 2012**

Executive Summary					
	2011	**2010**	**+ / -**	**% Change**	**↑ ↓**
2010 - 2011 Total Uses					
Uses	36,698,944	33,644,929	3,054,015	9.1	↑
2010-2011 Annual Circulation					
Circulation	8,568,937	8,110,510	458,427	5.65%	↑
Renewals	2,587,201	2,448,985	138,216	5.6%	↑
Total	11,156,138	10,559,495	596,643	5.65%	↑
2010 - 2011 First-Time Bookmobile Circulation					
Bookmobile	122,980	120,476	2,504	2.1%	↑
2010-2011 French Language Circulation					
Circulation	926,816	817,071	109,745	13.4%	↑
Renewals	332,490	296,211	36,279	12.2%	↑
Total	1,259,306	1,113,282	146,024	13.1%	↑
2010-2011 Circulation of World Language Materials					
Circulation	296,854	303,888	-7,034	-2.3%	↓
Renewals	123,418	123,408	10	0.01	↑
Total	420,074	427,296	-7,222	-1.7%	↓
2010 - 2011 Programs Offered by Audience					
Programs	10,414	10,165	249	2.4%	↑
2010 - 2011 Program Attendance by Age Group					
Attendance	204,714	194,956	9,758	5%	↑

2010 – 2011 Implications to Service

The following events affected service in 2011:

- The main floor of the Ruth E. Dickinson branch was closed for renovations from February 22 until May of 2011. The second floor of the Library was open for business and some services were modified.

- The Alta Vista branch was closed from September 7, 2010 to January 21, 2011 for renovations resulting in the loss of 18 service days.

- The Carlingwood branch was closed January 24 to January 26 due to a heating issue which resulted in the loss of 3 days of service.

- The Manotick branch was temporarily closed for renovations from January 25 to January 26 which resulted in the loss of 2 days of service.

- A technical issue impacted website availability in the first week of September 2011 resulting in a decrease in the number of web visits.

- The kiosk containing juvenile materials was closed for five weeks (late November to second week of December) as a result of vandalism.

The following events affected service in 2010:

- The Sunnyside branch closed November 30, 2009 for 259 days for renovations and reopened August 16, 2010. During the renovation, an extended loan period was applied and a basic library service was provided at the Coliseum Building at Lansdowne Park through a depot that was open for 208 service days.

- The Cumberland branch closed for renovations on January 19, 2010 for 147 service days and reopened June 8, 2010 and an extended loan period was applied. This extended loan period had a negative impact on the renewals.

- In Q2 of 2010, the Ottawa Public Library underwent a major system upgrade. The upgrade took place April 12 through to May 4, 2010. All branches of the OPL were closed to the public from May 3 to May 6, 2010 for the system upgrade. All branches re-opened on Friday, May 7, 2010.

- From April 21 to May 5, 2010, the holds system for the Ottawa Public Library was shut down to accommodate the system upgrade. To assist patrons affected by the closures, a 6 week loan period for all materials that were checked out from April 1 to April 21, 2010 was applied.

- The Vanier branch closed on June 28, 2010 to allow for renovations. The branch reopened to the public on November 20, 2010 after having been closed for 44 service days.

- The Alta Vista branch closed on September 7, 2010 to allow for renovations. The branch reopened to the public on Friday, January 21, 2011 after having been closed for 79 service days.

2011 Annual Statistics

1.   Total Uses

Total uses refer to the number of discrete instances when library service is accessed. This measure comes from the Ontario Municipal Benchmarking survey based on data submitted by OPL. This measure is calculated by summing the following library services:

- Annual circulation

- Annual program attendance

- Annual in-library use of materials

- Annual computer workstation uses

- Annual electronic database uses

- Annual reference transactions

- Annual library visits

- Annual virtual visits

Table 1 provides Total Uses. In 2011, the total uses were 36,698,944, an increase of 9.1% over 2010.

Table 1: 2010 - 2011 Total Uses			
2011	**2010**	**+ / -**	**% Change**
36,698,944	33,644,929	3,054,015	9.1

2. Circulation

This section characterizes OPL circulation in 2011 compared to 2010. The Ottawa Public Library lends out materials through 33 branches, 2 bookmobiles, 2 kiosks, 1 mobile unit and a digital download service.

2.1 Circulation by Branch

Table 2 provides annual circulation statistics for all OPL branches, bookmobile service, homebound services and digital downloads. Digital downloads included downloadable e-books, audio books and music. First-time circulation accounts for 76.8% of total circulation, while circulation from renewals accounts for 23.2%. Between 2010 and 2011 total circulation increased by 5.65%.

Table 2: 2010-2011 Annual Circulation				
Circulation	2011	2010	+ / -	%
*Alta Vista	294,479	251,998	42,481	16.9
Beaverbrook	570,284	562,082	8,202	1.5
Blackburn Hamlet	104,286	106,343	-2,057	-1.9
Bookmobile	122,980	120,476	2,504	2.1
Carlingwood	569,061	589,602	-20,541	-3.5
Carp	89,348	80,488	8,860	11.0
Centennial	198,164	200,117	-1,953	-1.0
Constance Bay	21,873	19,100	2,773	14.5
*Cumberland	477,542	318,432	159,110	50.0
Elmvale Acres	212,288	231,246	-18,958	-8.2
Emerald Plaza	284,150	281,018	3,132	1.1
Fitzroy Harbour	9,832	9,980	-148	-1.5
*Greely	46,682	32,503	14,179	43.6
Greenboro	472,895	497,282	-24,387	-4.9
Hazeldean	374,698	355,823	18,875	5.3
Main	910,461	958,740	-48,279	-5.0
Manotick	123,008	116,860	6,148	5.3
Metcalfe	31,425	27,877	3,548	12.7
Munster	26,697	24,304	2,393	9.8
Nepean Centrepointe	635,506	652,733	-17,227	-2.6
North Gloucester	236,421	233,208	3,213	1.4
North Gower	56,227	44,234	11,993	27.1
*Orléans	371,403	479,402	-107,999	-22.5
Osgoode	35,039	29,311	5,728	19.5
Richmond	42,487	36,411	6,076	16.7
Rideau	185,516	186,420	-904	-0.5
Rockcliffe Park	75,930	74,728	1,202	1.6
Rosemount	260,540	242,510	18,030	7.4

	2011	2010	+/-	%
*Ruth E. Dickinson	492,071	470,115	21,956	4.7
St-Laurent	253,524	273,134	-19,610	-7.2
Stittsville	204,036	200,801	3,235	1.6
*Sunnyside	388,909	220,914	167,995	76.0
*Vanier	67,822	36,994	30,828	83.3
Vernon	8,339	8,996	-657	-7.3
*Kiosk	7,896	6,074	1,822	30.0
Homebound Services	45,760	44,682	1,078	2.4
Downloads	261,358	85,572	175,786	205.4
Total:	**8,568,937**	**8,110,510**	**458,427**	**5.65%**
Renewals	**2011**	**2010**	**+ / -**	**%**
In-branch	263,790	330,657	-66,867	-20.2
Web/My Account	2,276,390	2,058,356	218,034	10.6
TeleCirc	47,021	59,972	-12,951	-21.6
Total:	**2,587,201**	**2,448,985**	**138,216**	**5.6%**
All Circulation	**2011**	**2010**	**+ / -**	**%**
Total:	**11,156,138**	**10,559,495**	**596,643**	**5.65%**

* Service affected as outlined on page 2: 2010 – 2011 Implications to Service

2.2 Circulation by Bookmobile Stop

Table 3 provides annual first-time circulation data for bookmobile stops. Bookmobile circulation accounts for 1.4% of annual first-time circulation. Between 2010 and 2011 total Bookmobile circulation increased 2.1%.

Table 3: 2010 - 2011 First-Time Bookmobile Circulation				
Bookmobile Stop	**2011**	**2010**	**+/-**	**% Change**
Bateman	703	868	-165	-19.0
Bathgate	1,989	3,568	-1579	-44.3
Bayshore	12,391	15,942	-3551	-22.3
Blossom Park	2,477	2,146	331	15.4
Bayview	11,429	10,251	1178	11.5
Caldwell	1,624	1,858	-234	-12.6
Cambridge	8,574	8,903	-329	-3.7
Carleton Heights	5,871	3,237	2634	81.4
Carlsbad Springs	637	497	140	28.2
Grant Alternative	1,911	1,872	39	2.1
Clearview	2,465	2,574	-109	-4.2
Youville (family literacy)	2,543	2,666	-123	-4.6
Farley Mowat	10,657	10,408	249	2.4
Hunt Club Centre	3,927	3,448	479	13.9
Mcgregor	12,774	11,513	1261	11.0
Navan	1,153	1,696	-543	-32.0
Regina	5,622	6,462	-840	-13.0
Riverside Mall	5,428	5,048	380	7.5
Sarsfield	477	567	-90	-15.9
St. Jerome Riverside South	26,070	23,181	2889	12.5
Vars	4,217	3,597	620	17.2
Special Events	41	174	-133	-76.4
Total	**122,980**	**120,476**	**2,504**	**2.1%**

2.3 Circulation of French Language Materials

OPL is the largest officially bilingual (French-English) public library in North America. Ottawa has the second-highest percentage of people who speak both French and English of any major Canadian city, behind Montreal (Source: Statistics on www.ottawa.ca). In 2006, 14.9% of the residents of Ottawa reported that their mother tongue was French (2006 Census, Statistics Canada). In 2006, 15.7% of the residents of Ottawa reported that their first official language spoken was French (2006 Census, Statistics Canada), which is the guideline used for the OPL collection development policy as approved by the Board in March 2009.

Table 4 provides annual first-time circulation data for French materials by branch. In both 2011 French language materials accounted for 11.3% of total circulation. Between 2011 and 2010 total French circulation increased 13.1%.

Table 4: 2010-2011 French Language Circulation				
Branch	**2011**	**2010**	**+ / -**	**% Change**
*Alta Vista	35,265	25,514	9,751	38.2
Beaverbrook	53,650	45,770	7,880	17.2
Blackburn Hamlet	12,308	12,022	286	2.4
Carlingwood	41,350	35,853	5,497	15.3
Carp	4,888	3,724	1,164	31.3
Centennial	11,328	11,119	209	1.9
Constance Bay	445	480	-35	-7.3
*Cumberland	112,175	72,096	40,079	55.6
Elmvale Acres	26,123	26,642	-519	-1.9
Emerald Plaza	18,156	14,968	3,188	21.3
Fitzroy Harbour	107	123	-16	-13.0
*Greely	2,763	1,207	1,556	128.9
Greenboro	59,177	55,576	3,601	6.5
Hazeldean	34,652	29,848	4,804	16.1
Main	90,448	90,949	-501	-0.6
Manotick	10,360	7,789	2,571	33.0
Metcalfe	918	935	-17	-1.8
Munster	333	249	84	33.7
Nepean Centrepointe	44,050	40,411	3,639	9.0
North Gloucester	41,600	38,813	2,787	7.2
North Gower	1,175	1,014	161	15.9
*Orléans	76,680	93,781	-17,101	-18.2
Osgoode	2,327	846	1,481	175.1
Richmond	1,778	1,116	662	59.3
Rideau	28,172	25,583	2,589	10.1
Rockcliffe Park	7,320	7,293	27	0.4
Rosemount	21,105	18,342	2,763	15.1
Ruth E. Dickinson	48,493	41,374	7,119	17.2
St-Laurent	53,996	58,691	-4,695	-8.0
Stittsville	14,221	13,005	1,216	9.4
*Sunnyside	31,721	15,998	15,723	98.3
*Vanier	21,568	12,549	9,019	71.9
Vernon	552	325	227	69.8

Bookmobile	14,389	10,851	3,538	32.6
Homebound Services	3,184	2,214	970	43.8
*Kiosk	39	16	23	143.8
Total First time	**926,816**	**817,071**	**109,745**	**13.4%**
Total Renewals	**2011**	**2010**	**+ / -**	**% Change**
In-branch	40,394	21,732	18,662	85.9
Web/My Account	292,096	246,971	45,125	18.3
*TeleCirc	0	27,508	-27,508	-
Total	**332,490**	**296,211**	**36,279**	**12.2%**
Total Circulation	**1,259,306**	**1,113,282**	**146,024**	**13.1%**

* Service affected as outlined on page 2: 2010 – 2011 Implications to Service

2.4 Circulation of World Language Materials

Data is provided separately for the nine world languages that the OPL currently and actively collects. The category 'Other World Languages' includes circulation of all other world language materials.

Table 5 provides annual circulation data for world language materials by language. There are a number of small collections in various languages that make up a portion of the collection which have been grouped together under 'Other World Languages'. In 2011, circulation of world language materials accounted for 3.8% of total circulation. The circulation of World language materials in 2011 decreased by 1.7% when compared to 2010.

Table 5: 2010-2011 Circulation of World Language Materials				
Language	**2011**	**2010**	**+/-**	**% Change**
Chinese	144,760	151,898	-7,138	-4.7
Arabic	20,279	25,400	-5,121	-20.2
Russian	22,242	21,244	998	4.7
Hindi	21,490	17,849	3,641	20.4
Spanish	12,559	11,069	1,490	13.5
Persian	6,115	5,704	411	7.2
Urdu	733	952	-219	-23
Tagalog	475	278	197	70.9
Somali	658	504	154	30.6
Other World languages	43,150	42,365	785	1.9
Multilingual Periodicals	24,393	26,625	-2,232	-8.4
Total First-time	**296,854**	**303,888**	**-7,034**	**-2.3%**
Renewals	**2011**	**2010**	**+/-**	**% Change**
In-branch	9,103	4,103	5,000	122
Web/My Account	114,315	110,232	4,083	4
* TeleCirc	0	9,073	-9,073	-100
Total Renewals	**123,418**	**123,408**	**10**	**0.01**
Total Circulation	**420,074**	**427,296**	**-7,222**	**-1.7%**

*A breakdown for telecirc renewals is no longer available due to the system migration.

3.   Electronic Usage

Traditional library usage has evolved to incorporate the convenience of remote access via the Internet. OPL offers a range of virtual services, including on-line browsing of the catalogue, downloadable audio books, e-books and music and access to virtual information through library databases. Access to a computer has become essential for personal communication, research and job-hunting. This section characterizes usage of electronic offerings at OPL.

3.1   Virtual Visits

A virtual visit is defined as a single session originated on the OPL website, the OPL children's website or in the on-line library catalogue. In 2011, OPL had 14,993,291 virtual visits, an increase of 20.3% over the 12,468,060 virtual visits in 2010. The increase in virtual visits to the Ottawa Public Library website can be attributed to an increased reliance on web based library tools found on the website since the system upgrade in May 2010.

3.2   Public Access Computer Usage

OPL has 412 public access computers at its 33 branches. The computers provide high-speed Internet access and a variety of software applications, including Acrobat Reader, Excel, MS Paint, PowerPoint, Word and MSN Messenger. OPL cardholders can book public access computers for up to two hours per day. This service is particularly important to residents who otherwise could neither access the Internet nor a computer for document preparation (for example, job-hunters preparing resumés).

In 2011, 903,580 sessions were initiated on public access computers. This represents an increase of 0.4% over the 900,046 sessions initiated in 2010.

3.3   Wireless Internet Sessions

The Ottawa Public Library has wireless Internet service available at all 33 branches. In 2011, 144,669 wireless Internet sessions were initiated on the OPL's wireless Internet network, an increase of 36.1% over the 106,329 sessions initiated in 2010.

3.4   Total Internet usage

Total Internet usage is the total number of combined Internet sessions initiated on OPL's public computers and the wireless network. In 2011, 1,048,249 Internet sessions were initiated on the Ottawa Public Library network. This represents an increase of 4.2% over the 1,006,375 sessions initiated in 2010.

3.5   Library Database Usage

Library databases provide electronic access to the most recent articles from newspapers, magazines and reference resources. OPL offers access to 79 separate database products. Library databases are available in English, French and Chinese. The products offered range from Tumble-books, which are targeted at pre-schoolers, through academic research targeted at children and teens, to a wide-range of offerings for adults.

A database access is a unique session established with a library database, regardless of the number of searches or the number of articles consulted during the session. In 2011, 99,917 sessions were initiated on OPL databases, a decrease of 3.5% over the 103,579 sessions initiated in 2010.

3.6   Electronic Media Downloads

OPL offers audio books, electronic books and music for access on personal handheld devises e.g. MP3's, iPods and Sony Readers.

In 2011 patrons downloaded 261,358 items, an increase of 205% over the 85,572 items downloaded in 2010. The increase is attributed to the addition of new downloadable content (music, e-books and MP3 books) and the increased popularity of the service. In 2011, Electronic Media Downloads accounted for 3.1% of first time circulation.

4.   Programs and Program Attendance

A core service offering in public libraries is programming, particularly as it relates to literacy and life-long learning.

4.1 Programs Offered

OPL offers programs to residents of all ages. Programs are categorized by target audience:

- Adults (18 + yrs. old)

- Teens (13 – 17 yrs. old)

- Pre-schoolers - Children (0 – 12 yrs. old)

Programs aimed at pre-schoolers and their parents or caregivers promote reading readiness. Programs aimed at children promote literacy and research skills, as do many OPL programs offered to young adults. Programs targeted at adults range from interest talks to book clubs and computer literacy workshops. In 2011, OPL offered 10,414 programs, an increase of 2.4% over the 10,165 programs offered in 2010.

Table 6 provides annual data on the number of programs offered for each target audience.

Table 6: 2010 - 2011 Programs Offered by Audience				
Audience	**2011**	**2010**	**+/-**	**% Change**
Adult	3,929	3,688	241	6.5%
Teen	497	478	19	4.0%
Preschool - Children	5,988	5,999	-11	-0.2%
Total	**10,414**	**10,165**	**249**	**2.4%**

4.2 Program Usage

Table 7 provides data on total in-library programs by age group. Note that the data reflects the total number of attendees and not the number of unique attendees. In 2011, the total number of attendees increased by 5%.

Table 7: 2010 - 2011 Program Attendance by Age Group				
Age Group	**2011**	**2010**	**+/-**	**% Change**
Adult	29,065	26,627	2,438	9.2
Teen	4,960	4,563	397	8.7
Preschool - Juvenile	153,798	146094	7,704	5.3
Summer Reading Club registrants	16,891	17,672	-781	-4.4
Total	**204,714**	**194,956**	**9,758**	**5%**

5. Other Data

The Ministry of Culture, Province of Ontario mandates public libraries to hold a counting week during a full one-week period in November of each year. The data collected is used to generate annual statistics for those library output measures for which we do not have actual data. The provincially mandated formula for estimating annual data is:

counting week data X 50 = annual estimated output measure

The number 50 is used as the multiplier to correct for statutory holidays when public libraries are closed.

Ottawa Public Library relies on counting week data to estimate three annual output measures:

1. Library visits

2. In-library use of materials

3. Reference transactions

5.1 Library Visits

A library visit is defined as a person entering a physical library facility (e.g. the central library or a library branch) or bookmobile. The estimated number of library visits for 2011 is 5,275,850, an increase of 0.4% over the 5,254,500 estimated library visits in 2010.

5.2 In-Library Use of Materials

In-library use of materials counts the number of times that a library visitor consults a book or other type of library material in a physical library facility, but does not borrow the item consulted. In-house use of materials captures use of non-circulating reference materials as well as use of circulating materials by library visitors who use those materials in the library. The estimated number of in-house uses of materials is 1,970,900 in 2011, a decrease of 5% over the 2,074,650 estimated in-house uses in 2010.

5.3   Reference Transactions

A reference transaction is defined as an information question asked of a staff member at an information desk or virtually, using the Internet or the telephone. The estimated number of reference transactions for 2011 is 646,700, a decrease of 5.1% over the 681,750 estimated reference transactions in 2010.