

COMMUNICATION & COUNSEL

Report: Second Quarter 2012 Performance Report

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Prepared for: Ottawa Public Library Board

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Second Quarter 2012 Executive Summary

	2012	2011	+ / -	% Change	↑ ↓
Circulation					
First time Circulation	2,072,684	2,080,030	-7,346	-0.4%	↓
Renewals	668,923	652,789	16,134	2.5%	↑
Total Circulation	2,741,607	2,732,819	8,788	0.3%	↑
Bookmobile Circulation	31,962	30,169	1,793	5.9%	↑
French Circulation					
Circulation	220,135	217,666	2,469	1.1%	↑
Renewals	84,370	75,993	8,377	11.0%	↑
Total French Circulation	304,505	293,659	10,846	3.7%	↑
World Language Circulation					
Circulation	66,002	73,680	-7,678	-10.4%	↓
Renewals	30,265	32,391	-2,126	-6.6%	↓
Total World Language Circulation	96,267	106,071	-9,804	-9.2%	↓
Virtual Visits	2,785,317	4,130,910	-1,345,593	-32.6%	↓
Downloadable Media	116,939	60,709	56,230	92.6%	↑
Internet Usage					
Public Internet Access PC Usage	213,747	232,623	-18,876	-8.1%	↓
Library Wireless Internet Usage	60,145	33,100	27,045	81.7%	↑
Total Internet Usage	273,892	265,723	8,169	3.1%	↑
Library Database Usage	34,710	23,728	10,982	46.3%	↑
Program Attendance	49,980	41,867	8,113	19.4%	↑

Introduction

The Second Quarter 2012 performance report provides data on the following performance measures for April, May and June of 2012:

Circulation of all materials, circulation by bookmobile stop, circulation of French materials, circulation of World Language materials, electronic usage including: virtual visits, downloadable audio, music and e-books, public access computer usage, library wireless internet usage, total internet usage, library database usage, programs offered, the First Quarter Performance Reports to Council and a list of other surveys the library submitted during the second quarter of 2012.

The following events affected service in the second quarter of 2012:

- The Hazeldean branch of the Ottawa Public Library was closed from January 23, 2012 until June 14, 2012 for improvements. A temporary depot location offering limited service was opened from January 28, 2012 until June 12, 2012 in the meeting room of the library.

The following events affected service in the second quarter of 2010:

- The Sunnyside branch closed November 30, 2009 for renovations and opened 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.
- The Cumberland branch closed for renovations on January 19, 2010 and reopened June 8, 2010 and an extended loan period was applied.
- 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 circulated from April 1 to April 21, 2010 was applied.

1. Total Circulation of all Materials

Figure 1 depicts total Q2 circulation trends for the past three years (2010–2012), including renewals. Circulation in Q2 2012 increased 0.3% compared to the same period in 2011, and increased 19.9% compared to the same period in 2010.

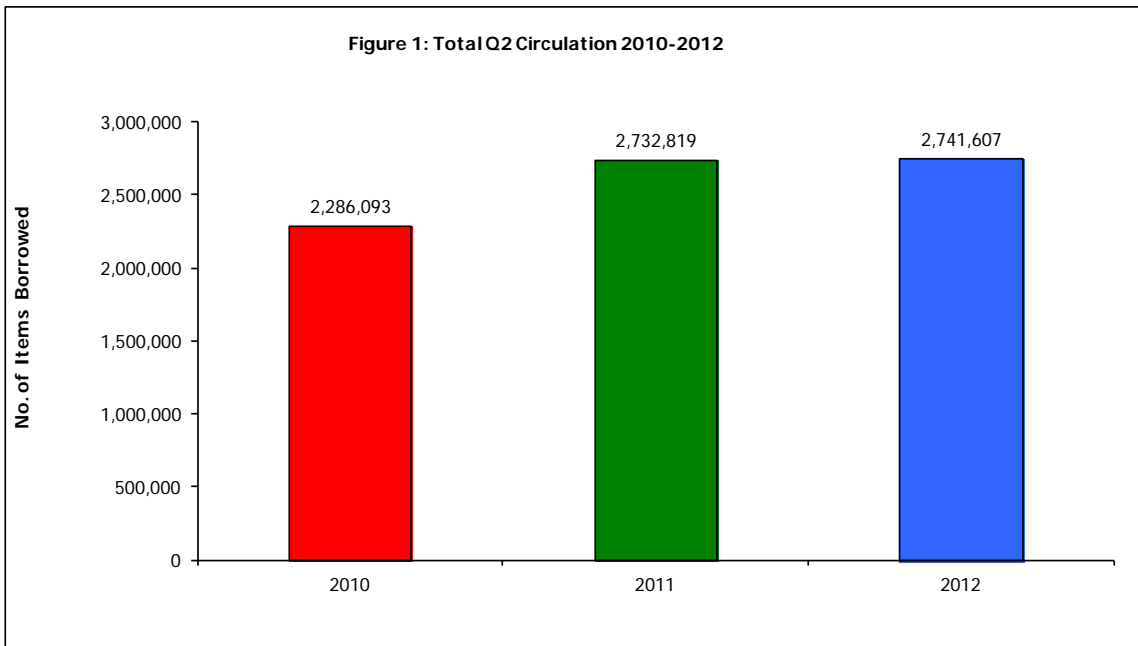


Figure 2 depicts total monthly circulation in Q2 for the past three years (2010 – 2012).

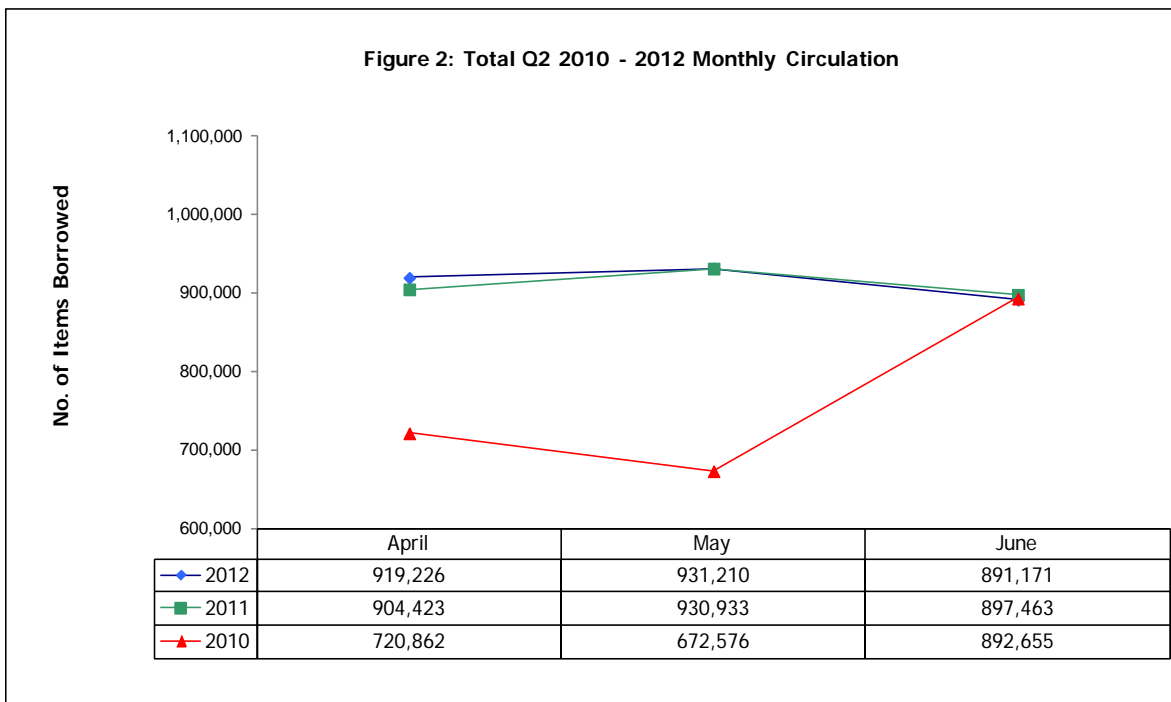


Table 1 provides the quarterly first-time circulation data and renewals for Q2 2012 as compared to Q2 2011. Across the system, total circulation increased 8,788 or 0.3% compared to the same period in 2011.

Table 1: 2011 - 2012 Q2 Circulation						
Branch	2012	2011	+ / -	% Change	Sq footage	Circ per Sq Ft
Alta Vista	79,634	75,076	4,558	6.1	15,198	5.2
Beaverbrook	150,794	137,587	13,207	9.6	10,000	15.1
Blackburn Hamlet	22,054	25,824	-3,770	-14.6	7,333	3.0
Carlingwood	136,177	141,802	-5,625	-4.0	19,690	6.9
Carp	20,907	21,275	-368	-1.7	5,773	3.6
Centennial	50,950	50,321	629	1.2	9,744	5.2
Constance Bay	5,394	4,885	509	10.4	519	10.4
Cumberland	115,677	116,251	-574	-0.5	24,500	4.7
Elmvale Acres	50,371	51,341	-970	-1.9	7,493	6.7
Emerald Plaza	70,806	70,433	373	0.5	5,644	12.5
Fitzroy Harbour	2,519	2,388	131	5.5	673	3.7
Greely	10,592	12,379	-1,787	-14.4	3,000	3.5
Greenboro	104,530	114,993	-10,463	-9.1	29,000	3.6
Hazeldean*	13,788	90,391	-76,603	-84.7	9,713	1.4
Main	210,928	221,711	-10,783	-4.9	90,418	2.3
Manotick	29,237	30,429	-1,192	-3.9	4,629	6.3
Metcalfe	7,406	8,403	-997	-11.9	1,468	5.0
Munster	6,261	6,475	-214	-3.3	1,000	6.3
Nepean Centrepointe	145,921	156,812	-10,891	-6.9	36,940	4.0
North Gloucester	58,045	57,852	193	0.3	14,300	4.1
North Gower	13,874	14,103	-229	-1.6	2,364	5.9
Orléans	89,277	89,872	-595	-0.7	17,182	5.2
Osgoode	9,067	8,002	1,065	13.3	3,412	2.7
Richmond	10,991	9,584	1,407	14.7	2,804	3.9
Rideau	45,007	46,699	-1,692	-3.6	7,277	6.2
Rockcliffe Park	17,882	18,648	-766	-4.1	3,005	6.0
Rosemount	66,905	65,196	1,709	2.6	6,089	11.0
Ruth E. Dickinson	120,776	104,832	15,944	15.2	19,000	6.4
St-Laurent	61,223	61,382	-159	-0.3	13,540	4.5
Stittsville	54,647	49,678	4,969	10.0	12,700	4.3
Sunnyside	92,425	93,633	-1,208	-1.3	12,014	7.7
Vanier	19,107	15,598	3,509	22.5	7,308	2.6
Vernon	2,100	1,968	132	6.7	1,366	1.5
Hazeldean Depot*	16,751	0	-	-		
Homebound Services	9,621	11,425	-1,804	-15.8		
Bookmobile	31,962	30,169	1,793	5.9		
Kiosk	2,139	1,904	235	12.3		
Digital Downloads	116,939	60,709	56,230	92.6		
Total First time	2,072,684	2,080,030	-7,346	-0.4%	405,096	5.1
Total Renewals	2012	2011	+ / -	% Change		
In-branch	62,217	67,058	-4,841	-7.2		
Online	595,289	574,681	20,608	3.6		
TeleCirc	11,417	11,050	367	3.3		
Total	668,923	652,789	16,134	2.5%		
Total Circulation	2,741,607	2,732,819	8,788	0.3%		

* The Hazeldean branch was closed to receive improvements from January 23 until June 14 2012. A library depot service was provided during the closure and its circulation is reported separately above.

2. Circulation by Bookmobile Stop

Table 2 provides the quarterly first-time circulation data by bookmobile stop for Q2 2012 compared to Q2 2011. Total bookmobile circulation in Q2 2012 increased 5.9% compared to Q2 2011.

Table 2: 2011-2012 Q2 Circulation by Bookmobile Stop				
Bookmobile stop	2012	2011	+ / -	% Change
Bateman	41	184	-143	-77.7
Bathgate	428	438	-10	-2.3
Bayshore	2,681	2,458	223	9.1
Blossom park	497	503	-6	-1.2
Bayview	3,130	2,936	194	6.6
Bridlewood	937	-	937	-
Caldwell	90	457	-367	-80.3
Cambridge	2,265	2,466	-201	-8.2
Carleton heights	1,446	1,574	-128	-8.1
Carlsbad springs	315	237	78	32.9
Grant alternative	428	417	11	2.6
Clearview	345	577	-232	-40.2
Youville	705	683	22	3.2
Farley Mowat	2,028	2,542	-514	-20.2
Hunt Club Centre	736	1,187	-451	-38.0
Mcgregor	3,621	3,386	235	6.9
Navan	246	265	-19	-7.2
Regina	1,719	1,350	369	27.3
Riverside Mall	1,470	1,327	143	10.8
Sarsfield	162	72	90	125.0
St. Jerome - Riverside South	7,060	6,121	939	15.3
Vars	1,412	961	451	46.9
Special Events	200	28	172	614.3
Total	31,962	30,169	1,793	5.9%

3. Circulation of French Language Materials

OPL is the largest officially bilingual (English-French) public library in North America. Ottawa has the second-highest percentage of people who speak both French and English of any major Canadian city (Source: Statistics on www.ottawa.ca). In 2006, 14.9% of the residents of Ottawa reported that their mother tongue was French while 15.7% of the residents of Ottawa reported that their first language spoken was French (2006 Census, Statistics Canada).

Figure 3 depicts total Q2 French material circulation trends for the past three years (2010–2012), including renewals. Circulation of French materials in Q2 2012 increased 3.7% when compared to the same period in 2011 and increased 20.6% compared to the same period in 2010.

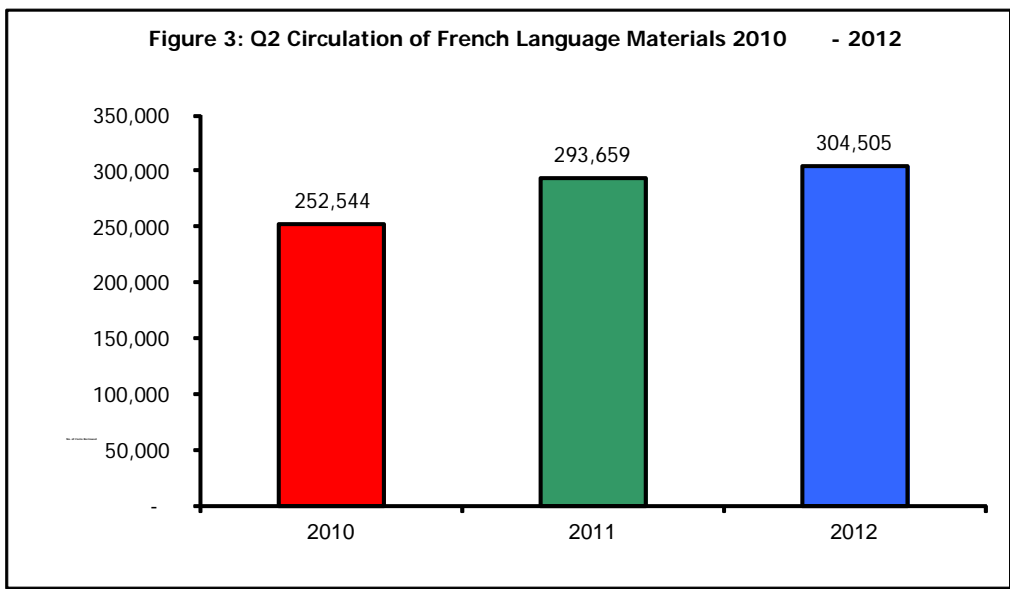


Figure 4 depicts total circulation of French materials in Q2 for the past three years (2010–2012).

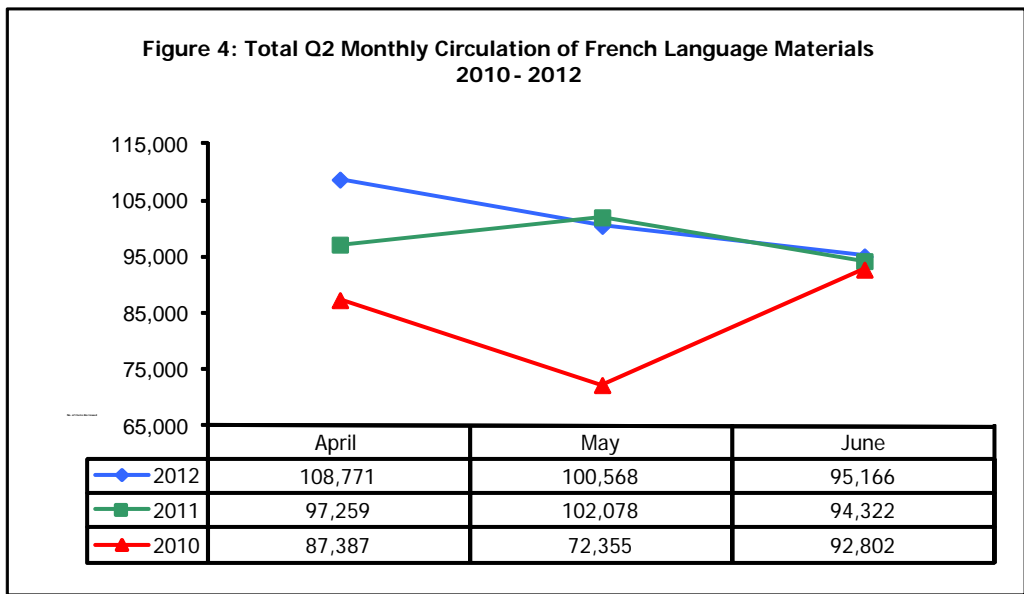


Table 3 provides the total circulation for French materials by branch for Q2 2012 compared to Q2 2011. Total French circulation increased 3.7% compared to the same period last year.

Table 3: 2011-2012 Q2 French Language Circulation						
Branch	2012	2011	+ / -	% Change	Sq footage	Circ per Sq Ft
Alta Vista	12,570	9,216	3,354	36.4	15,198	0.8
Beaverbrook	14,347	11,594	2,753	23.7	10,000	1.4
Blackburn Hamlet	2,783	3,291	-508	-15.4	7,333	0.4
Carlingwood	9,165	9,746	-581	-6.0	19,690	0.5
Carp	877	1,052	-175	-16.6	5,773	0.2
Centennial	3,409	2,686	723	26.9	9,744	0.3
Constance Bay	94	81	13	16.0	519	0.2
Cumberland	25,734	27,140	-1,406	-5.2	24,500	1.1
Elmvale Acres	6,511	6,532	-21	-0.3	7,493	0.9
Emerald Plaza	5,353	4,053	1,300	32.1	5,644	0.9
Fitzroy Harbour	31	22	9	40.9	673	0.0
Greely	433	636	-203	-31.9	3,000	0.1
Greenboro	13,355	14,391	-1,036	-7.2	29,000	0.5
Hazeldean*	1,151	8,385	-7,234	-86.3	9,713	0.1
Main	19,767	20,170	-403	-2.0	90,418	0.2
Manotick	2,326	2,408	-82	-3.4	4,629	0.5
Metcalfe	187	228	-41	-18.0	1,468	0.1
Munster	115	59	56	94.9	1,000	0.1
Nepean Centrepoin	9,728	10,460	-732	-7.0	36,940	0.3
North Gloucester	10,075	9,774	301	3.1	14,300	0.7
North Gower	593	266	327	122.9	2,364	0.3
Orléans	17,964	18,702	-738	-3.9	17,182	1.0
Osgoode	198	611	-413	-67.6	3,412	0.1
Richmond	535	354	181	51.1	2,804	0.2
Rideau	6,912	7,102	-190	-2.7	7,277	0.9
Rockcliffe Park	1,591	1,911	-320	-16.7	3,005	0.5
Rosemount	5,990	5,237	753	14.4	6,089	1.0
Ruth E. Dickinson	13,064	8,561	4,503	52.6	19,000	0.7
St-Laurent	13,035	12,845	190	1.5	13,540	1.0
Stittsville	4,332	3,148	1,184	37.6	12,700	0.3
Sunnyside	7,594	7,016	578	8.2	12,014	0.6
Vanier	5,359	5,363	-4	-0.1	7,308	0.7
Vernon	78	108	-30	-27.8	1,366	0.1
Hazeldean Depot*	497	-	-	-	-	-
Homebound Services	720	830	-110	-13.3	-	-
Bookmobile	3,627	3,680	-53	-1.4	-	-
Kiosk	35	8	27	337.5	-	-
Total First time	220,135	217,666	2,469	1.1%	405,096	0.5
Total Renewals	2012	2011	+ / -	% Change		
In-branch	9,577	8,985	592	6.6		
Web/My Account	74,793	67,008	7,785	11.6		
Total Renewals	84,370	75,993	8,377	11%		
Total Circulation	304,505	293,659	10,846	3.7%		

* The Hazeldean branch was closed to receive improvements from January 23 until June 14 2012. A library depot service was provided during the closure and its circulation is reported separately above.

4. Circulation of World Language Materials

In addition to English and French the OPL holds small collections of books, DVDs and compact discs in 24 languages. Of these 24 languages, the OPL actively collects materials in:

- Arabic
- Hindi
- Russian
- Urdu
- Tagalog
- Chinese
- Persian
- Spanish
- Somali

These languages were selected based on home language data from the 2006 census and immigration data to determine which languages are spoken by recent immigrants to Ottawa.

Figure 5 depicts total Q2 world language circulation trends for the past three years (2010–2012), including renewals. Circulation of world language materials in Q2 2012 decreased 9.2% compared to the same period in 2011 and increased 10% compared to the same period in 2010.

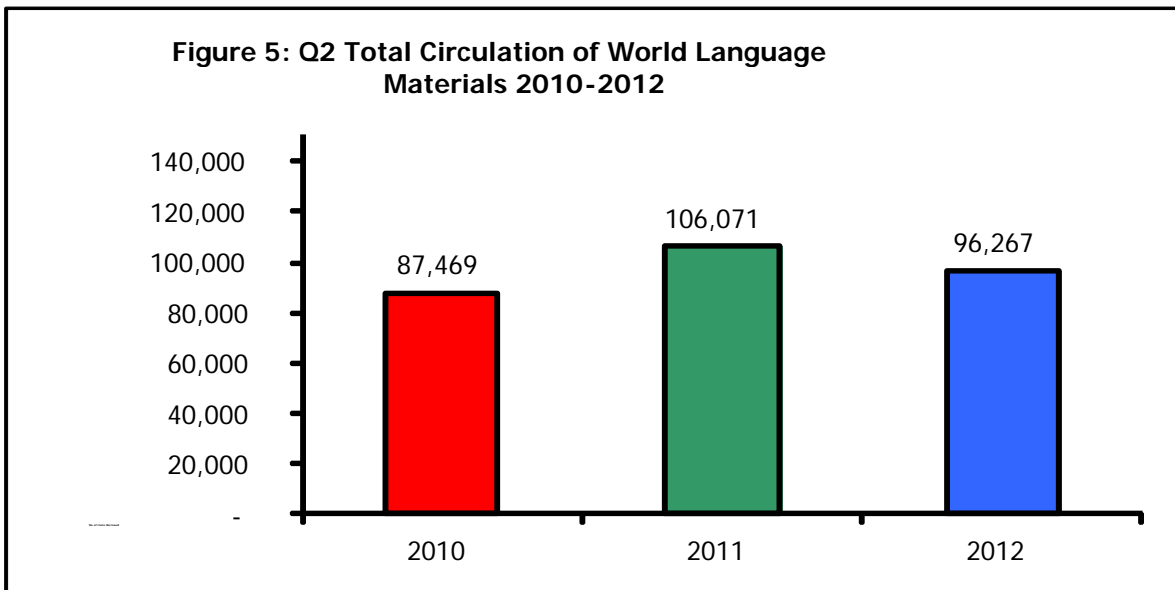


Figure 6 depicts the total monthly circulation of world language materials in Q2 2010 – 2012.

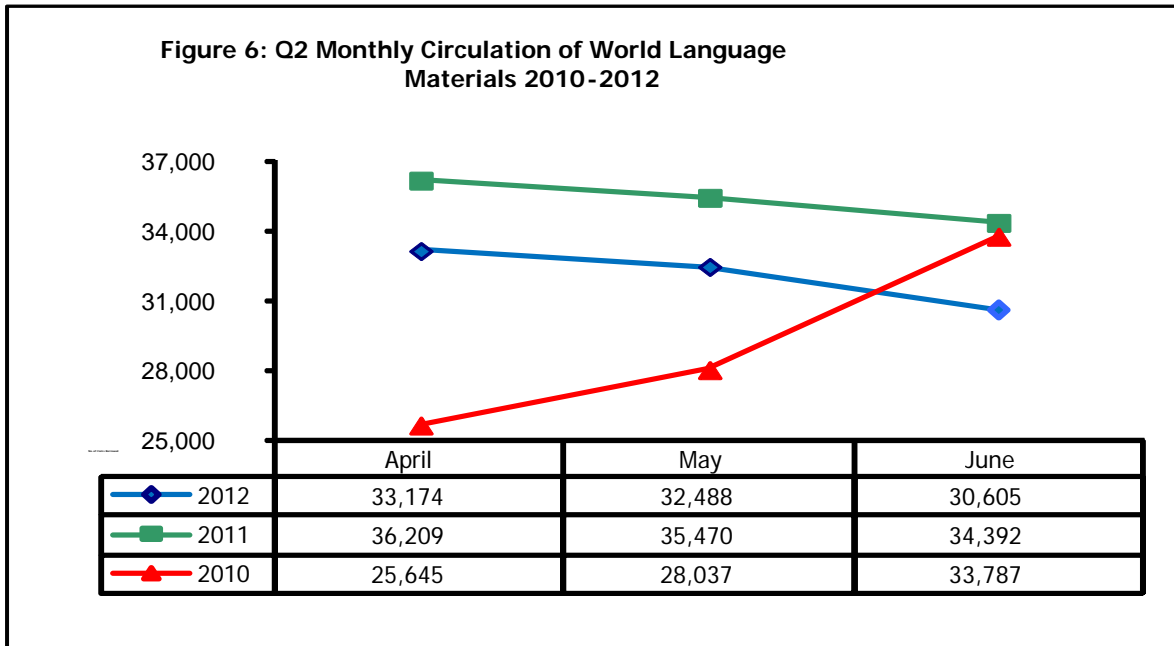


Table 4 provides total circulation data of world language materials for Q2 2012 compared to Q2 2011. Data is provided separately for the nine world languages that the OPL currently and actively collects. The category other languages includes circulation of all other world language materials. Circulation of world language materials in Q2 2012 decreased 9.2% compared to the same period in 2011. The decline in Chinese language materials circulation can be partly attributed to the closure of the Hazeldean branch.

Table 4: Q2 Circulation of World Language Materials 2011-2012				
Language	2012	2011	+/-	% Change
Chinese	31,719	37,076	-5,357	-14.4
Arabic	5,607	3,507	2,100	59.9
Russian	4,777	5,289	-512	-9.7
Hindi	4,534	5,682	-1,148	-20.2
Spanish	2,897	2,980	-83	-2.8
Persian	1,667	1,262	405	32.1
Urdu	254	198	56	28.3
Tagalog	48	114	-66	-57.9
Somali	190	172	18	10.5
Other languages	8,805	11,618	-2,813	-24.2
Multilingual Periodicals	5,504	5,782	-278	-4.8
Total First-time	66,002	73,680	-7,678	-10.4%
Renewals	2012	2011	+/-	% Change
In-branch	2,401	2,477	- 76	-3.1
Web/My Account	27,864	29,914	- 2,050	-6.9
Total Renewals	30,265	32,391	- 2,126	-6.6%
Total Circulation	96,267	106,071	- 9,804	-9.2%

Placement of World Language Collections

In general, world language collections are placed in branches with the greatest number of identified speakers in the community. Circulation of the collections is reviewed annually, which may result in changes to the branches holding the collections.

Table 5 lists the branches where these collections are located.

Table 5: Location of Selected World Language Collections	
Arabic	Alta Vista , Greenboro, Main, Nepean Centrepointe, St-Laurent Travelling collections: Centennial, Beaverbrook, Elmvale Acres, Carlingwood, North Gloucester
Chinese	Chinese materials are shared throughout the system
Hindi	Main, Nepean Centrepointe, Beaverbrook, Cumberland
Persian	Main, Nepean
Russian	Beaverbrook, Main, Nepean Centrepointe, Ruth E. Dickinson, Hazeldean
Spanish	Alta Vista, Carlingwood, Main, St-Laurent, Vanier
Somali	Alta Vista, Elmvale Acres
Tagalog	Main, Elmvale Acres
Urdu	Main

5. Electronic Usage

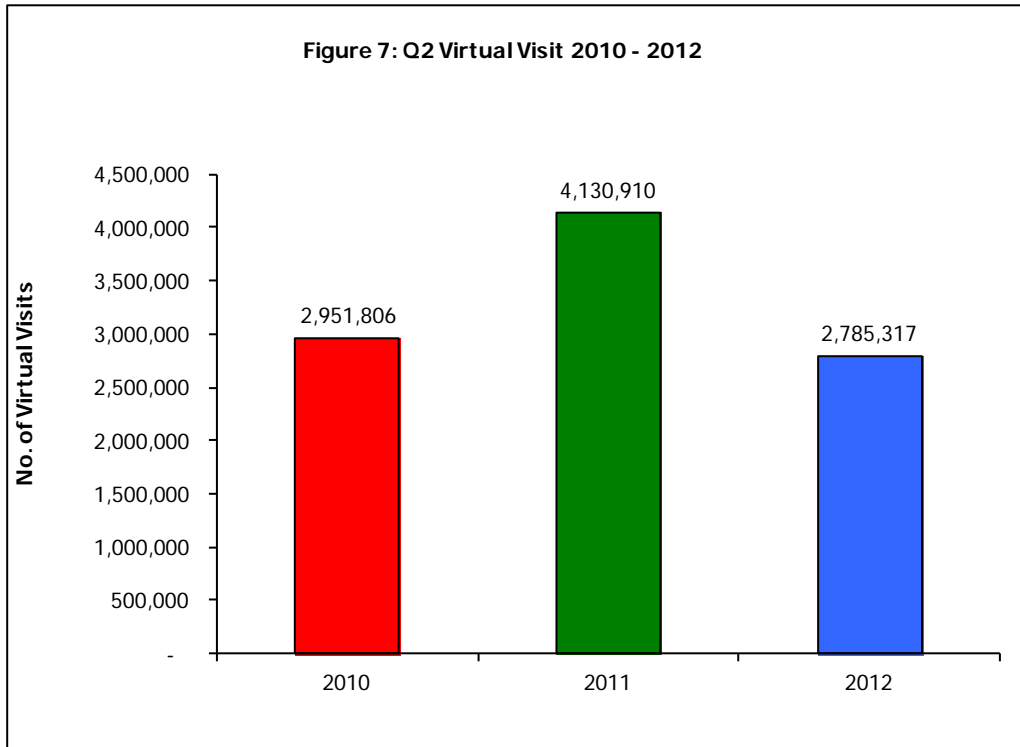
Traditional library usage has evolved to incorporate the convenience of remote access via the Internet. OPL offers a wide range of digital services, including access to the library catalogue and electronic databases, a province-wide digital reference chat service called askON, and the ability to download books and music.

5.1 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. The number of virtual visits in Q2 2012

decreased 32.6% compared to the same period in 2011 and decreased 5.6% compared to the same period in 2010 as a result of a software issue (See Q1 2012 performance report for background¹). During this quarter the number of virtual visits in Q2 2012 decreased 3.2% compared to Q1 2012. Comparatively, electronic visits decreased by 0.5% in Q2 of 2011 compared to Q1 of 2011 supporting an historical consecutive trend.

Figure 7 depicts the number of electronic visits to the OPL in Q2 for the past three years (2010–2012).



5.2 Downloadable audio, music and e-books

Over the past three years OPL has significantly expanded its downloadable media collection. In Q2 of 2010 audio books were the only downloadable format offered. By the fall of 2010 e-books in both French and English languages had been added to the collection. At the beginning of 2011, OPL offered iPod compatible downloadable audio books. By mid 2011 downloadable music and Chinese e-books were added to the service. In March 2012, OPL added Freegal, an electronic database of downloadable music from the Sony music catalogue. At present, OPL offers audio and electronic books and downloadable music for access on personal handheld devices such as MP3's, iPods, eReaders, tablets as well as personal computers.

¹ http://bibliottawalibrary.ca/sites/bibliottawalibrary.ca/files/Board_Docs/120514/Doc%208%20Q1%202012%20Performance%20Report.pdf

Figure 8 depicts the number of downloadable audio books, e-books, and music files borrowed by OPL patrons in Q2 2012 compared to Q2 2011. The number of items downloaded in Q2 2012 is 92.6% higher than for the same period in 2011. The increase can be largely attributed to the promotion of the service and the addition of new downloadable content available through the digital media section of the website.

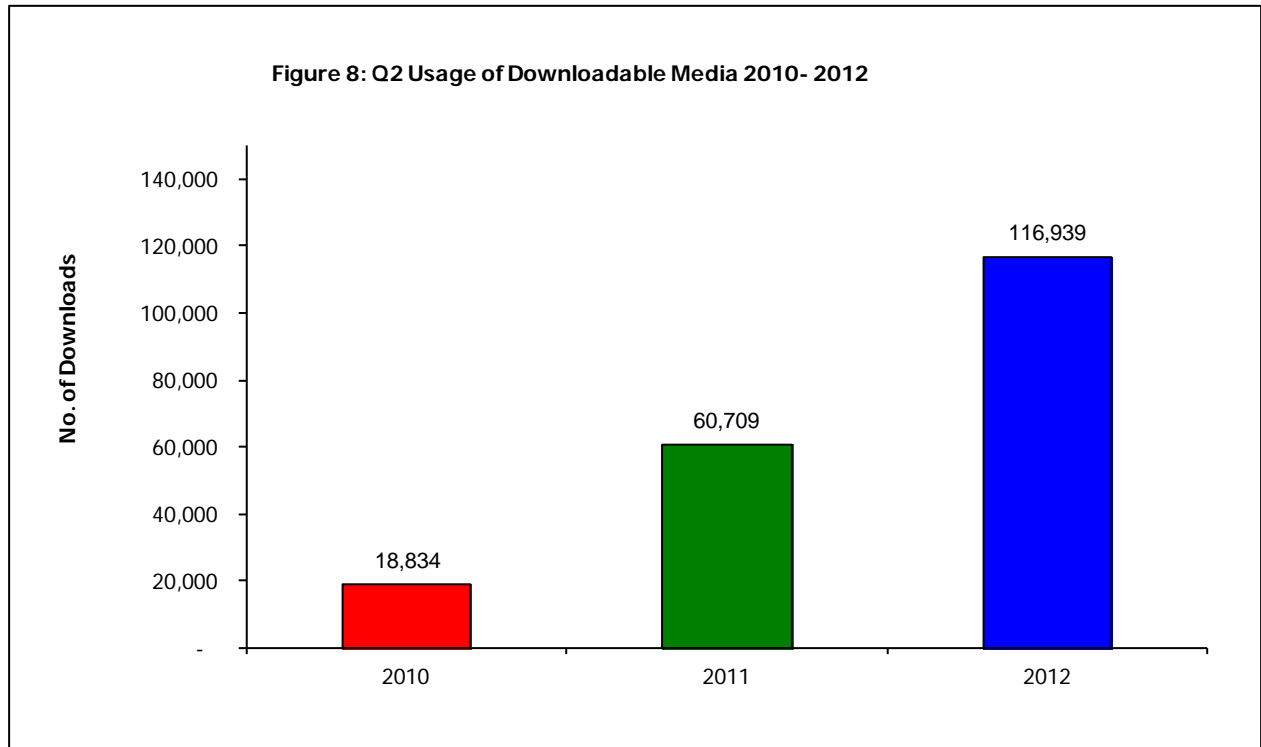


Table 6 depicts total media downloads for Q2 2012 compared to Q2 2011. The large 131% increase in the number of e-books downloaded is a result of an expanding e-book collection. The large increase in music downloads can be attributed to the addition of the Freegal music download service.

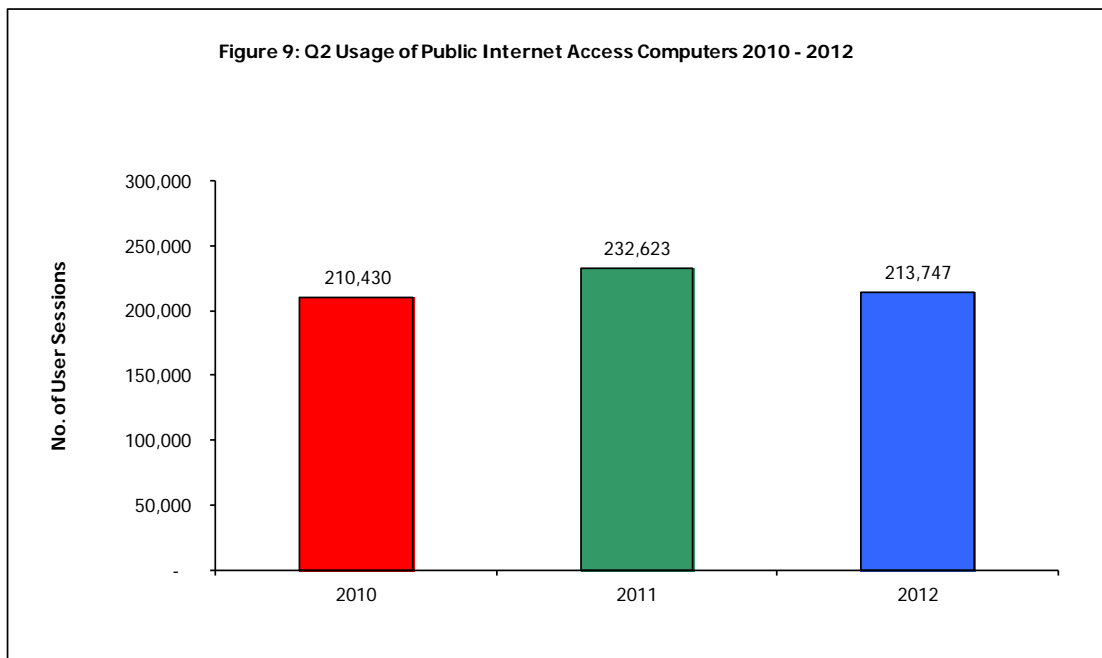
Format	2012	2011	+/-	% Change
E-books	89,155	38,596	50,559	131
Audio Books	14,534	13,078	1,456	11.1
Music	13,250	9,035	4,215	46.7
Total	116,939	60,709	56,230	92.6%

5.3 Public Internet Access Computer Usage

OPL has 423 public access computers at its 33 branches. The computers provide high-speed Internet access and a variety of software applications, including Acrobat Reader, Excel, MSPaint, 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 do not have access, or have limited access to a computer or the Internet.

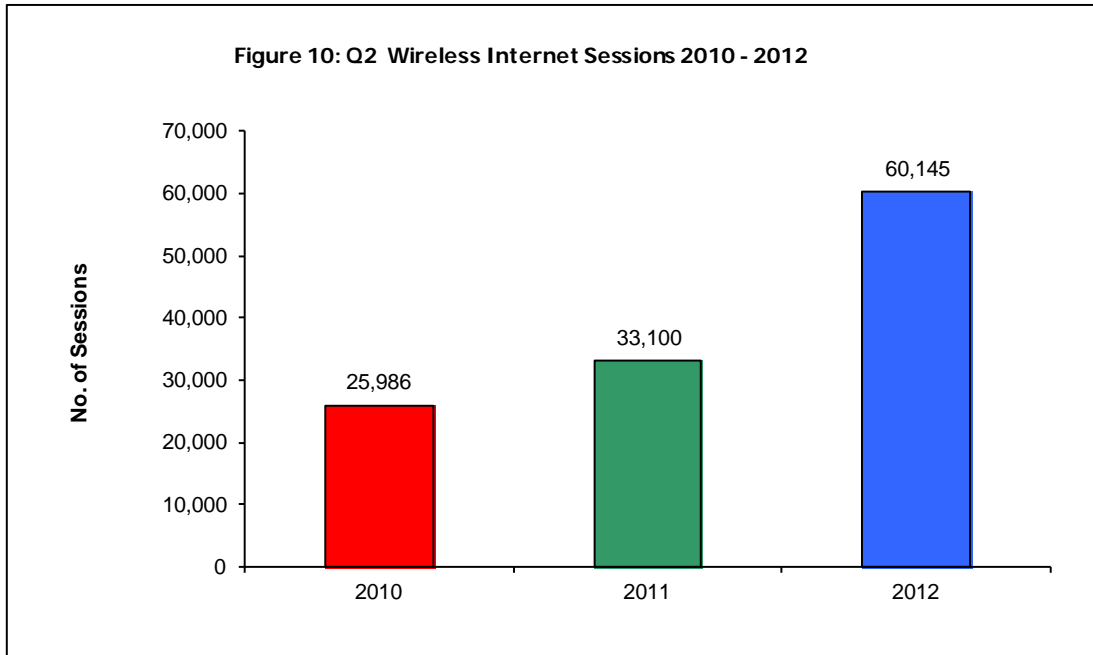
Figure 9 depicts the number of computer sessions initiated on OPL public access computers in Q2 2010–2012. In Q2 2012, the number of sessions decreased 8.1% compared to the same period in 2011 and increased 1.6% compared to Q2 2010. The decrease in Q2 2012 can be partly attributed to the closure of the Hazeldean branch and is further affected by the increasing usage of personal wireless devices.



5.4 Wireless Internet Sessions

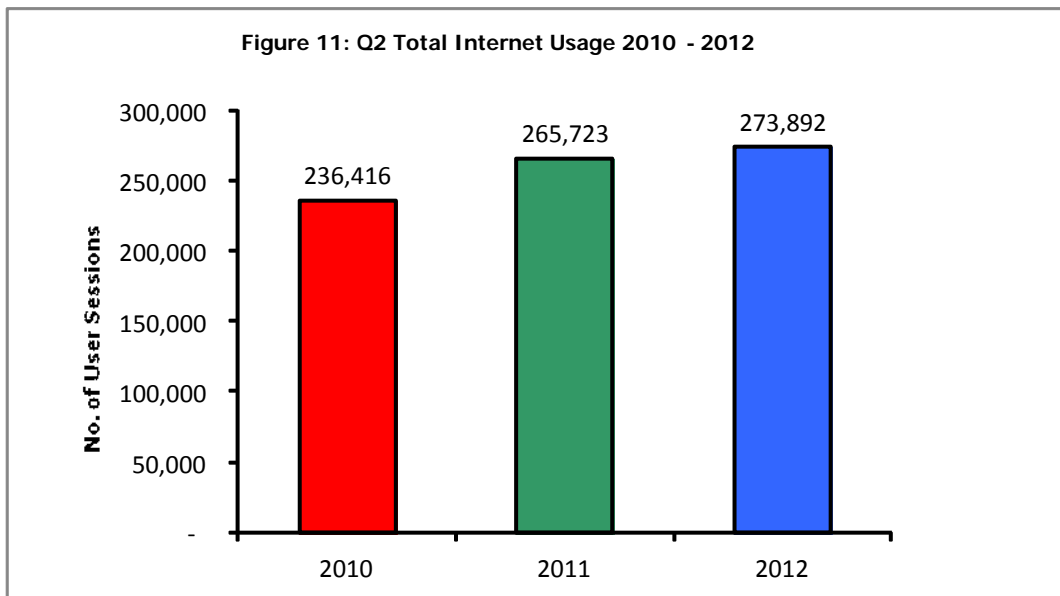
The Ottawa Public Library has wireless Internet service available at all 33 branches.

Figure 10 depicts the number of wireless Internet sessions initiated on the OPL wireless Internet network in Q2 2010 - Q2 2012. In Q2 2012, the number of wireless Internet sessions increased 81.7% over the same period of time in 2011 and increased 131.5% compared to the same period in 2010.



5.5 Total Internet usage

Figure 11 depicts the total number of combined Internet sessions initiated on OPL’s public computers and the OPL’s wireless network from Q2 2010 - Q2 2012. In Q2 2012, the total number of Internet sessions increased 3.1% over the same period of time in 2011 and increased 15.9% compared to the same period in 2010.

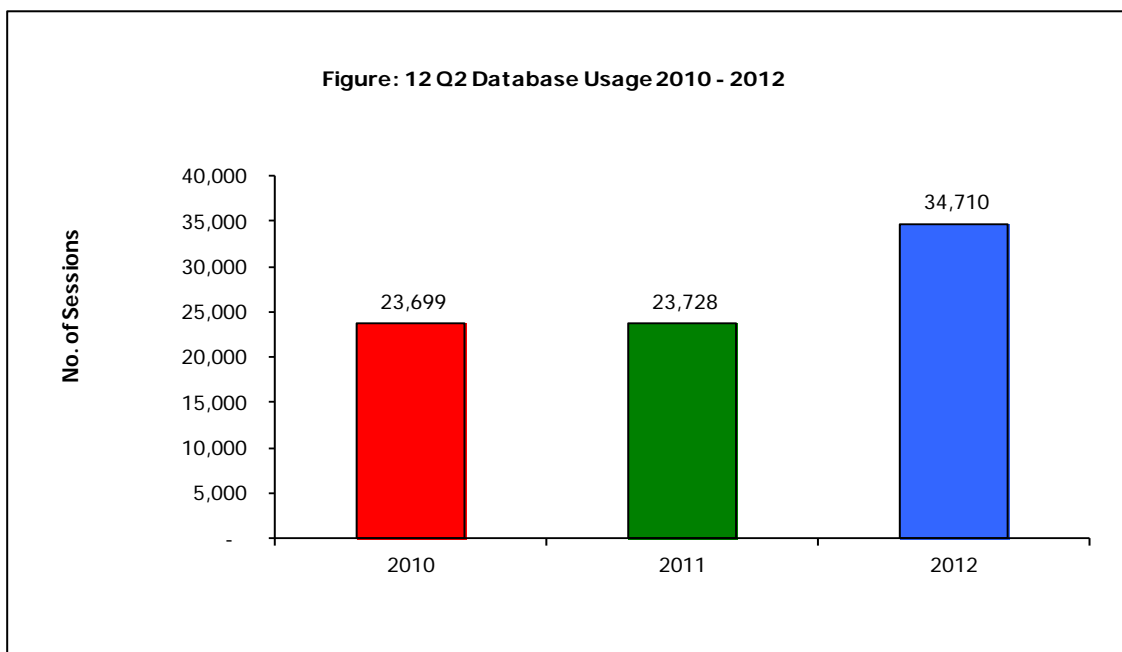


5.6 Library Database Usage

Library databases provide electronic access to the most recent articles from newspapers, magazines and reference resources. OPL offers access to 78 separate database products

most of which can be accessed remotely. Library databases are available in English, French and Chinese. The products offered range from Tumble-books, targeted towards 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.

Figure 12 depicts the number of database accesses for Q2 2010 to 2012. The number of database accesses in Q2 2012 increased 46.3% when compared to the same period in 2011. This can be attributed to an increased usage of the Tumble books database.



6. Programs Offered

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

- Adults (18+ yrs. old)
- Preschoolers/Children (0 – 12 yrs. old)
- Teens (13 – 17 yrs. old)

Programs for preschoolers and their parents or caregivers promote reading readiness. Programs aimed at children promote literacy and research skills, as do many OPL programs offered to teens. Programs targeted at adults range from interest talks to book clubs and computer literacy workshops.

Figure 13 depicts the number of programs offered in Q2 for the past three years (2010 – 2012). The total number of programs offered in Q2 2012 increased 18.1% from the same period in 2011. Adult programs increased 19%, teen programs increased 14.4% and preschool/children’s programs increased 17.9%.

Figure 13: Q2 Library Programs 2010 - 2012

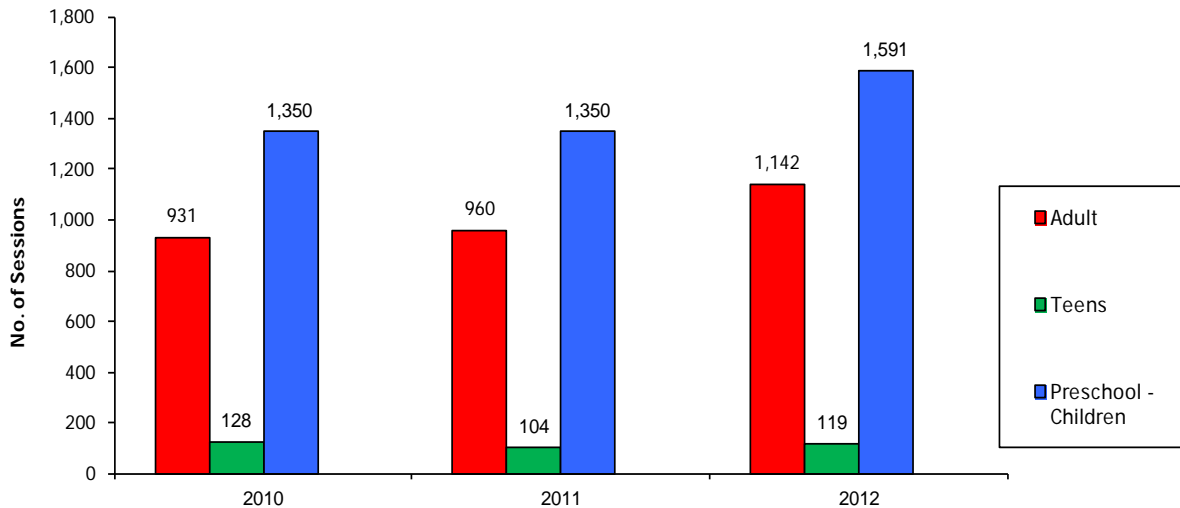


Figure 14 depicts the number of program attendees by audience for the past three years (2010-2012). Comparing Q2 2012 to Q2 2011 the total number of program attendees increased 19.4%.

Figure 14: Q2 Library Program Attendance 2010 -2012

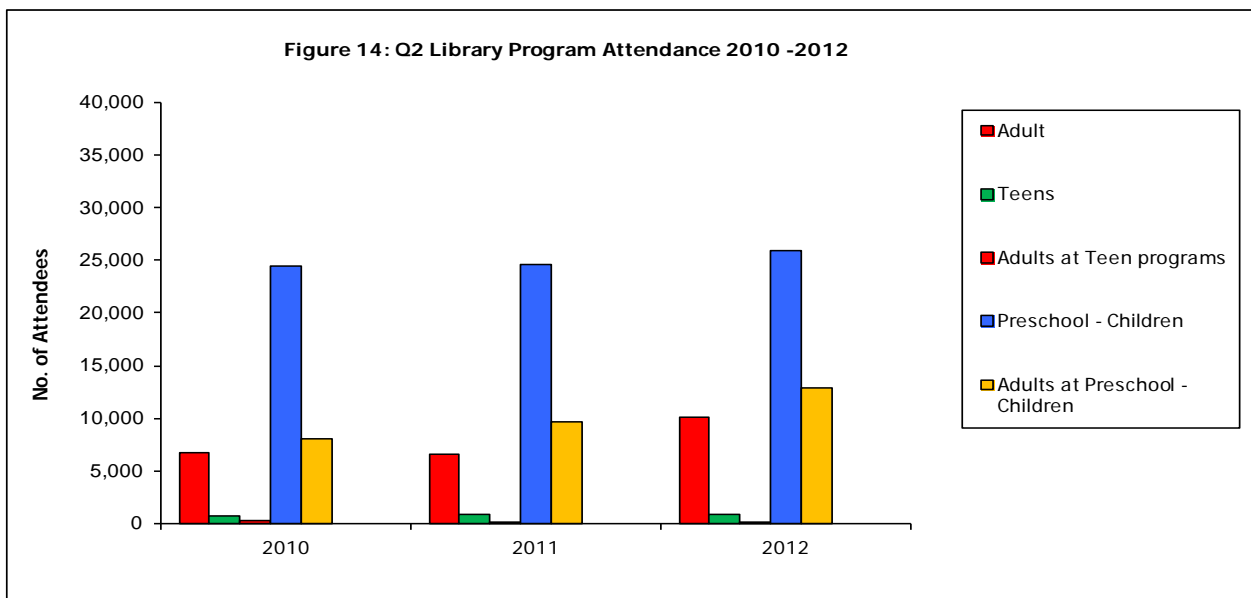


Table 7 depicts total program attendance by audience for the past two years. Total program attendance in Q2 2012 increased 19.4% compared to the same period in 2011. Adult program attendance increased 52.9%, teen program attendance increased 5.7%, and preschool-children program attendance increased 5.1%. The increase in adult programs can be attributed to an increase in programs for newcomers as well as the addition of system wide adult programming.

Table 7: Q2 2011-2012 Program Attendees				
Program	2012	2011	+/-	% Change
Adult	10,129	6,626	3,503	52.9
Teens	920	870	50	5.7
Adults at Teen programs	141	111	30	27
Preschool - Children	25,926	24,670	1,256	5.1
Adults at Preschool - Children	12,864	9,590	3,274	34.1
Total Attendance	49,980	41,867	8,113	19.4%

7. First Quarter Performance Reports to Council 2012

Corporate Planning and Performance Reporting Branch at the City of Ottawa issues a quarterly performance report to City Council. For this report, OPL reports on two Board approved measures:

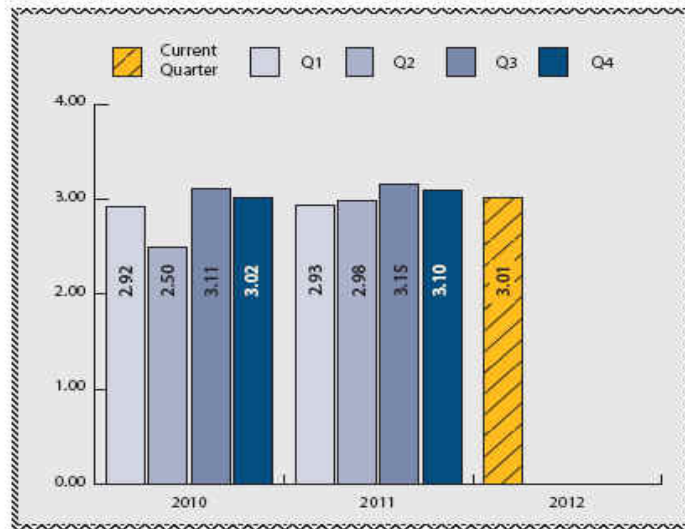
- Circulation per capita (quarterly)
- Number of electronic visits (quarterly)

These measures were selected as they reflect traditional and emerging uses of library service (i.e. circulation and electronic visits). These measures are not comprehensive, but provide a quick snapshot of library activity for Q1 over the past three years (2010-2012) normalized by population.

The text from OPL for the Q1 First Quarter 2012 Performance Report to Council is below.

Ottawa Public Library

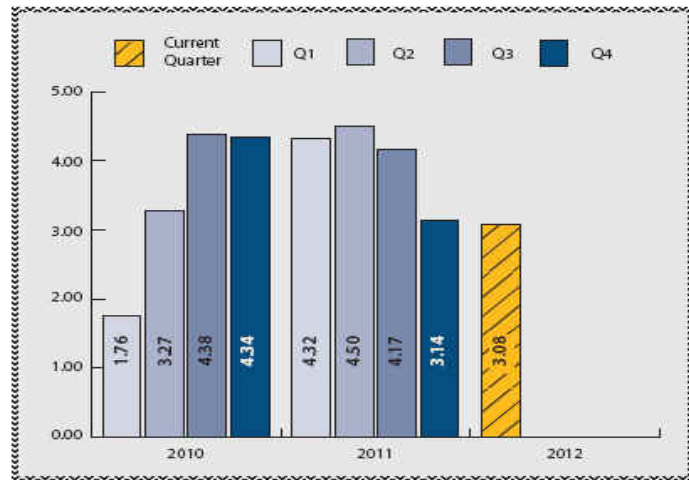
Measure 49: Number of circulations per capita (Library)



In Q1 2012, circulation of materials increased by 4.6% compared to the same period in 2011. Also in Q1 of 2012, the Hazeldean branch closed for renovations and a library depot was set up for customers to pick up and return their requested items. Comparatively, in Q1 of 2011, the Ruth E. Dickinson and Alta Vista branches were closed for renovations.

Measure 50: Number of electronic visits per capita (Library)

During this quarter (Q1 2012), electronic visit data stabilized; however, between Q4 2010 and Q4 2011 there was a decline in virtual visits due to fewer visits reported from public desktops in library branches. The usage increase from Q2 2010 to Q3 2011 corresponds to a change in the way public catalogue PC sessions were handled. Software changes affecting session handling on catalogue PCs in late Q3 2011 decreased the number of hits from these PCs. External use continues to increase, and the library should continue to report stable electronic visit counts.



8. Other Surveys

The Ottawa Public Library submitted the following survey in Q2 of 2012.

- Ontario Municipal Benchmark Survey
- The Annual Survey of Public Libraries (Ministry of Tourism and Culture)
- The Canadian Urban Libraries Council Annual Survey