

COMMUNICATION & COUNSEL

Report: Third Quarter 2012 Performance Report
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Prepared for: Ottawa Public Library Board
Meeting of: November 19, 2012
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Highlights:

Third Quarter 2012 Executive Summary					
	2012	2011	+ / -	% Change	↑ ↓
Third Quarter Circulation					
First time Circulation	2,218,614	2,283,034	-64,420	-2.8%	↓
Renewals	664,491	611,534	52,957	8.7%	↑
Third Quarter First-time Bookmobile Circulation					
Bookmobile	30,831	31,383	-552	-1.8%	↓
Third Quarter French Circulation					
Circulation	241,018	245,608	-4,590	-1.9%	↓
Renewals	81,176	73,735	7,441	10.1%	↑
Third Quarter World Language Circulation					
Circulation	66,302	76,182	- 9,880	-13.0%	↓
Renewals	30,063	30,802	- 739	-2.4%	↓
Virtual Visits	2,849,192	3,823,519	- 974,327	-25.5%	↓
Downloadable Media	125,063	74,258	50,805	68.4%	↑
Public Internet Access PC Usage	218,866	231,417	- 12,551	-5.4%	↓
Library Wireless Internet Usage	56,250	30,768	25,482	82.8%	↑
Library Database Usage	32,365	21,529	10,836	50%	↑
Program Attendance	38,535	42,118	-3,583	-8.5%	↓
Total Third Quarter Circulation	2,883,185	2,894,568	-11,383	-0.4%	↓

The executive summary above compares Q3, 2012 to the same period in 2011. It should be noted that in the month of August, 2011 the OPL experienced the highest total monthly circulation number in its history for that same month. Although the total circulation figures for Q3, 2012 have decreased by 0.4% as compared to Q3, 2011, a comparison to the same period in 2010 yields a 1.7% increase.

In Q3 2012, the 2011 Ontario Municipal Benchmarking Initiative report was released to the public. In the 2011 OMBI Performance Benchmarking Report, the Ottawa Public Library:

- Has the second highest Annual Library Uses Per Capita (39.6)
- Second highest Electronic Library Uses per Capita (19.2)
- Second lowest Library Operating Costs per Use
- Second highest Average Number of Times in Year Circulating Items are Borrowed.

Introduction

The Third Quarter 2012 performance report provides data on the following performance measures for July, August and September of 2012:

1. Circulation of all materials
2. Circulation by bookmobile stop
3. Circulation of French materials
4. Circulation of world language materials
5. Electronic usage, including:
 - 5.1 Virtual visits
 - 5.2 Downloadable audio, music and e-books
 - 5.3 Public internet access computer usage
 - 5.4 Library wireless Internet usage
 - 5.5 Total Internet usage
 - 5.6 Library database usage
6. Programs offered
7. Ontario Municipal Benchmark Initiative results
8. Second Quarter Performance Reports to Council

No events adversely affected services in the third quarter of 2012.

The following events affected service in the third quarter of 2011:

- A software change on catalogue PCs in late Q3 2011 impacted session handling and decreased the number of hits from these PCs. It was confirmed that external use continues to increase and the library should continue to report stable electronic visit usage.

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

- The Sunnyside branch closed November 30, 2009 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.
- The Vanier branch was closed for renovations on June 28, 2010 and reopened in November 20, 2010.
- The Alta Vista branch was closed for renovations on September 7, 2010 and reopened January 21 2011.

1. Total Circulation of all Materials

Figure 1 depicts total Q3 circulation trends for the past three years (2010–2012), including renewals. Circulation in Q3 2012 decreased 0.4% compared to the same period in 2011, and increased 2% compared to the same period in 2010.

Figure 1: Total Q3 Circulation 2010 - 2012

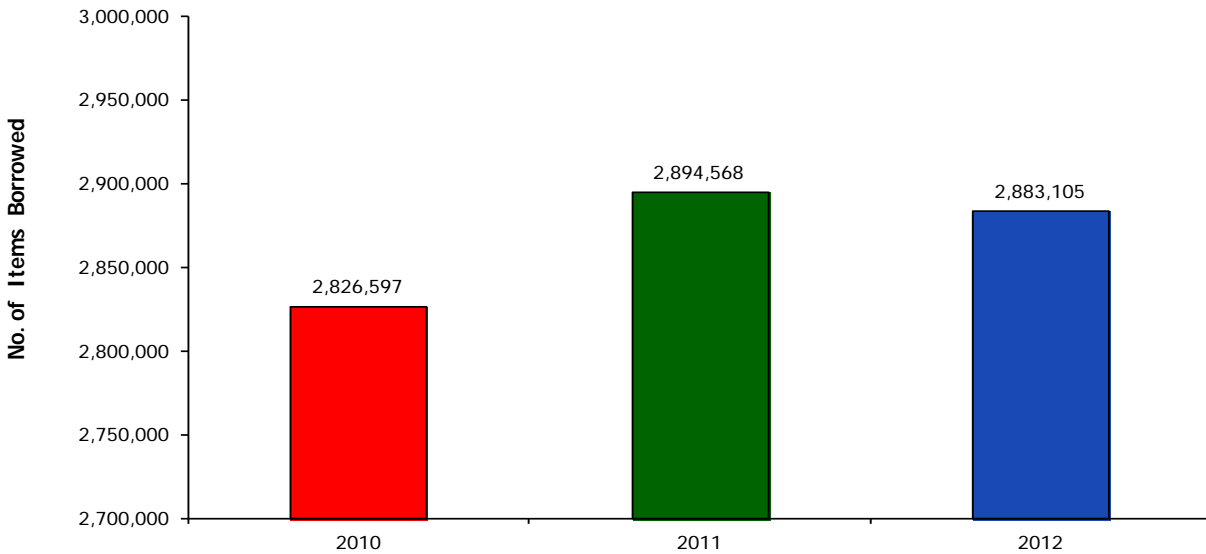


Figure 2 depicts total monthly circulation in Q3 for the past three years (2010 – 2012).

Figure 2: Total Q3 2010 - 2012 Monthly Circulation

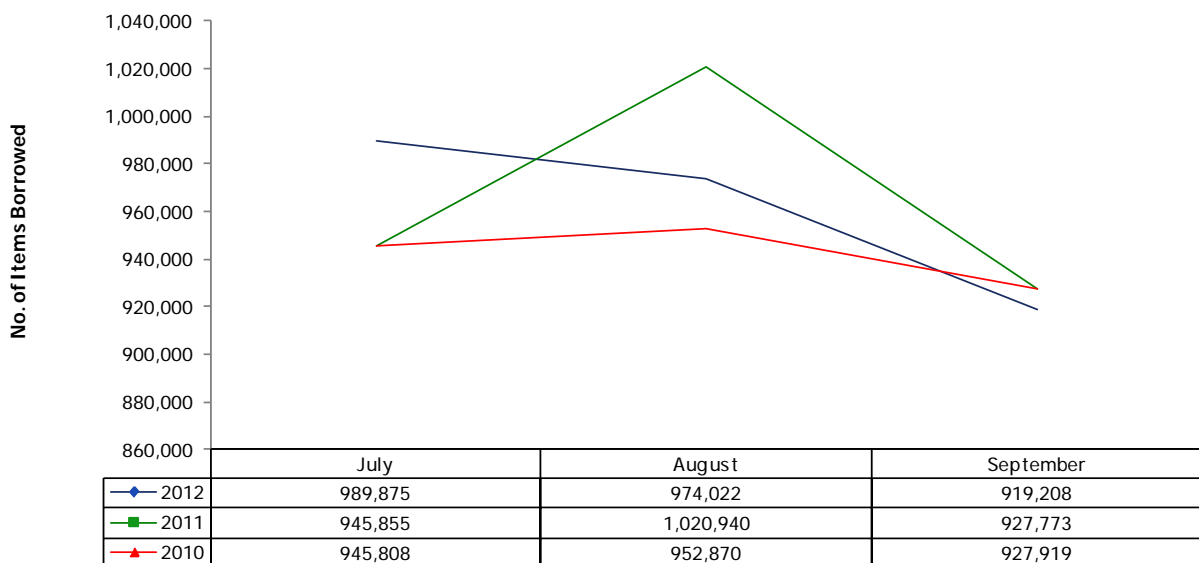


Table 1 provides the quarterly first-time circulation data and renewals for Q3 2012 as compared to Q3 2011. Across the system, total circulation decreased 0.4% compared to the same period in 2011.

Table 1: 2011 -2012 Q3 Circulation						
Branch	2012	2011	+ / -	% Change	Sq footage	Circ per Sq Ft
Alta Vista	84,538	86,360	-1,822	-2.1	15,198	5.6
Beaverbrook	144,494	150,738	-6,244	-4.1	10,000	14.4
Blackburn Hamlet	25,629	28,084	-2,455	-8.7	7,333	3.5
Carlingwood	141,832	145,888	-4,056	-2.8	19,690	7.2
Carp	24,070	24,800	-730	-2.9	5,773	4.2
Centennial	52,545	54,814	-2,269	-4.1	9,744	5.4
Constance Bay	5,471	5,873	-402	-6.8	519	10.5
Cumberland	126,080	127,710	-1,630	-1.3	24,500	5.1
Elmvale Acres	54,833	54,640	193	0.4	7,493	7.3
Emerald Plaza	74,435	74,557	-122	-0.2	5,644	13.2
Fitzroy Harbour	2,754	2,475	279	11.3	673	4.1
Greely	11,606	13,924	-2,318	-16.6	3,000	3.9
Greenboro	113,091	121,417	-8,326	-6.9	29,000	3.9
Hazeldean	96,285	100,185	-3,900	-3.9	9,713	9.9
Main	194,733	239,892	-45,159	-18.8	90,418	2.2
Manotick	31,425	34,797	-3,372	-9.7	4,629	6.8
Metcalfe	8,091	7,560	531	7.0	1,468	5.5
Munster	7,018	7,415	-397	-5.4	1,000	7.0
Nepean Centrepointe	153,778	165,722	-11,944	-7.2	36,940	4.2
North Gloucester	60,670	62,735	-2,065	-3.3	14,300	4.2
North Gower	14,467	15,920	-1,453	-9.1	2,364	6.1
Orléans	94,179	99,768	-5,589	-5.6	17,182	5.5
Osgoode	9,377	10,747	-1,370	-12.7	3,412	2.7
Richmond	11,953	11,947	6	0.1	2,804	4.3
Rideau	43,375	47,330	-3,955	-8.4	7,277	6.0
Rockcliffe Park	19,710	20,153	-443	-2.2	3,005	6.6
Rosemount	66,844	64,582	2,262	3.5	6,089	11.0
Ruth E. Dickinson	143,385	141,475	1,910	1.4	19,000	7.5
St-Laurent	63,314	64,273	-959	-1.5	13,540	4.7
Stittsville	54,263	56,317	-2,054	-3.6	12,700	4.3
Sunnyside	94,593	100,821	-6,228	-6.2	12,014	7.9
Vanier	19,326	19,008	318	1.7	7,308	2.6
Vernon	2,127	2,317	-190	-8.2	1,366	1.6
Bookmobile	30,831	31,383	-552	-1.8		
Homebound Services	10,380	11,415	-1,035	-9.1		
Kiosk	2,049	1,734	315	18.2		
Digital Downloads	125,063	74,258	50,805	68.4		
Total First time	2,218,614	2,283,034	-64,420	-2.8%	405,096	5.5
Renewals	2012	2011	+ / -	% Change		
In-branch	63,087	68,066	-4,979	-7.3		
Online	590,287	533,335	56,952	10.7		
TeleCirc	11,117	10,133	984	9.7		
Total Renewals	664,491	611,534	52,957	8.7		
Total Circulation	2,883,105	2,894,568	-11,463	-0.4%		

2. Circulation by Bookmobile Stop

Table 2 provides the quarterly first-time circulation data by bookmobile stop for Q3 2012 compared to Q3 2011. Total bookmobile circulation in Q3 2012 decreased 1.8% compared to Q3 2011.

Bookmobile stop	2012	2011	+ / -	% Change
Bateman	29	307	-278	-90.6
Bathgate	560	611	-51	-8.3
Bayshore	3,413	3,621	-208	-5.7
Blossom Park	520	827	-307	-37.1
Bayview	2,535	2,377	158	6.6
Bridlewood	544	0	544	-
Caldwell	321	693	-372	-53.7
Cambridge	1,609	2,204	-595	-27.0
Carleton Heights	1,010	708	302	42.7
Carlsbad Springs	517	85	432	508.2
Grant Alternative	485	355	130	36.6
Clearview	572	536	36	6.7
Youville (Family Lit)	817	528	289	54.7
Farley Mowat	1,958	3,183	-1225	-38.5
Hunt Club Centre	1,051	1,016	35	3.4
Mcgregor	2,893	3,209	-316	-9.8
Navan	242	280	-38	-13.6
Regina	1,498	1,461	37	2.5
Riverside Mall	1,698	1,371	327	23.9
Sarsfield	333	201	132	65.7
St. Jerome - Riverside South	6,774	6,586	188	2.9
Vars	1,452	1,224	228	18.6
Total	30,831	31,383	-552	-1.8%

3. Circulation of French Language Materials

OPL is the largest officially bilingual (English-French) public library in North America. Ottawa has the third-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 Q3 French material circulation trends for the past three years (2010–2012), including renewals. Circulation of French materials in Q3 2012 increased 0.9% when compared to the same period in 2011 and increased 7.2% compared to the same period in 2010.

Figure 3: Q3 Circulation of French Language Materials 2010 - 2012

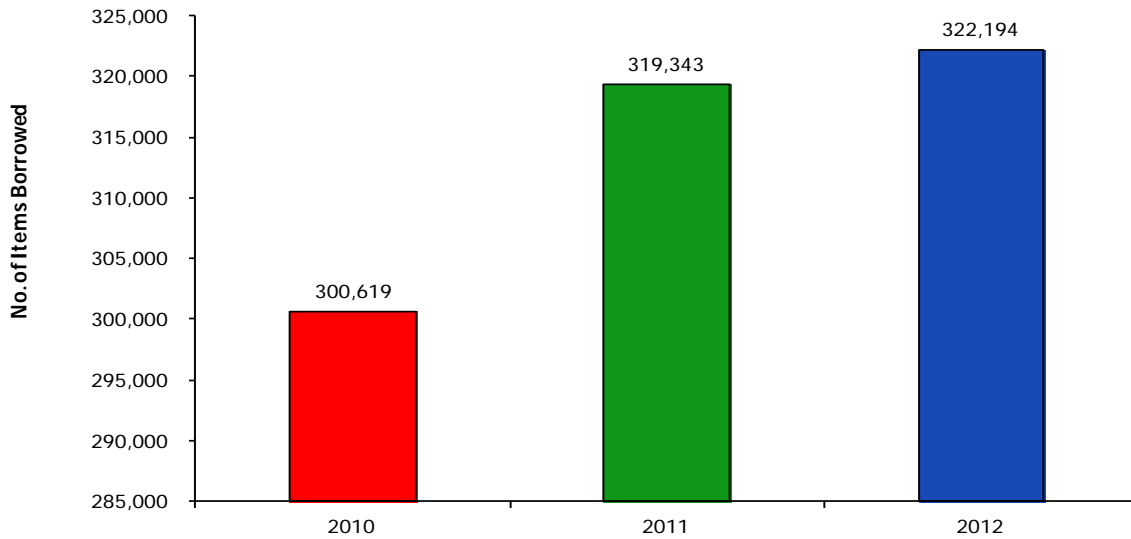


Figure 4 depicts total circulation of French materials in Q3 for the past three years (2010–2012).

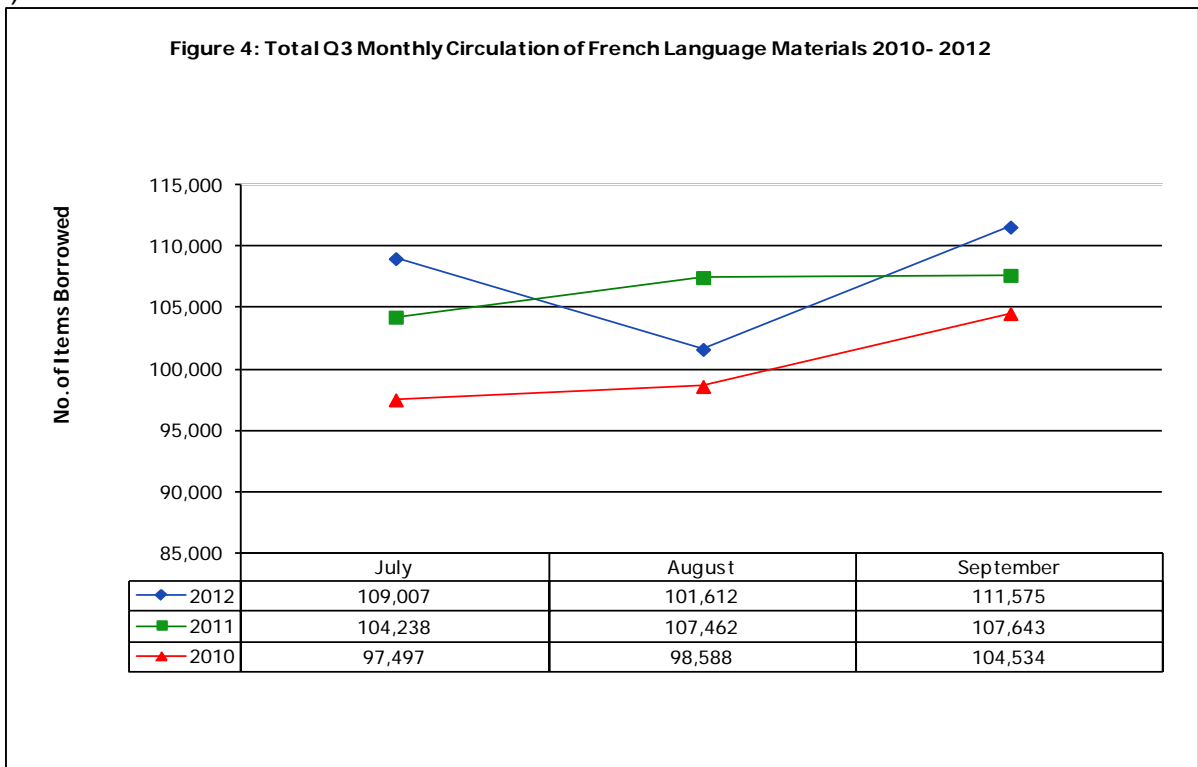


Table 3 provides the total circulation for French materials by branch for Q3 2012 compared to Q3 2011. Total French circulation increased 0.9% compared to the same period last year.

Table 3: 2011-2012 Q3 French Language Circulation				
Branch	2012	2011	+ / -	% Change
Alta Vista	10,238	10,346	-108	-1.0
Beaverbrook	14,718	13,817	901	6.5
Blackburn Hamlet	3,335	2,723	612	22.5
Carlingwood	10,555	10,223	332	3.2
Carp	1,449	1,325	124	9.4
Centennial	3,110	3,270	-160	-4.9
Constance Bay	133	172	-39	-22.7
Cumberland	29,927	29,348	579	2.0
Elmvale Acres	7,020	6,868	152	2.2
Emerald Plaza	5,003	4,829	174	3.6
Fitzroy Harbour	28	35	-7	-20.0
Greely	785	925	-140	-15.1
Greenboro	14,835	13,830	1,005	7.3
Hazeldean	9,000	7,897	1,103	14.0
Main	19,401	27,346	-7,945	-29.1
Manotick	2,651	3,071	-420	-13.7
Metcalf	328	193	135	69.9
Munster	263	87	176	202.3
Nepean Centrepointe	11,060	11,157	-97	-0.9
North Gloucester	11,096	10,926	170	1.6
North Gower	565	406	159	39.2
Orléans	20,292	20,579	-287	-1.4
Osgoode	294	1,016	-722	-71.1
Richmond	336	478	-142	-29.7
Rideau	6,373	7,295	-922	-12.6
Rockcliffe Park	1,581	1,901	-320	-16.8
Rosemount	6,106	4,994	1,112	22.3
Ruth E. Dickinson	15,142	14,800	342	2.3
St-Laurent	13,940	13,502	438	3.2
Stittsville	3,952	3,904	48	1.2
Sunnyside	7,698	8,013	-315	-3.9
Vanier	5,223	5,999	-776	-12.9
Vernon	58	156	-98	-62.8
Bookmobile	3,933	3,318	615	18.5
Homebound Services	567	848	-281	-33.1
Kiosk	23	11	12	109.1
Total First time	241,018	245,608	-4,590	-1.9%
Total Renewals	2012	2011	+ / -	% Change
In-branch	10,467	9,906	561	5.7
Web/My Account	70,709	63,829	6,880	10.8
Total	81,176	73,735	7,441	10.1%
Total Circulation	322,194	319,343	2,851	0.9%

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 Q3 world language circulation trends for the past three years, including renewals. Circulation of world language materials in Q3 2012 decreased 9.9% compared to the same period in 2011 and decreased 16.3% compared to the same period in 2010.

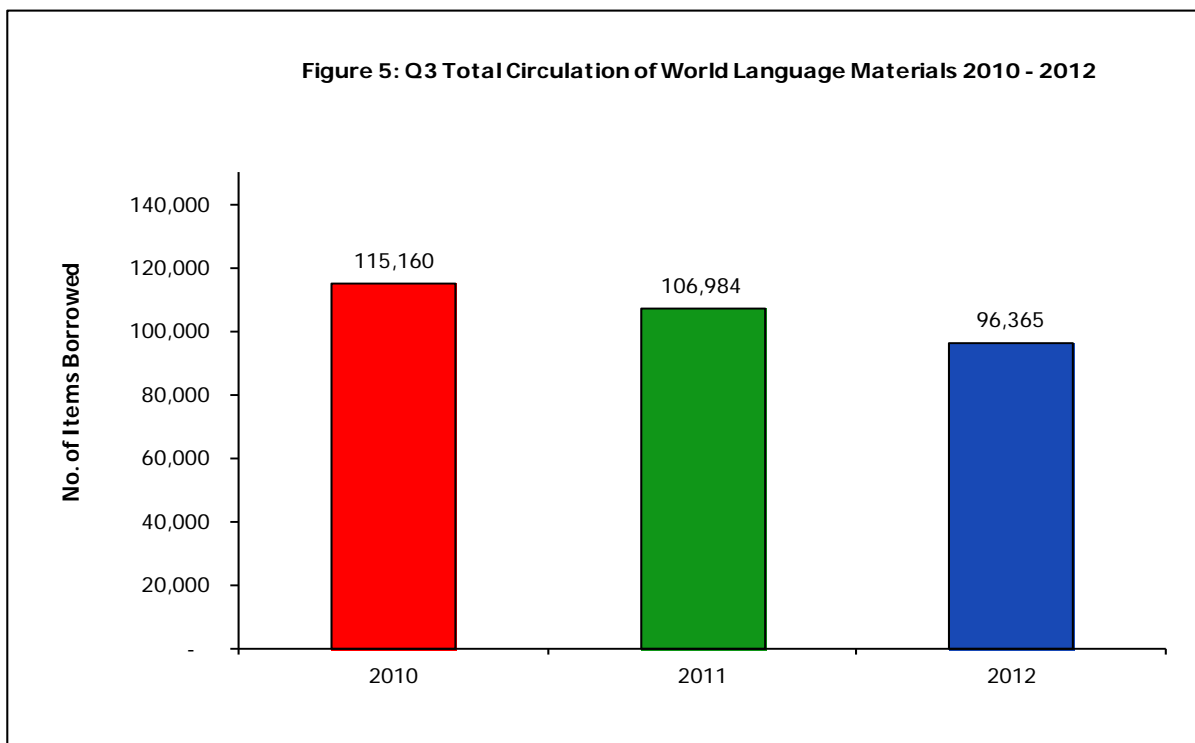


Figure 6 depicts the total monthly circulation of world language materials in Q3 2010 – 2012.

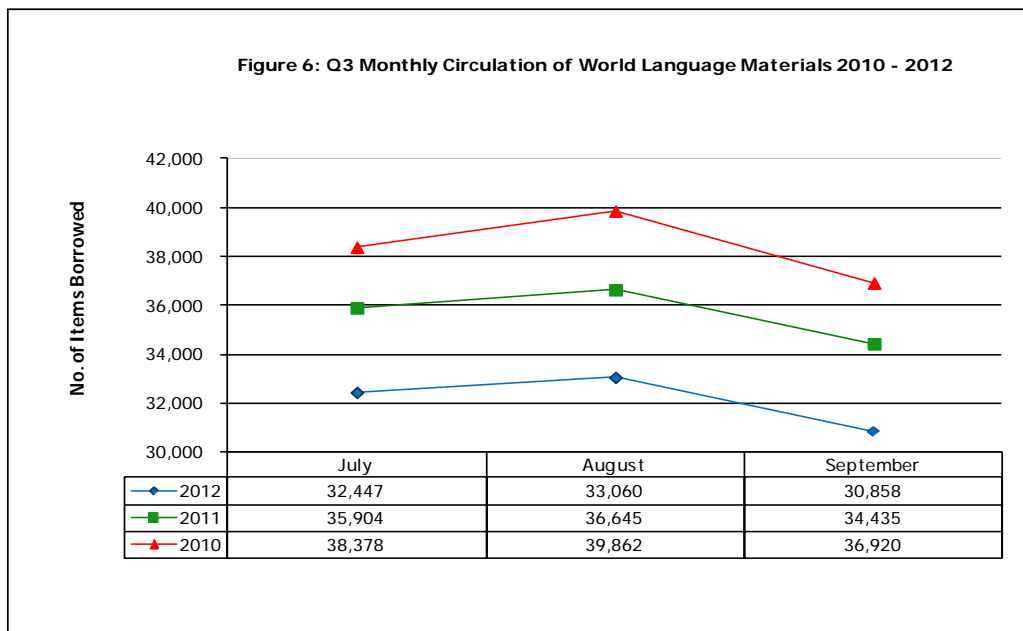


Table 4 provides total circulation data of world language materials for Q3 2012 compared to Q3 2011. Data is provided separately for the nine world languages that the OPL currently and actively collects. The category other languages includes circulation of all other world language materials. Circulation of world language materials in Q3 2012 decreased 9.9% compared to the same period in 2011.

Table 4: 2011-2012 Q3 Circulation of World Language Materials					
Language	2012	2011	+/-	% Change	
Chinese	31,529	36,701	- 5,172	-14.1	
Arabic	5,175	5,595	- 420	-7.5	
Russian	5,394	5,793	- 399	-6.9	
Hindi	3,851	5,028	- 1,177	-23.4	
Spanish	3,167	3,211	- 44	-1.4	
Persian	1,959	1,619	340	21.0	
Urdu	258	191	67	35.1	
Tagalog	65	113	- 48	-42.5	
Somali	248	189	59	31.2	
Other languages	9,214	10,937	- 1,723	-15.8	
Multilingual Periodicals	5,442	6,805	- 1,363	-20.0	
Total First-time	66,302	76,182	- 9,880	-13%	
Renewals	2012	2011	+/-	% Change	
In-branch	2,552	2,450	102	4.2	
Online	27,511	28,352	- 841	-3.0	
Total Renewals	30,063	30,802	- 739	-2.4%	
Total Circulation	96,365	106,984	- 10,619	-9.9%	

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, Emerald Plaza
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

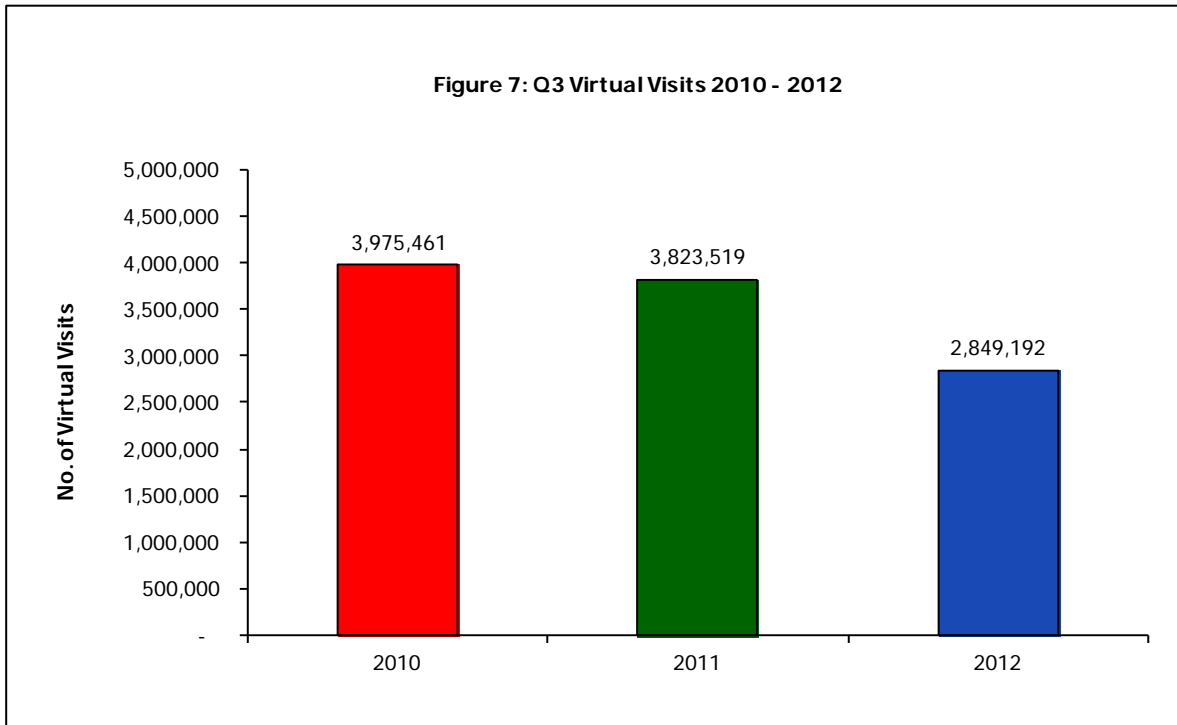
5. Electronic Usage

Traditional library usage has evolved to incorporate the convenience of remote access via the Internet and through mobile device applications. 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 the on-line library catalogue. The number of virtual visits in Q3 2012 decreased 25.5% compared to the same period in 2011 and decreased 28.3% compared to the same period in 2010. A software change on catalogue PCs in late Q3 2011 has impacted session handling and decreased the number of hits from these PCs only as reported in the Q1 2012 performance report. We have confirmed that external use continues to increase and the library should continue to report stable electronic visit usage. During this quarter the number of virtual visits increased by 2.3% compared to the number of virtual visits in Q2 2012.

Figure 7 depicts the number of virtual visits to the OPL in Q3 for the past three years (2010–2012).



5.2 Downloadable audio, music and e-books

Over the past three years OPL has expanded its downloadable media collection. In Q2 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. In Q3 2012 the Naxos music library was added, offering streaming access to over one million tracks ranging from classical and jazz to world music. 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.

Figure 8 depicts the number of downloadable audio books, e-books, and music files borrowed by OPL patrons in Q3 2012 compared to Q3 2011. The number of items downloaded in Q3 2012 is 68.4% 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.

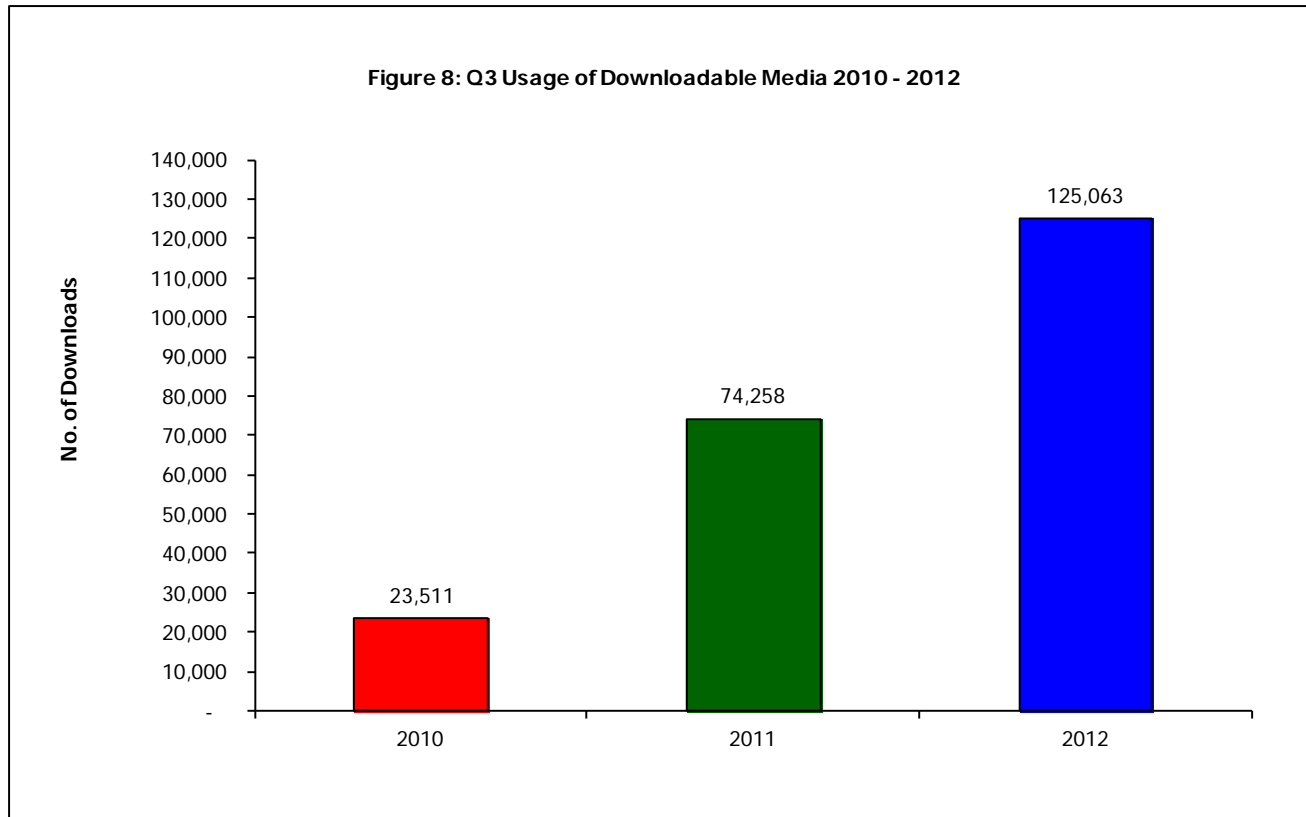


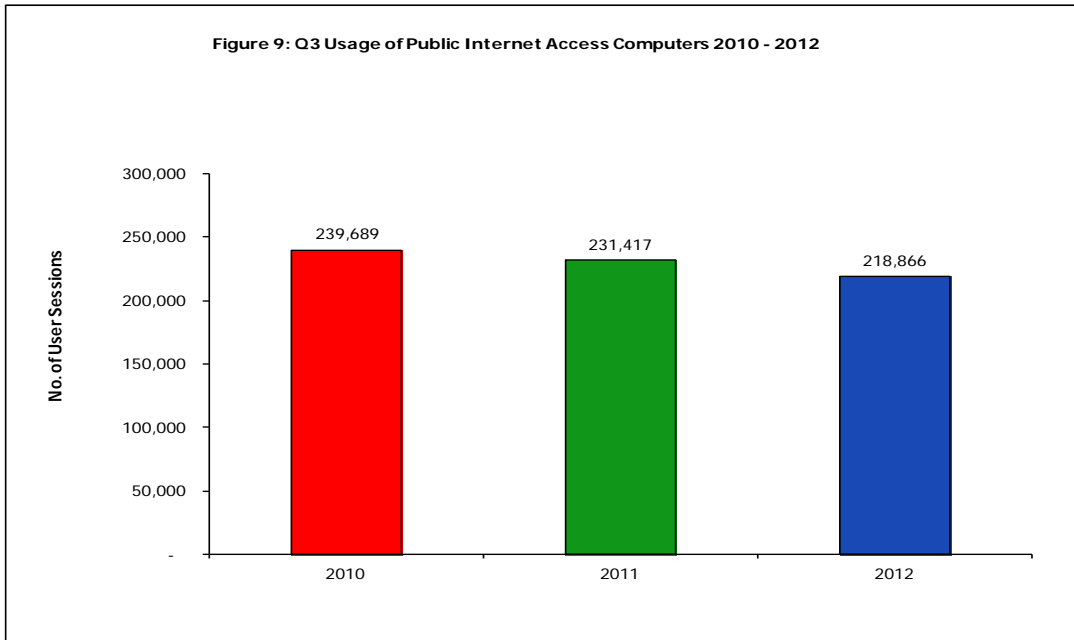
Table 6 depicts total media downloads for Q3 2012 compared to Q3 2011. The 86.7% increase in the number of e-books downloaded is a result of an expanding e-book collection. The significant increase in music downloads can be attributed to increasing awareness of the Freegal music download service.

Format	2012	2011	+/-	% Change
E-books	96,131	51,486	44,645	86.7
Audio Books	16,054	13,908	2,146	15.4
Music	12,878	8,864	4,014	45.3
Total items checked out	125,063	74,258	50,805	68.4%

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. 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.

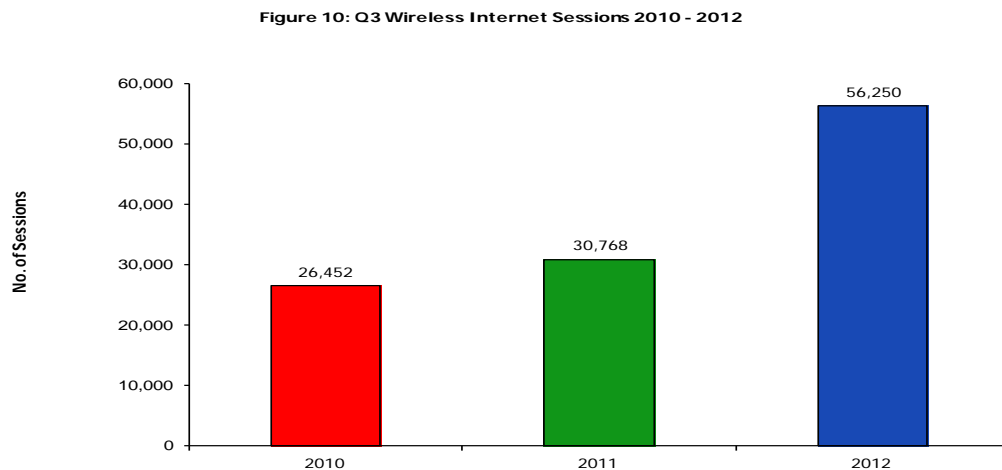
Figure 9 depicts the number of computer sessions initiated on OPL public access computers in Q3 2010–2012. In Q3 2012, the number of sessions decreased 5.4% compared to the same period in 2011 and decreased 8.7% compared to Q3 2010. The decrease in Q3 2012 can be partly attributed to the increasing usage of wireless mobile devices.



5.4 Wireless Internet Sessions

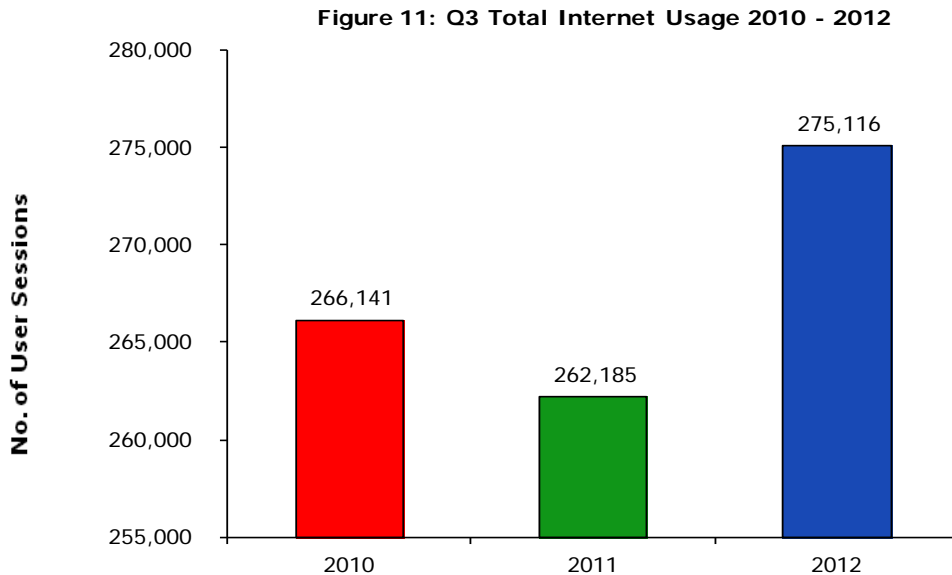
The Ottawa Public Library provides wireless Internet service available at all 33 branches.

Figure 10 depicts the number of wireless Internet sessions initiated on the OPL wireless Internet network in Q3 2010 - Q3 2012. In Q3 2012, the number of wireless Internet sessions increased 82.8% over the same period of time in 2011 and increased 112.6% 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 for Q3 2010 - Q3 2012. In Q3 2012, the total number of Internet sessions increased 4.9% over the same period of time in 2011.

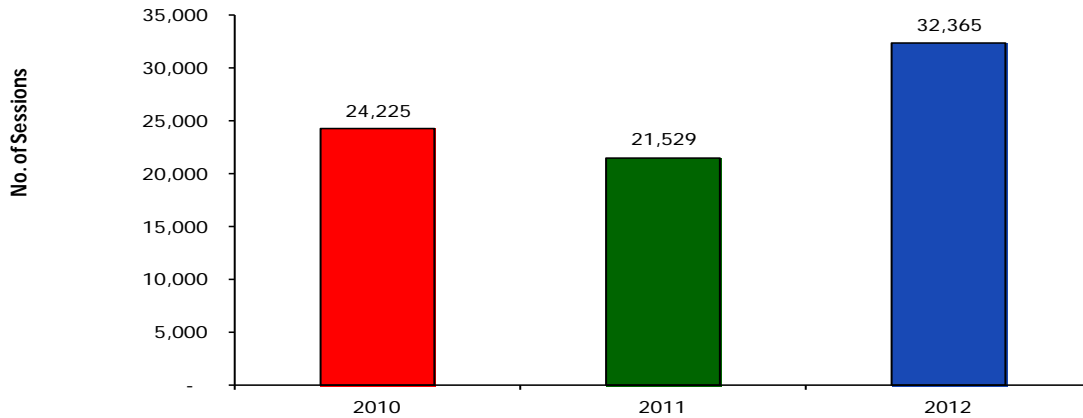


5.6 Library Database Usage

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 Q3 2010 to Q3 2012. The number of database accesses in Q3 2012 increased 50% when compared to the same period in 2011. The increase can be attributed to an increased usage of the Tumble books database.

Figure: 12 Q3 Database Usage 2010- 2012



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 Q3 for the past three years (2010 – 2012). The total number of programs offered in Q3 2012 increased 15% from the same period in 2011. Adult programs increased 21.5%, teen programs decreased 1.1% and preschool/children’s programs increased 12.5%.

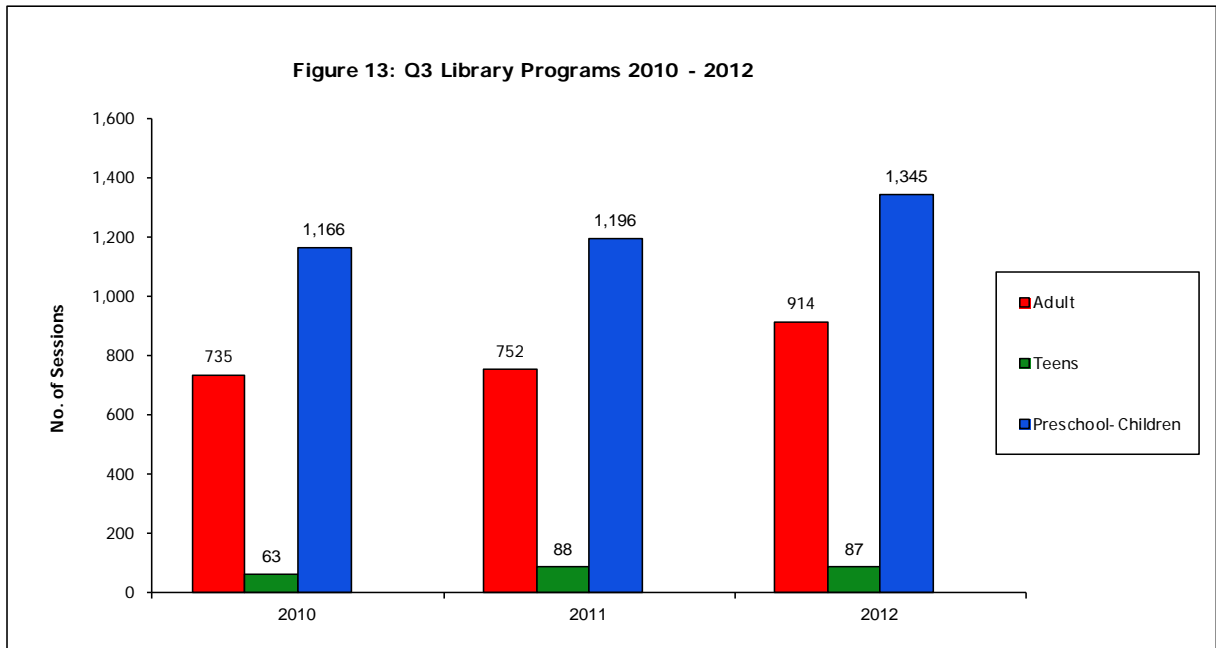


Figure 14 depicts the number of program attendees by audience for the past three years (2010-2012). Comparing Q3 2012 to Q3 2011 the total number of program attendees decreased 8.5% and increased by 9% compared to the same quarter in 2010.

Figure 14: Q3 Library Program Attendance 2010 -2012

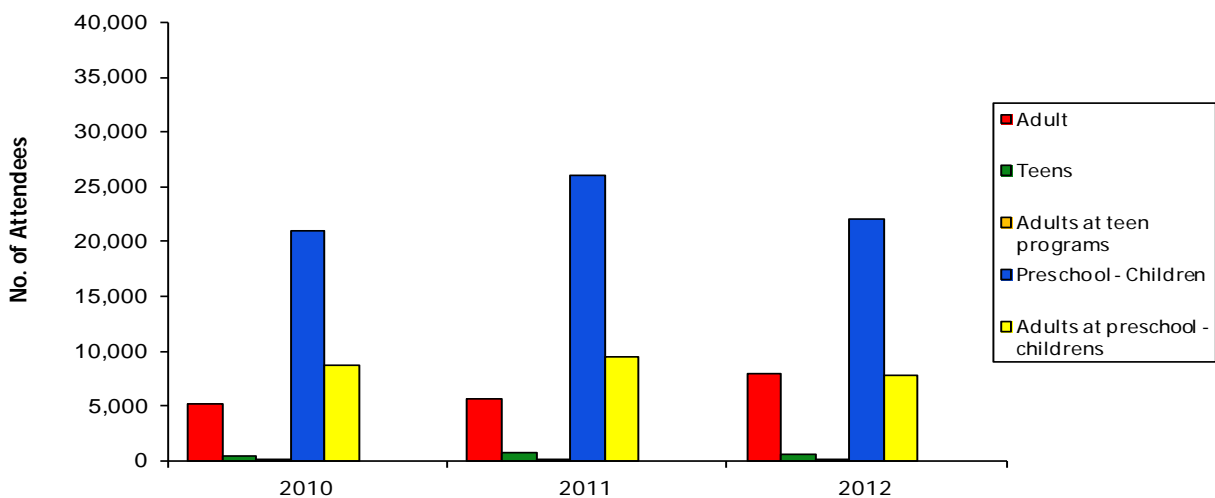


Table 7 depicts total program attendance by audience for the past two years. Total program attendance in Q3 2012 decreased 8.5% compared to the same period in 2011. Adult program attendance increased 39.5%, teen program attendance decreased 1.1%, and preschool-children program attendance decreased 15.3%. 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.

Program	2012	2011	+/-	% Change
Adult	7,913	5,672	2,241	39.5%
Teens	684	815	-131	-16.1%
Adults at teen programs	69	118	-49	-41.5%
Preschool - Children	22,068	26,039	-3,971	-15.3%
Adults at Preschool - Children	7,801	9,474	-1,673	-17.7%
Total Attendance	38,535	42,118	-3,583	-8.5%

7. Ontario Municipal Benchmarking Initiative (OMBI)

The Ottawa Public Library participates in OMBI on an annual basis. The 2011 OMBI Performance Measurement Report is the result of an annual data call process for 16 municipalities across Ontario and provides an ability to compare (benchmark) OPL performance data to other library systems within the province such as Toronto, Hamilton, Windsor and London.

Table 8 shows a two year history of the OPL OMBI results.

Measure	2010	2011
Library uses/capita	36.7	39.6
Annual circulation/capita	11.41	11.75
Library holdings	2.4M	2.35M
Number of library holdings/capita	2.66	2.54
Number of square feet/capita	0.46	0.48
Annual \$ amount spent on library materials/capita	5.55	5.36
Library \$ cost/use	\$1.34	\$1.39
Operating \$/capita	\$49.13	\$54.85
Annual number of library service hours/capita	0.09	0.09
Electronic Library Uses per Capita	16.3	19.2

Within the 2011 OMBI results, the Ottawa Public Library has:

- Lowest cost per use @ \$1.39/use
- 2nd highest annual library uses per capita @ 39.6
- Highest electronic library uses per capita @ 19.2

8. Second Quarter Performance Reports to Council 2012

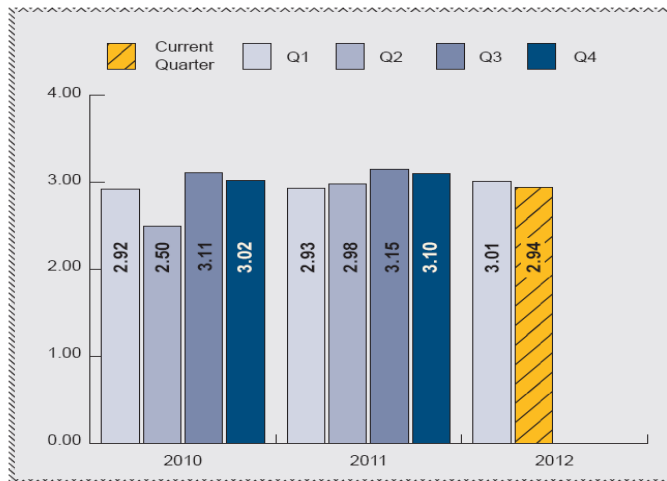
Corporate Planning and Performance Reporting Branch at the City of Ottawa issues a quarterly performance report to City Council. For this report, OPL reports on two Board approved measures:

- 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 Q2 over the past three years (2010-2012) normalized by population. The text from OPL for the Second Quarter 2012 Performance Report to Council is below.

Ottawa Public Library

Measure 45: Number of circulations per capita (Library)



In Q2 2012, circulation of materials increased by 0.3 per cent compared to the same period in 2011. Also in Q2 of 2012, the Hazeldean branch was closed from January 23 until June 14 for improvements. During this time, a library depot was set up for customers to pick up and return their requested items.

Measure 46: Number of electronic visits per capita (Library)

During this quarter, per capita electronic visits declined by 3.2 per cent compared to Q1 2012. This decline can be attributed to the closure of the Hazeldean branch for renovations. Comparatively, per capita electronic visits increased by 4.2 per cent in Q2 of 2011 compared to Q1 of 2011.

