

Date of Meeting: September 26, 2024
Report Number: A43-24
Report Subject: Second Quarter (Q2) Operations Report 2024

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A43-24: Second Quarter Operations Report 2024.

Report Overview:

The purpose of this report is to update the Library Board on service transactions for the first quarter (Q2) from April 1, 2024 – June 30, 2024, from a system-wide perspective. Location based information and an infographic are included in Appendices A & B for information only.

Summary

For the first time since the pandemic, CLMA has seen a relative stabilization of KPIs in comparison with the previous year's statistics. There are some variations in service levels, but generally, they are attributed to exceptionalities in services and are not indicative of overall usage trends.

Circulation

- Physical materials: Print usage has increased 5% over Q2 2023 where multimedia has decreased 7% over last year's usage.
- Electronic materials (eMaterials): includes eBooks, eAudiobooks, eMagazines, and video streaming eMaterials have seen no change from Q2 2024 over Q2 2023.
- Special collections: Usage of these collections continue to increase, by 116% over Q2 2023. These collections include new items such as snowshoes, cognitive care kits, new community passes, Spanish Wonderbooks, Junior Book Club in a Bag kits, and Bookworm Bundles.

Visits

- Overall, visits to CLMA locations have increased by 13% over 2023.
 - With the re-opening of the Orono Library after renovations, the branch has seen a 440% (approximately 1,300 more visitors) increase in foot traffic, compared to Q2 2023.
 - Visits to the Sarah Jane Williams Heritage Centre have decreased by 24%, or 286 less visitors, compared to Q2 2023.

Digital Usages (Computers & Wi-Fi)

- Computer use: Computer use has increased 19% over Q2 2023.
- Wi-Fi use: Wi-Fi usage has decreased 11% over 2023.

Website Visits & Social Media

- Website visits & app: The CLMA launched our new website in Q3 2023 and have seen an increase of 20% over Q2 2023 with the new website and the restoration of the CLMA app in February 2024.
- LiveChat, an instant messaging service, was introduced to the CLMA's new website in Q3 2023. This service was used 307 times in Q2 2024. The service continues to receive over 300 uses per quarter and a more fulsome usage comparison will be available in later in 2024.

Social media impressions have decreased by 51% in comparison with Q2 2023. Contributing to the decrease in social media impressions is the lack of statistics available from X/Twitter. In Q2 2024, X announced they would be moving statistics behind a paywall. CLMA has opted to not purchase access, as the intent is to discontinue use of the platform all together.

With the launch of the new brand and social media strategy, marketing is focused on creating fewer, yet higher quality, social media posts, in comparison with Q2 2023, which naturally results in fewer impressions. This strategic intent is intended to draw larger numbers of impressions by post, rather than increase the number of posts created by month.

This strategy has proven successful and though the impressions have decreased, the average reach, or the number of unique accounts that viewed our content, has increased by 14%, or 479 impressions per post, in comparison with Q2 2023.

Membership

- Registration for new cards continues to rise, with a small 4% increase, comparatively to Q2 2023.
- Active membership continues to rise, with a 11% increase, or an additional 4,505 active members comparatively to Q2 2023.

Program & Outreach Attendance

- The CLMA resumed in-person programming in Q2 2022, and we continue to see an increase in attendance each quarter, with a 19% increase in attendance between Q2 2023 and 2024.
- Outreach impact has decreased by 22%, or 577 individuals reached, in comparison with Q2 2023.

Program and outreach statistic gathering transitioned to a new reporting platform in April 2024, which may account for variations in reporting during the learning curve on the new platform.

Museum Research

- The Museum has received 26 research requests in Q2 2024, no difference over Q2 2023.

Room Bookings

- Room bookings have seen a significant decrease in Q2 2024 with only 9 room bookings.

Effective January 1, 2024, a new fee structure was implemented for space bookings. It was anticipated that the introduction of fees would cause a decrease in bookings. The management team is actively seeking opportunities to promote the availability of rooms, to generate revenue.

Conclusion

For the first time since the pandemic, CLMA has seen a relative stabilization of KPIs in comparison with the previous year's statistics, as demonstrated through the increases in our key performance indicators, Appendices A and B.

The management team continues to see both an increase in in-person use, as well as a shift in the way in which visitors are using our spaces and services and continue to look

towards the strategic plan deliverables to develop collections, increase in-person visits, and expand community engagement.

Report Submitted by:
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September 26, 2024