

Date of Meeting: April 25, 2024

Report Number: A22-24

Report Subject: First Quarter (Q1) Operations Report 2024

Recommendation:

1. THAT the Clarington Public Library Board receive Administrative Report No. A22-24: First Quarter Operations Report 2024.

Report Overview:

The purpose of this report is to update the Library Board on service transactions for the first quarter (Q1) from January 1, 2024 – March 31, 2024, from a system-wide perspective. Location based information and an infographic are included in Appendices A & B for information only.

Summary

CLMA continues to see a steady increase for in-person services over Q1 2023 across all locations, which is reflective of expansion of services and a continued and refreshed interest in library and museum services.

Digital services, in comparison with Q1 2023, continue to see a slight decrease, which is to be expected given the increased in-person use.

Circulation

- Physical materials: Print and multimedia usage have both increased by 17% over Q1 2023.
- Electronic materials (eMaterials): includes eBooks, eAudiobooks, eMagazines, and video streaming eMaterials have seen a 19% decrease from the previous year.
- Special collections: Usage of these collections continue to increase, by 65% over Q1 2023. These collections include new items such as GoPros, Chromebooks, bike locks, knitting needles, and new community passes.

Visits

- In-Person, Library: In-person visits to CLMA locations continue to rise with a 32% increase, or 18,287 visitors, over Q1 2023.

With the re-opening of the Orono Library after renovations, the branch has seen a 29% increase in foot traffic, compared to 2023.

- In-Person, Museum: Visits to the Museum continue to rise with a 100% increase, or 463 visitors, compared to Q1 2023.

Digital Usages (Computers & Wi-Fi)

- Computer use: Computer use has decreased 10% over Q1 2023.

The website that gathers usage statistics from the early literacy stations is currently not functioning, which accounts for the reduction in computer use. Our internal statistics read as “N/A” until the website is functional, and statistics can be gathered.

Bowmanville Library’s computer usage increased by 10% over Q1 2023, which was to be anticipated given the increase in vulnerable populations using the library over the winter.

- Wi-Fi use: Wi-Fi continues to see an increase in use, up 12% from Q1 2023. This increase in use is also indicative of the community returning to the library to use the space for studying, work, and entertainment, on their own devices.

Website Visits & Social Media

- Website visits & app: The CLMA launched our new website in Q3 2023 and have seen an increase of 12% over Q1 2023 with the combined website.

SirsiDynix, the CLMA’s mobile app service provider, announced unexpectedly the termination of the app in November 2023, which caused the 76% decrease in app use over Q1 2023. The app resumed service on February 29, 2024. It is anticipated the use will recover during Q2.

- LiveChat, an instant messaging service, was introduced to the CLMA’s new website in Q3 2023. This service was used 306 times in Q1 2024. The service continues to be well used and a more fulsome usage comparison will be available in later in 2024.
- Social media impressions have decreased by 30% in comparison with Q1 2023. 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 Q1 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 30%, or 421 impressions per post, in comparison with Q4 2023.

Library Membership

- Registration for new cards continues to rise, with a 35% increase, or an additional 299 new users, comparatively to Q1 2023.
- Active membership continues to rise, with a 17% increase, or an additional 6,370 active members comparatively to Q1 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 89% increase in attendance between Q1 2023 and 2024.
- Outreach impact continues to significantly increase between Q1 2023 and 2024, with a 161% increase over last year.

Museum Research

- The Museum has seen an increase in research requests of 13% from Q1 2023, with 27 research requests in Q1 2024.

Room Bookings

- Room bookings have seen a significant decrease in Q1 2024 with 11 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

Recovery is steady and usage in the majority of CLMA services, as demonstrated through the increases in our key performance indicators, Appendices A and B.

The management team continues to see both an increase in 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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April 25, 2024