Kingston Frontenac Public Library Board

AGENDA ADDENDUM

Regular Meeting #2023-07

September 27, 2023

Consent Agenda

8.4. Statistical Report (Q2-2023) (attached)

KFPL Report to the Board

Subject: Performance Statistics (Q2 2023)

Prepared by: L. Carter, Chief Librarian/CEO

Date of meeting: September 27, 2023

Background:

Performance statistics are used to identify usage trends and inform operational decision-making.

Data for the second quarter of 2023 is available in Appendix A and reports on the following measures:

- Circulation (direct and renewals) of all materials
- Patron queries (reference, reader's advisory, technology)
- Internet use (public computer sessions and Wi-Fi)
- E-services (website visits, patron queries, online database use and OverDrive/Libby (e-books/e-audiobooks)
- Social media activity (Facebook, Twitter, Instagram, TikTok, YouTube) and engagement
- Programs (in-house and outreach) and attendance
- Meeting room bookings

Analysis:

Year-over-year comparisons are useful to illustrate trends in library usage, though the data can be artificially affected by unexpected or unusual conditions (e.g., branch closures). The following conditions have affected performance data in this report:

COVID-19 Service Interruptions:

- All branches of the Library were closed as of March 16, 2020 to help prevent the spread of COVID-19.
- Reopening began with curbside pickup of reservations during the week of June 1, 2020 at all 16 branches.
- Branches operated on reduced hours, offering a mix of open to the public and curbside hours, or were offering curbside only hours, until December 26, 2020 when Provincial regulations mandated the return to curbside service only.

- Library branches re-opened on February 11, 2021 until April 3, when all public libraries in Ontario were mandated to return to curbside service for the remainder of the second quarter. Rural branches operated at full hours, urban branches on reduced hours. Evening hours were re-introduced at the Isabel Turner branch the week of November 15, 2021.

- Rideau Heights opened for Saturday service from 10-2 beginning March 13, 2021. Starting November 17, 2021, the branch opened Wednesdays from 10-6.

- As of May 2, 2022, library branches returned to almost full operating hours, with the exception of the Central, Calvin Park, and Isabel Turner Branches, which are closing at 8pm instead of 9pm Monday-Thursday.

- Rooms have been unavailable to rent several times since the start of the COVID-19 pandemic. They were available to rent for all of Q2 2023, and while use is increasing, it is still not back to pre-pandemic levels.

Other Closures and Service Changes or Interruptions:

- The mobile library was located at the INVISTA Centre from mid-September 2019 to mid-June 2022, when it was moved to the Kingston East Community Centre. It was out of service from March 17, 2020 to March 13, 2022 due to COVID-related closures. A second mobile library was added at Kingston Secondary School (KSS) on December 12, 2022.

- Ancestry Library Edition was available for home use when COVID-19 restrictions were in place. The Library's regular license is for in-library use only.

- Digital magazines were provided by RBDigital until December 2020. The company was sold, and the service discontinued, forcing a change in vendors. Far fewer titles were available through the replacement service, Flipster, which launched February 1, 2021, leading to a dramatic decrease in circulation. KFPL moved from Flipster to OverDrive for digital magazines in January 2023, and ease of use and selection improved.

- OverDrive launched January 2, 2023. cloudLibrary holds had been disabled in late December 2022, and cloudLibrary holdings were unavailable while they were moved to OverDrive between January 23 and February 2, 2023.

- Hours of operation at the Cloyne, Plevna, Storrington, Hartington, Sydenham and Wolfe Island branches changed on May 1, 2023. The total number of hours at those branches stayed the same. Hours also changed at the Mountain Grove and Sharbot Lake branches, with four service hours moving from Mountain Grove to Sharbot Lake.

Selected Trends:

Analysis in this section focusses on the comparison of Q2 2023 data to Q2 2022, with increases shown in almost all categories. While most data reported in most categories remains below pre-pandemic numbers, the way people use and engage with the Library has changed, and when looking at trends and patterns of use, 2022 is a more useful comparator than 2019.

Circulation of physical items (see Figure 1) circulation up is up 2.3% compared to Q2 2022.

Overall use of e-services has increased by 10.1%, with a large increase in website visits reported this quarter. E-books and e-audiobook use through OverDrive/Libby has decreased 8.9% over Q2 2022, which may be partially attributed to the switch from cloudLibrary and the timing of the launch of the Reciprocal Lending Agreements that allow KFPL patrons to borrow from partner libraries.

Visitor counts are reported annually through the Annual Report. This is because the number of visitors for branches without automatic people counters is annualized based on the "Typical Week" data collected in November. Based on the statistics from branches with people counters installed, visitor counts are up 21% in Q2 2023 compared to Q2 2022.

Patron queries (see Figure 6) have increased 14.3% over Q2 2022 These statistics are reported manually by staff, which creates some margin of error.

In-branch computer use (see Figure 7) increased at almost every branch this quarter compared to Q2 2022 and are up 12.1%. This service has seen the greatest impact related to the pandemic, as when many people acquired their own devices to access the internet. The Q2 stats represent a 48.6% decrease over the same quarter in 2019.

Social Media followers (see Figure 8) continue to rise, though views, mentions and engagement with posts is down on Instagram, Twitter and TikTok. YouTube content continues to rise in popularity, with 3.5% increase in views as compared to 2020, despite an 87% reduction in content creation when YouTube was the KFPL programming hub. Q2 2023 is 7.6% compared to Q2 2022. Newsletter subscribers are up 4.3% over Q2 2022.

Total program attendance increased 12.1% over Q2 2022, despite 3.7% fewer programs being offered. The increase is due additional Outreach activities, including school visits.

Paid meeting room bookings (Educational, Private and Private Cultural - see Figure 12) are up 42.9% over Q2 2022.

Appendix A: Performance Statistics – 2nd Quarter 2023

Circulation

Circulation includes direct circulation as well as renewals. The circulation figures are generated by KFPL's integrated library system (ILS) on a monthly basis.

Figure 1: Circulation

Branch	2020	2021	2022	2023
Arden	188	1,154	1,282	1,189
Calvin Park	5,901	30,444	39,613	39,987
Central	3,398	16,927	30,006	30,160
Cloyne	193	976	1,606	1,224
Hartington	224	1,492	1,366	1,321
Howe Island	141	558	703	494
Isabel Turner	6,822	37,277	67,239	71,848
Mountain Grove	105	542	825	599
Parham	138	661	655	635
Pittsburgh	2,177	10,831	13,762	16,941
Plevna	87	541	704	1,728
Rideau Heights	883	4,453	6,823	6,898
Sharbot Lake	295	1,701	1,813	2,060
Storrington	360	2,106	2,041	1,864
Sydenham	1,203	6,034	7,109	6,968
Wolfe Island	250	1,631	1,394	1,856
Mobile	0	0	44	32
Virtual (renewals)	2,839	49,425	57,322	53,942
TOTAL	**25,204**	**166,753**	**234,307**	**239,746**

Figure 2: Circulation Percentages Overview
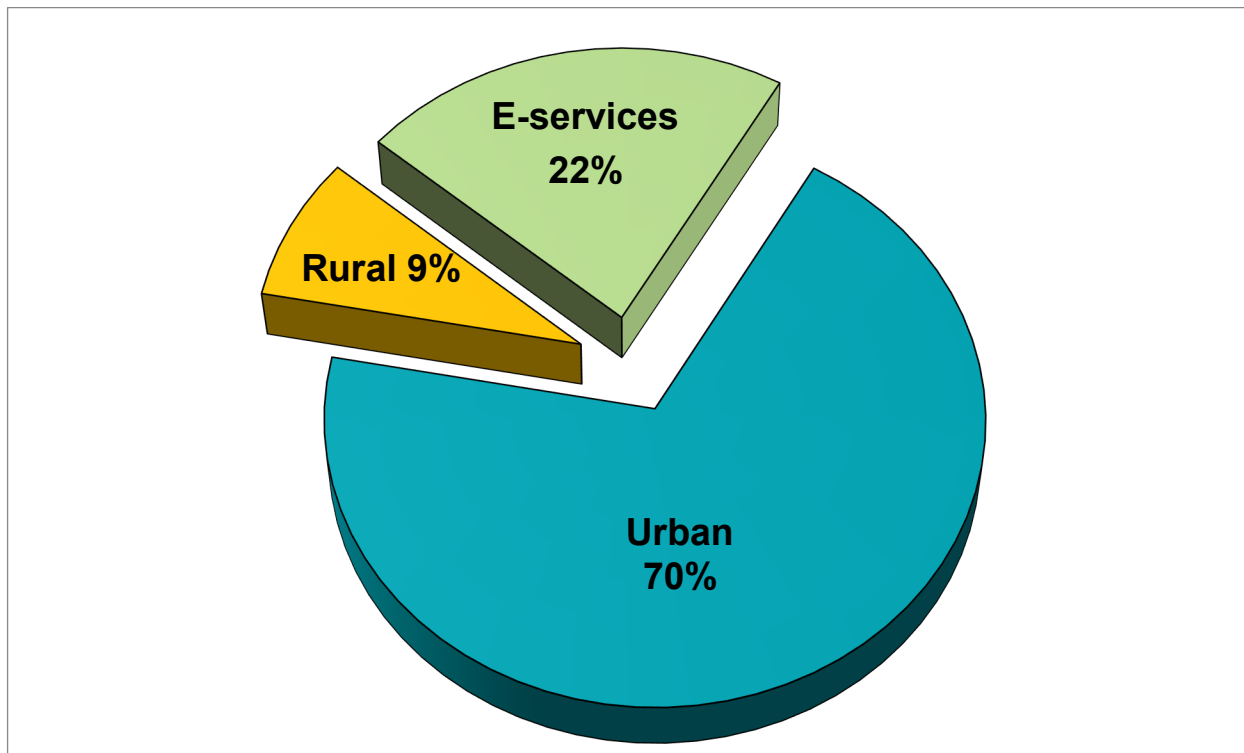
Figure 3: Circulation – Rural Branches
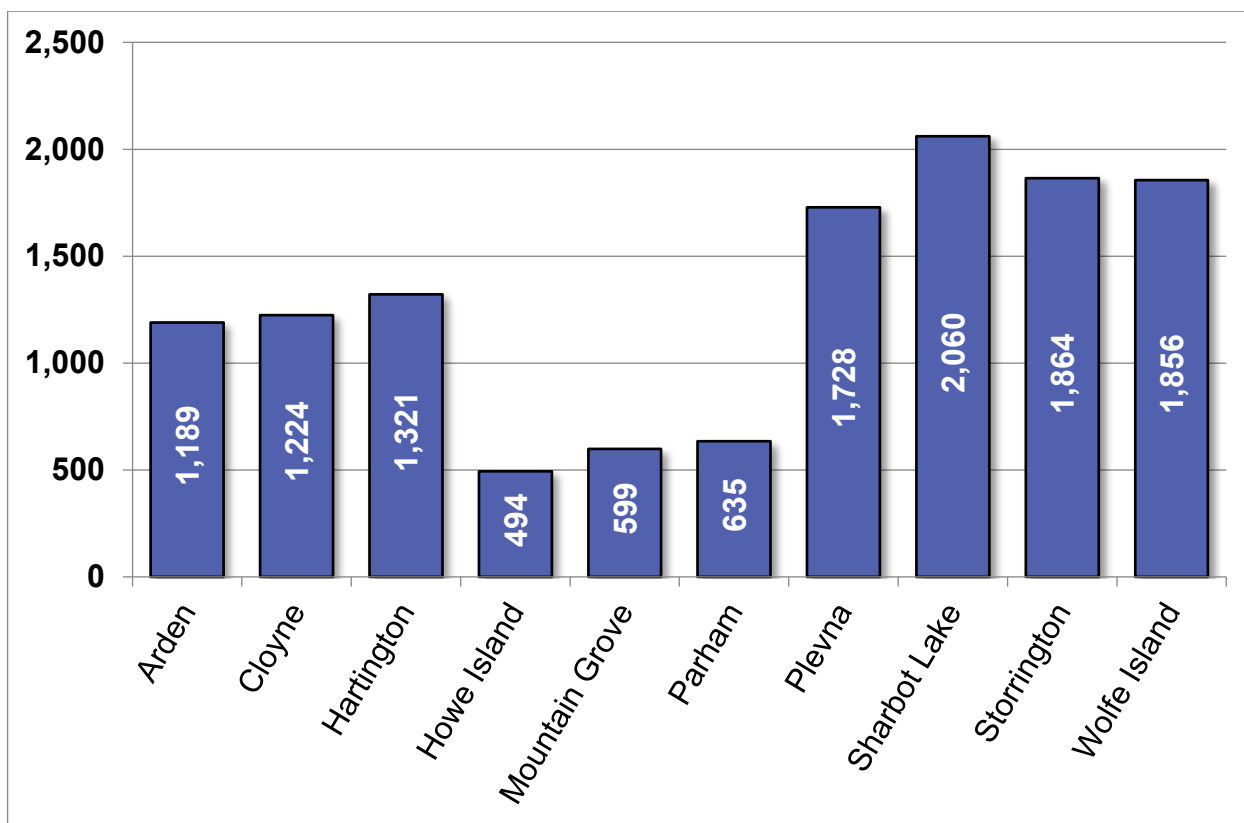
Figure 4: Circulation – Kingston and Sydenham
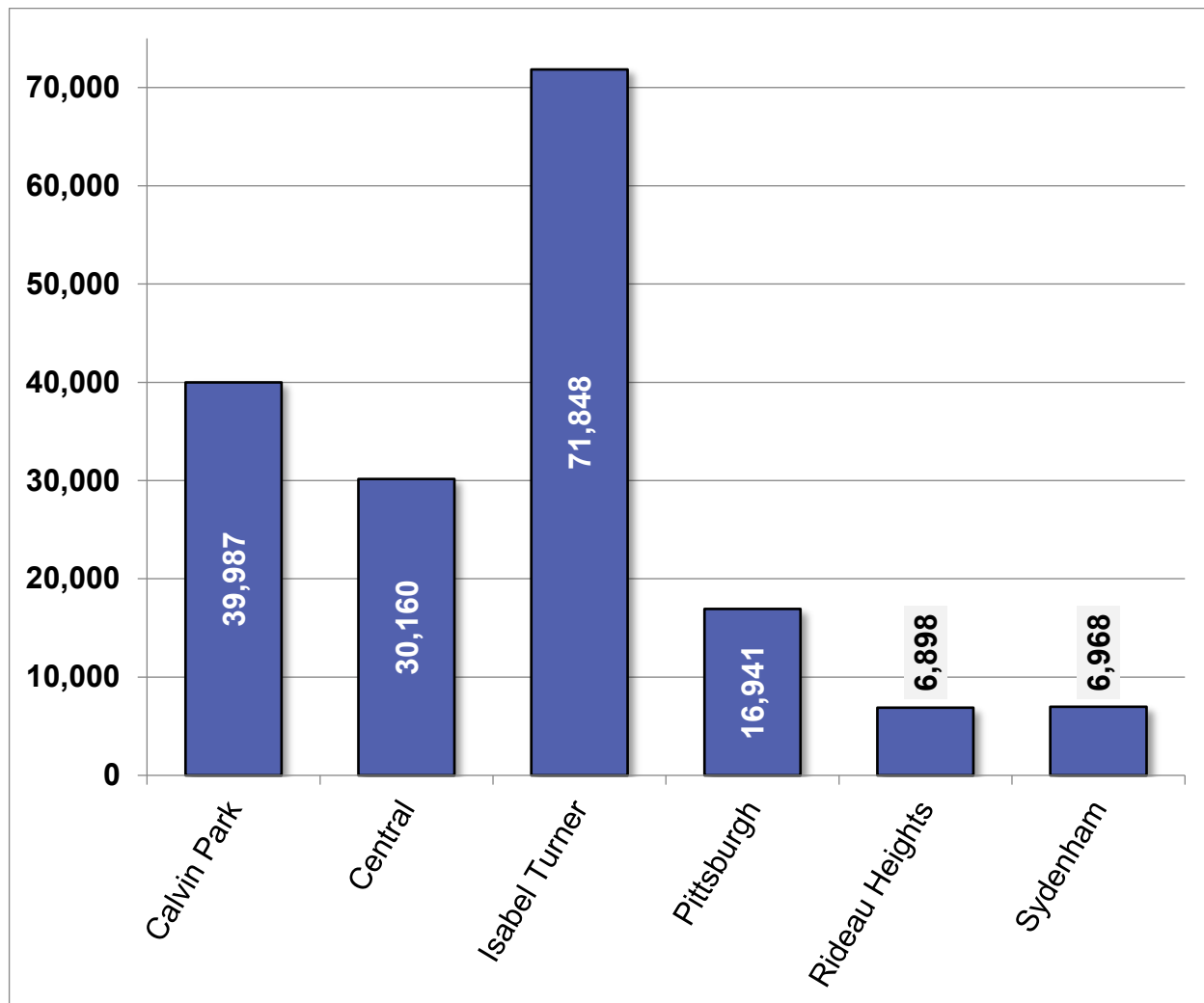
Figure 5: Circulation Per Capita

Region	Population 2021	Circulation Q2 2023	Circulation per capita
City of Kingston	132,485	166,834	1.26
Township of South Frontenac	20,188	10,153	0.50
Township of Central Frontenac	4,892	4,483	0.92
Township of North Frontenac	2,285	2,952	1.29
Township of Frontenac Islands	1,930	2,350	1.22

Patron Queries

Patron queries include reference, reader's advisory, and technology. Patron queries are reported by staff members using definitions from the Ministry of Tourism, Culture and Sport. Virtual questions include all patron queries (account, reference, reader's advisory and technology).

Figure 6: Patron Queries by Branch

Branch	2020	2021	2022	2023
Arden	n/a	228	272	311
Calvin Park	n/a	4,374	3,407	4,089
Central	n/a	4,593	3,620	4,113
Cloyne	n/a	186	207	127
Hartington	n/a	127	74	155
Howe Island	n/a	0	27	141
Isabel Turner	n/a	3,619	3,032	2,545
Mountain Grove	n/a	161	244	216
Parham	n/a	495	452	386
Pittsburgh	n/a	2,964	1,551	2,092
Plevna	n/a	56	120	382
Rideau Heights	n/a	793	1,539	2,007
Sharbot Lake	n/a	414	384	560
Storrington	n/a	164	132	244
Sydenham	n/a	662	666	807
Wolfe Island	n/a	379	443	601
Virtual	3,504	2,266	2,353	2,401
TOTAL	**3,504**	**21,481**	**18,523**	**21,177**

Internet and Wi-Fi Use

Internet use statistics are the number of sessions initiated on KFPL's public access computers and express stations (use of online public access catalogues (OPAC) and research stations are not included).

Wi-Fi statistics for this quarter cannot be reported. Staff are currently working with the software vendor to update and streamline the collection of Wi-Fi usage data.

Figure 7: Public Computer Bookings by Branch

Branch	2020	2021	2022	2023
Arden	n/a	0	7	12
Calvin Park	n/a	36	2,187	2,062
Central	n/a	1,030	2,051	2,776
Cloyne	n/a	0	12	29
Hartington	n/a	0	2	12
Howe Island	n/a	0	0	0
Isabel Turner	n/a	43	2,804	3,254
Mountain Grove	n/a	0	9	4
Parham	n/a	0	4	7
Pittsburgh	n/a	1	105	145
Plevna	n/a	0	13	28
Rideau Heights	n/a	9	463	382
Sharbot Lake	n/a	0	52	36
Storrington	n/a	0	12	8
Sydenham	n/a	5	233	149
Wolfe Island	n/a	0	13	24
TOTALS	**n/a**	**1,124**	**7,967**	**8,928**

Social Media and Engagement

Social media statistics are used to measure the effectiveness of KFPL's digital marketing and engagement efforts, and to inform decisions around service design and delivery.

Figure 8: Social Media

Platform	Measure	2020	2021	2022	2023
Facebook	Engagement	8,589	3,581	5,016	4,061
	Likes	3,946	4,435	3,531	5,366
	Posts	133	251	411	440
Instagram	Engagement	1,178	10,598	15,363	7,691
	Followers	1,835	2,278	2,607	2,923
	Posts	46	102	63	70
	Views of Video	455	8,521	14,191	6,860
TikTok	Engagement	n/a	n/a	1,011	5,825
	Followers	n/a	n/a	35	62
	Posts	n/a	n/a	36	12
	Views	n/a	n/a	16,213	5,562
Twitter	Engagement	1,012	1,678	2,253	1,232
	Followers	3,680	3,946	4,230	4,363
	Mentions	276	305	472	28
	Tweets	261	485	729	464
YouTube	Posts	109	59	33	14
	Subscribers	231	823	1013	1158
	Views	9,914	6,326	9,531	10,257

Figure 9: Engagement

Engagement Type	Description / Title	Subscribers / Participants
KFPL Newsletters	Grow	1,345
	Connect	11,876
	Create	1,881
	Engage	892

E-services

The Kingston Frontenac Public Library offers a variety of online resources, including Hoopla (music, film, television); Kanopy (film); Lynda.com (online courses); OverDrive/Libby (e-books, e-audiobooks, and e-magazines) and Cantook Station (French e-books and e-audiobooks). Online databases include Ancestry (library edition), Mango Language Learning, Press Reader (newspapers and magazines), Novelist (reader's advisory) and other products.

Figure 10: E-Services

Resource	Category	2020	2021	2022	2023
Ancestry Library*	Uses	27,509	20,544	15,553	12,844
OverDrive / Libby	E-audiobooks	12,542	19,808	22,114	20,816
	E-books	31,533	51,354	45,236	40,558
Cantook Station	Uses	n/a	n/a	53	58
Hoopla	Uses	5,197	4,384	4,135	4,361
Kanopy	Uses	n/a	1,848	1,942	2,567
LinkedIn Learning	Certificates completed	101	137	125	84
	Users	291	385	239	283
Mango Language	Uses	1,282	1,023	923	893
Newspapers & Articles	Uses	32,756	33,554	30,743	20,253
Digital Magazines**	Uses	7,851	622	2,286	5,783
Website	Visits	179,881	194,082	194,272	241,166
TOTAL		**298,943**	**327,741**	**317,621**	**349,666**

Programming

Programming is an integral part of the Kingston Frontenac Public Library's service to the public. The events and programs offered are responsive to the interests and needs of the communities served by our branches and support the Library's mission, vision, and strategic plan. All programs are designed with measurable outcomes and evaluated regularly. The Library also reviews suggestions for events and programs and uses various mechanisms to gather community input to assist in setting programming priorities and plans.

Figure 11: Session/Events and Attendance

User Group	Category	2020	2021	2022	2023
Adult	Session / Events	11	72	84	77
	Attendance	188	627	990	757
Children and Family	Session / Events	41	97	170	110
	Attendance	102	959	4,153	3,178
Mixed / All Ages	Session / Events	0	0	1	4
	Attendance	1,939	0	14	97
Outreach	Session / Events	0	0	18	68
	Attendance	0	0	1,592	3,625
Teen	Session / Events	4	10	14	13
	Attendance	3	98	174	102
TOTALS	**Session / Events**	**56**	**179**	**287**	**272**
	Attendance	**2,232**	**1,684**	**6,923**	**7,759**

Meeting Room Bookings

Meeting rooms and event spaces in KFPL's urban branches are available to rent when not being used for Library purposes (e.g., programs).

Figure 12: Room Bookings by Location

Branch	Room	2020	2021	2022	2023
Calvin Park	Community	n/a	0	31	27
Central	Meet 1	n/a	12	29	29
	Meet 2	n/a	9	28	27
	Meet 3	n/a	3	24	11
	Meet 4	n/a	3	4	4
Isabel Turner	Cataraqui	n/a	1	15	12
	North Room	n/a	0	6	10
	South Room	n/a	0	1	4
	Gates Training	n/a	1	39	8
TOTALS		**n/a**	**29**	**177**	**132**

Figure 13: Room Bookings by Type

Booking Type	2020	2021	2022	2023
Book Clubs	n/a	0	3	9
City of Kingston	n/a	0	2	12
Education	n/a	0	5	2
Government	n/a	0	14	14
In House*	n/a	29	130	53
Private	n/a	0	18	18
Private Cultural	n/a	0	5	20
Read for Fun	n/a	0	0	4
Writersfest	n/a	n/a	0	0
TOTAL	**n/a**	**29**	**177**	**132**

* In House booking statistics do not include use of rooms for Programming and Outreach sessions/events.

Total Uses

Figure 14: Total Uses

Branch	Internet	Wireless	Program Attendance	E-services	Patron Queries	Circulation	TOTAL
Arden	12	-	-	-	311	1,189	**1,512**
Calvin Park	2,062	-	-	-	4,089	39,987	**46,138**
Central	2,776	-	-	-	4,113	30,160	**37,049**
Cloyne	29	-	-	-	127	1,224	**1,380**
Hartington	12	-	-	-	155	1,321	**1,488**
Howe Island	0	-	-	-	141	494	**635**
Isabel Turner	3,254	-	-	-	2,545	71,848	**77,647**
Mountain Grove	4	-	-	-	216	599	**819**
Parham	7	-	-	-	386	635	**1,028**
Pittsburgh	145	-	-	-	2,092	16,941	**19,178**
Plevna	28	-	-	-	382	1,728	**2,138**
Rideau Heights	382	-	-	-	2,007	6,898	**9,287**
Sharbot Lake	36	-	-	-	560	2,060	**2,656**
Storrington	8	-	-	-	244	1,864	**2,116**
Sydenham	149	-	-	-	807	6,968	**7,924**
Wolfe Island	24	-	-	-	601	1,856	**2,481**
Mobile	-	-	-	-	-	32	**32**
System-wide	-	-	7,759	349,666	2,401	53,942	**414,525**
TOTAL	**8,928**	**n/a**	**7,759**	**349,666**	**21,177**	**239,746**	**627,276**