KFPL Report to the Board

Subject: Performance Statistics (Q1-2023)

Prepared by: L. Carter, Chief Librarian/CEO

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Background:

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

Data for the first 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 were operating 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 Q1 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 on December 12, 2022.

- 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.

- Digital magazines were provided by RBDigital until December 2020. The company was sold, and the service discontinued, forcing a change in vendors. A new digital magazine service, Flipster, launched February 1, 2021. There were far fewer titles available through Flipster, which helps to explain the decrease in circulation in 2021 and 2022. KFPL moved from Flipster to OverDrive for digital magazines in January 2023.

Selected Trends:

Circulation of physical items (see Figure 1) remains below pre-pandemic levels, with Q1 2023 down 17.7% compared to Q1 2019. However, usage continues to improve with circulation up 5% compared to Q1 2022, and visitor counts (reported annually through the Annual Report) have also increased between 2022 and 2023.

Patron queries (see Figure 6) are 6% below pre-pandemic levels in Q1 2019, but have increased 29% over Q1 2022 and 3% over Q4 2022. These statistics are reported manually by staff which creates some margin of error.

Social Media and Engagement statistics (see Figures 10 and 11) continue to grow. Notably, YouTube content continues to rise in popularity; despite an 80% reduction in content creation compared to 2021, when YouTube was the KFPL programming hub, views are 46% higher, a return on the investment in content creation during 2020 and 2021.

Meeting room bookings (see Figure 14) are approaching pre-pandemic levels, with 40 revenue-generating events booked in Q1 2023 compared to 58 in Q1 2019.

Appendix A: Performance Statistics – 1st 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	1,581	1,337	1,472	1,436
Calvin Park	49,790	37,544	39,239	39,743
Central	40,602	22,874	31,686	34,283
Cloyne	1,666	978	1,389	1,249
Hartington	1,514	1,188	1,316	1,311
Howe Island	746	325	834	525
Isabel Turner	73,331	40,077	70,201	77,578
Mountain Grove	443	323	491	547
Parham	743	750	693	743
Pittsburgh	15,054	13,358	13,494	16,568
Plevna	515	578	572	1,296
Rideau Heights	8,900	3,735	6,497	7,419
Sharbot Lake	2,601	1,864	2,191	1,534
Storrington	2,114	2,042	2,147	2,131
Sydenham	7,914	7,462	7,759	8,592
Wolfe Island	1,693	1,641	1,775	1,656
Mobile	104	n/a	3	60
Virtual (renewals)	58,016	58,289	57,717	54,941
TOTAL	**267,327**	**194,365**	**239,476**	**251,612**

Figure 2: Circulation Percentages Overview
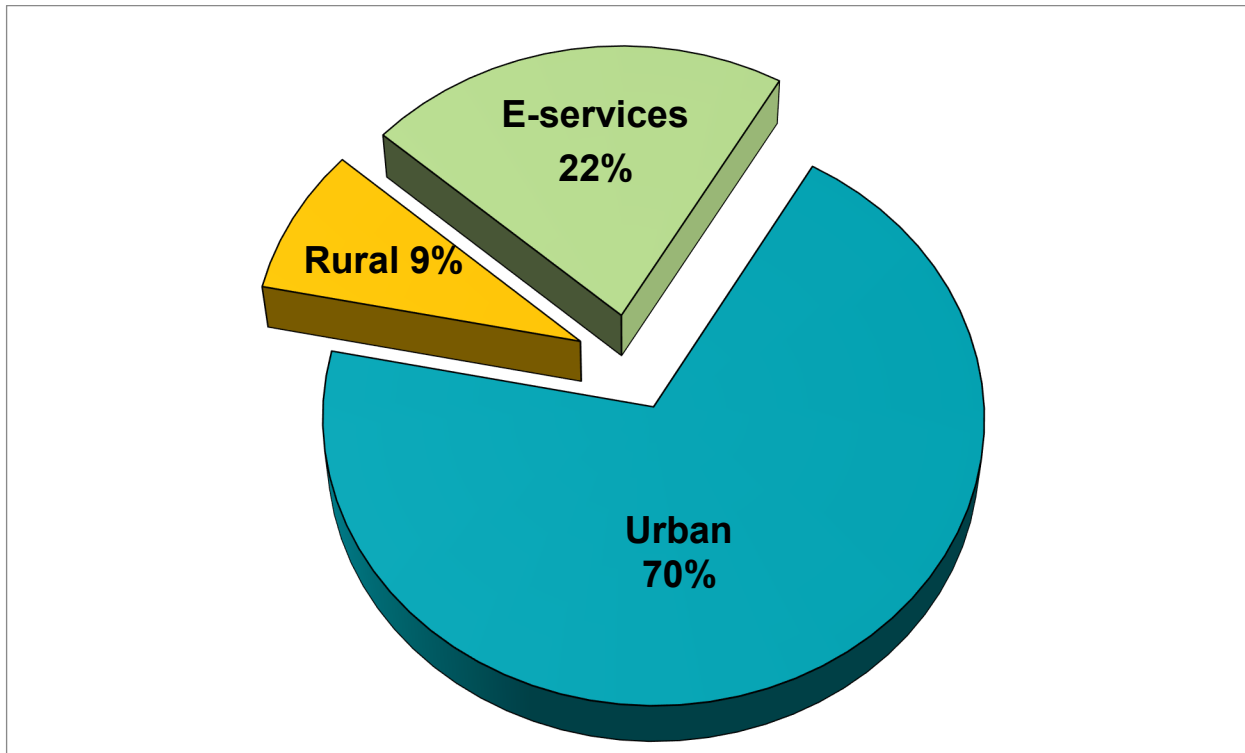

Figure 3: Circulation – Rural Branches
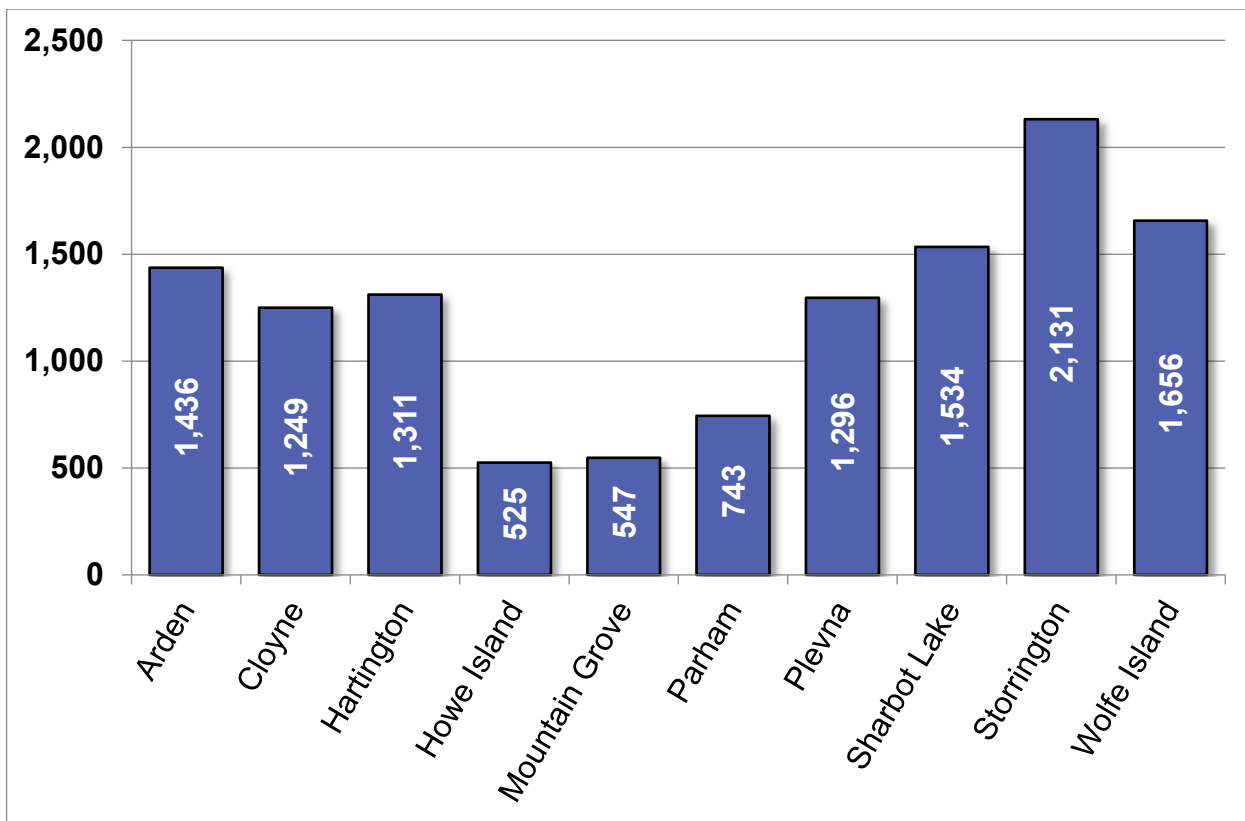
Figure 4: Circulation – Kingston and Sydenham
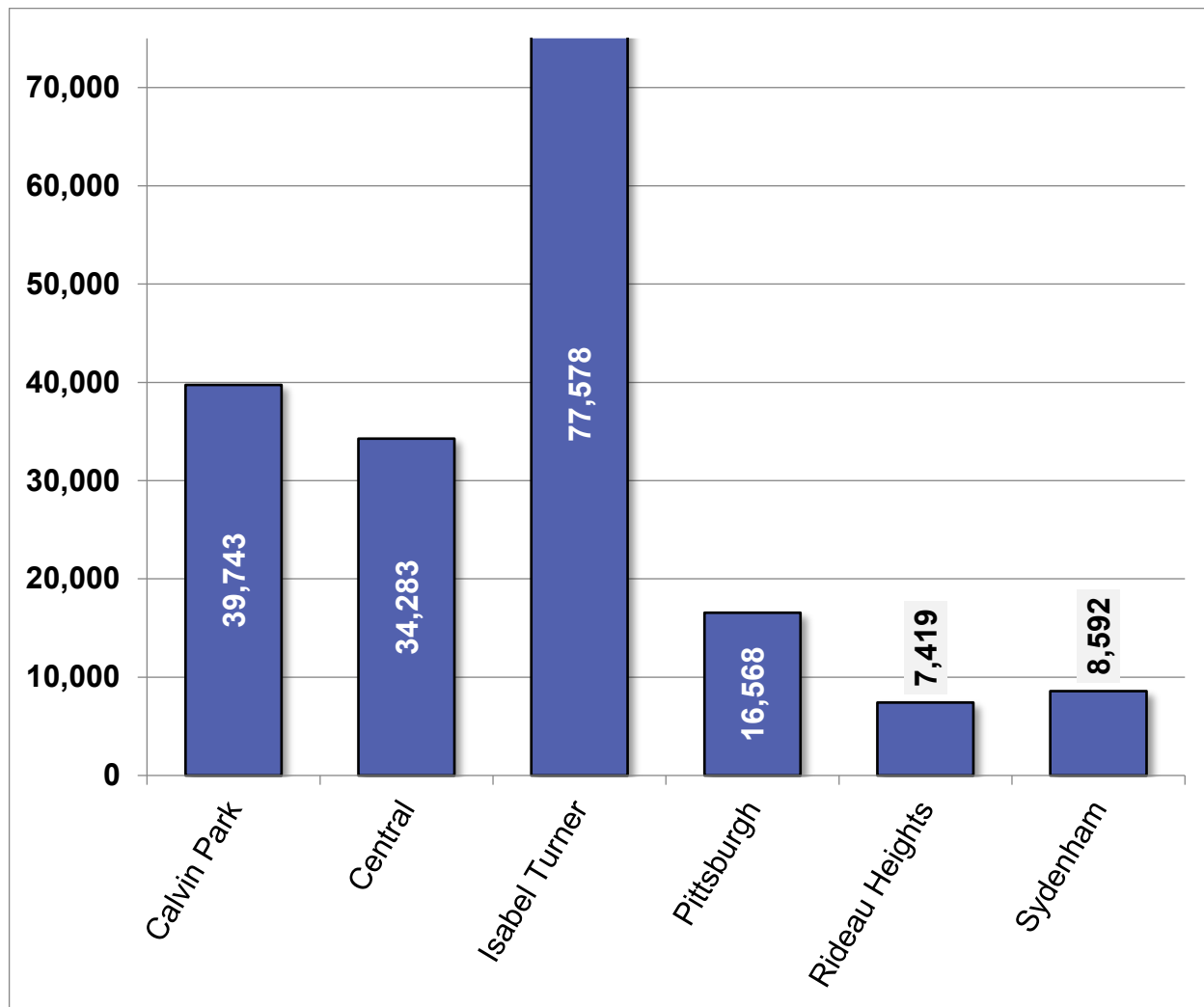
Figure 5: Circulation Per Capita

Region	Population 2021	Circulation Q1 2023	Circulation per capita
City of Kingston	132,485	175,591	1.32
Township of South Frontenac	20,188	12,034	0.60
Township of Central Frontenac	4,892	4,260	0.87
Township of North Frontenac	2,285	2,545	1.11
Township of Frontenac Islands	1,930	2,181	1.13

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	364	373	269	347
Calvin Park	1,316	2,309	3,063	3,894
Central	4,025	3,055	3,415	4,485
Cloyne	332	74	205	122
Hartington	488	123	89	145
Howe Island	79	7	9	0
Isabel Turner	4,575	2,911	3,301	3,398
Mountain Grove	113	130	148	132
Parham	506	477	416	467
Pittsburgh	866	1,649	1,875	1,805
Plevna	243	102	151	331
Rideau Heights	656	618	768	2,643
Sharbot Lake	554	475	426	351
Storrington	110	133	165	170
Sydenham	351	1,297	777	1,221
Wolfe Island	729	665	526	498
Virtual	1,923	2,510	2,752	3,758
TOTAL	**17,230**	**16,908**	**18,355**	**23,767**

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 are incomplete and 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	41	1	1	20
Calvin Park	3,800	927	1,768	2,383
Central	3,647	912	1,894	3,410
Cloyne	22	0	8	17
Hartington	29	0	0	2
Howe Island	2	0	0	0
Isabel Turner	5,051	1,483	2,584	3,406
Mountain Grove	11	0	5	13
Parham	10	0	2	1
Pittsburgh	245	71	51	194
Plevna	7	0	8	9
Rideau Heights	646	48	165	645
Sharbot Lake	177	12	32	38
Storrington	0	0	11	25
Sydenham	338	115	141	160
Wolfe Island	88	3	10	25
TOTALS	**14,114**	**3,572**	**6,680**	**10,348**

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	2,154	3,192	2,847
	Likes	3,946	4,337	4,649	5,298
	Posts	133	204	331	453
Instagram	Engagement	1,178	781	4,232	8,377
	Followers	2,041	1,918	2,522	2,842
	Posts	46	35	75	73
	Views of Video	455	176	2,520	3,962
TikTok	Engagement	n/a	n/a	119	9,177
	Followers	n/a	n/a	19	57
	Posts	n/a	n/a	16	22
	Views	n/a	n/a	1,885	8,677
Twitter	Engagement	1,012	606	1,494	1,034
	Followers	3,814	3,924	4,170	4,348
	Mentions	276	157	380	217
	Tweets	261	260	534	515
YouTube	Posts	72	76	51	15
	Subscribers	610	686	962	1,128
	Views	8,188	7,489	8,021	10,950

Figure 9: Engagement

Engagement Type	Description / Title	Subscribers / Participants
KFPL Newsletters	Grow	1,257
	Connect	11,830
	Create	1,765
	Engage	789
KFPL Consultation	Extended Hours – Information Sessions	17

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). Online databases include Ancestry (library edition), Mango Language Learning, Press Reader (newspapers and magazines), Novelist (reader's advisory) and other products.

Figure 12: E-Services

Resource	Category	2020	2021	2022	2023
Ancestry Library	Uses	6,957	39,761*	22,803	19,259
OverDrive / Libby	E-audiobooks	14,957	19,808	21,643	23,589
	E-books	39,141	51,354	47,443	48,857
Hoopla	Uses	3,685	4,384	4,531	4,983
Kanopy	Uses	n/a	n/a	2,815	3,245
LinkedIn Learning	Certificates completed	131	137	128	88
	Users	396	385	304	350
Mango Language	Uses	723	1,275	1,141	1,250
Newspapers & Articles	Uses	16,664	21,942	20,151	14,109**
Digital Magazines	Uses	6,720	622	2,760	7,759**
Website	Visits	253,423	194,082	241,840	283,099
TOTAL		**342,797**	**333,750**	**371,956**	**406,588**

*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.

** Overdrive Magazines replaced Flipster in January 2023, offering thousands of new titles. Increased use of those digital magazines correlates with the reduction in Newspapers and Articles.

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 13: Session/Events and Attendance

User Group	Category	2020	2021	2022	2023
Adult	Session / Events	214	51	59	56
	Attendance	3,071	609	1,043	550
Children and Family	Session / Events	204	101	106	144
	Attendance	3,117	1,356	2,757	3,734
Mixed / All Ages	Session / Events	1	14	12	12
	Attendance	0	52	178	114
Outreach	Session / Events	7	0	8	29
	Attendance	760	0	309	889
Teen	Session / Events	12	24	11	22
	Attendance	128	179	137	160
TOTALS	**Session / Events**	**438**	**190**	**196**	**263**
	Attendance	**7,706**	**2,196**	**4,424**	**5,447**

* 2022 adult attendance statistics included 18 Library Facilities Plan engagements, the CBC My Kingston Day and two popular Instagram contests.

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 14: Room Bookings by Location

Branch	Room	2020	2021	2022	2023
Calvin Park	Community	67	0	2	67
Central	Meet 1	35	14	12	24
	Meet 2	35	3	13	16
	Meet 3	17	3	33	19
	Meet 4	9	1	68	13
Isabel Turner	Cataraqui	6	0	13	75
	North Room	5	0	45	15
	South Room	86	0	0	5
	Gates Training	24	0	0	9
TOTALS		**350**	**33**	**295**	**243**

Figure 15: Room Bookings by Type

Booking Type	2020	2021	2022	2023
Book Clubs	13	0	0	7
City of Kingston	18	0	0	5
Education	4	4	0	4
Government	2	0	0	2
In House	224	28	293	173
Private	64	1	2	20
Private Cultural	6	0	0	16
Read for Fun	19	0	0	16
Writersfest	0	0	0	0
TOTAL	**350**	**33**	**295**	**243**

Total Uses

Figure 16: Total Uses

Branch	Internet	Wireless	Program Attendance	E-services	Patron Queries	Circulation	TOTAL
Arden	20	-	-	-	347	1,436	**1,803**
Calvin Park	2,383	-	-	-	3,894	39,743	**46,020**
Central	3,410	-	-	-	4,485	34,283	**42,178**
Cloyne	17	-	-	-	122	1,249	**1,388**
Hartington	2	-	-	-	145	1,311	**1,458**
Howe Island	0	-	-	-	0	525	**525**
Isabel Turner	3,406	-	-	-	3,398	77,578	**84,382**
Mountain Grove	13	-	-	-	132	547	**692**
Parham	1	-	-	-	467	743	**1,211**
Pittsburgh	194	-	-	-	1,805	16,568	**18,567**
Plevna	9	-	-	-	331	1,296	**1,636**
Rideau Heights	645	-	-	-	2,643	7,419	**10,707**
Sharbot Lake	38	-	-	-	351	1,534	**1,923**
Storrington	25	-	-	-	170	2,131	**2,326**
Sydenham	160	-	-	-	1,221	8,592	**9,973**
Wolfe Island	25	-	-	-	498	1,656	**2,179**
Mobile	-	-	-	-	-	60	**60**
System-wide	-	-	5,447	406,588	3,758	54,941	**470,734**
TOTAL	**10,348**	**n/a**	**5,447**	**406,588**	**23,767**	**251,612**	**697,762**