

FFPLTC Annual Performance Measurement Indicators and Statistics Report – 2018

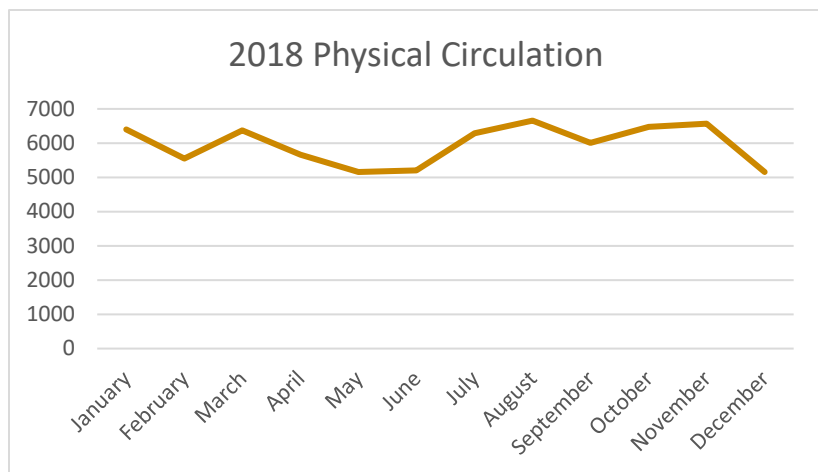
Executive Summary

Based on the results of the data analysis within this report in 2019 we should:

- Continue the redevelopment of the Summer Learning Program
- Complete the Marketing Strategy as outlined in the 2019-2023 Strategic Plan; including regular collections marketing and a social media strategy
- Work towards the objectives listed in the Strategic Plan under “Engaging the Community and Communicating Our Message”
- Engage primary classes in visits and outreach programs as outlined in the Strategic Plan
- Complete the Programming Plan
- Investigate the possibility of permanently deploying Tumblebooks in the children’s library
- Begin implementing the objectives included in the Strategic Plan around mental health and addictions

Circulation

A number of changes were made in 2018 that may have impacted circulation. This included moving the new books deeper into the collection, increasing the number of story sacks, and engaging in more frequent collection advertisement. Moving the new books to a larger area that allowed for more display space. By increasing the number of story



sacks (bags with 10 pre-selected picture books) staff were able to directly market the service more. Staff also began regularly advertising new additions to the collection.

Physical Circulation - Overall

Total circulation for 2018 was 71,108. This represents an overall decrease in circulation from 2017 of 7.8%. This continues the trend seen between 2017 and 2016. What is heartening is the increases in circulation experienced at the end of the year, with November and December seeing gains in physical circulation over 2017.

Following from the 2017 APMIS report the months of July and August were targeted for physical circulation improvement through the summer reading program, which was redesigned to increase emphasis on reading. While those months saw overall losses in circulation compared to 2017, the steepness of the decline (2.5%) was significantly halted compared to 2017 over 2016 (14.5%).

It should be noted that our circulation figures compare very favourable to other libraries of our size in Ontario. The 2017 Ontario Public Library Statistics, which is the most recent year available, had an average circulation rate of 5.9 volumes per capita; our 2018 rate was 8.5 volumes per capita. Moving forward the Library should continue to further the work begun in 2018, including the redesign of the summer reading program and the development of marketing materials for new titles.

Physical Circulation by User Type

User Type	Total Checkouts		Percent change
	2018	2017	
Adult	50,664	55,045	-7.9%
Child	3,824	3,081	24.1%
Fine Free	1,375	1,162	18.3%
Non Resident	10,786	11,444	-5.7%
Home Delivery	3,926	4,610	-15.0%
6 Month	362	403	-10.2%
1 Month	504	653	-22.8%
Teen	354	501	-29.3%

When looking at circulation through the lens of membership type, some interesting trends emerge. Adult circulation decreased, despite as will be discussed later, the increase in the number of adult members. This suggests that on average adults are checking out fewer materials than previously. Staff have already implemented a number of measures to increase adult circulation, including the rearrangement of the entire adult collection in order to increase shelf space for high demand collections and to allow for more in-library marketing.

All of the non-resident circulation types as well as teen members checked out fewer books in 2018, this reverses trends seen in 2017. There were decreases in the number of non-resident and teen members in 2018, and therefore decreases in circulation rates are not unexpected. The 6 and 1 month membership types were fairly static in the number of members across 2017 and 2018, yet their circulation rates fell. Taking all of this into account it might suggest that across the bulk membership types fewer items are being checked out on average by each member. The decrease to the home delivery rates due to fewer Rainycrest residents taking advantage of the service.

Two membership types, fine free and child, experienced increases in circulation rates. The number of fine free members grew slightly however, the number of child members decreased. When comparing the change in circulation of 2018 over 2017 (24.1%) to 2017 over 2016 (62.2%), the impact of the decrease in membership can be seen. Moving forward, staff should continue to build on the gains in children's circulation.

Digital Circulation

Type	Audiobooks	eBooks	Multimedia	Total
2018	3,682	7,647	318	11,647
2017	3,263	6,279	334	9,876

The circulation of digital materials continues to grow. Overall, our digital collection circulated 18% more in 2017. There continued to be growth in both audiobook and eBook circulation. There was a decrease in multimedia downloads, which includes magazine and music downloads.

The Board has continued to fund the purchase of additional titles for our OverDrive Advantage collection, above what is accessible through the shared Ontario collection. It should be noted that the current consortium agreement with Overdrive is up for renewal this year. Should negotiations result in a change in vendors we will likely experience a decrease in digital circulation. We have spent considerable efforts

in promoting and supporting the use of OverDrive in the community. A switch in vendors will mean we will need to repeat this process. We would still have access to our Advantage titles however, it would mean that users would need to access multiple platforms to take full advantage of what is available as well as learn a new platform. The Library could choose to leave the consortium; and invest the membership funds in additional OverDrive titles on our own. This is not suggested however; as there would be a very significant decrease in the number of titles available to our patrons.

In-House Use

In 2018, 2,044 items were used in the Library. These “in-house” items are predominately our musical instruments, board games, and newspapers. The total use dropped 30% from 2017. The use of in-house items has a tendency to vary widely from year to year. The 5 year average for this type of use is 2,459. While in-house use can be an important metric related to library visitation, in order to ensure staff workloads are not overloaded encouraging more in-house use will be a future consideration. The Library has a wide array of items for use in-house and adding to these collections will not be a priority in 2019.

Memberships

User Type	Number of Members	
	2018	2017
Adult	2,700	2,488
Child	1,081	1,195
Fine Free	28	27
Non Resident	312	336
Home Delivery	74	79
6 Month	16	14
1 Month	58	56
Teen	288	352
TOTAL	4,528	4,547

Overall, membership remained static in 2018 compared to 2017. There was growth in the number of adult members and a decrease in the number of child and youth members. All other membership types saw very little change in the past year. The decreases in child and youth memberships are likely linked to declining student enrolment. With the service agreements in place through the Rainy River District Library Cooperative the number of memberships for student-aged patrons is causally linked to enrolment.

An interesting point to consider is that while the Non-Resident membership classes fell 5% in total memberships,

Non-Resident Membership revenue decreased by only 2%. This suggests that there are now more members paying for a membership individually as opposed to multiple people taking advantage of one family membership. Membership types in our Integrated Library System have been changed to reflect the new individual and senior rates so that the type of membership can be more fully tracked moving forward.

In total 54% of the residents in our catchment area (Fort Frances and Alberton) have a library card that they have used in the last two years. For comparison, 33% of Ontarians served by a local library in 2017, the most recent year for which data is available, have a card that they have used in the last two years. Our comparative successes in membership engagement does not mean that there is not more work we can do to engage the community. Moving forward we should work to achieve the objectives included within our Strategic Plan under the section “Engaging the Community and Communicating Our Message.”

Number of Programs and Attendance

Programs	2018		2017	
	Programs	Attendance	Programs	Attendance
Early literacy and early learning	98	2,519	91	2,444
Other Children's Programming	126	1,729	88	1,588
Summer Reading	2	85	1	46
Class Instruction at a Library or School	80	1,488	101	1,917
Teen Programming	92	1,235	100	1,359
Community Development	73	3,611	36	5,013
Technology, social media, and computer literacy	65	77	82	82
Genealogy	1	2	0	0
Adult learning (not covered elsewhere)	93	889	67	709
Senior Programming	12	81	9	119
Culture days, poetry and story readings, art shows	5	461	13	423
Book Clubs	7	68	10	61
Maker space, Digital media lab, self-publishing	47	396	18	174
Other Programs	17	678	1	6
Ontario Public Library Week	1	7	1	39
TOTAL	719	13,326	620	14,022

The number of programs offered in 2018 rose by 16% and the overall attendance fell by 5%. The reduction of attendance can be attributed to two factors. One, the Library ceased hosting SnOasis as a partner event, which significantly impacted attendance numbers under Community Development. Additionally, there was a technical issue with our door counter. Previously, we relied on the numbers provided by our gate counters to provide an estimate of the number of attendees. This year the door counting software glitched and while overall visit statistics are available, the software was not updating per day metrics. Staff used best estimates for attendance based on previous figures in order to make a best guess at attendance for events like Trunk or Treat and the Friends Book Sale. Figures were rounded down avoid over-reporting.

Children's programming saw some fluctuations up and down in terms of the number of programs offered and attendance. We offered more general children's programs, including the introduction of a Saturday Craft Hour, Toddler Time pilot program, and increased summer programs. The number of Class Visits decreased by 20%, engaging primary grades in Class Visits is a part of the new Strategic Plan. The number of early literacy programs and their attendance remained fairly static in 2018 over 2017. Staff should continue to offer current programs and work towards the goals outlined within the Strategic Plan.

Teen programming saw a slight decrease in the number of events and attendance. A series of events took place that impacted the number of Magic: The Gathering events we were able to offer, particularly pre-releases. Firstly, a partnership that allowed us to offer sanctioned events fell through. Then, our attempts to receive sanctioning through a partnership with Betty's were rejected by Wizards of the Coast, Magic's parent organization. Finally, we were able to develop a new partnership with Thunder Games, which allowed us to begin offering pre-releases once more in April 2019. Efforts will be made in 2019 to increase

attendance at these events. These include adjusting the type of Magic being played on Friday nights, from Standard to the more accessible Modern, as well as offering more introduction to Magic programs. Staff have also begun working with the Youth Programming Committee in Town to partner together to offer more teen programs in general, aside from Magic: the Gathering.

The number of adult programs increased in 2018, this was made possible through the staffing re-organization that took place in 2018. After a retirement, a new Adult Services Clerk position was created whose focus is on developing and maintaining the adult collections and programs. We are now committed to offering at least one adult workshop per month.

We continued to work to make our MakerSpace more user-friendly and accessible. We also increased the number of technologies available in the space by adding Virtual Reality and a Cricut cutter. Both technologies can be used without staff supervision. The vision for the space is to move towards a completely self-serve model. These changes led to more community members accessing our MakerSpace in 2018. There was a decrease in one-on-one technology appointments. It is important to note that only one-on-one appointments are included in these metrics, the ad-hoc assistance with technology offered by staff daily is not included. The availability of one-on-one technology help is already regularly advertised, and increasing the number of appointments should not be a staff focus in 2019.

We began offering two passive programs in 2019, “May I Ask Mondays” in the Library’s great space and a puzzle seek and find in the children’s library. “May I Ask Mondays” sees staff ask the community a new question every week. Some of the questions can act as mini-surveys and others are just for fun. The puzzle seek and find sees Library staff laminating the front cover of a picture book and cutting it up into puzzle pieces. The pieces are then hidden around the children’s section for children to find and assemble. Both programs have proven very popular.

Moving forward Library Staff should finish writing the Programming Plan, which will be used as a part of the Accreditation process. Staff should also focus on accomplishing the programs and objectives outlined in the Strategic Plan.

Database Use

Database use was static in 2018 compared to 2017. A number of measures were put in place to try to boost the use of our eResources. While the majority of the databases we subscribe to either experienced increases in use (Pebble Go children’s resources, Ancestry.ca) or remained static (Flipster, Gale, etc.) our Tumblebooks and Novelist resources saw decreases in use.

We had promoted Ancestry.ca and Tumblebooks in 2018. Ancestry.ca was promoted through a workshop in how to use it and Tumblebooks became the main landing page of the children’s computers. The Tumblebooks promotion strategy will need to be revisited in 2019. The redesign of the toddler area in the children’s library allows for more room for resource deployment. In 2019, staff will investigate the possibility of permanently deploying a tablet in the toddler area that can be used to access books.

Social Media Interactions

Facebook				
Year	Reach	Comments	Likes	Shares
2018	73,899	105	1,147	158
2017	103,937	185	1,755	276
Instagram				
Year	Reach	Comments	Likes	Shares
2018	508	1	91	0
2017	955	6	189	4

Social Media interactions fell in 2019. We continue to struggle with making regular social media posts. Marketing is a shared responsibility, and as such tends to become an add-on rather than a part of regular work. Events are posted regularly but we are not fully utilizing the engagement side of social media. As a part of the new Strategic Plan we have committed to creating and implementing a marketing plan. Social media engagement should be a key part. A plan will be presented to the Board prior to January 1, 2020.

Computer and Wi-Fi Use

Use of computers increased this year. Changes were made to the computer filters and spaces this year. A filter was added to block Roblox on the children's computers. This was in response to patron complaints regarding the first person shooters available through Roblox and the language playing these games sparked. Because of this, the use of the teen and lab computers spiked, requiring us to increase the number of teen computers available.

Wi-Fi		
Year	Users	Usage (GB)
2018	13,429	2,444
2017	13,536	2,871
Computers		
Year	Sessions	
2018	19,503	
2017	17,946	

Four computers that had been the tween section were moved to the teen section. The young adult graphic novels were moved in order to make space and allow for better sight lines for staff. The Early Learning Stations were moved to where the tween computers had been and one of the armchairs was moved as well, making the space more of a reading nook.

The number of Wi-Fi users remained fairly static, but the amount of data they used dropped in 2018. This is a welcome statistic. Had the amount of gigabits used continued to expand at the rapid rate it did in 2017, we might have had to upgrade our internet package to keep up with demand. We should still continue to revisit our internet service package to ensure we are offering excellent service at a reasonable cost to the Library.

Number of Library Visits

The number of visits increased in 2018 compared to 2017 by 9% to 104,766. This is a sign that the Library is being accessed more frequently. While the number of visits is an important statistic that indicates how many times the community has accessed the Library as a physical space, it is not a statistic that can be increased in a vacuum. Staff cannot set out to impact this statistic as a sole result. The only way to affect this statistic is through program and service delivery as well as offering excellent customer service.

Patron surveys often indicate that the staff are one of the largest encouragements to use our services. During 2018 staff developed a customer service promise statement, which was then adopted by the

Board. Staff have promised that they will “connect the community to a wide-range of resources through a friendly and welcoming environment.” We try our best to uphold this promise every day.

Room Use

The study rooms were booked 1,133 times, a 22% increase over 2017, for a total of 2,242 hours, a 20% increase. The use of our study rooms has continued to increase. The busiest times tend to be the later afternoon to evening period, essentially once school has let out. Our study rooms are used for a variety of purposes. They are used by students, tutors, community groups, home businesses, families, and by Library staff. The rooms’ continued gains in popularity show the value our community places on being able to have a quiet place to work and collaborate.

Holdings

We were able to add 3,027 new items to the collection in 2018. The Library engaged in a large and extensive weeding program in 2018. Overall, our collection size was reduced by 12.7%. Weeding is an essential part of ensuring a relevant and vibrant collection. Older and worn material needs to be removed in order to ensure space for newer material. While it might seem counter-intuitive to some, a full library shelf is not a good thing. Each shelf in the library should only be about three quarters to four fifths full. Less full shelves allows for on-shelf display, ease of retrieval, and ease of re-shelving.

Active Item, Collection Age, and Turnover

An item is considered “active” when it has circulated within the past two years, this is in keeping with the Ministry of Tourism Culture and Sport’s definition of an active user. A collection’s turnover rate is a comparison between the number of times items in that collection circulated within the last year compared to its total number of items. The tables include the percentage of each collection which has circulated within the past two years, the percentage of the collection that is older than 5 years, and the collection’s turnover rate. They tables also utilize heat maps to better identify which collections need increased attention in 2019.

By comparing these three metrics we will be able to identify purchasing and weeding priorities for 2019. It is important to look at these figures as a whole, as each number influences the interpretation of the others. A heat map has been used to help identify priority areas for 2019. It is important to note that while an item might not be listed as a “priority” it does not mean that regular collection development and maintenance will not occur for that collection.

First looking at the Adult Audiobook collection, which includes regular Audiobooks, MP3 Audiobooks, Daisy Readers and Playaways. The regular Audiobook and Playaway collections are average for all three metrics. They should not need special attention beyond regular development and maintenance. The MP3 Audiobooks have low turnover while being fairly active, meaning many of the items are leaving the collection but that they are not leaving repeatedly. This suggests that only a small number of users are accessing the collection. Given this, despite its low turnover, this collection should also not be a priority area. Daisy CDs have some concerning metrics, however this is a free collection and is essential for the users that use it. It is also grew in 2018, so it may be that demand has not yet caught up to supply. Given the changing demographics for the area, it is suggested that this collection continue to grow at its current rate. The Daisy Readers have been circulating frequently and are fairly new, they will not be a priority area in 2019.

The adult fiction collection has an average number of active items and turnover rate. It does have a higher than average number of items that are older than 5 years. That being said, these metrics indicate that the collection should only receive regular maintenance this year. Adult Graphic Novels should be a priority purchasing area in 2019. While it is a new collection with an average number of active items the high turnover rate indicates that there is significant demand for this collection and it needs to grow. Adult paperbacks are fairly new and active with slightly lower turnover. As a whole, the metrics indicate that they do not need special attention.

Adults			
Collection	Active Items	Older Items	Turnover Rate
Audiobook	77%	69%	1.29
Audiobook MP3	73%	57%	0.71
Daisy Reader	50%	0%	2.5
Daisy Reader CD	54%	0%	0.69
DVD	93%	51%	4.68
Fiction	70%	72%	1.44
Graphic Novel	75%	17%	2.19
Large Print Fiction	90%	86%	1.49
Large Print Non-Fiction	91%	72%	1.62
Music CD	67%	70%	1.2
Non-Fiction	58%	83%	0.91
Pamphlet	17%	96%	0.91
Paperback	75%	56%	1.17
Periodical	47%	18%	1.52
Playaway	75%	43%	1.29

Large Print Fiction and Non-Fiction both need to continue to be priority purchasing areas for 2019. These collections are difficult to grow rapidly, there is a paucity of large print non-fiction released each year and these items are more expensive than regular print items. Both of these collections have some of the highest number of active items and the highest number of older items. This indicates that these collections need to grow to meet demand and remain fresh. The turnover rates are only just above average, but this could be influenced by who these items circulate too, given that home delivery patrons are allowed to keep items for an indefinite period and therefore the items may be in the Library less frequently.

Adult Non-Fiction remains a weeding priority for 2019. The low number of active items, coupled with their age and low

turnover rate continue to indicate the collection needs attention. Significant work was done in revamping this collection in 2018, which will need to continue. It should be noted that there will always be a sections of this collection that will be older and will not circulate frequently, namely local history. Our local history collection is not something which should be weeded for age or low circulation as these are items unique to our area which we would not be able to loan from other libraries. It may be worthwhile in the future to remove the local history collection from statistical analysis.

Our pamphlet collection is one that will be a priority area for 2019, it will be listed as both a purchasing and a weeding priority as this is collection that little data is available for. Items included in this collection include maps, sheet music, and information booklets. In our Integrated Library System, they are all simply catalogued as "pamphlet" so it is difficult to draw simple conclusions as to how this collection is circulating. It may be that a particular subsection is the source of the majority of circulations and we need to add to it. Staff should investigate and examine this collection in order to make decisions on what should be removed and what might need to be increased, if anything.

Our periodical collection is recent and has slightly higher than average turnover. That being said only about half of the collection has left the shelves in the past two years. It should be noted that we only keeps the past two years of any magazine issues on hand at a given time and that the most recent issue is not allowed to circulate³, which would skew the active metric to some extent. This should be a purchasing priority area for 2019, in that we review the subscriptions we currently purchase in order to ensure that they are all still circulating and warrant renewed subscriptions. Adult CDs will be a weeding priority for 2019, given the low activity and age of the collection.

Lastly, DVDs are a purchasing priority area. The demand for this collection far outstrips its supply. This collection has one of the highest circulation rate per item and the highest number of active items, a figure that increased in 2018 compared to 2017 despite new DVDs accounting for 12% of our total purchases in 2018. This collection is beginning to outgrow its shelves and staff will likely need to come up with creative solutions to expand the shelf capacity for this collection. The FFPL Board will need to consider increasing this budget line in future years in order to reflect the increasing demand for this collection.

Our young adult collection is one of our trickiest collections to manage. Teens are difficult to purchase for and the collection ages more rapidly than any other. What was popular with teens four years ago, is not popular now. The teen space itself is also problematic. The area has become dominated by the computer section, and while the increased resource usage is a positive in itself, may have had a negative impact on circulation. The area no longer invites browsing after school or on weekends due to the sometimes rambunctious groups that form.

Young Adult			
Collection	Active Items	Older Items	Turnover Rate
Fiction	50%	66%	0.62
Graphic Novel	67%	69%	0.76
Non-Fiction	32%	53%	0.45

It is clear from the numbers that each of these collections needs to be a priority area in 2019. Beyond simply prioritizing weeding and purchasing, staff need to focus on engagement strategies for youth. We have already begun implementing some changes, including moving the young adult graphic novels and displaying new teen books with the new adult books, but we need to implement more moving forward. Staff have begun working with other local committees on ways to engage youth.

Our children's department collections circulate at fantastic rates. It also saw an increase in circulation over the past few months. More children's books are leaving our shelves than have in recent years. The Library should work to continue this trend through careful collection development, maintenance, and promotion.

Our Integrated Library Service is provided through a consortium, JASI. In 2018, JASI began a large information architecture project to try to streamline the number of item types. The project has since been discontinued; however the changes they had already instituted for audiobooks have made it impossible to generate the necessary statistics for our juvenile audiobook collection. We have logged tickets regarding the issue. Playaways will continue to be a purchasing priority in 2019, its number of active items and turnover rate suggest high patron demand. Staff should continue to grow this collection in 2019.

An additional area of purchasing priority should be board books. Given the collection's high turnover rate and its age new items need to be bought. Oftentimes if a collection is older but numerous items are still circulating it could be a sign that the small nature of the collection means that patrons are limited in selection so take out items they otherwise would not. Previously, this collection suffered from space

constraints. Changes made to the configuration of the children's library this year means that there is now room for this collection to grow.

We have three easy reader collections: hardcover, paperback, and non-fiction. The non-fiction collection was added December 2018 and has been removed from the statistics due to insufficient data. The hardcover easy readers will be a priority purchasing area due to its age. This collection tends to consist of the "classic" easy readers (Dr. Seuss, P.D. Eastman, etc.). This means that items should not be weeded simply to bring the age metric down. Regular weeding based on circulation should be sufficient. The paperback easy reader collection is one of our strongest. Despite the fact that the majority of this collection is still new, it should be a purchasing priority in 2019 due to the obvious patron demand.

Juvenile			
Collection	Active Items	Older Items	Turnover Rate
Audiobook	No Data	No Data	No Data
Board Book	82%	73%	1.73
Fiction	67%	61%	1.01
French	62%	69%	0.75
Graphic Novel	89%	53%	3.09
Hard Cover Easy Reader	67%	97%	1.44
Kit	60%	95%	0.9
Music CD	81%	91%	1.16
Non-Fiction	44%	86%	0.61
Paperback	78%	57%	12.42
Paperback Easy Reader	90%	48%	2.68
Paperback Picture Book	84%	92%	1.61
Picture Book	71%	88%	1.42
Playaway	85%	52%	2.65

Juvenile Fiction should be a weeding priority in 2019 due to the lower number of active items and the turnover rate of the collection. It should be reiterated that simply because a collection is not listed as a purchasing priority, does not mean that no new juvenile fiction books will be purchased in 2019.

We hold two types of Picture Books, hardcover and paperback. The hardcover collection should be a weeding priority as it is older and has fewer active items. The paperback collection needs to be both a weeding and purchasing priority. The collection is one of the older ones, however many of the items are still leaving the Library. New items need to be purchased before older ones can be weeded.

The Juvenile Graphic Novel collection will need to be a purchasing priority, despite its comparative newness. The high number of active items coupled with its significantly higher turnover rate means that there is high demand for the collection and it needs to continue to grow.

The Music CD collection was fairly active in 2018. It is an older collection and a small one. Children's music should be a priority area in 2019. The storybook kits are an older collection with below average activity and low turnover. It may be that this collection will need to be phased out in the coming years. It is also an older collection and a small one, similar to music CDs. Staff should purchase a few new kits to freshen the collection up this year, but should not invest heavily in the collection given its low circulation.

Juvenile Non-Fiction is a collection that has received a great deal of attention over the past few years, with heavy weeding taking place. In the past this collection was a cornerstone of homework help for the community, its focus has now shifted to an interest driven collection, similar to fiction books. Staff developed a report in 2018 that shows the turnover rates for each Dewey "decimal" in order to help identify purchasing priorities. Staff should continue to utilize this report when making purchasing decisions for the collection and continue with regular collection maintenance.

The French collection was expanded in 2018 through in memoriam donations and the generous support of our Friends of the Library. Demand has not quite caught up to the new supply. Staff should continue to monitor this collection and engage in regular collection development and maintenance in order to ensure it continues to reflect the needs of the community.

We have a number of pieces of equipment, devices, and games for loan. We were able to add to these collections through grants this year. Many of the items are either brand new or more recent purchases. The exception being video games, which is an older collection. The budget line for Video Games was increased in 2019, and staff should collect new items accordingly.

Equipment, Devices, and Games			
Collection	Active Items	Older Items	Turnover Rate
Electronic Device	88%	0%	1.56
Equipment	69%	0%	3.22
eReader	21%	0%	0.71
Tackle Share	75%	0%	2
Video Game	80%	70%	1.63

Two notes to keep in mind going forward for the eReader and Tackle Share items is that the age metric for these items should by and large be ignored. The fishing rods and tackle will likely only need to be replaced as the items themselves become worn or break. EReaders, as a technological resource, should be replaced more frequently than the 5 year standard. Currently, their circulation is low, however they are an important accessibility resource and the collection ought to be continued.

Summary - Purchasing and Weeding Priorities for 2019

Through the extensive work done in 2018 to remove items that were not circulating we were able to either achieve or make progress in many of the priority areas identified in the 2017 APMIS report. Each year however, brings a new crop of books that need to be removed. Moving forward, we will be able to engage in a consistent and regular weeding schedule for many of our collections.

We also engaged in large shifting projects in both the children's and adult collections. These projects made way finding for patrons easier and will also allow for room to grow the collections into the future.

It is important to allow that staff allow patron demand and feedback guide collection development and maintenance. Collections should never be weeded simply to make room on a shelf. If a collection is growing such that we are running out of room on the shelf, staff should consider how our collections might be rearranged in order to facilitate that growth. Libraries are living institutions and as staff our work is to facilitate and guide that growth.

It should be noted that the announcements regarding Interlibrary Loan may necessitate a change in how Staff weed collections.

Purchasing Priorities
Adult Graphic Novels
Large Print Fiction
Large Print Non-Fiction
Pamphlets
Periodicals (Purchase Review)
DVDs
Young Adult Fiction
Young Adult Graphic Novels
Young Adult Non-Fiction
Juvenile Playaways
Hardcover Easy Readers
Paperback Easy Readers
Juvenile Graphic Novels
Juvenile Music CDs
Weeding Priorities
Adult Non-Fiction
Pamphlets
Young Adult Fiction
Young Adult Graphic Novels
Young Adult Non-Fiction
Juvenile Fiction
Adult Music CDs

Staffing Levels

Reported Incidents

The number of reported incidents grew by 49% over 2017, which had in turn had seen similar increases over 2016. The steady and continued growth in the number of incidents has led to a reconsideration of staffing levels. In 2018, one adult staff member and one high school student worked on Sundays. Starting in 2019, staffing hours have been redistributed in order to ensure that there are two adult staff members working on Sunday with one student. This was done to ensure the safety of staff and patrons.

The FFPL Board recognized the impact the growth in incidents has had on staff and operations. As such, objectives were included in the new Strategic Plan that listed the need to evaluate and implement action plans regarding the impact the additions has had on the Library. As an organization, we committed to deciding how we were going to work to protect everyone's right to use the Library and our status as a safe space within the community.

We continue to implement our progressive discipline procedures. We have established ourselves as a space that will enforce our code of conduct, that will remove patrons who are violating it, that will call the police, and that will give out a no trespassing notice. At the same time, we work to maintain a welcoming and friendly atmosphere. We will welcome people back, we will work with them to ensure they understand our expectations, and we do recognize that people are capable of change.

2018 Incidents	
Type	Percentage
Involved Youth	53%
Intoxicated/under the influence of drugs	35%
Resulted in the Police being called	35%
Disruptive behaviour	18%
Resulted in a Break Notice	18%
Foul Language	16%
Resulted in a No Trespassing Notice	16%
Confrontational Behaviour	9%
Patron had something stolen from them	9%
Aggressive Behaviour	7%
Hidden/discarded contraband found (beer, needles, drugs)	7%
Patron with a no trespassing notice on the premises	7%
Stolen Materials/Library Property	7%
Unattended children	7%
Verbal Abuse	5%
Health and Safety Issue	5%
Patron was hurt by another patron	4%
Patron needed an ambulance	4%
Library property was vandalized	2%
Weapon	2%
Library used or suspected to be used for illegal activity	2%
Total Number of Incidents	55

SROI & ROI Updates

The majority of the SROI and ROI statistic mirror what has already been reported on within this document. For instance, the decrease in circulation leads to lower SROI and ROI under the Collection Use and Entertainment and Enjoyment headers. The increase in computer sessions leads to increases in the SROI and ROI for Technology Access and Social Inclusion metrics.

Social Return on Investment Data	2018	2017
Cultural Integrity & Regional Identity	\$64,653	\$73,210
Social Inclusion	\$475,370	\$433,484
Cognitive & Literacy Development	\$556,060	\$533,683
Health and Wellness	\$274,196	\$175,921
Engaged Citizens & Safer Communities	\$2,254,566	\$2,320,581
Entertainment & Enjoyment	\$2,869,523	\$2,971,574
Economic Development	\$828,974	\$784,305
<i>Total Economic Benefit</i>	<i>\$7,323,343</i>	<i>\$7,292,758</i>
Economic Benefit with Premium	\$8,357,647	\$8,322,742
Benefit per Resident	\$973	\$969
Impact per household	\$2,278	\$2,269
Impact of an Open Hour	\$1,304	\$1,303
Total Social Return on Investment	\$16.81	\$17.16

On the whole, the SROI figures remained fairly static. The Total Benefit and Impact metrics scaled up and the total SROI scaled down by \$0.35. The reason the SROI figure went down despite the total economic benefit raising, was the increased municipal investment in 2018 which was necessary to offset the raise in power costs.

The real value of the SROI report does not come from the overall metrics, it comes from examining the results from the 7 key areas and using them to guide decision making. Similar to the 2017 data Cultural Integrity and Regional Identity and Health and Wellness remained our weakest areas. Improvements were made in the area of Health and Wellness as shown by its increased SROI. The bulk of this improvement came from the new Yoga lessons that were offered. Staff should continue to focus efforts in these two areas. For Health and Wellness, staff should continue to seek our community partners and volunteers in order to offer authoritative programming. For Cultural Integrity & Regional Identity Staff should focus on the objectives related to the Canadian Federation of Library Associations Truth and Reconciliation Report and Recommendations.

Economic Return on Investment Data		2018 Midpoint	2017 Midpoint
Direct Tangible Benefits	Collection Use	\$1,567,551.42	\$1,737,012.91
	Programs	\$294,246.00	\$343,130.00
	Reference and Database Services	\$551,350.00	\$203,550.00
	Technology Access	\$164,660.00	\$122,490.00
	Meeting and Study Space	\$237,982.26	\$215,176.54
	<i>Total Direct Tangible Benefits</i>	<i>\$2,815,789.68</i>	<i>\$2,621,359.45</i>
Direct Spending	Operations	\$137,808.74	\$127,297.55
	Capital (annual average)	\$32,400.09	\$32,445.92
	Employment	\$414,864.95	\$396,023.59
	Materials	\$63,947.87	\$55,849.70
	Total Gross spending	\$649,021.65	\$611,616.76
	Revenue Offsets to Costs	\$151,968.94	\$127,400.10
	<i>Total Direct Spending</i>	<i>\$497,052.71</i>	<i>\$484,216.66</i>
Indirect Tangible Benefits	Operations	\$96,466.12	\$89,108.29
	Capital (annual average)	\$22,680.06	\$22,712.14
	Employment	\$290,405.47	\$277,216.51
	Materials	\$44,763.51	\$39,094.79
	Pages Employment Experience Benefits	\$9,433.20	\$9,433.20
	<i>Total Indirect Tangible Benefits</i>	<i>\$463,748.35</i>	<i>\$437,564.93</i>
Total Economic Impact		\$3,776,590.74	\$3,543,141.04
Impact per Dollar Spent		\$7.60	\$7.32
Impact per Resident (as defined in SROI)		\$439.80	\$412.62
Impact per Household (as defined in SROI)		\$1,029.60	\$965.96
Total Benefits		\$3,279,538.03	\$3,058,924.38
Return on Investment		660%	632%
Average Value of One Open Hour		\$803.98	\$756.37

Each of the ROI key areas increased in 2018. The reason the ROI would go up while the SROI went down, was the differences in how the two statistics are measured and what is valued as a part of the measurements. The ROI metrics support many of the findings previously outlined within this report.

Previous Report Follow-Up

The 2017 FFPLTC Annual Performance Measurement Indicators and Statistics Report suggested a number of goals to achieve in 2018 based on the results of our data analysis. Based on those we were able to accomplish a number of achievements in 2018.

We restructured our summer reading program. This included developing more community partnerships and outreach. We increased the number of weekly programs and focused on promoting our summer reading program to families in our community. We were able to achieve a 31% increase in programming, a 24% increase in attendance at our summer programs, and a 67% increase in the number of children registered in the summer reading program.

We launched a number of advertising initiatives. This included advertising our visitor memberships, with the creation of promotional materials and a display at the Tourist Information Centre. We also began advertising our new books by using the Library's digital signage and social media.

We increased our range of programming offerings for teens and seniors. Over the summer months through a Summer Experience Program grant offered by the Government of Ontario we were able to hire a summer student devoted to senior's programming. They were able to offer a number of programs both within the Library and out in the community. We also were able to pilot a new weekly teen program "Nerd Night" through a Youth Job Connection grant from Northern Community Development Services starting December 2019.

In early 2019, we began offering Genealogy assistance appointments, similar to the one-on-one technology appointments. This new service offering is being facilitated through two community volunteers. Based on popularity, in the future staff may need to consider taking over this service offering once the volunteers move away. We also added changed the landing page for our children's and tween computers to the Tumblebooks homepage.

We began tracking our filled interlibrary loan and purchase requests. This was done so that we can better investigate trends and ensure that our collections match patron demand. We also developed new item types to allow us to make purchasing and weeding comparisons. We followed the weeding and purchasing priorities as outlined in the 2017 report, and the impact shows in many of the changes to our active volumes and age statistics and how much shorter the priority list is for 2019.