

Board Meeting Agenda
Tuesday, February 18, 2020
4:00 p.m. Paul Martin Building – 1st Floor Meeting Room
Tour of PMB at 3:30pm (for Board members only)

1.	Call to order and regrets	Chair
2.	Adoption of Agenda	Chair
3.	Disclosure or Pecuniary Interest	Chair
4.	Presentations/Delegations	
5.	Communications	Chair
6.	Minutes <ul style="list-style-type: none">➤ Minutes of Previous Board Meeting	Chair
7.	Business Arising	
8.	Administrative Reports <ul style="list-style-type: none">➤ CEO Report	K. Pope
9.	New Business <ul style="list-style-type: none">➤ Naming, Donations & Sponsorships Policy – Final Review (Verbal)➤ 2019 Statistics Report➤ Implementation of New Branch and Vehicle Branding Report	K. Pope N. Peel C. Woodrow
10.	Review of Board Reimbursements	Chair
11.	Next Meeting – Tuesday, March 10, 2020 at 4:00pm	Chair
12.	In Camera	Chair
13.	Adjournment	Chair

Board Communications

Tuesday, February 11, 2020

➤ Letters/Emails

- November 11, 2019
Letter of Thanks from Giles Campus Public School
- December 17, 2019
Letter of Thanks from Amici Musicae of the Windsor Symphony Orchestra
- December 19, 2019
Note of Thanks from The Alzheimer Society

➤ Newspaper/Radio Reports

- Windsor Star, November 19, 2019
[Downtown library shuts access to second floor, prepares for move](#)
- Windsor Star, November 20, 2019
[Jarvis: Windsor's "super fabulous" new library](#)
- Windsorite.ca, November 29, 2019
[Windsor Public Library to Hold Fines Amnesty Month](#)
- Blackburn News, December 2, 2019
[Library Forgiving Overdue Fines this Month](#)
- Windsor Star, December 17, 2019
[Lakeshore teen nears goal of 10,000 hand-made cards for seniors](#)
- CBC News, January 30, 2020
[Windsor Public Library will move to Paul Martin Building next Monday](#)
- AM 800/CKLW, January 30, 2020
[Library ready to open at Paul Martin Building](#)
- CTV News, January 30, 2020
[Library to open in Paul Martin Building](#)

- WPL Press Release, January 30, 2020
[Central Library Opens in Paul Martin Building](#)
- Blackburn News, February 3, 2020
[Central Branch Library opens at Paul Martin Building Monday](#)
- CBC New, February 3, 2020
[Borrow a book at Windsor Public Library's new downtown location](#)
- Windsor Star, February 3, 2020
[Downtown library's new temporary home opens to glowing reviews](#)



Windsor Public Library Board Meeting

Tuesday, November 19, 2019

4:00 p.m.

Present: Councillor R. Bortolin, Councillor J. Morrison, M. DeMenech, J. Stuart

Regrets: H. Dougall, T. Piruzza

Staff: C. Anson, A. Craig, A. Gerrard, N. Peel, K. Pope, C. Rideout-Arkell, C. Woodrow

1. **Call to Order:** Board Chair, R. Bortolin called the meeting to order at 4:04 p.m.

2. **Adoption of agenda:**

90.19	Moved:	M. DeMenech	Seconded:	J. Stuart
	THAT the agenda be adopted as presented. CARRIED			

3. **Disclosure of Pecuniary Interest:** None

4. **Presentations / Delegations:** None

5. **Communications:**

91.19	Moved:	M. DeMenech	Seconded:	J. Stuart
	THAT communications be accepted as presented. CARRIED			

6. **Minutes:**

92.19	Moved:	M. DeMenech	Seconded:	J. Stuart
	THAT the Windsor Public Library Board approves the minutes of the WPL Board meeting of October 15, 2019 at 4:00 p.m. as presented. CARRIED			

7. Business Arising:

Board Member Resignation: Chair, R. Bortolin announced that former Councillor I. Kusmierczyk submitted his resignation to City Council and the WPLB. R. Bortolin advised that the WPLB would wait until after Council By-Elections before considering filling the seat on the WPLB.

8. Administrative Reports:

CEO's Report: K. Pope, CEO presented updates on the ongoing Facility Projects, highlighted the increase in Library Usage and statistics from Book Sales 2016-2019. K. Pope also presented the WPL Board Calendar for 2020 Meetings.

93.19	Moved:	J. Morrison	Seconded:	M. DeMenech
	THAT the Windsor Public Library Board accepts the CEO's Report of November 12, 2019 as presented. CARRIED			

Financial Report as at September 30, 2019: C. Anson presented an updated on the operating results for the WPL as at September 30, 2019.

94.19	Moved:	J. Stuart	Seconded:	J. Morrison
	THAT the Windsor Public Library Board accepts the Windsor Public Library Financial Update as at September 30, 2019 as presented. CARRIED			

9. New Business:

Foundation Policies Triennial Review – Final (Verbal): K. Pope verbally reviewed the amendments to the Foundation Policies presented at the September 2019 Board Meeting. The amended policies were posted on the WPL Website for public comment for 30 days following the September 2019 meeting.

95.19	Moved:	M. DeMenech	Seconded:	J. Stuart
	THAT the Windsor Public Library Board accepts the Foundation Policies as presented. CARRIED			

New Logo/Branding Initiative Report: C. Woodrow and K. Pope unveiled a new WPL logo, as part of a larger branding initiative introduced in the Strategic Plan 2020-2025. A discussion followed.

96.19	Moved:	J. Stuart	Seconded:	M. DeMenech
	THAT the Windsor Public Library Board accepts the WPL New Logo/Branding Initiative Report as presented. CARRIED			

Fund Raising Planning Report: K. Pope presented a 5-7 year Fund Raising Plan to raise funds to assist with the commissioning of a new Central Library. A question and answer period followed. R. Bortolin requested a change to the distribution of Board / Citizen appointments to the Task Force.

97.19	Moved:	M. DeMenech	Seconded:	J. Stuart
	THAT the Windsor Public Library Board accepts the WPL Fund Raising Planning Report as outlined/amended, and appoints a Fund Raising Task Force. CARRIED			

Meeting Room Rental Report #2: K. Pope presented options for eliminating meeting room rental fees at both the Muir and Fontainebleau branches in 2020, as part of WPL's 125th Anniversary. A discussion followed

98.19	Moved:	J. Stuart	Seconded:	J. Morrison
	THAT the Windsor Public Library Board accepts the WPL Meeting Room Rental Report #2 as amended. CARRIED			

10. Review of Board Reimbursements: None

11. Next Meeting: Tuesday February 18, 2019 at 4:00pm.

12. In Camera:

99.19	Moved:	J. Stuart	Seconded:	M. DeMenech
	THAT the Windsor Public Library Board requests to waive the rules to move in camera at 5:00pm. CARRIED			

100.19	Moved:	J. Morrison	Seconded:	J. Stuart
	THAT the Windsor Public Library Board accept the recommendations from the in camera session. CARRIED			

13. Adjournment:

101.19	Moved:	J. Morrison	Seconded:	J. Stuart
	THAT the Windsor Public Library Board adjourn the meeting at 5:02 p.m. CARRIED			

APPROVED:

X

Councillor Rino Bortolin
Chair, Windsor Public Library Board

X

Kitty Pope
CEO, Windsor Public Library

X

Andrea Gerrard
Manager, Operations

Windsor Public Library Board
CEO's Report
Tuesday, February 11, 2020

Performance Indicators Dashboard

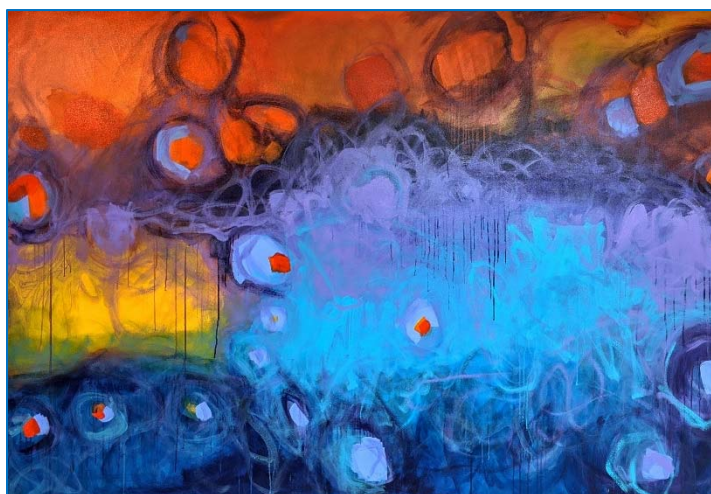
	Performance Indicators	Status / Issues
	Finances	The proposed WPL Capital and Operating 2020 budgets were passed by City Council, <u>including</u> the WPLB's request for permanent funding to keep the Bridgeview, Fontainebleau, John Muir and Seminole branches open on Fridays. This has made a lot of our regular Friday customers very pleased. WPL has received our 2019 \$361,881 annual grant from the Province of Ontario.
	Usage	In 2019, we had a great year despite all the construction! <ul style="list-style-type: none"> ▪ Membership up 1.8% to 89,393 ▪ Circulation 1,272,379 items, up 12.5% (+ 141,294 volumes)
	Human Resources	Staff is coordinating training on the new WPL Customer Code of Conduct
	Facilities	As below

Facility Projects

Background: In December 2013, City Council approved the WPL Service Enhancement Model and \$7,000,000 to: build a new library at the Optimist Community Centre (W F Chisholm Branch opened in October 2017), renovate a new location in Sandwich (John Muir Branch, opened in September 2019) and expand the Budimir Branch, grand opening on February 14, 2020.

Budimir Branch: The 6,000 SF \$2,917,000 addition to Budimir is the last of the three projects and includes more space for customers, resources and improved sight lines. The WPL Board accepted the Architectura Inc design in May 2018 and Loaring / Sterling Ridge Construction completed the project in December 2019. The project is on budget with staff finalizing the last furniture purchases this week.

The Grand Opening is on Friday February 14th at 1 pm. The art commissioned by the Board from Windsor artist Nancy Johns will be unveiled and dedicated to the community at that time.



Central Library: In January 2018, the United Church Downtown Mission purchased the Central Library at 850 Ouellette Avenue and the City owned parking lots at a total cost of \$3.4 M.

In November 2018, the WPLB endorsed the recommendations of the ‘Central Library Functional Plan’ completed by Architect Jason Grossi of www.designstudiog.com, outlining the need for a 71,857 SF facility to permanently house the Central Library at an estimated cost of \$38-42 M.



A. Paul Martin Building

In the interim, the Central Library has temporarily relocated to the Paul Martin Building Annex, 22,000 SF on three floors at 185 Ouellette Avenue. The basement holds the non-fiction overflow collection and janitorial services, the first floor is the public library and the second floor, which is not publically accessible, houses library services and Administration.

[Architectura Inc](http://www.architectura.com) and Oscar Construction completed the renovations at a cost of \$1.7M. The majority of the budget was spent on the renovation of the 11,000 SF first floor; including accessible washrooms, paint and carpeting.

The move from the 850 Ouellette Ave building began on the second floor on January 22th, 2020 and took 3 days to complete. From January 27th - 31st, the 70,000 volume book collection was moved to the main floor and basement storage area, and public computers were moved and re-installed. With no break in service, the PMB opened on Monday February 3rd with 75-80 people per hour coming through the doors. Staff are now “tweaking” the main floor footprint to assure good sightlines and easy access to the collections.

B. Central Library Building Project (CLBP)

The first step for the WPLB is to assess if the community would be better served by building a new Central Library in the downtown core or repurposing the PMB, and then deciding how to move forward. This CLBP requires several funding sources including government funds, building or heritage grants, public sponsorship and / or a public-private partnership.

The WPLB has made a funding request to City Council for Phase 1 of the CLBP, for Consulting Services - location & environmental studies, property considerations, conceptual design & estimate; plus land acquisition costs and design services. Exactly when funding could be available, (i.e. 2020 – 2030) will be established and the project can then move forward. With the completion of Phase 1 the project will be “shovel ready” and

at a stage where funding and grants, from government and private sources, could be applied for.

News

- Two amendments to **the Public Libraries Act (PLA)** came into effect in December as part of the government's [Bill 132](#) pg. 65 Schedule 12. Amendments included:
Section 10(1) permits Canadian permanent residents to serve as public library board members. Prior to this amendment, only Canadian citizens were permitted. This provides boards with a larger and more diverse pool of potential board members.

Section 16(1) reduces the minimum number of annual public library board meetings from ten to seven. This provides more flexibility for boards to determine the appropriate number of meetings needed for their local circumstances.

The WPLB will be reviewing the Governance Policies this year as part of the triennial review at which time the changes to the PLA will be addressed.

- WPL staff and the Federation of Ontario Public Libraries are closely monitoring proposed Bill 108 outlining changes to the provincial **Development Charges** strategy and the newly proposed **Community Benefit Charges (CBC)** program that would support: general government, public libraries, recreation, parks development and parking.
- WPL received \$23,519, a discretionary income payment from the **Dr. Victor Priebe Trust**. As requested by Dr. Priebe the funds have been spent on travel resources. The 2020 payment will be allocated to financial / business resources for all ages and levels.
- The **WPL 125th Anniversary Amnesty Program** in December was a huge success. 2,093 customers returned their very overdue library books and WPL forgave \$10,230 in overdue fines. The real celebration came as we welcomed them back to library land and gave them a new card.
- The Windsor Public Library John Muir Branch has received a 2020 **Built Heritage Award** from the City of Windsor recognizing excellent stewardship and heritage conservation efforts. Criteria included extraordinary or exemplary preservation, rehabilitation or restoration, demonstrate Adaptive Re-use; community revitalization; builds awareness and education of heritage; showcases a commitment to heritage conservation and a culturally significant landmark. The public nominations were vetted and final selection made by the Heritage Committee. We are thrilled!

Prepared by:

Kitty Pope

kpope@windsorpubliclibrary.com

519-255-6770 x 4425

WPL Usage Statistics, January 2020

Customer Use Index

The Customer Use Index (CUI) aggregates five use factors and is particularly useful in tracking the number of customer interactions per open hour.

USE FACTORS	JAN-20	JAN-19	Variance
Gate Count	60,666	58,334	4%
Website & Social Media	110,965	112,621	-1%
In-House Usage	21,265	21,546	-1%
Circulation	116,872	106,969	9%
Public Service	4,904	4,196	17%
CUI GROSS	314,672	303,666	4%
CUI per open hour	184.45	178.00	4%

NOTES

CUI INCREASED AGAIN IN SPITE OF DISRUPTIVE BUILDING PROJECTS

Gate Counts

CUSTOMERS ENTERING	JAN-20	JAN-19	Variance
Central: Dufferin	9,425	11,128	-15%
Central: Ouellette	9,346	10,783	-13%
Budimir*	8,900	8,800	1%
Riverside	8,242	8,180	1%
Forest Glade	4,714	4,401	7%
Chisholm	5,332	3,774	41%
Fontainebleau	3,462	2,765	25%
Bridgeview	3,982	3,250	23%
Seminole	2,662	2,324	15%
John Muir Sandwich*	4,147	2,500	66%
Local History	197	n/a	n/a
FRED	257	439	-41%
Total	60,666	58,344	4%

NOTES

BUDIMIR RENOVATIONS COMPLETE DECEMBER 2019

CENTRAL MOVED TO THE PAUL MARTIN BUILDING JANUARY 2020

* Estimates for these branches are based on monthly circulation, programs, and outreach activities; estimates will continue until gates are installed.

Website & Social Media

	JAN-20	JAN-19	Variance
Website	102,702	108,389	-5%
Social Media	8,263	4,232	95%
Total	110,965	112,621	-1%

NOTES

A COUNT OF CUSTOMER INTERACTIONS WITH OUR LIBRARY WEBSITE, CATALOGUE, AND SOCIAL MEDIA PLATFORMS.

In-House Usage

	Public Internet (in hours)	Netbook Circ	Items Used	Total	2019 Total	Variance	NOTES
Central	2,703	-	2,740	5,443	9,549	-43%	IN HOUSE USAGE EXCLUDES WIFI.
Budimir	628	-	1,676	2,304	2,129	8%	
Riverside	915	1	946	1,862	2,235	-17%	
Forest Glade	285	14	2,024	2,323	2,272	2%	
Chisholm	345	-	2,244	2,589	1,085	139%	
Fontainebleau	289	11	2,312	2,612	1,895	38%	
Bridgeview	404	28	1,343	1,775	1,053	69%	
Seminole	372	6	552	930	622	50%	
John Muir	260	19	561	840	606	39%	
Local History	-	-	505	505	-	-	
FRED	-	-	82	82	100	-18%	
Total	6,201	79	14,985	21,265	21,546	-1%	

Circulation

	JAN-20	JAN-19	Variance	2019 Total	NOTES
Central	10,964	18,971	-42%	172,000	CIRCULATION IS A COUNT OF ALL MATERIALS, PHYSICAL OR DIGITAL, THAT ARE BORROWED, RENEWED, OR ACCESSED BY CUSTOMERS EITHER IN THE LIBRARY OR ONLINE.
Budimir	13,642	14,129	-3%	144,968	
Riverside	11,750	10,974	7%	135,642	
Forest Glade	5,848	5,913	-1%	73,337	
Chisholm	7,630	5,817	31%	85,981	
Fontainebleau	4,166	3,245	28%	45,509	
Bridgeview	4,801	4,178	15%	51,551	
Seminole	3,781	3,250	16%	43,817	
John Muir Sandwich	2,770	2,040	36%	26,798	
FRED	428	459	-7%	5,907	
eResource Access	18,235	17,004	7%	199,052	
eResourceDownloads	32,857	20,989	57%	287,817	
Total	116,872	106,969	9%	1,272,379	

Public Service

	JAN-20	JAN-19	Variance	NOTES
Reference Questions*	n/a	n/a		FRED WAS REQUIRED DOWNTOWN FOR THE CENTRAL MOVE, WHICH REDUCED OUTREACH OPPORTUNITIES.
Program Attendance	2,745	1,938	42%	
Outreach Attendance	335	600	-44%	
School Visit Attendance	766	345	122%	
Accessibility Circulation	1,058	1,313	-19%	
Total	4,904	4,196	17%	

Membership

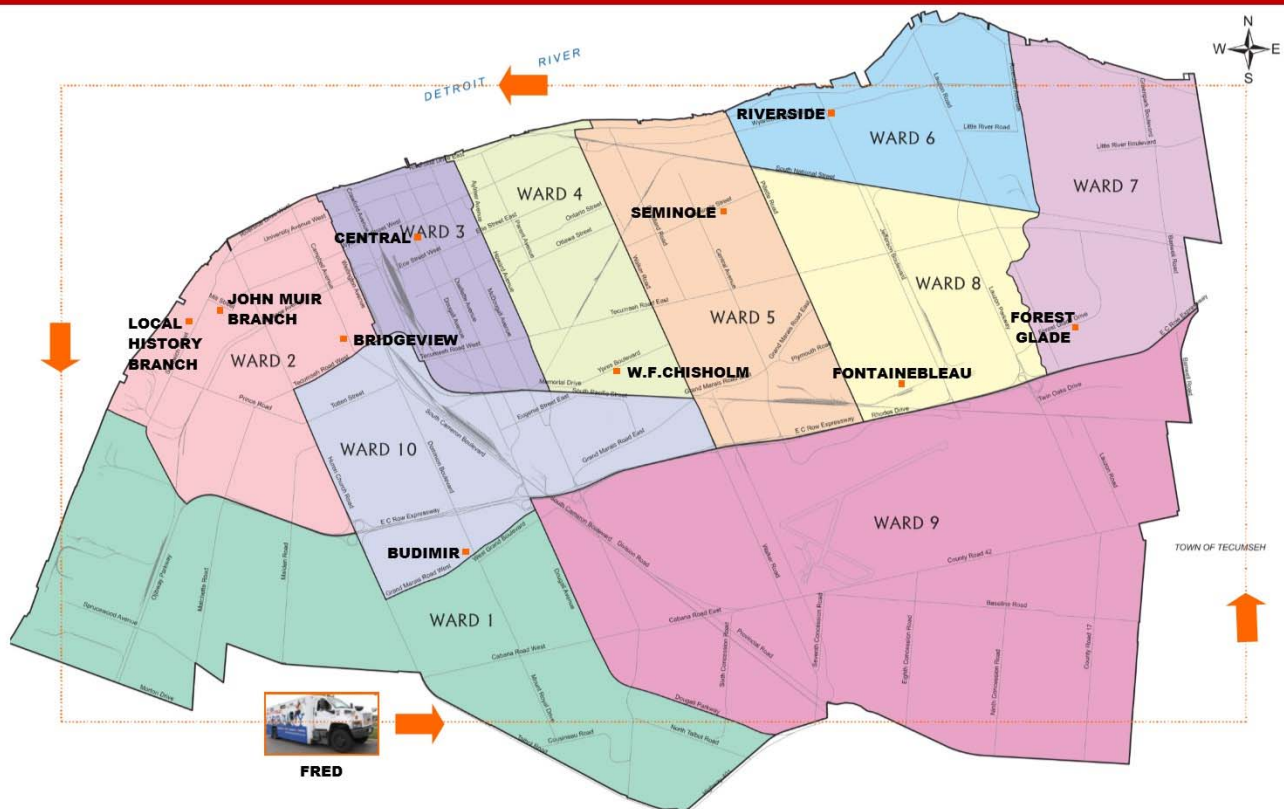
	New	Total
Central	182	30,063
Budimir	125	12,467
Riverside	118	12,944
Forest Glade	90	7,890
Chisholm	76	6,336
Fontainebleau	44	4,324
Bridgeview	47	6,036
Seminole	47	4,752
John Muir	57	3,568
FRED	9	1,185
Total	795	89,565
eCard	41	639

Annual Membership	Total	% of Total Population
2019	89,393	41%
2018	87,762	40%
2017	87,756	41%
2016	89,237	42%
2015	91,739	43%
2014	91,279	43%

Notes:

- Like all large public libraries in Canada, in January WPL removes memberships that have not been active in three years. January 2020, 468 inactive memberships were removed from the membership files.
- Population of Windsor as per the 2016 Census – 217,188.

WINDSOR PUBLIC LIBRARY BRANCH LOCATIONS



NOVEMBER 2019

Windsor Public Library Board
2019 Statistics Report
Tuesday, February 11, 2020

1. OBJECTIVES:

To provide a comprehensive review of WPL's performance in 2019, including data and analysis to support Board and staff data-driven decision making.

2. BACKGROUND:

Ontario public libraries measure performance using various criteria and measurement tools. No one tool is comprehensive; however, in combination they provide a window into usage, performance and public library trends. The ten (10) tools used by WPL staff to measure performance remain the same as those detailed in the [2018 Statistics Report](#).

External measurement tools include:

- Municipal Benchmarking Network Canada [library sector reports](#) (formerly OMBI)
- Canadian Urban Libraries Council (CULC) [Key Performance indicators](#)
- Ministry of Tourism, Culture & Sport Annual [Survey of Public Library statistics](#)

Internal measurement tools are:

- SirsiDynix Symphony usage statistics
- [CollectionHQ](#), evidence-based metrics on collection usage
- Radio-Frequency Identification (RFID) gate counts
- E-usage statistics from e-resources, e.g., cloudLibrary, Hoopla, Freegal, RBDigital
- Public internet usage
- Manual counts of reference questions, program attendance, items used in-house
- WPL [website](#) and [social media](#) analytics

3. 2019 RESULTS:

Population

WPL's per capita statistics rely on the [2016 Census](#) count of 217,188.

Membership

The number of card-holders increased in 2019 by 1.8% to 89,393, thanks to a concerted effort by staff. Active library cards are now held by 41.2% of the community. [Ecards](#) provide true remote access, with an average of 31 issued monthly. In 2019, WPL issued 9,715 new cards. The goal remains to increase WPL membership levels to 42%. Much of this will be driven by the Central Library's move into the city core which will attract post-secondary students studying at the downtown satellite campuses of the University of Windsor and St. Clair College.

Circulation

Across North American public libraries, the [trend](#) to declining circulation of physical collections and increasing circulation of electronic resources continues. In 2019, WPL print resource circulation declined by 7.6%, but electronic resource usage increased by more than 100%, resulting in an overall 12.5% increase in circulation (+141,294 volumes). The addition of cloudLibrary, allowing our customers to borrow e-books and e-audiobooks from public libraries across Ontario, has increased e-book borrowing by 38.7%.

Annual Circulation	Total	% Change	Circ/ member	Notes
2017	1,128,539	.98	12.6	W.F. Chisholm branch opened
2018	1,131,085	.99	12.9	+8.3% in eResource circulation Total circulation + 2,546 volumes
2019	1,272,379	12.5	14.2	+134% in eResource usage Total circulation + 141,294 volumes

Collection Size

Circulation is predicated on having the right resources on the shelves at the right time. In 2019 WPL processed 26,447 new physical items. The John Muir branch opened, and the Nikola Budimir branch doubled its floor size; collections at both branches were rejuvenated to fit into their new settings. After the eager adoption of Launchpads in 2018, WPL piloted a collection of [Wonderbooks](#), multimedia resources which meet the needs of emergent readers in an inviting, self-contained package.

Preparations for the move to the Paul Martin Building had the largest impact on WPL's physical collections in 2019. The loss of a great deal of collection space required system-wide action to ensure WPL kept items of most value available to our customers. Large print, "talking" books, and accessibility staff were relocated to the Fontainebleau branch, which has seen an increase in both traffic and circulation. The language collections were dispersed across the system, based on demographic and circulation data, with subsequent increase in circulation. Adult nonfiction and fiction collections were selectively redistributed to branches. All of this has put pressure on collection space at the branches, which are now shelving a larger proportion of WPL's collections than they have in the past.

Weeding maintains the attractiveness of the collections, and circulation per item rates continue to rise: good indicators that collection performance is improving. Collection size should stabilize in 2020. It is expected that collections will increase in size when Central moves to a permanent location.

Streaming services offer access to over 500,000+ books, movies, music recordings, magazines, newspapers and recorded books. While customers can access these titles, WPL does not “own” them, and they are not reflected in collection size. In 2019, in addition to switching our e-book collection to the [cloudLibrary](#) platform, WPL added a streaming video service called [Kanopy](#), which provides access to a curated children’s collection.

Demand for print and DVD items remains strong, especially for customers lacking access to high-speed internet. A Pew Research Center study in 2019 showed that 65% of adults had read a print book in the past 12 months, compared to 25% who had read an e-book. (LJ, Jan. 2020).

Collection Size					
Location	2017	2018	2019	Target size	Notes
Central	170,530	133,887	93,987	94,000	Downsized due to move to PMB
Budimir	43,876	41,184	40,268	45,000	Renovations completed Dec. 2019
Riverside	40,159	41,210	42,719	45,000	
Bridgeview	20,736	17,830	19,859	20,000	
Chisholm	21,529	21,147	24,493	20,000	Includes 4,600 items in Auto History
Forest Glade	26,197	25,533	27,804	20,000	
Fontainebleau	20,472	20,097	30,924	28,000	Includes 8,000 Accessibility items
Local History	n/a	n/a	9,618	16,000	Included in Central count prior to 2019
Muir/Sandwich	12,272	11,747	13,551	14,000	
Seminole	18,422	17,367	19,413	20,500	
FRED	401	1,892	2,378	2,500	Initially not assigned a separate collection
Electronic	35,277	37,524	35,104	50,000	
TOTAL	409,871	369,418	360,118	375,000	
Population	217,188	217,188	217,188	217,188	
Items/capita	1.89	1.7	1.66	1.72	

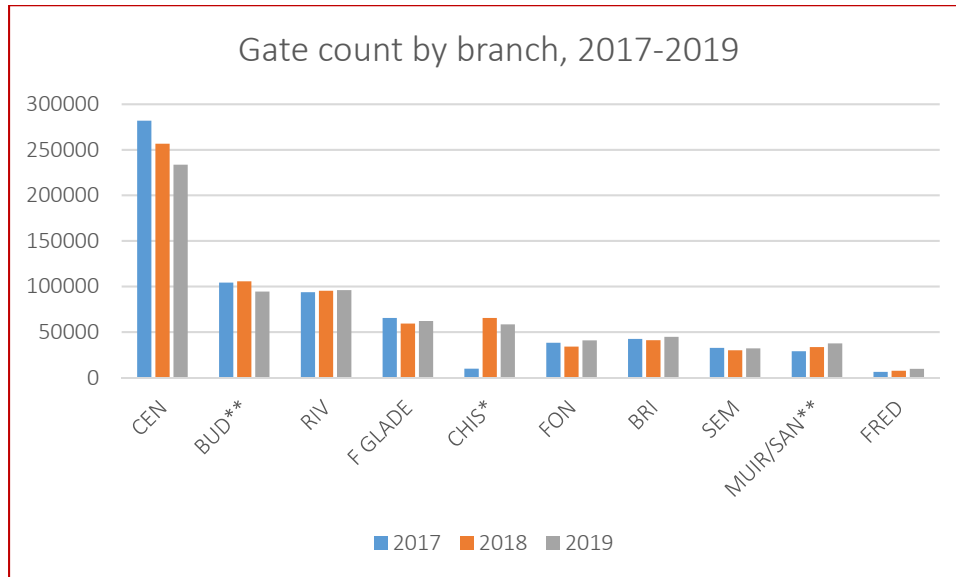
In 2019, all branch collection sizes grew due to the downsizing of the Central collection and the subsequent move to the PMB.

In 2020 collection development will focus on:

- Increasing awareness and use of electronic resources, including access to the entire published run of the [Windsor Star](#) and [Toronto Star](#)
- Analysis of language collection usage for optimal distribution of resources
- Uploading local history content to the internet
- Building children’s collections

Gate Count

In May 2017, WPL began to count customer entries into branches with the use of RFID technology. This count of visits provides valuable information about actual use of the buildings. RFID gates were installed at Budimir and John Muir branches during renovations in 2019, so we now have actual counts for all branches, some pro-rated, with the exception of Local History. In 2020, actual gate counts will be available for all branches.



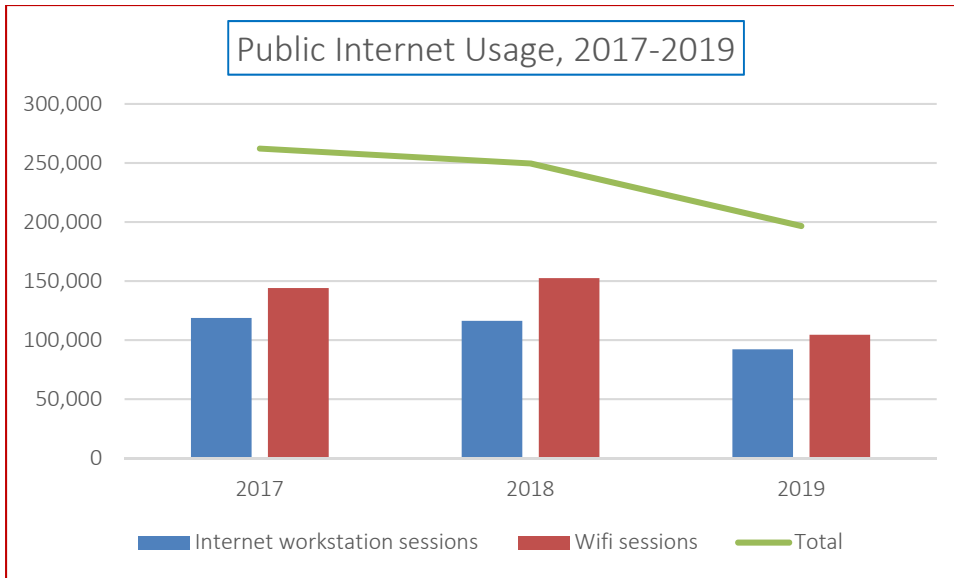
Year-round Friday openings took effect at Bridgeview, Chisholm, Fontainebleau, Forest Glade, Muir and Seminole in May 2019, with an average 5% increase in gate counts at those branches. Gate counts at Budimir and Central declined due to facility projects, which resulted in an overall decline of 2.6% for physical visits in 2019. However, with the completion of the building projects, gate count is expected to increase at all locations in 2020.

In-House Usage

In-house usage measures the usage of physical material inside the library, including books and library computers. Customers without a library card are more likely to read books in-house. Those using reference collections, like Local History or the Automotive Archives, are compelled to use items in-house. In 2019, in-house usage declined 0.4% over 2018. In-house usage records only physical items; electronic resources, even when used within the library, do not contribute to this figure.

Public Internet Usage

WPL helps its customers bridge the digital divide by providing access to the internet and other computer software. In 2019 both Wi-Fi and workstation usage decreased, but WPL remains for many customers their only access to the internet, allowing them to apply for jobs, file income tax returns or connect digitally with friends and family.



WPL provides 94 computer workstations, 30+ netbook computers (in-house use), and free Wi-Fi for use by customers with their own devices. There was a 21.8% decline in usage in 2019, primarily due to restricted access due to renovations.

Public Service

WPL defines public service as any interaction between staff and customers, excluding circulation, but including:

	2017	2018	2019	Notes
Reference questions	101,600	69,200	73,950	+6.8% 205 / day
Program attendance	26,714	33,791	32,950	-2.4%
Outreach attendance	7,168	13,275	10,096	-23.9%
School visit attendance	7,905	6,584	6,644	
Tech hub attendance	1,511	1,853	2,900	+36%
TOTAL	144,898	124,703	126,540	
% change	+8.6	-13.9	+1.5	

The number of reference questions answered increased in 2019. However, targeted data collection and analysis began in 2020 to provide more information and analysis into the changing nature of reference questions and service at WPL.

While general program attendance declined in 2019, there was an increased focus on tech hub programming, which is counted separately, and which had a 36% increase in attendance in 2019. Across the system the number of school visits rose, but the dramatic increase is not immediately evident, having been offset by the inability to host classes at Budimir through the fall, due to renovations.

Outreach attendance reflects only events held outside of WPL facilities, and does not include the 29.7% increase in visitors to FRED.

Website Usage –

2019 web site performance was on track with a 4.3% increase in users and a 22.7% increase in page view, which leads us to believe the information on the website is more relevant to customers and more readily accessible.

	2017	2018	2019	Notes
Users	305,436	350,547	365,713	Unique visitors
Pages viewed	1,144,585	1,274,773	1,551,589	Includes digital exhibits & social media

In 2019, blogs on a variety of topics caught our customers' attention, with a focus on new electronic resources.

Blog Title	Customers viewing
Online Access to Canadian Newspapers	579
Library to Hold Gigantic Book Sale	538
Construction To Begin At Budimir	516
Raindate: How to Train Your Dragon 3	505
Access the Largest Digital Library Ever	444

The most visited web-pages on the WPL website in 2019 reflected interest in a variety of library services, with two of the top five pages leading to electronic resources.

Page	Page views	Notes
WPL home page	548,725	Traditionally gets the most views
Our Services	14,918	Gateway to many services
E-Resources - Databases	19,952	
Programs	9,705	
E-Resources List Menu	10,104	

Customer Use Index

The Customer Use Index (CUI) aggregates five use factors and is particularly useful in tracking usage trends and shifts in use.

In 2019, WPL interacted with customers 174.7 times per open hour, an increase of nearly 9% over the previous year, primarily due to increases in tech programming and reference questions, and to electronic interactions through web-site views and borrowing of electronic resources.

	Use Factor	2017	2018	2019	Notes
1	Circulation	1,128,539	1,131,085	1,272,379	Includes print, non-print and digital
2	Gate Count	748,749	727,887	709,084	2016 system installed
3	In-House Usage	307,046	303,682	278,317	Excludes Wi-Fi usage; Includes workstation usage
4	Public Service	144,898	124,703	126,540	+1.47%
5	Website Views	1,144,585	1,274,773	1,526,717	+22.7%
CUI gross		3,473,817	3,562,130	3,913,037	
CUI by open hour		155.1	159.1	174.7	Open hours/week = 22,396
% change		-2.4	+2.6	+8.9	

4. 2019 SUMMARY:

Drafting an annual statistical report with comparative data and insightful analysis that informs data driven decision-making has put the WPL Board and staff in a significantly better position to address trends, maximize performance and keep up with the ever-changing needs of our customers.

2019 was the year of facilities projects at WPL. The John Muir Branch opened, and the Nikola Budimir Branch underwent extensive renovations. While these projects resulted in amazing branches which will serve their communities exceedingly well in the coming years, they did cause some disruption to service. In particular, the closure of the parking lot at Budimir had a negative impact on circulation and attendance at that branch. Nonetheless, in 2019, WPL shared 141,294 more volumes than in 2018.

Regardless of moving and construction disruptions, analysis of 2019 data reveals that WPL continues to increase its community impact through increased usage, access to technical programs and scheduled visits by FRED. Electronic circulation continues to grow, and WPL customers are reaching out electronically through increased use of online resources.

5. RECOMMENDATION:

Moved by _____ Seconded by _____
 THAT the Windsor Public Library Board accepts the 2019 Statistics Report as presented.

Prepared by:
 Nancy Peel, Manager of Public Service, Collections
npeel@windsorpubliclibrary.com

Windsor Public Library Board
**Implementation of New Branch and
Vehicle Branding Report**
Tuesday, February 11, 2020

1. OBJECTIVES:

As requested, to provide the Windsor Public Library Board with options to upgrade branch exterior signage and vehicle branding in line with the recommendation adopted in the November 2019 New Logo / Branding Initiative Report.

2. BACKGROUND:

In 2010, the WPLB passed a motion to initiate, develop and implement new exterior signage at Central Library and at all branch locations incorporating the newly developed logo (below, left).



Total cost of the project, which was implemented in 2 phases, was approximately \$65,000. Phase 1 was the front and back signage at 850 Ouellette and Phase 2 was exterior signage at all branch locations.



With the adoption of the branding report in November 2019, Administration has worked to revise all uses of the new WPL logo (left) and has provided staff with templates and directions on usage.

The next step is updating exterior signage at all WPL locations and branding on library vehicles.

3. SUMMARY:

Branch signage - This would include replacing or refurbishing all signs at all nine library locations. The size of the signs is proportionate to the space available (see chart on page 2).

Implementation includes two options: the development of new signage OR the repurposing of the existing signage to incorporate the new branding.

A. Creating brand new signage at each branch would cost \$96,050 - but would be the quicker option. The existing signs would be replaced with new sign boxes, fascia and the new logo. Funding of \$50,000 would come partially from the WPL 2020 Operating Budget and the remaining \$46,050 from the WPL Reserve Funds.

B. Recycling / upcycling the existing sign boxes and fascia would cost \$33,900, and would take 8 – 10 months to complete. The existing signs would be taken down, cleaned and

refurbished and the new logo installed. Funding would come from the WPL 2020 Operating Budget.

BRANCH SIGNAGE SPECIFICATIONS	
BRANCH	DIMENSIONS
Central Branch	16'x4'
Budimir	4'10"x16' + 2'6"x8'
Riverside	3'7"x12'
Bridgeview	3'7"x12'
Chisholm	3'6"x11'7"
Fontainebleau	3'x10'
Forest Glade	3'x10'
Local History	1'6"x4'
Seminole	2'x8'

Vehicle Branding - WPL has three vehicles: a delivery truck, a maintenance van and the bookmobile (FRED).

Vehicle branding would include removing the old logo and installing new graphics on vehicles and the graphic wrap on FRED. Refurbishing branding on the vehicles is not an option because the wrap is an adhesive film. Total cost for this work would be \$7,910, and would take 2 – 3 months to complete. Funding for this would come from the 2020 Operating Budget.

4. FINANCES:

Branch Signage – Estimated Costs

New Signs and new logo \$96,050

OR

Refurbished Signs and new logo **\$33,900** **Recommended**

Vehicle Branding – Estimated Costs

3 vehicles **\$7,910** **Recommended**

5. RECOMMENDATION:

Moved by _____ Seconded by _____

THAT the Windsor Public Library Board accepts the 2020 Implementation of New Branch and Vehicle Branding Report and directs Administration to implement Branch Signage - Refurbished Signs and new logo at a cost of \$33,900 and Vehicle Branding, at a cost of \$7,910 with the monies to be charged to the 2020 Operating Budget, a total cost of \$41,810.

Prepared by:
Chris Woodrow Director, Corporate Services
cwoodrow@windsorpubliclibrary.com