

Board Meeting Agenda
Tuesday, February 18, 2025
4:30 pm – 350 City Hall Square W – Room 204

1. Call to Order

Reading of Land Acknowledgment

We [I] acknowledge that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The Windsor Public Library honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

2. Disclosure of Pecuniary Interest

3. Minutes

3.1 Adoption of the minutes of the meeting held November 19, 2024

3.2 Adoption of the minutes of the In-Camera meeting held November 19, 2024

4. Communications – attached

5. Presentations/Delegations

6. Administrative Reports

6.1 CEO Report

6.2 2024 Statistics Report

6.3 Annual Review – Central and Digital Branch

6.4 Annual Review – Adult Literacy Program

7. Confirm and Ratify Email Poll – attached

8. New Business

9. In Camera – attached

10. Next Meeting

Annual General Meeting with Regular Meeting to follow.

Tuesday, April 15, 2025, at 4:30 o'clock p.m.

Location: TBD

11. Adjournment

**Board Meeting Minutes
Tuesday, November 19, 2024
350 City Hall Square West – Room 204**

A meeting of the Windsor Public Library Board is held this day commencing at 4:30 o'clock p.m. in Room 204, 350 City Hall Square West, there being present the following members:

Councillor Mark McKenzie, Chair
Councillor Kieran McKenzie, Vice Chair
Councillor Renaldo Agostino
John Coleman
Massimo De Menech
Marko Jovanovic

Regrets received from:
Delia Greco

Also present are the following from Administration:
Ray Mensour, Commissioner, Community & Corporate Services
Michael Chantler, Senior Executive Director Community Services
Jen Knights, CEO
Tracy McManus, Manager Operations
Jason Moore, Manager Marketing and Communication
Daryl Hermann, Supervisor of Facilities
Rachel Chesterfield, Manager of Financial Accounting
Carrie McCrindle, Manager of Financial Accounting
Karen Kadour, Committee Coordinator, Council Services

1. Call to Order

The Chair welcomes Jen Knights as the new CEO of the Windsor Public Library.

The Chair calls the meeting to order at 4:34 o'clock p.m. and the Windsor Public Library Board considers the Agenda being Schedule A attached hereto, matters which are dealt with as follows:

2. Disclosure of Pecuniary Interest

None disclosed.

3. Adoption of the Minutes

3.1 Regular Meeting Minutes

Moved by: Massimo De Menech
Seconded by: Councillor Kieran McKenzie

Decision Number: WPL 48/2024

That the minutes of the Windsor Public Library Board of its meeting held October 3, 2024, **BE ADOPTED** as presented.

Carried.

3.2 In-Camera Meeting Minutes

Moved by: Massimo De Menech

Seconded by: Councillor Kieran McKenzie

Decision Number: WPL 49/2024

That the In-Camera minutes of the Windsor Public Library Board of its meeting held October 3, 2024, **BE ADOPTED** as presented.

Carried.

4. Communications

4.1 Media communications, letters and emails

Moved by: Councillor Renaldo Agostino

Seconded by: Marko Jovanovic

Decision Number: WPL 50/2024

That the Media Communication, letters and e-mails **BE RECEIVED**.

Carried.

5. Presentations and Delegations

None.

6. Administrative Reports

6.1 Financial Report as at October 31, 2024

Moved by: Massimo De Menech

Seconded by: Councillor Renaldo Agostino

Decision Number: WPL 51/2024

That the report of the Manager of Financial Accounting dated November 12, 2024, entitled "Financial Report as at October 31, 2024" **BE RECEIVED** as presented.

Carried.

6.2 Triennial Policy Review – Operational Policies – Final Acceptance Report

Jen Knights, CEO advises they received seven public comments which had similar messaging regarding the wording with 3.8.1(b) around financial transactions.

Moved by: Councillor Renaldo Agostino

Seconded by: Marko Jovanovic

Decision Number: WPL 52/2024

That the Windsor Public Library **APPROVE** the amendment to O-22 Finance Policy Section 3.8.1(b); and,

That the Windsor Public Library **APPROVE** the proposed additions and revisions to the Windsor Public Library Operational Polices as presented.

Carried.

6.3 2025 Proposed Annual Board Meeting Schedule

The Chair advises that the location for the Annual General Meeting will be determined.

The Chair refers to the August 19, 2025, meeting date and notes it may conflict with the AMO Conference to be held August 17-20, 2025, in Ottawa. It is generally agreed to move the meeting to August 26, 2025.

Moved by: Councillor Renaldo Agostino

Seconded by: John Coleman

Decision Number: WPL 53/2024

That the location for the Annual General Meeting **BE DETERMINED**, and further, that due to the AMO Conference, that the meeting scheduled for August 19, 2025, **BE RESCHEDULED** to August 26, 2025.

Carried.

6.4 Facilities Report

Moved by: Councillor Kieran McKenzie

Seconded by: Councillor Renaldo Agostino

Decision Number: WPL 54/2024

That the report of the Supervisor of Facilities dated November 12, 2024, entitled "Facilities Update" **BE RECEIVED** as presented.

Carried.

7. New Business

None.

8. In Camera – *separate agenda*

9. Date of Next Meeting

The next meeting will be held on Tuesday, February 18, 2025, at 4:30 o'clock p.m. in room 204, 350 City Hall Square West.

10. Adjournment

There being no further business, the meeting is adjourned at 4:39 o'clock p.m.

Councillor Mark McKenzie
Windsor Public Library Board Chair

Jen Knights
CEO, Windsor Public Library

IN CAMERA

Board Meeting Minutes
Thursday, November 19, 2024
350 City Hall Square West – Room 204

Members in attendance:

Councillor Mark McKenzie, Chair
Councillor Kieran McKenzie, Vice Chair
Councillor Renaldo Agostino
John Coleman
Massimo De Menech
Marko Jovanovic

Regrets received from:

Delia Greco

Also in attendance:

Ray Mensour, Commissioner, Corporate Services
Michael Chantler, Senior Executive Director Community Services
Jen Knights, CEO, Windsor Public Library
Karen Kadour, Committee Coordinator, Council Services

Call to Order

The Chair calls the In Camera meeting to order at 4:40 o'clock p.m.

Moved by: Massimo De Menech

Seconded by: Councillor Kieran McKenzie

That the In Camera Agenda **BE APPROVED** and to move In Camera for the purpose of consideration of the items of business:

Item No. Subject & Section – Pursuant to *Public Libraries Act 16.1 (4)*

- 3.1 a proposal or pending acquisition or disposition of land by the board – Section 16.1 (4)(c)**

Carried.

Disclosure of Pecuniary Interest

None disclosed.

Discussion on the item of business

Moved by: Councillor Renaldo Agostino

Seconded by: Councillor Kieran McKenzie

To move back into public session at 5:20 o'clock p.m.

Carried.

Moved by: Councillor Renaldo Agostino
Seconded by: Councillor Kieran McKenzie

That the Clerk **BE DIRECTED to** transmit the recommendation(s) contained in the report(s) discussed at the In Camera Meeting held November 19, 2024, directly to the Windsor Public Library Board for consideration at the next Regular Meeting.
Carried.

Moved by: Councillor Renaldo Agostino
Seconded by: Councillor Kieran McKenzie

Decision Number: WPL IC 06/2024

That the In Camera verbal update relating to a proposal or pending acquisition or disposition of land by the board **BE RECEIVED** and further, that Administration **BE REQUESTED** to proceed with the verbal direction of the Windsor Public Library Board.
Carried.

Moved by: Councillor Kieran McKenzie
Seconded by: Councillor Renaldo Agostino

That the In Camera meeting of the Windsor Public Library Board held November 19, 2024, **BE ADJOURNED** at 5:21 o'clock p.m.
Carried.

Councillor Mark McKenzie
Windsor Public Library Board Chair

Jen Knights
CEO, Windsor Public Library

Windsor Public Library Board
Communications
Tuesday, February 11, 2025

Media

- [NEWSFLASH FEBRUARY 2025 – Windsor Public Library](#) – Biz X Magazine – February 5, 2025
- [Windsor Public Library hours changing Sunday](#) – CTV News, January 4, 2025
- [Windsor's public library system is standardizing its branch hours starting Sunday](#) – CBC, January 3, 2025
- [Windsor Public Library to expand service starting Sunday](#) – Windsor News Today, January 3, 2025
- [Windsor Public Library launches year-round Sunday hours this weekend](#) – Windsor Star, January 3, 2025

Windsor Public Library Board
CEO Report
Tuesday, February 11, 2025

1. FACILITIES (Capital Projects):

City Administration generally undertakes large capital projects involving the building envelope and surrounding areas. WPL Administration focus primarily on interior renovations and repairs. The following is a summary of projects completed or currently underway:

Bridgeview Branch

- Parking Lot Replacement is scheduled for 2025 with Capital Funding through Corporate Projects

Budimir Branch

- Window replacement (west wall – heritage area) was completed in December 2024; work on the east wall is scheduled to take place in the spring of 2025
- Solar panel project in conjunction with Asset Planning (Energy Initiatives) continues

Central Branch

- As this is a temporary location, expenditures are at a minimum and there are no Capital Budget placeholders.

Chisholm Branch

- Solar panel project in conjunction with Asset Planning (Energy Initiatives) continues
- Outdoor shed installation is in progress
- Security system replacement being coordinated with Optimist Community Centre

Fontainebleau Branch

- No additional Capital Projects are scheduled until 2031

Forest Glade Branch

- HVAC Exhaust Fan replacement completed December 2024
- Solar panel project in conjunction with Asset Planning (Energy Initiatives) continues

John Muir Branch

- Contractor deficiencies continue to be addressed with Corporate Projects and Heritage Planning
- Elevator penthouse façade renovations were completed in January 2025

Local History

- No Capital Budget placeholders.

Riverside Branch

- Repairs to heat exchanger were completed in mid-December 2024
- 2025 projects include AHU Rooftop Condenser Replacement and Parking Lot Replacement (both with Capital Funding through Corporate Projects)

Seminole Branch

- Parking Lot Replacement is scheduled for 2025 with Capital Funding through Corporate Projects
- Service area renovations and interior paint scheduled for 2025 (\$46K)

2. FACILITIES (System-Wide Goals 2024)

Under the guidance of Facilities Supervisor, Daryl Hermann, the following system-wide standardization has taken place which will assist in consistency and efficiency at all Branches, while maintaining a high level of safety and public service. This includes:

- Standardization of caretaking dispensers and consumables with all Branches now using the same toilet paper, soap and paper towel dispensers in public and staff areas
- Sharps containers in public washrooms
- Ice melt/salt bins located around exterior of buildings
- Upgrades to padlocks and keys at all Branches with padlocks installed on exterior equipment such as gates, refuse/recycling bins, environmental bins, public use garbage cans and picnic tables

Standardization will continue into 2025 with the completion of a key inventory, decommissioning of obsolete keys and the installation of key boxes. Fire Safety Plans at all Branches are also being reviewed and once approved by the Chief Fire Prevention Officer, Fire Safety Plan Boxes and Fire Department Key Boxes will be installed at all locations.

3. SERVICES:

Bookmobile

The new Bookmobile has been delivered and is anticipated to move into active service within the next month now that all deficiencies have been addressed with the manufacturer. The vehicle is residing at Central Yard and our Bookmobile Driver Clerks have completed the required corporate training.

The Manager – Public Service is working on the Bookmobile collection, and we look forward to announcing a launch date with accompanying marketing and social media within the next couple of weeks.

Sunday Hours

Sunday hours at all branches except for Local History began on January 5, 2025, along with streamlined branch hours and new staff schedules.

A marketing campaign to promote all hours and highlighting Sundays is in progress, and the programming team will be meeting this month to review programming opportunities moving forward.

A snapshot of Sunday use is noted below:

DATE	GATE TOTAL	CIRCULATION TOTAL	COMPUTER USE TOTAL
January 5, 2025	758	652	63:03
January 12, 2025	789	692	82:37
January 19, 2025	782	793	76:40
January 26, 2025	926	819	81:34
February 2, 2025	798	628	72:19
Overall Total	4053	3584	376:16

4. STAFFING:

Human Resources

A. Retirement – Tom Vajdik

Staff hosted a farewell tea for Tom Vajdik at the Local History Branch on November 18, 2024, to recognize and celebrate Tom’s 47 years of dedicated service at WPL. It was a wonderful evening and a great opportunity to peruse what the Local History Branch has to offer.

B. Manager, Public Service – Collections

Julie Catenacci was welcomed back to the Windsor Public Library family as Manager, Public Service – Collections on January 13, 2025. Julie was the Digital Media Librarian with WPL from 2010 until 2021, and most recently held the position of Information Technology Librarian at Essex County Library. Julie has extensive experience in training, outreach, collection development, project management, and system administration and has jumped seamlessly into her new role.

C. Recruitment Updates

The following recruitments are complete or are in progress:

- Administrative Support Accounting (RFT) – complete
- Book Buddy Coordinator (RPT) – complete
- Bookmobile Driver (RPT) – complete
- Caretaker (RPT) and Caretaker (Supply) – in progress
- Library Service Representative (RFT) x1, (RPT) x4 and (TPT) x1– in progress
- Public Service Librarian (RFT) x 2 and (TFT) x1 – complete
- Public Service Librarian (RPT) – in progress
- Shipper Receiver (RPT) – in progress

5. EVENT INFORMATION:

A. WPL at the Ontario Library Service (OLA) Super Conference

The conference was held January 29 through February 1, 2025, in Toronto. Attending in person were Mary Lou Gelissen, Carla Marano, Katie Vlanich, Erica Mckenzie with Greg Nightingale attending virtually.

B. WPL at Bright Lights

Thanks to Dina, Nicole, Katie and Nathalie braved chilly temperatures and tucked into The Chalet on December 4, 11 and 18, 2024, to offer Story Time and wintry-themed community programming during Bright Lights Windsor 2024, "**A Season to Shine**".

C. Elections Ontario

The Budimir Branch will host a polling station for the provincial election on Thursday, February 27, 2025. Elections Ontario will be on site from approximately 7:00am – 10:00pm that day.

D. Happy 20th Birthday Fontainebleau

The Fontainebleau Branch is celebrating their 20th birthday on Wednesday February 19, 2025. We will be recognizing this milestone on Saturday, February 22, 2025, from 3:00pm – 5:00pm. Festivities will include a raffle for a WPL Prize Pack, memory sharing and mini cupcakes/refreshments.

6. RECOMMENDATION:

THAT the report of the WPL Chief Executive Officer entitled "CEO Report" dated February 11, 2025, **BE RECEIVED** as presented.

Prepared by:

Jennifer Knights, WPL Chief Executive Officer

jknight@citywindsor.ca

Windsor Public Library Board
2024 Statistics Report
Tuesday, February 11, 2025

1. OBJECTIVES:

To provide a comprehensive review of WPL's performance in 2024, including data and analysis to support WPLB and staff data-driven decision making.

2. BACKGROUND:

Ontario public libraries measure performance using various criteria and measurement tools. No single 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 [2021 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
- Gate-mounted people counters
- E-usage statistics from e-resources, e.g., cloud Library, Hoopla, Freegal, RBDigital
- Public internet usage
- Manual counts of reference questions, program attendance, items used in-house
- WPL [website](#) and [social media](#) analytics
- WPL App and catalogue analytics

3. 2024 RESULTS:

Population

Windsor population statistics are from the [2021 Census](#) count of 229,660 residents.

Membership

Library membership is defined as having an account in our library system that has been active at some point in the last three years. Membership is either through a standard library card with full borrowing privileges or an eCard which allows users to access digital content only and can be obtained remotely.

In 2024, the library welcomed 10,307 new members; of these new user registrations, 1,337 (13%) were eCards. As of December 31, 2024, the total number of library card holders was 88,374.

A 10% decrease in membership from 2023 to 2024 can be attributed to the elimination of overdue fines in March; expired accounts that had been ineligible for removal due to historical bills now fit the criteria and were subsequently purged.

System wide, WPL averages approximately 1000 new memberships per month: a 9% increase over 2023. Central, Budimir, Riverside, and Chisholm see the largest volume of new customers.

Circulation

Library Circulation is defined as the lending of library materials to library members through either a library card or eCard. The circulation of physical items is easy to track through our Integrated Library System (ILS) software with one circulation counted for each individual item checked out. The circulation or usage of eResources is much more complicated to track since different vendors define and measure usage in diverse ways.

Circulation of Physical Materials

2024 saw a system-wide increase in physical circulation of 14%, with every branch seeing an increase over 2023. Bridgeview (32%) and Seminole (26%) experienced the highest increases, while most other branches saw increases of 10% or higher.

Library staff at all locations worked hard to plan inviting programs and eye-catching displays that showcased unique collection items and highlighted the variety of book and non-book formats available for customers to borrow.

Location	2022	2023	2024	% Change 2024 over 2023
Central	87,760	94,945	98,316	4%
Budimir	138,051	143,150	154,777	8%
Riverside	94,783	115,497	135,361	17%
Bridgeview	34,416	35,844	47,169	32%
Chisholm	70,392	77,700	90,383	16%
Forest Glade	49,130	55,065	67,952	23%
Fontainebleau	40,652	47,908	53,783	12%
Muir	19,721	25,522	29,014	14%
Seminole	33,161	34,955	43,991	26%
TOTAL	568,066	630,586	720,746	14%

Circulation of Online Materials

WPL’s eResource collection is divided into two categories:

- 1. Access eResources** are mainly online databases that allow people to search for and access newspapers, periodical articles, or online courses. One of our most popular Access eResources is PressReader, which provides access to current newspapers and magazines from around the world - including same-day access to *The Windsor Star*. In 2024, PressReader averaged 10,075 issues accessed per month.
- 2. Download eResources** are digital platforms that allow users to either download or stream content such as eBooks, eAudiobooks, TV shows, magazines, music, movies, etc. Many of

the resources in this category include an app option. Popular Download eResources include HOOPLA and CloudLibrary. Digital resources are provided by over 20 different vendors, and due to the nature of how statistics are generated from each they cannot be allocated by branch. Consequently, digital usage is reported as a single system-wide statistic.

2024 saw a surge in demand for digital audiobooks. HOOPLA (on demand/pay-per-use) saw a significant increase in eAudiobook downloads, while CloudLibrary (metered access, one copy/one user) saw an increase in eAudiobook holds.

Overall, the usage of WPL’s Access eResource collection held steady from 2023 to 2024, showing a 1.5% increase. The slight decrease in eResource Access and increase in eResource downloads suggests a minor shift in customer behaviour; customers are accessing more browsable content that can be downloaded or streamed rather than performing specific database searches.

Usage of E-Resources

Type of Use	2022	2023	2024	% Change 2024 over 2023
eResource Access	91,944	67,315	63,563	-5.5%
eResource Downloads	495,658	512,951	525,737	2.5%

Gate Count

Gate Count is defined as the number of people entering a branch through a main or designated entrance. Gate counts (also known as traffic or footfall) are captured using sensors mounted at these entrances linked to people counting software.

RFID gates at all locations with the exception of the Local History Branch (where manual counts occur) provide valuable information about the actual number of people entering buildings. 2024 saw a total gate count of 489,062 which was a 4.7% increase over the 466,957 visitors in 2023. Library patrons continue to return to our bricks and mortar branches in large numbers.

In-House Usage

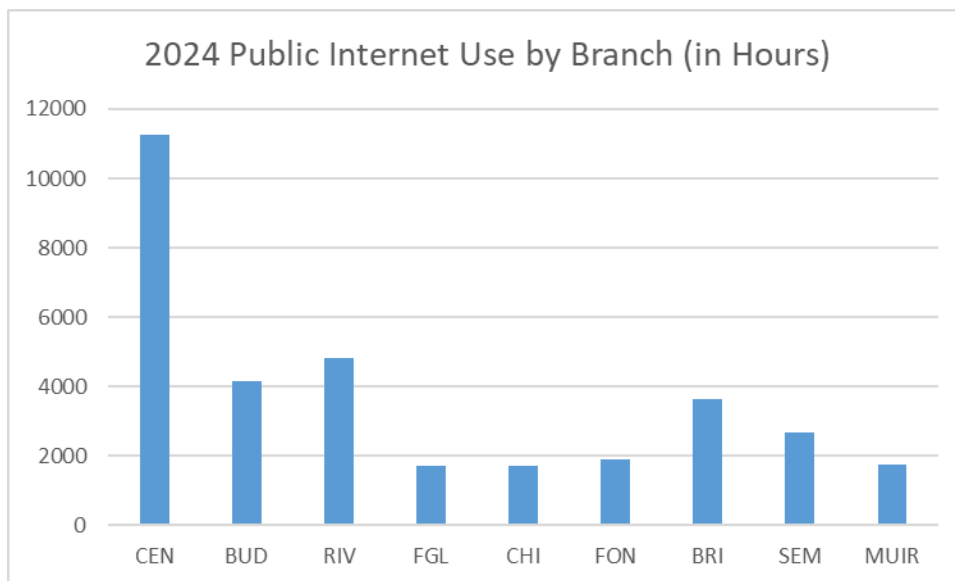
In-house usage measures the use of physical material inside the library, including books, magazines and newspapers. Customers without a library card are more likely to read books in-house. Those using reference collections, like Local History or the Automotive Archives, are compelled to use items in-house.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

Throughout 2024, customers used 163,266 items inside WPL branches, a significant increase of 49.1% over 2023. Class visits continue to drive in-house usage, as students are encouraged to explore materials and indulge their curiosities; this is an important aspect of the library experience.

Public Internet Usage

WPL continues to help customers bridge the digital divide by providing access to the internet, printing and other computer software at all locations. For residents without a computer or printer, this continues to be a very important service. WPL has 68 computers available for public internet use across all branches.

WPL saw an increase in public internet usage in 2024, up 8.2% over 2023 for a total of 33,629 hours used throughout the year. 33% of that usage took place at the downtown Central Branch, followed by Riverside (14%), Budimir (12%), and Bridgeview (11%).



Public Service

WPL defines public service as any interaction between staff and customers, excluding general circulation, but including Program and Outreach attendance, School visits and Accessibility Circulation/Delivery.

Category	2022	2023	2024	Notes
Program attendance	22,481	43,188	60,237	39%
Outreach attendance	4,314	4,383	7,094	62%
School visit attendance	2,622	7,763	9,280	19.5%
Accessibility circulation	9,847	11,126	8,823	Note included below
TOTAL	39,264	66,460	85,434	

2024 saw substantial increases in Public Service metrics. Over 60,000 people attended in-branch programs, with class visits and scavenger hunts being some of our most popular offerings. Home delivery to Accessibility patrons saw a minor decrease; however, it should be noted that Outreach customers accessing digital resources cannot be tracked. An aging tech-savvy demographic of users who are comfortable accessing online materials are continuing to embrace this format with assistance from Accessibility Services staff.

Outreach attendance includes a count of individuals who interact with library staff at event in the community such as Bright Lights, Open Streets, Farmer’s Markets and visits to day camp programs or EarlyON Centres.

Online Usage

Online usage refers to customer interactions with our various online platforms including our website, catalogue, library app and social media platforms. Website usage includes page views of our main website, the Digital Branch, Learn@Home portal, Obituary index and Digital Exhibits. The social

media statistics combine interactions on our Facebook, Instagram, YouTube, and Twitter (X) accounts.

Year over year comparisons show a 15% decrease in total online usage.

Category	2022	2023	2024	Notes
Website	1,847,918	1,002,561	866,912	-13%
Social media	538,102	436,801	331,560	-24%
Catalogue	252,258	243,210	238,358	-1.9%
WPL mobile app**	112,129	122,672	95,823	-21%
TOTAL ONLINE	2,750,407	1,805,244	1,532,653	-15%

***The WPL Mobile app was unexpectedly discontinued at the end of November 2023 and not restored until February 21, 2024. This is therefore an incomplete data set.*

While there is a decrease in both Mobile App usage and Catalogue searches, this can be attributed to the App outage early in the year. Monthly trends show more customers interacting directly with the app and bypassing visiting the website and browser based online catalogue, not necessarily a decrease in usage, **only a shift in access points**.

Customers continue to enjoy visiting our Digital Branch to access video content produced by WPL staff. The most popular content comes from our Truth and Reconciliation education section.

Digital Library Visits	Views
Indigenous Peoples in Ontario – Demographics	1214
Indigenous Peoples in Ontario	539
Learn About the Solar Eclipse	467
Step-by-Step Tutorials (How to Access WPL Online Resources)	269
Resources for Indigenous Peoples in Windsor and Surrounding Areas	254

Throughout 2024, our [Famous Windsorites](#) page continued to be a valuable source of local information. The top 5 most viewed entries this year were a mix of notable local people, places, and events. Other popular pages visited included John Upham, Jagmeet Singh, and Harry Low. The varied nature of the results speaks to the diverse research interests of library users.

Page	Page Views
Mike Lazaridis	1561
Devonshire Lodge aka the Low-Martin House	1392
Windsor Hum	1083
The Detroit-Canada Tunnel	967
Mary E. Bibb	799

Customer Use Index

The Customer Use Index (CUI) aggregates five use factors and is particularly useful in tracking usage trends and shifts in use. WPL interacted with customers 80.7 times per open hour, which is a 10.7% increase over the previous year.

Use Factor	2022	2023	2024	Notes
Circulation	1,155,668	1,210,852	1,310,016	Includes print, non-print and eResource
Gate Count	354,809	466,957	489,062	
In-House Usage	68,730	109,530	163,554	Excludes Wi-Fi usage; Includes workstation usage
Public Service	39,264	66,460	81,829	
CUI Gross	1,618,471	1,853,799	2,044,461	
Total Open Hours	25,237	25,424	25,330	
CUI by Open Hour	64.1	72.9	80.7	
Online Usage	2,750,407	1,805,244	1,535,653	

4. 2024 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.

Increases in the vast majority of measures in 2024, accompanied by some decreases in certain online measures, is overall an encouraging sign that library users are returning to our physical spaces, our in-house services and our collections.

Metrics in the annual report are compiled and analyzed monthly for overall, high-level usage patterns. An hourly/daily study of usage will be completed and reported on later in the year.

5. RECOMMENDATION:

THAT the report of the Manager, Public Service dated February 11, 2025, entitled “2024 Statistics Report” **BE RECEIVED** as presented.

Prepared by:

Julie Catenacci, Manager, Public Service

jcatenacci@windsorpubliclibrary.com

Windsor Public Library Board
Annual Review – Central and Digital Branch
Tuesday, February 11, 2025

1. OBJECTIVE:

To provide the WPLB with a review of the Central activities from January to December 2024.

2. BACKGROUND:

From January 2020 until December 2024, the Central Library occupied 27,000 sf of the basement, first and second floors of the Paul Martin Building (PMB) Annex at 185 Ouellette Avenue. The Central Library is open 68 hours a week in the winter and 64 hours a week in the summer. It functions as a neighbourhood community branch in the city core but also is the home of WPL Administration, Bibliographic Services, Facilities, Delivery, Finance Department, and the Digital Branch. The Adult Literacy program moved out of the Central Library in November 2023.

According to the 2021 Census Breakdown by Ward found on the City of Windsor's website, Ward 3, the location of the Central branch, has a population of 23, 783, with the vast majority being in the 15- to 64-year-old age range. Seventy percent (70%) live in rented housing, while only thirty percent (30%) own their own dwelling. The average income is \$60,872.

In mid-January of 2020, Central operations moved from 850 Ouellette to the newly renovated Paul Martin Building. Since the move, we have been challenged to maintain a collection suitable for the size of the building, while still providing the resources needed in the absence of a main library. To accommodate the smaller location, approximately 40,000 volumes were redeployed to the branches, while the existing Central collection was split with approximately two-thirds accessible to the public in the main floor space, while the remaining volumes (approximately 10,000 volumes and 114 book club kits) are temporarily being stored in restricted-access areas of the building and are not browsable by the public. Since the announcement of the sale of the building and subsequent lessening of space available for books, the collection has again been weeded, allowing for more books to be brought to the public floor or dispersed to other branches.

The sale of the temporary building location was announced in December 2023.

3. 2024 STATISTICAL REVIEW:

The Central Library continues to recover from the move from 850 Ouellette and the service changes which resulted from moving into a temporary location. Circulation statistics in 2024 continue to show improvement as downtown patrons adjusted to their new normal, despite challenges with availability of parking and perceptions of safety in the downtown core.

Year	Circulation	Gate Count	Collection Size	Public Computer Usage	Program Attendance	Notes
2024	98,316	85,266	(PENDING)	11,259	3991	
2023	94,945	87,317	(PENDING)	10,860	6095	
2022	87,760	66,429	76,445	9,277	5662	COVID-19
2021	72,890	44,461	77,631	5,523	4,000	COVID-19
2020	72,017	59,376	87,480	9,382	1,012	March 2020 COVID-19
2019	172,000	233,633	93,987	50,780	3840	Prep. move to 185
2018	224,077	256,550	133,887	55,866	6741	

Circulation:

In 2023, Central customers borrowed a total of 94,945 books, DVDs and other physical materials, while 2024 saw a 3.5% increase with circulation reaching 98,316 items. This continued growth despite the obstacles presented by the current location (visibility, parking availability) is a clear indicator that residents served by the Central branch are increasingly relying on the branch for their information and entertainment needs.

2024 saw an increase in demand for computer access. Where Central customers logged a total of 10,860 hours in 2023, this was up 3.6% to 11,259 in 2024, in spite of the fact that maintaining a full complement of working computers remains a challenge. Gate count numbers slightly decreased 2024, -2.3% to 85,266.

Program Attendance:

Pre-pandemic and pre-move (2019), the Central Library averaged nearly 4,000 adults, children and families attending programs on an annual basis. Central staff have endeavoured to raise attendance levels by offering programs to a wide variety of users, tapping into many different interests. In 2024, 241 programs were offered, seeing 3991 people attending programs at Central. This is a 34.5% decrease over 2023, which can be anecdotally explained by the challenges encountered by individuals driving to Central library as well as the size and accessibility of the program room. Adults still make up the bulk of users attending programs, though efforts to target families and students have been met with success (for instance, the Speed Friending programs).

4. DIGITAL BRANCH:

The [Digital Branch](#) started in 2020, as a result of the pandemic, with staff creating videos to share on the library website as well as across social platforms including YouTube. Since 2020, the Digital Branch has continued to grow subscribers on YouTube but has seen a slight decline in the number of posts, and as a result, the number of views.

Year	Videos Produced	Total Views	+/-	Total Subscribers
2024	51	341,901	-6%	3,092
2023	73	366,143	-23%	2,635
2022	110	481,600	+86%	1,700
2021	75	258,000	+820%	755
2020	5	28,800	N/A	155

2025 is full of opportunities to set new targets, review current practices, and add more videos to support our promotional efforts. Recently, there has also been a partial changeover in Digital Branch staffing, with one staff member moving out and two moving in. We thank the staff members, both past and present, for their efforts in utilizing video to help educate and showcase what the library has to offer.

5. SUMMARY:

Patrons continue to show their dedication to their downtown branch, and our increasing numbers are indicative of the importance of this branch to residents of this challenged community.

6. ACTIONS:

Central staff are exceptionally eager to be offering services in a secure, suitable permanent space. While they have been exceptional at creative solutions to offering programs, resources and services, and we look forward to the future when we can introduce a permanent downtown library as a key component of the “Strengthen the Core” agenda.

In 2025, the Central Library will contribute to the community in the following ways:

- Continue to forge new partnerships with the downtown community, including residents, businesses and City facilities
- Work with City stakeholders to support the new Central Library planning process
- Work within the unique challenges of our temporary location to remain relevant and accessible to the community
- Provide support and resources to small businesses and entrepreneurs.

7. RECOMMENDATION:

THAT the report of the Manager, Public Service entitled “Annual Review – Central and Digital Branch” dated February 11, 2025, **BE RECEIVED** as presented.

Prepared by:

Sue Perry, Manager, Public Service

sperry@windsorpubliclibrary.com

Windsor Public Library Board
Annual Review – Adult Literacy Program
Tuesday, February 11, 2025

1. OBJECTIVES:

To provide the WPL Board with a review of the activities of the Adult Literacy Program.

2. BACKGROUND:

While Canada is considered a highly literate society, the literacy rate is lower than many people may think. According to the Organization for Economic Cooperation and Development (OECD), almost 1 in 5 Canadian adults have literacy skills too low to independently complete daily tasks. At this level, a person may find it very difficult to: follow instructions on a medicine bottle or workplace health and safety instructions; apply for employment or housing; understand a legal document; read a bus schedule; help with schoolwork or open a bank account.

With Windsor's historically high unemployment rate, adult literacy is critical in our community. Bridging the literacy gap is our most effective tool for equal access to opportunity, and for a strong society. In September 2024, the *Windsor Star* reported that "Fewer Ontario students in grades 3 and 6 are meeting the provincial standard in reading and writing compared to last year, while math scores are steady or slightly improving — though still low — according to new standardized testing results." (Jones, Alison – [Test scores down, math results steady or improving](#) – *The Windsor Star*. September 29, 2024. Accessed February 2, 2025). And while we know that many of those students will catch up and improve before their school career is over, we also know historically that there will be some who fall through the cracks. For them, the Adult Literacy program is another chance.

WPL mainly serves clients at Level 1 and who are facing many barriers in life such as unemployment, mental health issues, learning disabilities, and poverty. We also serve other learners in employability, digital literacy and the Deaf stream.

Windsor Public Library's Adult Literacy Program began in 1980 as a grassroots, volunteer-based program. It has grown over the years to include classes for adults with intellectual and development disabilities as well as a class for learners with employment-related goals. We have increasingly been assisting clients who are English as a Second Language. The Deaf Literacy Program was launched in 2011 to help Deaf adults improve their literacy and American Sign Language (ASL) skills.

The Program is funded by the Ministry of Training, Colleges and Universities. The 2024-2025 budget was \$139,472 for the Adult Literacy Program and \$128,674 for the Deaf Literacy Program, for a total of \$268,142.

The Adult Literacy Program employees 3 Instructors and one 1 Program Coordinator. Volunteer tutors are used for one-on-one literacy instruction.

3. STATISTICAL SUMMARY

Participants as of January 26, 2025:

- Number of learners in Adult Literacy Program: **51**
- Number of learners in Deaf Literacy Program: **5**
- Number of volunteers: **8**

Performance Measures:

- 100% Customer Satisfaction in the Adult Literacy Program (target is 90%)
- 38% Suitability of Service in the Adult Literacy Program (target is 30%)
- 39% of Learners have completed at least one Milestone

Customer Satisfaction is overall satisfaction with the program and progress.

Suitability of Service is how the Literacy Service Planning and Coordination process ensures that service providers analyze their program participant characteristics to determine who are most suitable for the Literacy and Basic Skills (LBS) program.

Milestone tasks are progress indicators. They are goal-related assessment activities that learners complete to demonstrate their abilities to carry out goal-related tasks. Learners and practitioners work together to choose milestones that are meaningful and appropriate, given both the learner's literacy skills and the learner's goals.

4. SUCCESS STORIES:

The world is difficult to navigate; more especially so if one lacks the ability to read a street sign, pass a driver's test, excel at an employment interview or follow written job instructions. The Literacy and Basic Skills (LBS) Program uses goal-oriented instruction to ensure that clients are receiving meaningful education to address immediate life needs. While the nature of our learners has been those seeking very basic skills, we are seeing an increase in learners seeking skills to find or advance employment. This is critical to our community in light of Windsor's ongoing unemployment rates.

The Adult Education (Literacy) program was able to help individuals meet their employment goals this past year. One employment stream learner previously involved in the program for targeted digital skills and writing/editing with the goal of employment successfully completed the City of Windsor's digital 'Word' test for employment. They were able to pass the test and have been hired.

Another learner, one who is in our independence stream, was able to create a written shopping list and use it to purchase groceries based on a budget. While this accomplishment may seem small to most, this is a victory in and of itself insofar as independence but is also a victory that can be the encouragement needed to strive for even more milestones.

As literacy touches virtually every aspect of a successful society, it is clear to see that the introduction of skills can multiply and blossom, as in the case of our learner who came to us as a secondary-credit learner came with no high school credits. Skills in reading, writing, and math were improved to level 2/3 and the learner was able to ascertain part-time employment. Additionally, a referral was made to return to formal education program at the Mason Centre, which will hopefully lead to the attainment of even more skills and success for this individual, and our city.

In October of 2024 our Deaf Literacy instructor position was filled, meeting a need in the community for instruction in ASL, digital and financial literacy and reading and writing. Formal classes began in January 2025, empowering a vulnerable sector of our society to learn and achieve. In such a short time, there have already been 50% of our annual target entered into the program, with the remaining 50% imminently to be onboarded.

5. ACTIONS FOR 2025 – 2026

- Create and expand a marketing and promotional campaign for this service.
- Forge new relationships with agencies who serve clients for whom our Adult Learning (Literacy) program would be suitable to increase referral opportunities.
- Continue to expand into the community through relationships like with Mental Health Connections

6. RECOMMENDATION:

THAT the report of the Manager, Public Service dated February 11, 2025, entitled “Annual Review – Adult Literacy Program” **BE RECEIVED** as presented.

Prepared by:

Sue Perry, Manager, Public Service

sperry@windsorpubliclibrary.com

Windsor Public Library Board
Confirm and Ratify E-mail Poll
Tuesday, February 11, 2025

That the results of the email poll conducted by the Committee Coordinator on January 8, 2025, approving the following recommendation **BE CONFIRMED AND RATIFIED:**

That the December 2025/January 2026 Holiday Hours noted in the attached table BE APPROVED.

Date	Regular Hours	Proposed Hours	Date	Regular Hours	Proposed Hours
Sun Dec 21	10 am – 6 pm	10 am – 6 pm	Sun Dec 28	10 am – 6 pm	10 am – 6 pm
Mon Dec 22	12 pm – 8 pm	10 am – 6 pm	Mon Dec 29	12 pm – 8 pm	10 am – 6 pm
Tues Dec 23	10 am – 6 pm	10 am – 6 pm	Tues Dec 30	10 am – 6 pm	10 am – 6 pm
Wed Dec 24	9 am – 1 pm	9 am – 1 pm	Wed Dec 31	9 am – 5 pm	9 am – 5 pm
Thurs Dec 25	CLOSED	CLOSED	Thurs Jan 1	CLOSED	CLOSED
Fri Dec 26	CLOSED	CLOSED	Fri Jan 2	10 am – 6 pm	10 am – 6 pm
Sat Dec 27	10 am – 6 pm	10 am – 6 pm	Sat Jan 3	10 am – 6 pm	10 am – 6 pm

IN-CAMERA AGENDA

Tuesday, February 18, 2025
350 City Hall Square West – Room 204

1. CALL TO ORDER
2. MOTION TO APPROVE THE AGENDA AND MOVE IN-CAMERA FOR THE PURPOSE OF CONSIDERATION OF THE ITEMS OF BUSINESS
3. AGENDA ITEMS
 - Item No. Subject & Section - Pursuant to *Public Libraries Act* 16.1 (4)
 - 3.1 *Section 16.1(4)(c) – a proposed or pending acquisition or disposition of land by the board*
4. DISCLOSURE OF PECUNIARY INTEREST
5. MOTION TO MOVE BACK INTO PUBLIC SESSION FOR THE PURPOSE OF ADOPTING RECOMMENDATIONS AND PROVIDING THE CLERK WITH INSTRUCTIONS
6. MOTION TO ADJOURN