# Vancouver Public Library Annual Operating Report 2015

June 17, 2016

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Accessible Services (ASV)	Fraserview (FRV)	Oakridge (OAK)
Britannia (BRI)	Hastings (HAS)	Renfrew (REN)
Carnegie (CAR)	Joe Fortes (JFS)	Riley Park (RPK) /
Central (CEN)	Kensington (KEN)	Terry Salman (TSN)
Champlain (CHA)	Kerrisdale (KER)	South Hill (SHL)
Collingwood (COL)	Kitsilano (KIT)	Strathcona (STR)
Dunbar (DUN) Firehall (FHL)	Marpole (MAR) Mount Pleasant (MPL)	West Point Grey (WPG)
LIIGHAH (LIL)	MOULL I CASALL UMF LI	

#### **Executive Summary**

Vancouver Public Library continues to respond to the changing needs of the community, innovations in technology, and the evolution of publishing and other information sharing platforms. As in previous years, 2015 saw resources allocated to support the existing 2013-2015 strategic plan priorities and used to plan for future developments.

In 2015, the Library continued to find ways to make it easier for patrons to discover library resources through readers' advisory services, with increasingly compelling displays of library collections inside our branches, with new media partnerships, and with marketing campaigns to reach external audiences. Staff launched the Inspiration Lab, two new public realm interventions – Literary Landmarks and Reading Lights, and new digital streaming collections. Significant progress was made on the development of the néca?mat ct Strathcona Branch Library and levels 8 and 9 of the Central Library. Staff continued to hone program offerings seeking to better align with strategic priorities and community-based staff reached out to connect with a number of harder-to-reach communities.

As we continue our work in 2016 and plan for the next three year strategic plan, the Library will employ additional methods to engage more library users by seeking to improve our communications capacity, continuing to improve our digital collections, and improving the user experience of our website. We are strengthened by our existing community partnerships, and we will continue to build on this foundation to enhance and inform our service delivery.

Together, our workforce of over 700 staff members will continue to find innovative ways to extend the reach and impact of the library through all VPL locations, in the digital realm, and in the community as a whole.

#### **Use of Library Public Space**

In-person traffic in 2015 was similar to 2014 at 6,811,877. Use of public spaces remains high at 10.9 visits per capita, compared to 11.0 in 2014.

#### **Collections & Resources**

VPL's collection in 2015 included 2,098,316 physical items, with books representing 79% of the collection; multimedia such as DVDs and CDs representing 11%; and magazines and journals representing 9%. The digital collection included 44,848 downloadable eBooks and 6,844 downloadable eAudiobooks. In addition, the library offered access to downloadable digital magazines, streaming movies and music, online video training, and research databases with access to more than 37,000 eJournals, consumer reports, and demographic data.

VPL's total collection use in 2015 was 9,366,085, including both physical and digital materials.

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VPL patrons continue to prefer physical formats for borrowing material, with 67.6% of borrowing represented by hardcover and paperback books and print periodicals (6,071,941), and 26.9% of borrowing represented by multimedia in physical format (2,336,025). Circulation of both categories declined in 2015, print by 3.9% and multimedia by 8.7%. In comparison, the circulation of downloadable eBooks and eAudiobooks increased by 34% to 501,672, and the use of other digital materials remained consistent with 2014.

Use of children's material declined slightly to 2,714,322 (4.82%) and use of teen material declined more significantly to 407,126 (11.49%). Circulation of children's material in French increased by 10,043 (9%) over 2014. Circulation of children's and teen materials represents 38.9% of VPL's total circulation.

From 2014 to 2015, multilingual circulation decreased by 58,884 (6.15%), a slight improvement over 2014 (10% decline). Combined circulation of adult, teen and children's material increased for some languages (Japanese, Korean, Polish, and Russian), while circulation of children's material increased in several additional languages (Arabic, German, Italian, Farsi, Spanish).

Significant changes to our collections in 2015 include:

- We began cataloguing romance fiction in Chinese and will continue to expand cataloguing to include all paperbacks for children in 2016.
- Purchasing began for the new néca?mat ct Strathcona branch
- We continued to build the downloadable eBook and eAudio collection, with an increase in size of 12,867 titles (up 42%) in 2015. This included adding VPL's first true multilingual eBook offering, the French platform MaBiblioNumerique, with 3,107 titles including content for children and teens.
- We added new digital content formats including streaming videos (Criterion and Indieflix), online training videos (Lynda.com), and downloadable magazines (Zinio).

#### **Information Services**

Questions asked of library staff remained stable in 2015 at 776,748, an increase of 0.4% after several years of decline. The launch of the Inspiration Lab brought new visitors to Central Library, creating opportunities for learning about digital media and generating new questions from patrons. In branches, staff have been approaching information services in new ways to respond to changes in how patrons are using library services.

Website sessions (visits) and pageviews remained similar to 2014, but there was a significant increase in patrons accessing web services directly through apps, reaching 1.47 million app sessions in 2015. VPL continues to use popular social media platforms to engage with patrons

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outside our own website, with Facebook followers growing to 9,633 and Twitter followers to 19,588 in 2015. A new social media reader's advisory service generated 1,545 unique reading recommendations for individual patrons.

#### **Access to Technology**

In 2015, 120,508 patrons used the library's computers, free WiFi and digital collections, but did not borrow physical material, an increase of 8.15% over 2014. VPL increased the number of public workstations with Internet access from 461 in 2014 to 489 in 2015 and offered 25 digital creation stations and 95 training stations for using designated reference websites and digital resources. The number of sessions using VPL computers declined slightly by 1.1% while the minutes used increased slightly by 2.6%.

#### **Programming & Learning**

VPL programs reached 276,617 participants of all ages through 9,687 programs in 2015, an increase in attendance of 11.6% and an increase in programs delivered of 15.5%.

For adults, VPL offered 2,836 programs with 60,373 participants in 2015. This represents an increase in programs of 6.9% and similar attendance to the previous year. 2015 saw an increase in the number of small group digital creation classes and workshops with the opening of the Inspiration Lab in May. Programs funded through government contracts such as New to BC and the Skilled Immigrant InfoCentre continued to offer programming opportunities for newcomers to Vancouver. In addition, the Library continues to emphasize providing programs across the city and training parents and caregivers. VPL increased literacy education programs for caregivers by 9% over 2014 at 204 programs, with 24% more attendees (4,717). VPL also delivered 136 intergenerational programs, an increase of 36% over 2014, with 3058 attendees, an increase of 51% over 2014.

VPL offered 6,274 programs for children in 2015, an increase of 13.3%, and reached 205,717 participants, an increase of 18.5%. This increase is partly due to successful partnerships with organizations such as Science World for Family Literacy Day, and VanDusen Botanical Gardens where, during the Festival of Lights Celebration, staff delivered multiple daily storytime sessions throughout the month of December.

Teen programs increased from 491 to 577, up 17.5%, with nearly double the attendance, rising from 5,459 to 10,504. As in 2014, teen librarians supported Teen Advisory Groups across the city, engaging teens in the design and delivery of services for their peers. In 2015 there were several large events for teens including the Dewey Decibel Poetry Slam series, a three day Spoken Word Festival, Youth Week celebrations in May, a three day Anime Revolution Convention, and the Harry Potter Yule Ball in December.

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#### 2015 Overview

#### 2015 SYSTEMWIDE YEARLY STATISTICS

	2013	2014	2015	Difference between 2014-2015	Percent difference 2014-2015%
Collection Use <sup>1</sup>	10,318,605	9,699,221	9,366,085	-333,136	-3.4%
Collection Use per Capita <sup>2</sup>	16.82	15.68	15.02	-0.62	-4.2%
Physical Circulation	9,244,218	8,630,237	8,169,045	-461,192	-5.3%
Audio-Visual Circulation	2,818,760	2,558,296	2,336,025	-222,271	-8.7%
Print Circulation	6,425,458	6,071,941	5,833,020	-238,921	-3.9%
Digital Use	1,074,387	1,068,984	1,197,040	128,056	12.0%
eBook & eAudiobook Downloads	278,189	375,360	501,672	128,056	34.0%
Other Digital Use	796,198	693,624	695,368	1,744	0.25%
Renewals	2,027,549	1,908,237	1,752,225	-156,012	-8.2%
Circulation (CULC definition) <sup>3</sup>	11,549,956	10,913,834	10,422,942	-490,892	-4.5%
Foot Traffic	6,904,136	6,804,418	6,811,877	7,459	0.1%
Foot Traffic per Capita <sup>2</sup>	11.25	11.0	10.91	-0.09	-0.8%
Reference Questions	841,433	773,861	776,748	2,887	0.4%
Holds (Internal and External)	1,450,026	1,315,226	1,327,343	12,117	0.9%
Adult Programs	1,531	2,652	2,836	184	6.9%
Adult Attendance	39,184	60,472	60,373	-99	-0.2%
Children's Programs	6,305	5,537	6,274	737	13.3%
Children's Attendance	194,117	173,611	205,717	32,106	18.5%
Teen Programs	308	491	577	86	17.5%
Teen Attendance	4,466	5,459	10,504	5,045	92.4%
Total Programs	8,144	8,680	9,687	1,007	11.6%
Total Attendance	237,767	239,542	276,624	37,179	15.5%
Internet Sessions (VPL Workstations) 4	1,331,464	1,287,640	1,273,476	-14,164	-1.1%
Internet Minutes (VPL Workstations)	50,608,938	53,191,757	54,552,670	1,360,913	2.6%
Wireless Accesses <sup>5</sup>	1,075,020	1,664,191	See note	See note	9%
Web Page Views	36,890,767	39,483,653	39,574,037	90,384	0.22%
Digital Visits	5,482,669	5,306,144	6,424,908	1,118,764	21.1%
Website Sessions <sup>6</sup>	5,312,897	5,042,699	4,952,018	-90,681	-1.7%
App Sessions <sup>7</sup>	169,772	263,445	1,472,890	1,209,445	460%

In 2015, the combined average days open of Branches and Central was 326. It was 324.36 in 2014 and 307.86 in 2013. Central Library was open 355 days in 2014: 353 in 2013 and 355 in 2012. Branches were open 310.5 days in 2015, 324.3 days in 2014 and 305.7 in 2013.

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<sup>&</sup>lt;sup>1</sup> Collection use includes physical circulation and digital use and does not include renewals.

<sup>&</sup>lt;sup>2</sup> The population for per capita calculations is based on the 2011 Census at 603,500. The City of Vancouver projects growth of 5,000 per year for subsequent years based on housing completions: 608,500 for 2012, 613,500 for 2013, 618,500 for 2014, and 623,500 for 2015.

The Canadian Urban Libraries Council definition of circulation includes physical circulation, eBook & eAudiobook downloads, and renewals.

<sup>&</sup>lt;sup>4</sup> Internet session is one use (login) of a VPL workstation with Internet access.

<sup>&</sup>lt;sup>5</sup> VPL changed the WiFi equipment in Q3/Q4 2015, resulting in a change in how data is collected. As a result, the actual change in use is not represented by 2015 statistics. Using session counts for Q1 and Q2 2015, the estimated increase in WiFi sessions is 9%.

<sup>6</sup> A website visit or session is a period of time during which a user is actively engaged with the website. Website visits from 2014 and prior do

not include some microsites. In 2015 we reviewed our web analytics to ensure greater accuracy and consistency of data.

<sup>&</sup>lt;sup>7</sup> For 2013 and 2014, app sessions are only for the BiblioCommons catalogue app. For 2015, sessions for OverDrive, Pronunciator and Naxos apps are included (This data was not available for previous years). OverDrive accounted for 830,542 app sessions in 2015. Prior to 2012, online searching for materials was fully represented by website sessions.

#### **2015 CENTRAL YEARLY STATISTICS**

	2013	2014	2015	Difference between 2014-2015	Percent difference 2014-2015%
Circulation <sup>1</sup>	2,040,000	1,834,966	1,760,770	-74,196	-4.0%
Foot Traffic	1,988,584	1,932,486	1,955,537	23,051	1.2%
Reference Questions	333,009	269,354	322,368	53,014	19.7%
Adult Programs	789	1,056	1,325	269	25.5%
Adult Attendance	25,379	26,070	29,648	3,578	13.7%
Children's Programs	1,752	1,009	1,125	116	11.5%
Children's Attendance	46,780	31,094	37,030	5,936	19.1%
Teen Programs	123	109	155	46	42.2%
Teen Attendance	2,382	1,457	5,000	3,543	243.2%
Total Programs	2,664	2,174	2,605	431	19.8%
Total Attendance	74,541	58,621	71,677	13,056	22.3%
Internet Sessions	570,850	534,620	531,418	-3,202	-0.6%
Internet Minutes	28,042,005	30,890,526	32,331,352	1,440,836	4.7%
Wireless Accesses <sup>2</sup>	476,680	610,161	See note	See note	9%

## **2015 BRANCHES YEARLY STATISTICS**

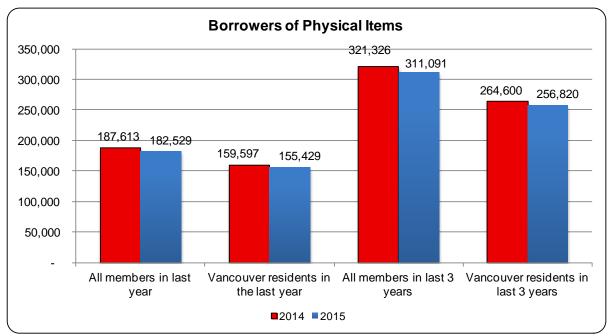
	2013	2014	2015	Difference between 2014-2015	Percent difference 2014-2015%
Circulation <sup>1</sup>	7,174,699	6,765,397	6,347,862	-417,535	-6.2%
Foot Traffic	4,915,552	4,871,932	4,856,340	-15,592	-0.3%
Reference Questions	508,424	504,507	454,380	-50,127	-9.9%
Adult Programs	650	1,596	1,511	-85	-5.33%
Adult Attendance	12,692	34,402	30,725	-3,677	-10.7%
Children's Programs	4,532	4,528	5,149	621	13.7%
Children's Attendance	146,680	142,517	168,687	26,170	18.4%
Teen Programs	185	382	422	40	10.5%
Teen Attendance	2,084	4,002	5,505	1,503	37.6%
Total Programs	5,367	6,506	7,083	577	8.9%
Total Attendance	161,456	180,921	204,940	24,019	13.3%
Internet Sessions	760,614	753,020	741,886	-11,134	-1.5%
Internet Minutes	22,567,220	22,301,231	22,214,670	-86,561	-0.4%
Wireless Accesses <sup>2</sup>	598,340	1,054,030	See note	See note	9%

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Central and Branch circulation statistics do not include digital use or renewals.
 VPL changed the WiFi equipment in Q3/Q4 2015, resulting in a change in how data is collected. As a result, the actual change in use is not represented by 2015 statistics. Using session counts for Q1 and Q2 2015, the estimated increase in WiFi sessions is 9%.

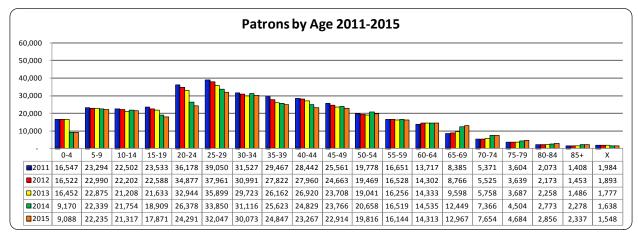
#### Library Patrons (Graphs 1, 2 and 3)

There were 257,832 active library patrons in the past year, including those who borrowed physical materials and/or used our technology and digital services. Of these, approximately 80% were Vancouver residents (approximately 206,000). This does not include people who only used the library's physical space or attended programs. In 2015, we issued 65,881 new VPL cards, an increase of 3% over 2014.



Graph 1: Borrowers of Physical Items

When considering the age of patrons, the largest number of library borrowers were aged 25-29 and 30-34 in 2015, represented in the graph below.<sup>2</sup> This includes patrons who have borrowed physical materials in the past three years and have indicated their age; it does not represent all library patrons.



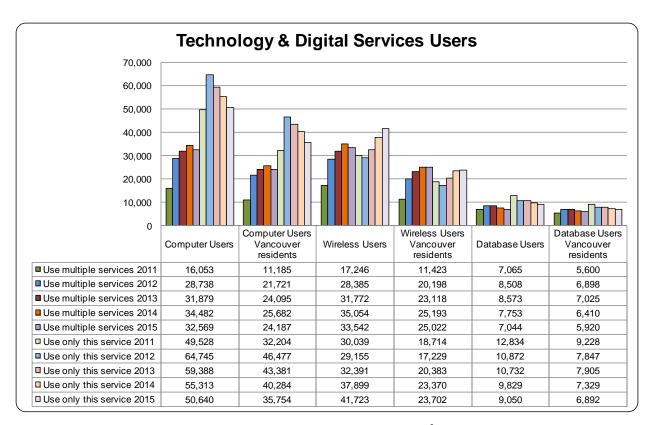
Graph 2: Patrons by Age

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<sup>&</sup>lt;sup>1</sup> Provincial, national and international library metrics include active library patrons that have been users of the library over a three year period, rather than one year. Using the three year period, VPL has 432,355 active users, including 120,508 digital only users.

<sup>&</sup>lt;sup>2</sup> This graph includes all patrons who borrowed physical material. These patrons may also use technology and digital services. Patrons under 14 are required to give their age to receive a fine-free children's card. For other patrons, age is optional. Category "X" includes patrons over 85 or those transferred from VPL's CLSI system in 1990, as well as organizations.

Many patrons use the library's technology or digital collections, but do not borrow physical materials. In 2015, 74,063 patrons used the library's computers, free WiFi or digital collections, but did not borrow physical materials.



Graph 3: Technology & Digital Service Users<sup>3</sup>

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<sup>&</sup>lt;sup>3</sup> 2011 computer users were estimated based on a sample of available data from June 2012. The sample did not include VPL computer users who had used VPL computers in 2012; therefore users are likely under-represented. This does not apply to the quantity of wireless and database users, which was tracked in 2011.

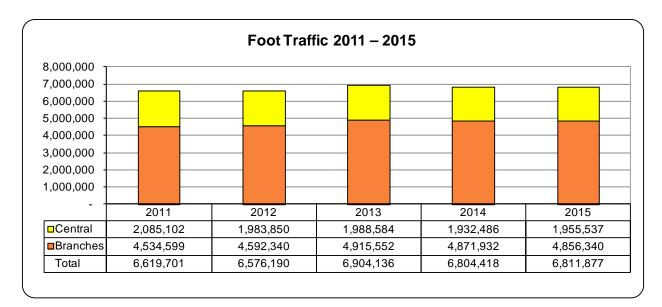
## **Public Space**

#### Foot Traffic (Graphs 4 and 5)

The use of the library as a public space remained consistent from 2014 to 2015, increasing by 0.11%. This was due to an increase of 1.19% at Central Library, where the Inspiration Lab opened in May 2015. Library locations continue to be busy as people visit to read and study alone or in groups, to access technology and to attend programs, as well as to borrow material and gain the assistance of library staff.

Measurement of the use of public space at VPL is challenging, and foot traffic data may not accurately represent total use.<sup>1</sup>

- Central Library foot traffic increased by 1.19% (23,051) to 1,955,537.
- Branch foot traffic decreased by 0.32% (15,942) to 4,856,340.

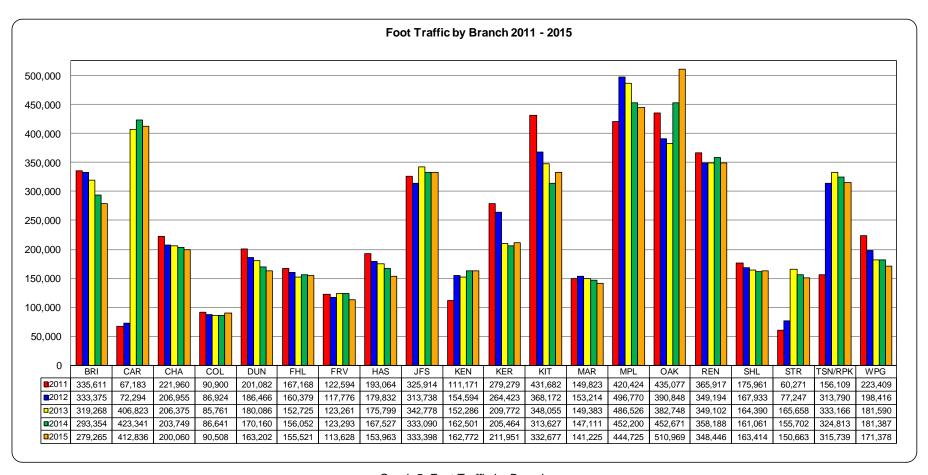


Graph 4: Foot Traffic<sup>2</sup>

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<sup>&</sup>lt;sup>1</sup> Foot traffic includes staff entering/exiting through public entrances at both Central Library and branches. Most program attendees do not pass through gates at Central Library due to the location of programs; therefore program attendance is added to traffic to more accurately indicate traffic at Central Library.

<sup>&</sup>lt;sup>2</sup> Until March 2013, traffic for branches without automated traffic counters was estimated based on the ratio of circulation to traffic count for similarly sized branches with traffic counters.



Graph 5: Foot Traffic by Branch

Notes: Mount Pleasant (MPL), Terry Salman (TSN) and Carnegie (CAR) have extended operating hours. Mount Pleasant and Terry Salman are open 9am-9pm weekdays and 9am-6pm Saturdays and Sundays. Carnegie is open 10am to 10pm every day.

Newly installed gate counters in 2013 at Carnegie (CAR) and Strathcona (STR) branches revealed that previous circulation-based traffic estimates had substantially under-represented actual traffic in these branches. In Kerrisdale (KER), gate counters installed in late 2012 revealed that these estimates may have over-represented actual traffic. In all other branches, circulation-based traffic estimates were found to be consistent with actual traffic.

Renovations took place at Fraserview (FRV) branch from November 24 to December 29, 2015. West Point Grey branch was closed August 26 & 27, 2015 for rooftop parking maintenance and closed August 29 & 30, 2015 due to power failure.

Terry Salman branch (TSN/RPK) opened in October 2011. Riley Park closed in September 2011. 2011 foot traffic is a combined total.

#### **Inspiration Lab**

The Inspiration Lab is a space located on Level 3 of Central Library, dedicated to digital creativity, collaboration and storytelling, featuring recording studios, analog-to-digital conversion and high-performance computers with editing and self-publishing software. The Inspiration Lab opened on May 5, 2015.

The Inspiration Lab facilities include:

- Five recording studios: four with computers, mixers, microphones and webcams, and one 11-by-16-foot studio with optional green screen, video camera with dolly, studio microphones and LED video lighting, along with a connected control room with a computer and 18-channel audio mixer.
- Twelve high-performance desktop computers or "creation stations", with Adobe Photoshop, Adobe
  Premiere (video), Reaper and Audacity (audio), Adobe InDesign, Adobe Illustrator and Sigil
  (publishing and e-publishing); as well as analog-to-digital conversion stations for VHS, 8mm video
  and audio cassettes; and flatbed scanning stations for photos, negatives or slides.
- A presentation and training area for up to sixteen people with a large LCD screen and presentation system.

From May 5 - December 31, 2015 the recording studios had 3,074 bookings and were used for a total of 7,442.5 hours. Each booking is up to 2 hours and 50 minutes.

The twelve creation stations can be booked for up to three hours at a time. They were booked 5,881 times and used for 6,344 hours in 2015, 23.2% of the time they were available. The scanning stations were booked 830 times and used for 1,075 hours, 26% of the available time. Use of the digitization stations for audio and video ranged from 293 to 965 hours per station, with the VHS conversion station the most popular among them.

#### **Programs in the Inspiration Lab**

Staff offered 202 programs in the Inspiration Lab in 2015, and more than 1,100 patrons attended. Examples of programs included: introduction to audio recording, self-publishing, creating podcasts, planning a digital project, creating a digital holiday card, and using a green screen.

VPL offers four drop-in sessions each week on various topics such as digitization, video recording, audio recording, and editing. Each drop-in session is 60 minutes.

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#### **Collections & Resources**

#### **Collections Available**

VPL's physical collection in 2015 included 2,098,316 items, composed of 79% books; 11% multimedia such as DVDs and CDs; and 9% magazines and journals. The remaining 1% includes microformats, kits, devices and the inspiration passes.

In 2015, VPL received 5072 requests to add material to the collection and ordered 81% of the items requested. For the remaining 19% of requests, the material was either already on order, or was not available for purchase. The number of suggested purchases and orders was similar to 2014.

The library continues to shift slowly from physical to digital materials based on demand from patrons and publication changes. Many journal and magazine titles have ceased publication in print or ceased publication entirely, or VPL has reduced overlap between print and digital collections, so the number of print serials added annually is gradually declining. VPL spending on language learning materials continued to shift to digital in 2015 due to a 12% reduction in use of the physical resources.

VPL added 49,574 new titles to the collection in 2015, including physical and digital formats, many with multiple copies. 2015 saw significant changes to the composition of the digital collection, as use of traditional research reference databases had been declining for a number of years. VPL cancelled low-use products and increased investment in downloadable and streaming content in popular areas, while retaining 66 research databases with access to more than 37,000 eJournals, consumer reports, and demographic data. In 2015, VPL added streaming movies (6,656 titles available), downloadable magazines (220 titles), and online video training tutorials (4,095 courses), and continued to invest in the downloadable eBook collection (now 36,961 titles/44,848 copies), eAudiobook collection (now 5,461 titles/6,844 copies), digital music (now 1,848,878 tracks) and streaming eBooks (19,279 titles). The inclusion of full catalogue records for titles in digital format has continued to improve the discoverability of our digital content.

	2011	2012	2013	2014	2015
Physical items received <sup>1</sup>	327,954	275,256	255,146	228,814	216,774
New titles catalogued	50,820	51,609	44,522	53,602	49,574
Print books added	220,190	180,663	170,989	155,753	133,185
Downloadable items added	23,190	19,986	9,862	7,250	11,223
DVDs/Blu-rays added	34,378	25,664	26,466	22,903	21,764

<sup>&</sup>lt;sup>1</sup>2011 included additional budget and expenditures for the opening of the Terry Salman branch. Expenditures returned to average levels in 2012.

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	2011	2012	2013	2014	2015
Streaming videos added	0	0	0	0	10,751 <sup>2</sup>
Language learning added <sup>3</sup>	899	522	724	660	210
CDs (music) added	6,885	3,846	4,205	3,223	3,214
Streaming music added	226,500	330,000	117,000	113,000	346,000
CDs (spoken word) added	4,104	4,079	3,252	2,842	4,858
Games added	2,535	1,082	1,117	818	730
Serials added (Unbound)	57,559	59,255	49,770	48,624	44,487
Digital products added	4	3	2	7	10
Digital products withdrawn	7	4	1	1	3
Books bound	1,996	2,529	1,284	1,040	1,090
Lamination	6,483	5,657	4,574	3,837	4,296
Periodicals bound or wrapped	1,200	1,298	1,215	1,716	1,848
Items withdrawn (includes lost)4	197,686	154,650	232,298	389,662	484,167

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<sup>&</sup>lt;sup>2</sup> Includes 6,656 streaming movies and 4,095 online training videos.

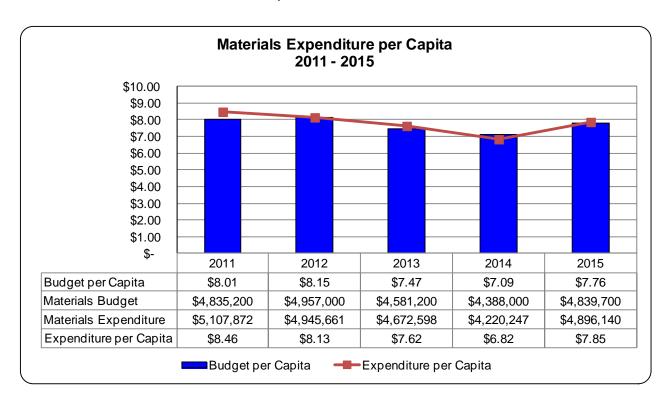
<sup>&</sup>lt;sup>3</sup> Physical items for language learning, e.g. a book plus CD/DVD. Digital items are included in streaming videos and digital products.

<sup>&</sup>lt;sup>4</sup> VPL began a series of initiatives to better represent the library's inventory in the catalogue in 2014. As part of this process, 176,450 inactive items were deleted in 2015. In 2014, the timeline for retention of records was adjusted to remove records earlier when the item was no longer held, also resulting in a larger than usual count of withdrawn items.

#### **Materials Expenditure (Graph 6)**

The VPL materials budget includes a base budget from the City of Vancouver that is supplemented by funds from donations, transfers from reserves, and provincial grants. These supplemental funds vary annually. The base budget was \$3,922,100 in 2015 (\$3,835,000 in 2014) with additional one-time funding of \$350,000 provided by the City to help address inflationary increases and the impact of declining per capita budget on the collection. Supplemental funds from donations, provincial grants, and transfer from reserves were \$567,600 in 2015 (\$553,000 in 2014).

Expenditures include items received in the year that may have been ordered in the previous year. Variations in the time materials take to arrive after ordering result in variations in actual expenditure relative to the budget. The decline in per capita budget and expenditures impacts the availability of the collection over time and its usefulness to the community.



Graph 6: Material Expenditure per Capita

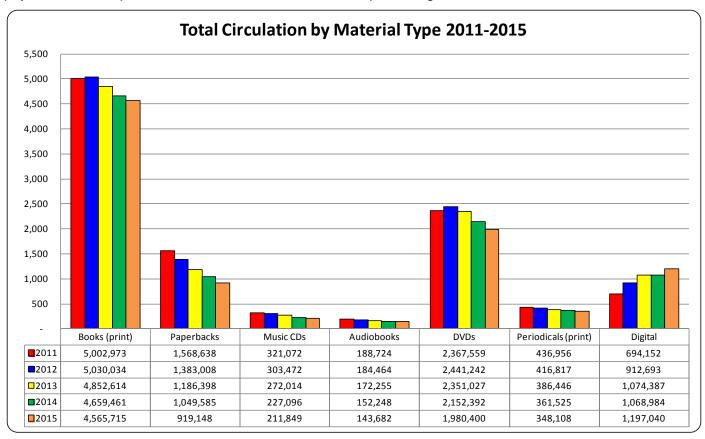
Note: Per capita calculations use the 2011 Census population of 603,500 as a base. The City of Vancouver projects growth of 5,000 per year for subsequent years based on housing completions: 608,500 for 2012; 613,500 for 2013; 618,500 for 2014; 623,500 for 2015.

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## Circulation by Material Type (Graphs 7 and 8)

Total collection use in 2015 was 9,366,085 including physical and digital material. VPL patrons continue to prefer print formats for borrowing material as illustrated in graph 7 below, with 67% of borrowing (5,833,020) represented by hardcover and paperback books and print periodicals. Print borrowing declined by 3.9% in 2015, slowing from a 5.5% decline in the previous year.

In 2015, VPL saw an increase of 12% in overall digital use, including downloadable eBooks and eAudiobooks, as well as research databases and streaming media. Use of multimedia in physical format declined by 8.7% in 2015 (from 2,558,296 to 2,336,025), including use of DVDs, music CDs and audiobooks on CD. This represents a continuing, though slowing, shift from physical to digital content for some patrons that reflects consumer trends seen in eBooks, movies and music. Audio-visual materials in physical format represent 24.9% of our collection use, a percentage that has been similar since 2009.



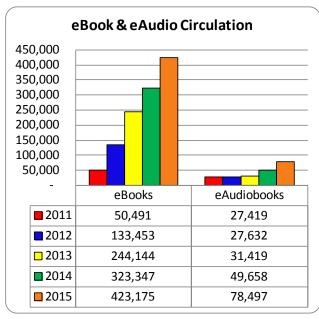
Graph 7: Total Circulation by Material Type

Note: total circulation of 30,878 in other items is excluded from the above graph. This includes video games (23,174), the Vancouver Inspiration Pass, pamphlets, sheet music, eBook readers, kits and sets with multiple formats, and retired formats.

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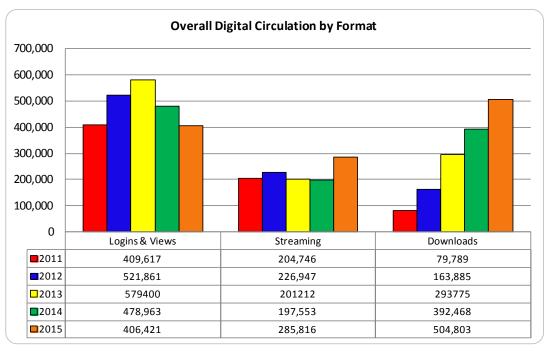
#### Digital Use (Graphs 9 and 10)

Patrons used 423,175 downloadable eBooks in 2015, a 31% increase over 2014; 78,497 eAudiobooks, a 58% increase; and 41,963 streaming eBooks, a 14% decrease from 2014. Use of eBooks and eAudiobooks represented 9.3% of print book use in 2015. To respond to demand for material in digital format, VPL increased the number of simultaneous holds per patron and the limit on digital titles that could be checked out at one time from 5 to 10 in January 2015.



Graph 9: eBook & eAudio circulation 2011 - 2015

VPL licensed 78 subscription products in 2015 to support digital use. The eBook collection grew with the addition of French-language eBooks in MaBiblioNumerique, as well as the addition of VPL eBooks and VPL Reader (BiblioDigital). Kids Info Bits and Research in Context filled a need for online resources for children and teens. Pronunciator replaced PowerSpeak for language learning and Simply Map replaced PCensus for statistical and demographic data. The use of research databases declined by 15% compared to the previous year, resulting in three cancellations: Art Full Text, History Reference Centre and Opposing Viewpoints in Context.

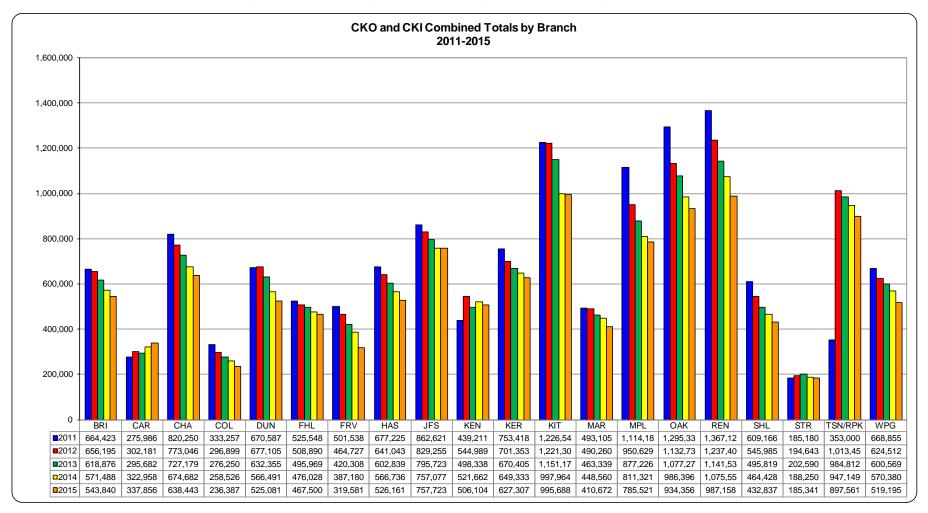


Graph 10: Overall digital use by format 2011-2015

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#### **Circulation (Checkouts and Checkins) (Graph 11)**

Central circulation: 2011: 2,433,805 | 2012: 2,202,984 | 2013: 2,327,286 | 2014: 1,948,102 | 2015: 1,760,770



Graph 11: CKO and CKI by Branch

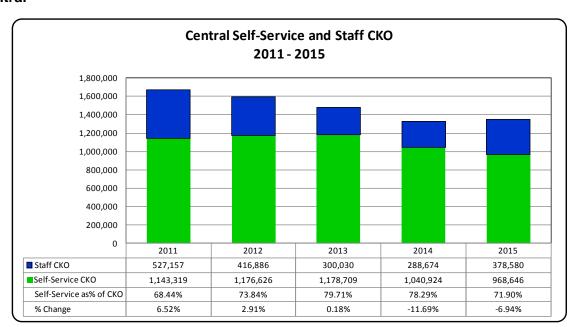
- \* FRV: Fraserview branch was closed for renovations November 24 December 29, 2015.
- \* FHL: Firehall branch was closed for renovations November 17 25, 2014.
- \* KEN: Kensington branch was closed October 1 December 31, 2011 and December 18, 2012 January 16, 2013 due to floods.
- \* KIT: Kitsilano branch was closed for renovations February 17 28, 2014.
- \* TSN/RPK: Terry Salman branch opened in October 2011. Riley Park closed in September 2011. 2011 foot traffic is a combined total.
- \* WPG: West Point Grey branch was closed August 26 & 27, 2015 for rooftop parking maintenance and closed August 29 & 30, 2015 due to power failure.

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#### Self-Service and Staff Checkout (CKO) (Graphs 12 and 13)

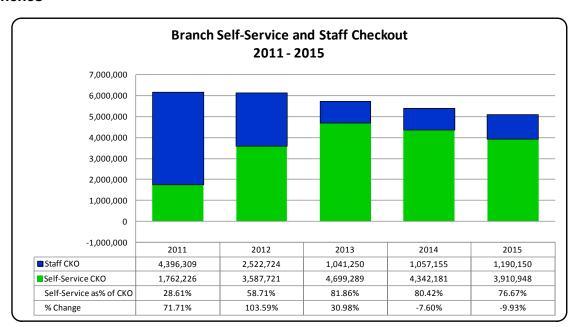
Of the 6,448,324 checkout transactions in our locations, 75.7% are self-service (4,879,594). VPL introduced RFID self-service checkout machines at branches from 2011 to 2013 and replaced older equipment at Central Library. Automated materials handling equipment supports self-service check-in at Central Library, Mount Pleasant branch and Terry Salman branch. DVDs, blu-rays and games were relocated to staff areas in some locations in 2013 and 2014 to improve security, resulting in an increase in staff checkout transactions.

#### Central



Graph 12: Central Self-Service and Staff Checkout

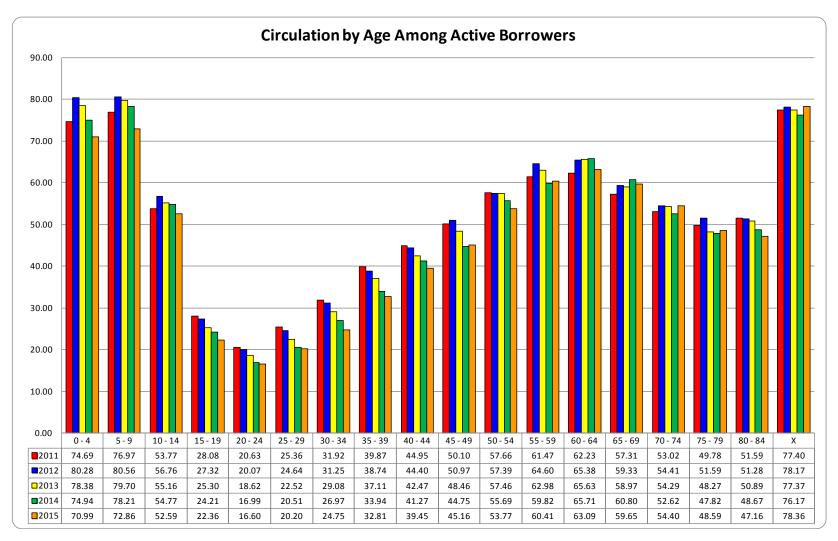
#### **Branches**



Graph 13: Branch Self-Service and Staff Checkout

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## **Circulation by Age Among Active Borrowers (Graph 14)**



Graph 14: Circulation by Age Among Active Borrowers

Patrons under age 9 borrow the most material from the library, while patrons aged 20-29 borrow the least. Borrowing increased in 2015 among patrons aged 45-49, 55-59, 70-74, and 75-79. Data includes borrowers of physical material who have provided their age.

Note: InterLINK circulation included. X=unknown age.

## **Circulation of Children and Teen Materials (Graph 15)**

Circulation of children and teen materials includes the use of print and physical audiovisual material in all languages by patrons of any age. The circulation of material for children represented 31% of overall physical circulation in 2015, the same proportion as in 2014. Circulation of physical format materials is decreasing in all categories, however, the decrease for children's materials was 4.82% in 2015, slowing slightly from the decrease of 5.75% in 2014. One factor may be that branches are expanding their shelving capacity for children's material that circulates system-wide, allowing material to be browsed that was previously stored due to lack of available shelving in the public area.

Circulation of materials in French for children increased by 10,043 (9%) in 2015, following a grant from the French Secretariat of the Province of BC in 2013/2014.

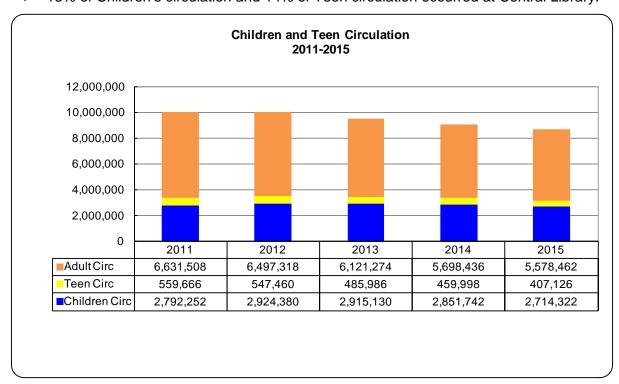
#### 2015 vs. 2014:

- Children's circulation decreased by 137,420 (-4.82%) to 2,714,322.
- ➤ Teen circulation decreased by 52,872 (-11.49%) to 407,126.

The decline in teen circulation echoes retail trends, and can be attributed to the absence of teen blockbluster titles in 2015, following years of bestsellers like the *Divergent* series by Veronica Roth and *The Fault in Our Stars* by John Green.

Branch/Central Library distribution in 2015:

- > 87% of Children's circulation and 86% of Teen circulation occurred in branches.
- > 13% of Children's circulation and 14% of Teen circulation occurred at Central Library.



Graph 15: Circulation of Children and Teen Materials

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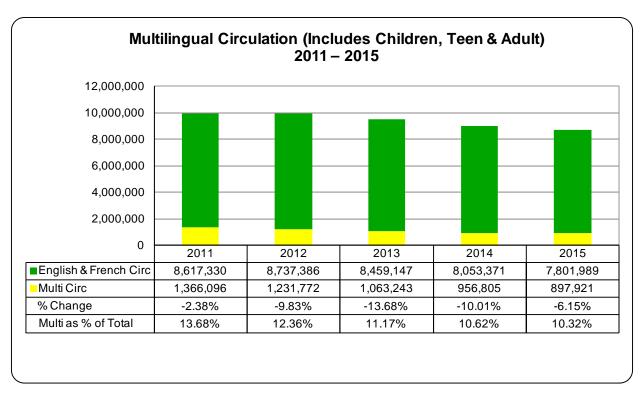
## **Circulation of Multilingual Materials (Graph 16)**

VPL serves a diverse multilingual community and actively maintained collections in 15 languages in addition to English and French in 2015.

From 2014 to 2015, multilingual circulation decreased by 58,884 (6.15%), similar to the overall trend in circulation of physical material. VPL increased spending on Chinese, Japanese, Korean, Polish, and Russian in 2015 following analysis of population trends, resulting in modest increases in circulation for these language collections. In late 2015, VPL began cataloguing Chinese romance novels. A snapshot in Q1 of 2016 shows that 95% of this material is now either on hold or checked out. An interesting development in 2015 was the increase in use of children's material in Arabic, Farsi, German, Italian, Japanese, Polish, Russian and Spanish.

Use of digital resources in other languages is not included in multilingual circulation statistics at this time; this includes PressDisplay for newspapers in many languages and Qikan for many Chinese language magazines. Use of Qikan has increased by 490% in the past five years.

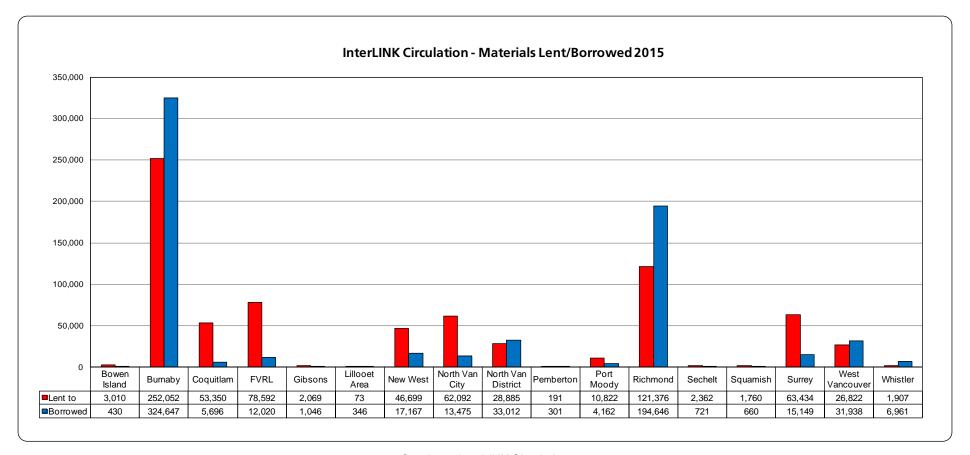
Challenges for multilingual material acquisition are increasing for libraries. Streaming and subscription services that are not available for libraries to purchase are on the rise, particularly in Chinese languages where personal subscriptions for eBooks and digital magazines are popular. It is increasing difficult to source some audiovisual and digital materials in North American formats.



Graph 16: Circulation of Multilingual Materials (Includes Children, Teen & Adult)

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## InterLINK Circulation – Materials Lent/Borrowed (Graph 17)



Graph 17: InterLINK Circulation

The graph above represents Vancouver residents borrowing directly from other municipalities' libraries within the InterLINK federation and other municipalities' residents borrowing from VPL. It does not include interlibrary loan facilitated by staff.

#### InterLINK Circulation - Materials Lent/Borrowed

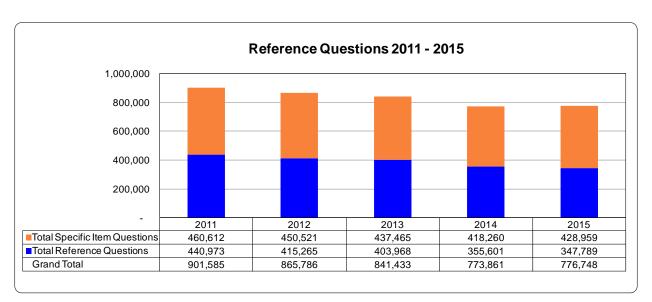
VPL loaned 93,119 more items to borrowers from other area municipalities than Vancouver residents borrowed from other libraries in the Lower Mainland and area (InterLINK) in 2015. Both borrowing and lending by patrons from the area's municipalities increased in 2015.

	2013		2014		20	2015		Difference between % Difference between 2014 and 2015 2014-2015		2015 Difference Between	
	Lent to	Borrowed from	Lent to	Borrowed from	Lent to/ (Borrowed from)						
Bowen Island	3,380	221	2,765	345	3,010	430	245	85	8.86%	24.64%	2,580
Burnaby	293,505	395,685	264,709	348,958	252,052	324,647	-12,657	-24,311	-4.78%	-6.97%	(-72,595)
Coquitlam	56,000	5,987	50,944	5,996	53,350	5,696	2,406	-300	4.72%	-5.00%	47,654
FVRL	85,472	14,56	74,850	11,181	78,592	12,020	3,742	839	5.00%	7.50%	66,572
Gibsons	2,578	876	2,526	908	2,069	1,046	-457	138	-18.09%	15.20%	1,023
Lillooet Area	24	42	8	45	73	346	65	301	812.50%	668.89%	(-273)
New West	51,874	15,564	47,957	15,003	46,699	17,167	-1,258	2,164	-2.62%	14.42%	29,532
North Van City	67,537	18,764	65,569	16,545	62,092	13,475	-3,477	-3,070	-5.30%	-18.56%	48,617
North Van District	34,327	41,656	32,351	32,357	28,885	33,012	-3,466	655	-10.71%	2.02%	(-4,127)
Pemberton	616	231	356	221	191	301	-165	80	-46.35%	36.20%	(-110)
Port Moody	13,920	2,540	11,521	3,824	10,822	4,162	-699	338	-6.07%	8.84%	6,660
Richmond	139,009	261,455	131,646	224,759	121,375	194,646	-10,270	-30,113	-7.80%	-13.40%	(-73,270)
Sechelt	3,644	1,127	2,731	854	2,362	721	-369	-133	-13.51%	-15.57%	1,641
Squamish	1,897	1,371	2,054	1,511	1,760	660	-294	-851	-14.31%	-56.32%	1,100
Surrey	76,364	16,790	65,979	16,021	63,434	15,149	-2,545	-872	-3.86%	-5.44%	62,774
West Vancouver	31,329	39,833	25,835	34,788	26,822	31,938	987	-2,850	3.82%	-8.19%	(-5,116)
Whistler	1,542	8,153	3,521	8,475	1,907	6,961	-1,614	1,514	-45.84%	-17.86%	(-5,054)
TOTALS	863,018	810,295	785,322	721,791	755,496	655,416	-29,826	-66,375	-3.80%	-9.20%	93,116

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## **Information Services**

## Reference and Specific Item Questions (Graph 18)



Graph 18: Reference Questions

Overall reference and specific item questions remained constant in 2015 at 776,748, an increase of 0.37%. Specific item questions increased by 9.95% at Central Library, attributed partly to the opening of the Inspiration Lab, while branch questions remained stable, increasing by 0.09%. VPL implemented changes to the model of delivering information services at Central Library in June 2013, moving to a mobile model where staff primarily deliver service at the patron's location. New approaches began to be implemented in branches in 2014.

VPL supported patrons' individual learning in 2015 with 912 one-on-one sessions on topics such as setting up an email account, using an eReader, market research and career assistance. The number of one-on-one sessions increased by 31% from 696 in 2014.

The 2013-2015 VPL Strategic Plan recognized the need to increase awareness of the library's resources so that more people can benefit from our services. Staff have placed increasing emphasis on providing readers advisory services and displays to encourage recreational reading and help library patrons discover new books and authors.

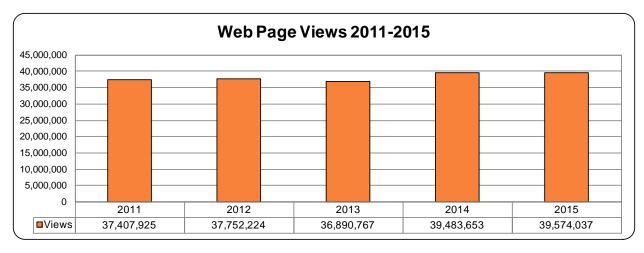
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#### **VPL Website & Social Media (Graph 19)**

In addition to maintaining a robust web presence through the main website at <a href="www.vpl.ca">www.vpl.ca</a>, the library catalogue, and a series of microsites for specialized services, VPL also engages patrons through social media. In 2015 we began offering reader's advisory services through Facebook and Twitter in an effort to reach new users, and also initiated an Instagram pilot. In 2015, VPL's Facebook presence received 9,633 likes and VPL had 19,558 Twitter followers. VPL offered 1,545 readers' advisory recommendations through social media.

Increasingly, online services and content are offered directly through apps that no longer require users to go through a link on the VPL website: for example, the library catalogue and digital content such as eBooks and eAudio and downloadable magazines. Direct access through our two most popular apps, OverDrive and BiblioCommons, totaled 1,471,325 sessions in 2015.

In 2015, VPL's web page views remained nearly unchanged from 2014, going from 39,483,653 to 39,574,037. There were 4,952,018 visits (sessions<sup>2</sup>) to the VPL website, a slight decline of 1.7% (90,681) that is more than offset by the growth in app sessions of 1,472,890.<sup>3</sup>



Graph 19: Web Page Views

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<sup>&</sup>lt;sup>1</sup> Captured on January 8, 2016.

<sup>&</sup>lt;sup>2</sup> A website visit or session is a period of time during which a user is actively engaged with the website. Website visits from 2014 and prior years do not include some microsites. In 2015 we conducted an extensive review of our web analytics to ensure greater accuracy and consistency of data.

<sup>&</sup>lt;sup>3</sup> Includes Pronunciator app sessions of 586 and Naxos sessions of 979.

## **Technology Access**

#### **Patron Internet & Computer Use**

In 2015, VPL offered 489 public workstations with internet access <sup>4</sup>, 25 specialized digital creation stations in the Inspiration Lab, and 95 reference workstations (stations limited to selected internet reference sites or using CD-ROMs). Due to high demand, public workstations with internet access have time limits of two hours per day at all branches. At Central Library, where there are more computers, time per patron has been four hours per day since May 2013. Sessions and minutes used in branches remained similar to previous years, declining by 1.5%. The average session time is 30 minutes per patron in branches and 61 minutes in Central Library. Computers are in use 80% of available time.

	2011	2012	2013	2014	2015	% Difference 2014-2015
Workstation Sessions	1,396,690	1,420,002	1,331,464	1,287,640	1,273,476	-1.1%
Workstation Minutes	46,246,882	48,047,067	50,608,938	53,191,757	54,552,670	2.6%

VPL has offered free WiFi at Central Library and in all our branches since May 2007. More than 75,000 cardholders used VPL's free WiFi in 2015, a 3% increase over 2014.

	2011	2012	2013	2014	2015	% Difference 2014-2015
WiFi Sessions	397,148	593,418	1,075,020	1,664,191	See note	9%

Note: In Q3-Q4 2015, VPL updated WiFi equipment at all locations, changing how usage data is generated. As a result, the session count is not comparable between 2014 and 2015. Using session counts for Q1 and Q2, the estimated increase in WiFi sessions in 2015 is 9%.

In 2015, VPL issued 16,645 internet access cards for using library workstations or WiFi. These cards give users computer and WiFi access time without borrowing privileges for materials. VPL issued 13% more of these cards in 2015 than in 2014.

	2011	2012	2013	2014	2015	% Difference 2014-2015
Internet Cards Issued	13,474	13,873	13,995	14,717	16,645	13.1%

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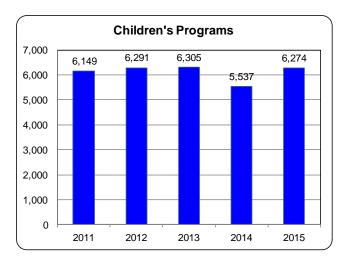
<sup>&</sup>lt;sup>4</sup> Including 473 timed public workstations in Central Library and branches, and 16 public workstations at the Carnegie computer lab

## **Programming & Learning**

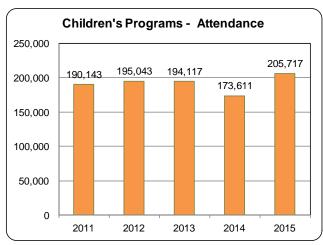
## Children's Programs (Graphs 20 and 21)

VPL offered 6,274 programs for children in 2015, an increase of 13.3% (737), and reached 205,717 participants, an increase of 18.5% (32,106). This increase is partly due to successful partnerships with organizations such as Science World for Family Literacy Day, and VanDusen Botanical Gardens where, during the December Festival of Lights Celebration, staff delivered multiple daily storytime sessions throughout the month of December. Further increases in children's programs can be attributed to additional digital literacy programming in the Inspiration Lab and in the Children's Library, and a return to more typical levels of programs for school classes in 2015 (Vancouver School Board labour action resulted in fewer school visits in 2014).

In 2015, programs delivered through branches increased by 669 (13.63%) to 5,149 while attendance increased by 15.13% to 168,687. Central programs delivered remained at the same level as in 2014, increasing by 7 (0.63%) to 1,125, and attendance increased by 4,479 (13.76%) to 37,030.



Graph 20: Children Programs

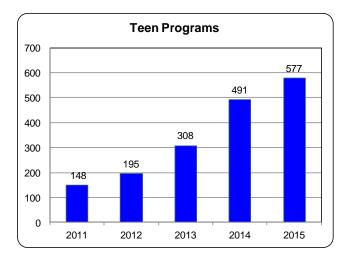


Graph 21: Children's Programs – Attendance

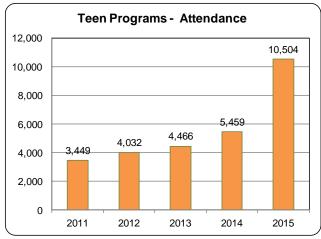
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## Teen Programs (Graphs 22 and 23)

Teen programs increased from 491 to 577 in 2015, up 17.5%, with nearly double the attendance, rising from 5,459 to 10,504. As in 2014, teen librarians supported Teen Advisory Groups across the city, engaging teens in the design and delivery of services for their peers. In 2015 there were several large events for teens including the Dewey Decibel Poetry Slam series, a three day Spoken Word Festival, Youth Week celebrations in May, and the Harry Potter Yule Ball in December. VPL also participated in the three day Anime Revolution Convention programming in an exhibitor space which was set up as a teen lounge. The significant increase can be attributed to the events noted above and to an intentional focus on programming in community spaces where large groups of teens gather. Staff provided pop-up activities during teen drop-in times at community centres and visited high schools during lunch hour.







Graph 23: Teen Programs – Attendance

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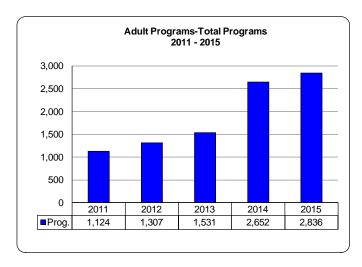
#### Adult Programs (Graphs 24 and 25)

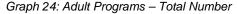
The total number of adult programs (classes, workshops and public events) in 2015 was 2,836, an increase of 184 (6.9%) from 2014. The total attendance for 2015 of 60,373 remained virtually the same as 2014 with a decrease of 99. The moderate increase in programs reflects the opening of VPL's Inspiration Lab, which provided 202 programs between May and December, and an increased focus on programs that support writing and publishing and promote a love of reading. VPL held 144 small business tours, job search tours and career exploration workshops which are funded by government grants via our Skilled Immigrant Information Centre.

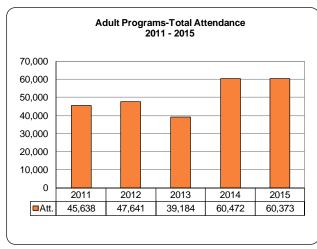
Digital literacy continues to be a critical focus for the organization. A rightsizing of the number and scope of digital literacy sessions showed the number of participants per class rising over the course of 2015 after declining in the previous year. An updated suite of digital literacy courses are being developed and will be rolling out in 2016 and 2017.

VPL increased literacy education programs for caregivers to 204 (9% increase) with 4,717 attendees (24% increase). VPL also delivered 136 intergenerational programs with 3058 attendees, 51% more attendees than in 2014. Most of these were Reading Buddies programs that provide an opportunity for teens to mentor a younger child to make a meaningful contribution to their community, something teens consistently note is important to them.

- ➤ Branch programs increased by 125 (5.98%) to 1,511, and attendance decreased by 6,434 (-16.98%) to 30,725.
- Central's programs increased by 277 to 1,325 (22.2%) and attendance increased by 6,446 (27.55%) to 29,648.







Graph 25: Adult Programs - Total Attendance

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