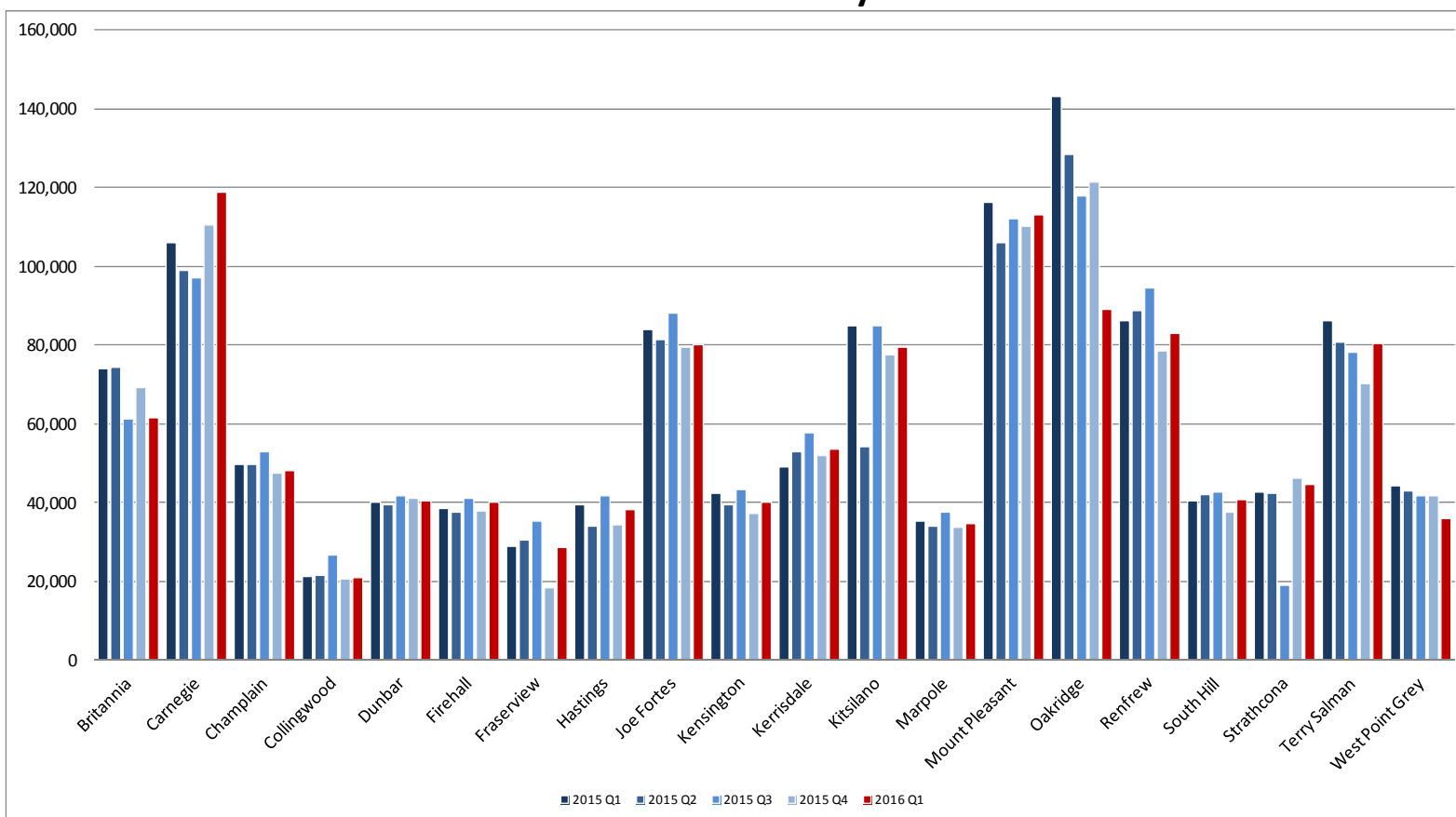


## In-Person Visitors by Branch<sup>1</sup>



## In-Person Visitors at Central Library<sup>2</sup>

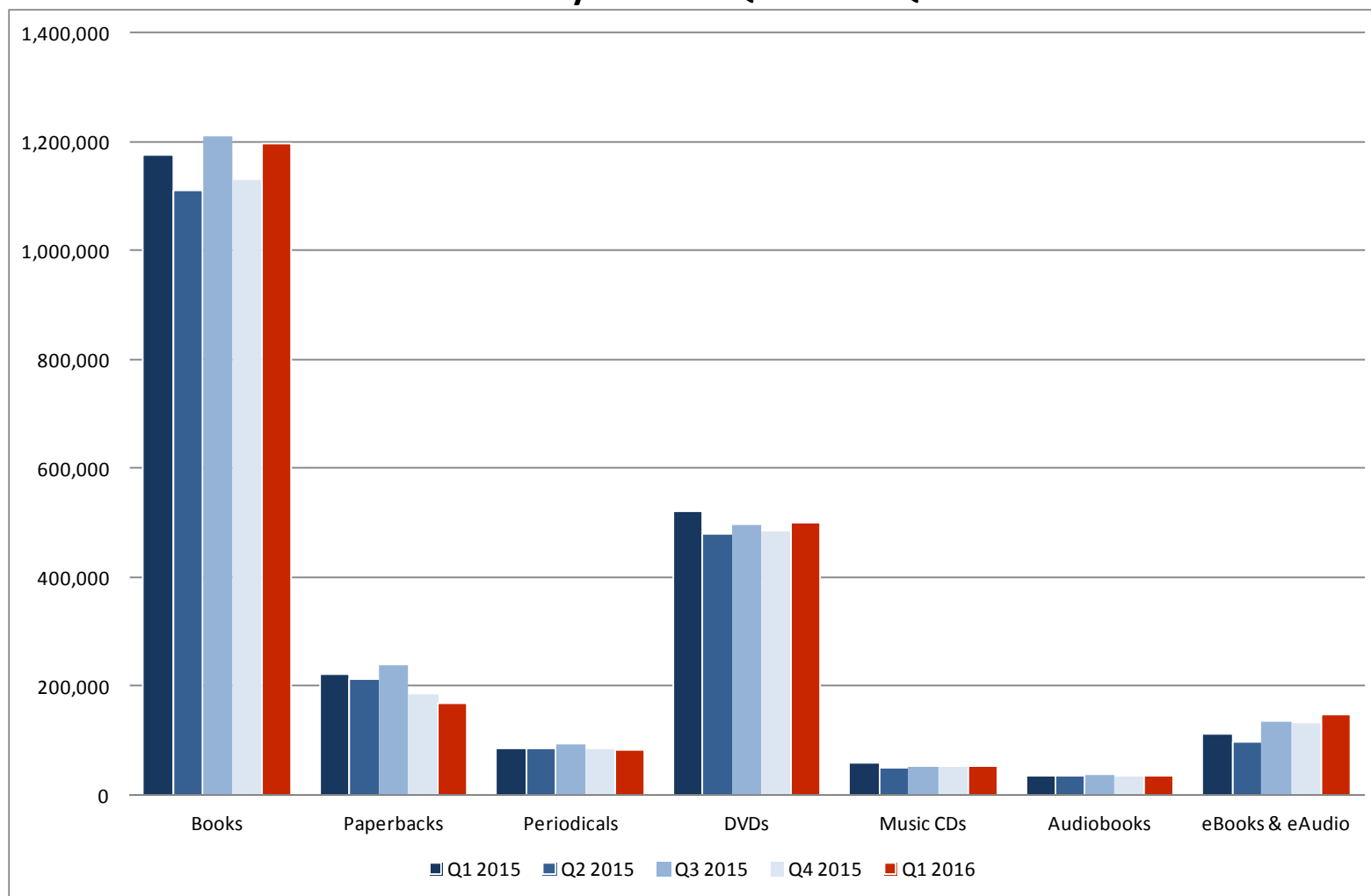
2015 Q1	2015 Q2	2015 Q3	2015 Q4	2016 Q1
484,895	480,052	499,879	488,521	482,698

System-wide visits to the library in Q1 of 2016 were 4.8% lower than in Q1 of 2015, with a decline of 6.5% at branches and of 0.4% at Central Library. Branch visits represented 71% of traffic, similar to 2015. Following unusually high visits to Oakridge in 2014 and 2015, traffic decreased by 38% in Q1 2016. The branch head continues to seek explanations for the 2014-2015 traffic counts. Most branch visits were within 10% of 2015, with the exception of Britannia and West Point Grey, where traffic declined 17% and 19% respectively, and Carnegie, where it increased 12%. Circulation at Carnegie also increased by 21%.

<sup>1</sup> Fraserview renovations – branch closed November 24 – December 29, 2015

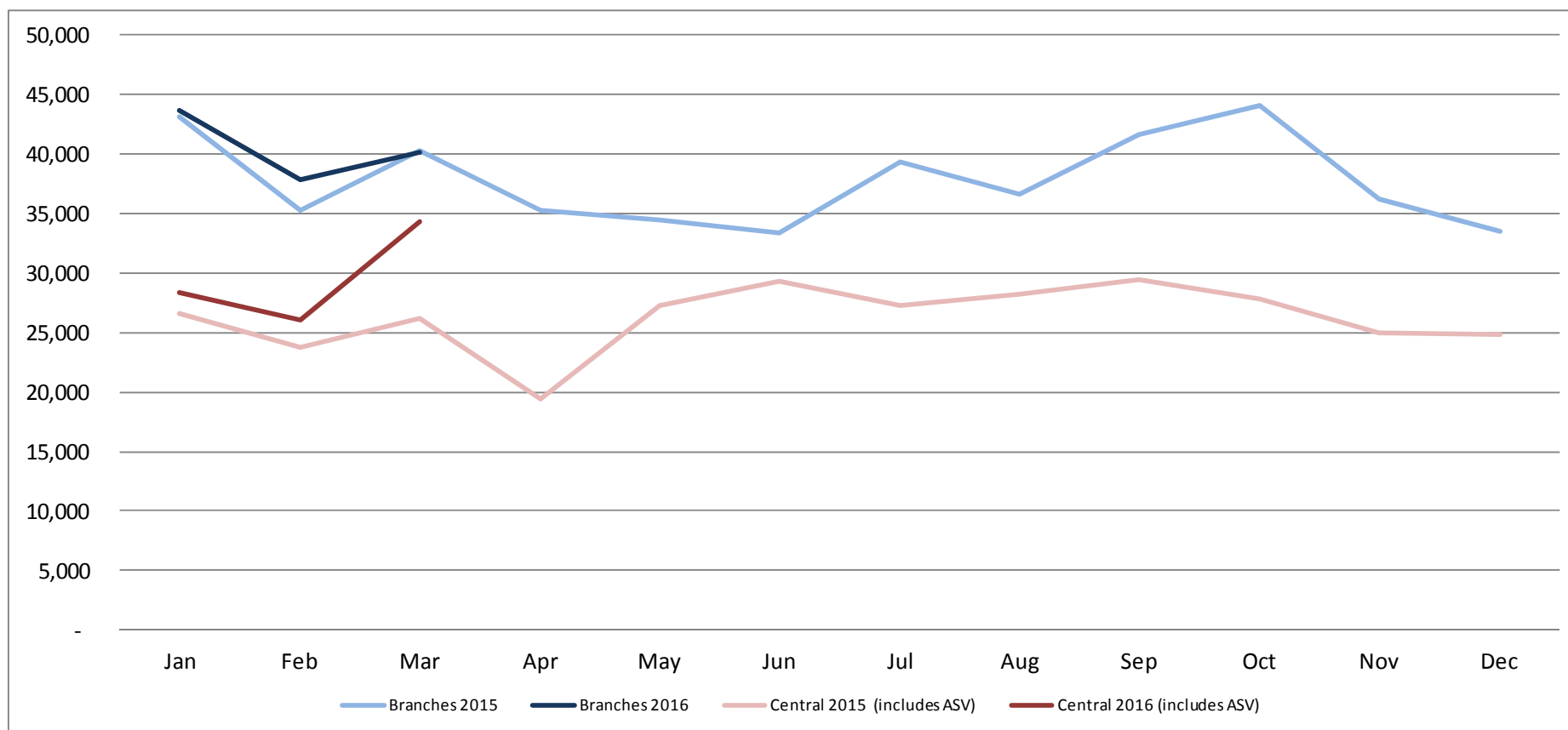
<sup>2</sup> Central Library visitors includes program attendance as many programs take place in the Lower Level rooms, outside the gates.

### Circulation by Format: Q1 2015 – Q1 2016



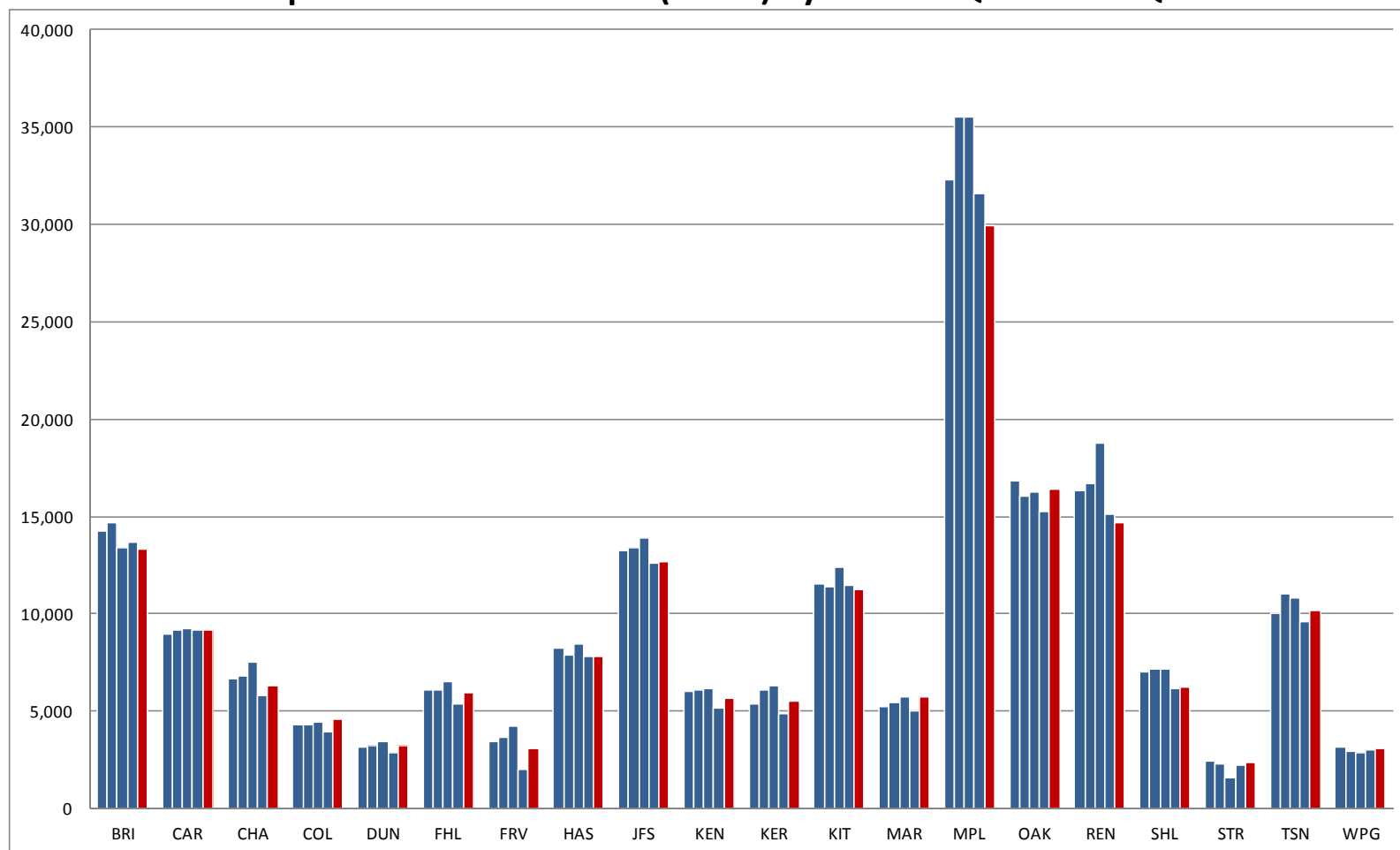
Use of downloadable eBooks and eAudio continued to increase, up 32.9% in Q1 2016. The use of hardcover and trade paperback books grew by 1.6% over 2015, continuing a slight recovery that began in Q3 2015 when the downward trend reversed from its low of 3.8% in 2014. However, the decline in mass market paperback use continued at a rate of nearly 25%. DVD use declined at 3.9%, slowing from 2015 levels, while the decline in use of CDs continued, with music down 10% and audiobooks on CD down 7%. Overall physical circulation declined 3.1% when compared to Q1 2015 and circulation including downloadable digital formats declined by 1.3%.

### Research Questions at Branches & Central Library: 2015-2016





Research questions increased by 7.7% across the system in Q1 2016 compared to Q1 2015, increasing by 2.5% in branches and by 15.9% at Central Library. Fraserview questions went up 73.9% in Q1; likely contributors to increased questions are introducing a consolidated desk, holding an event, Raise your hand against racism, with 100 attendees, as well as significant public outreach. Questions in Accessible Services are included in Central Library statistics, and represented 12,089 questions in Q1 2016, an increase of 22.5%. Staff offered 216 one-to-one sessions compared to 238 in Q1 2015.

### Computer Internet Sessions (wired) by Branch: Q1 2015 to Q1 2016



#### Sessions at Central Library

	2015 Q1	2015 Q2	2015 Q3	2015 Q4	2016 Q1	% change Q1
  Computer	139,165	139,185	138,078	135,244	136,385	-2.00%

Computer use in branches declined by 4% and in Central Library by 2% in Q1 2016. This is likely due to increasing numbers of patrons who have their own devices and use VPL WiFi. We will continue to monitor use, to reconsider time limits and revise policies as demand changes. Due to the change in the WiFi equipment in 2015, we are not illustrating WiFi use until it can be compared with the same quarter of the previous year (Q3 2016). Carnegie had intermittent issues with their WiFi service in Q1 that have now been addressed. Strathcona equipment was not replaced due to the upcoming move.

## Quarterly Metrics: Q1 2016

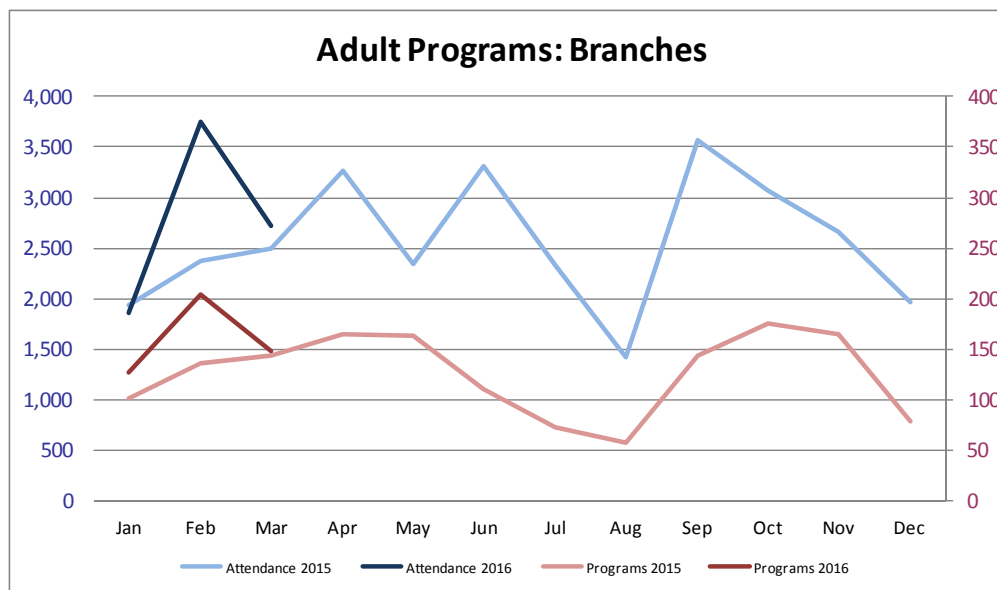
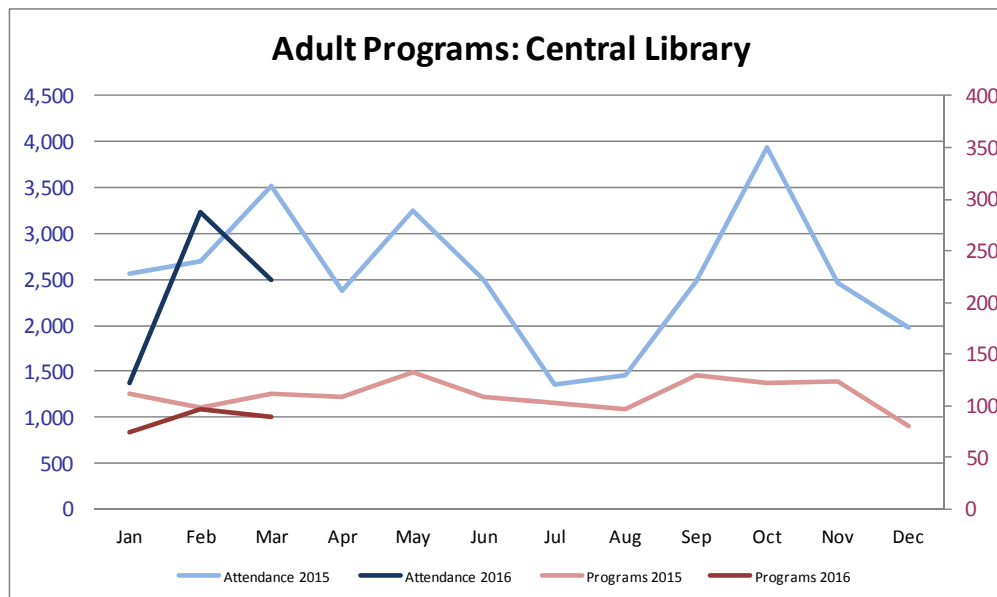
*Note: dual Y axis. Attendance on left in blue and number of programs on right in red at 10:1 ratio*

Central Library offered 260 programs in Q1 2016, a decrease of 20% from Q1 2015, reaching 7,098 attendees, 19.4% fewer than in 2015. Staff introduced a new program Introduction to Crowd Funding that drew 63 attendees, and a collaboration with Storywise to record a meaningful conversation with a loved one was held 5 times. Incite events continue to be very popular.

Branch program offerings went up by 20% to 479 in Q1 2016 with corresponding attendance up 9.6% to 8,338. Renfrew participated in a mental health forum; Champlain participated in an event to welcome Newcomers; and Kitsilano hosted TED talks. With CELA to promote there has been an increase in the visits to care homes.

Among the programs for adults, Children and Teen Services staff offered 48 literacy education programs for parents and caregivers with 829 attendees and 82 intergenerational programs with 1,832 attendees. Intergenerational programs and attendance increased by 134% and 166% respectively due to an increase in Reading Buddies programs which pair teens with young readers.

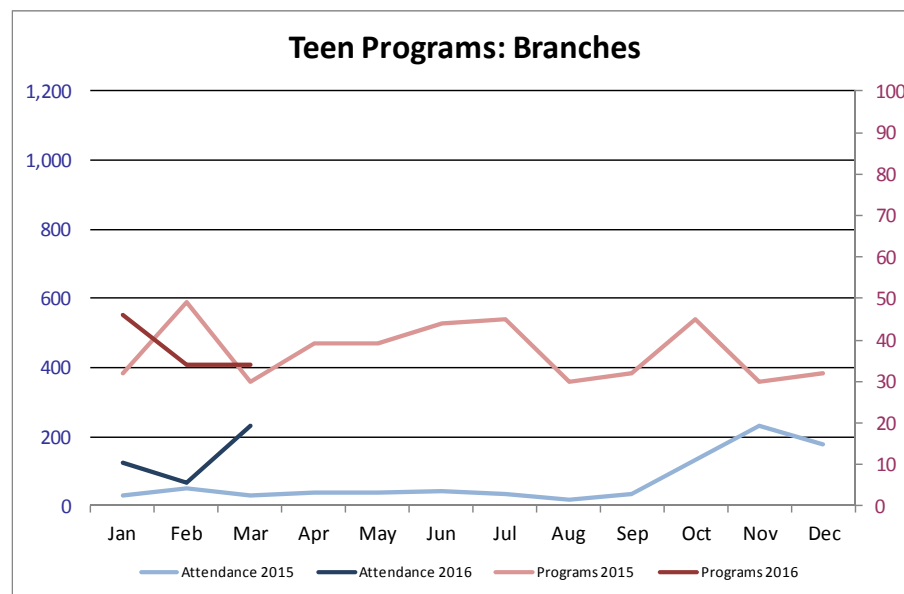
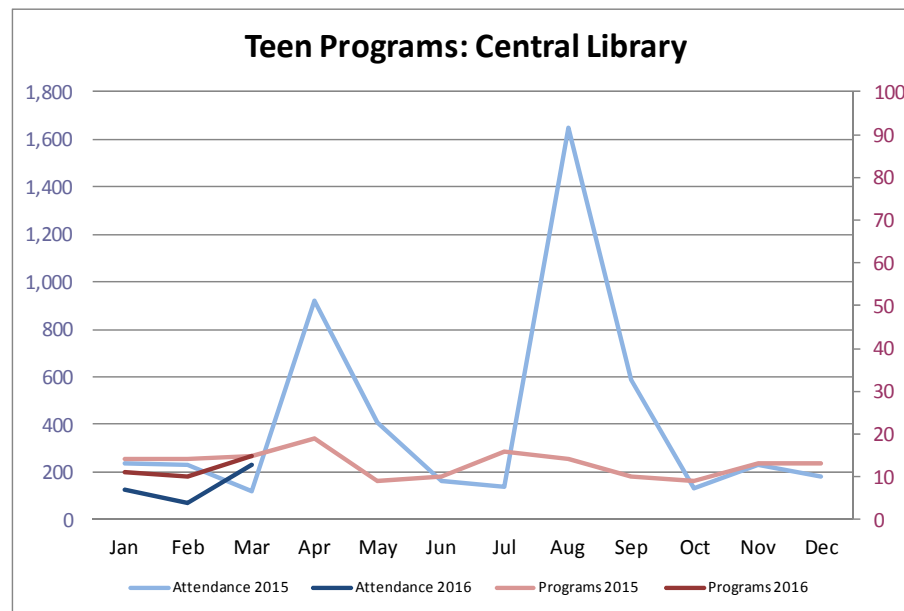
2016-05-25



## Quarterly Metrics: Q1 2016

*Note: dual Y axis. Attendance on left and program on right at 10:1 ratio.*

VPL offered 150 programs for teens at Central Library and branches in Q1 2016, an increase of 23% from Q1 2015. Additional programs in 2016 included teen programs in the Inspiration Lab at the Central Library, new book clubs, and teen-led programs at branches. Teen staff also oversee Reading Buddies programs which are included in the adult program statistics.



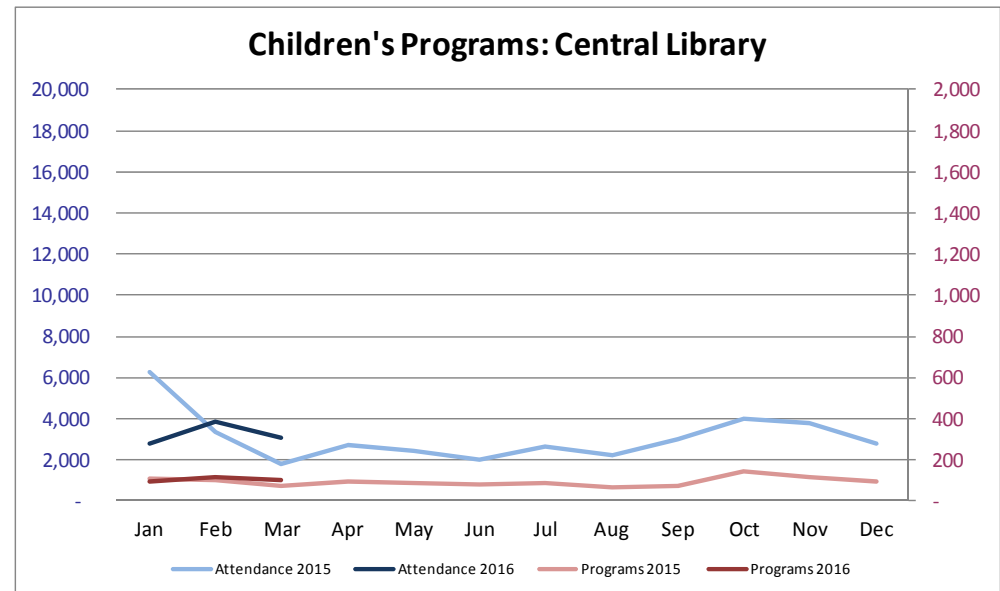
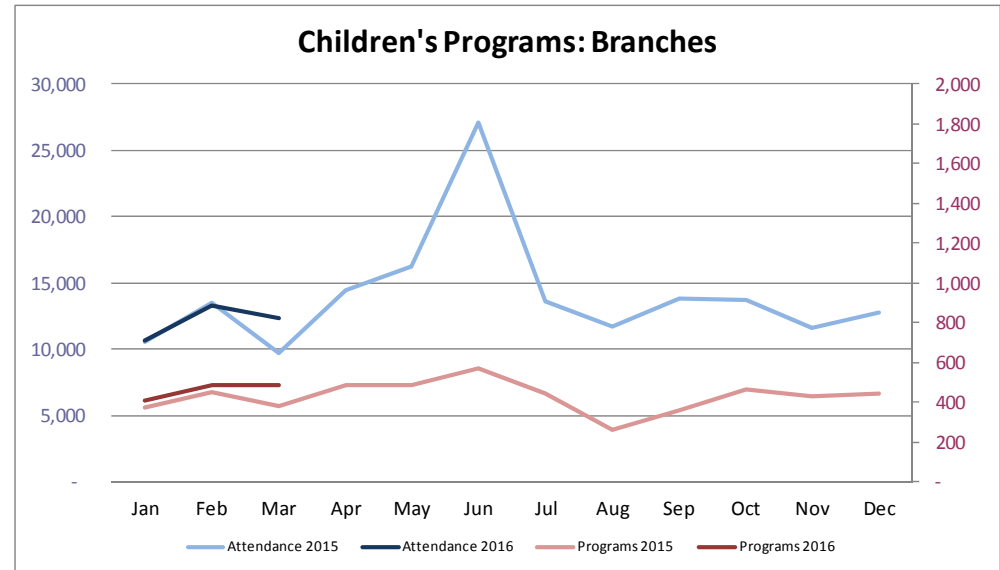
## Quarterly Metrics: Q1 2016

*Note: dual Y axis. Attendance on left and program on right at 10:1 ratio.*

Children's programs system-wide increased by 14.6% (217) to 1,705 and attendance increased by 1.8% (814) to 46,032 in Q1 2016.

Branch programs increased by 14.8%, rising from 1206 to 1385, due to increased Spring Break programs and class visits and attendance rose 7.5%, from 33,790 to 36,329.

At Central Library programs increased by 13.5%, from 282 to 320, largely due to an added Babytime (in response to demand from young families) and additional Spring Break programs. January attendance was down from 11,428 to 9703 since the Family Literacy event at Science World (where staff provide programs for very large groups) was changed from a two day event to one day in 2016.



## Quarterly Metrics: Q1 2016

	Q1 2015	Q1 2016	% Change	YTD 2015	YTD 2016	% Change
In-Person Visitors	1,739,373	1,656,079	-4.79%	1,739,373	1,656,079	-4.79%
Branches	1,254,532	1,173,381	-6.47%	1,254,532	1,173,381	-6.47%
Central Library	484,841	482,698	-0.44%	484,841	482,698	-0.44%
Digital Visits (web + app) <sup>3</sup>	1,375,550	1,836,655	33.52%	1,375,550	1,836,665	33.52%
Collection Use (physical + digital)	2,370,059	2,372,340	0.10%	2,370,059	2,372,340	0.10%
Branches - Physical	1,627,857	1,574,483	-3.28%	1,627,857	1,574,483	-3.28%
Central Library - Physical	469,120	456,053	-2.79%	469,120	456,053	-2.79%
eBook/eAudio Circulation	112,280	158,939	41.56%	112,280	158,939	41.56%
Other Digital Use	160,802	217,232	26.82%	160,802	217,232	26.82%
Research Questions	195,221	210,347	7.75%	195,221	210,347	7.75%
Branches	118,709	121,689	2.51%	118,709	121,689	2.51%
Central Library	76,512	88,658	15.87%	76,512	88,658	15.87%
Internet Sessions (wired)	323,618	313,395	-3.16%	323,618	313,395	-3.16%
Branches	184,453	177,010	-4.04%	184,453	177,010	-4.04%
Central Library	139,165	136,385	-2.00%	139,165	136,385	-2.00%
Minutes Used	13,730,604	13,130,227	-4.37%	13,730,604	13,130,227	-4.37%
# of Programs	2,312	2,594	12.20%	2,312	2,594	12.20%
Branches	1,666	1,978	18.73%	1,666	1,978	18.73%
Central Library	646	616	-4.64%	646	616	-4.64%
Program Attendance	62,969	63,432	0.74%	62,969	63,432	0.74%
Branches	42,173	46,206	9.56%	42,173	46,206	9.56%
Central Library	20,796	17,226	-17.17%	20,796	17,226	-17.17%

<sup>3</sup> Q1 2015 Digital Visits do not include Overdrive sessions. Overdrive started providing session statistics in July 2015. There were 325,980 Overdrive sessions in Q1 2016.



### VPL Locations – Key Information

Location	Square Footage	Staff (FTE)	Public Computers	Hours Open / Week
Accessible Services	2,914	5.94	2	36.5
Central	349,830	149.84	248 <sup>4</sup>	67.0
Britannia	8,997	9.97	16	62.0
Carnegie	1,930	6.29	3	84.0
Champlain	8,350	10.22	11	50.0
Collingwood	5,200	6.10	9	45.0
Dunbar	6,402	7.90	8	46.0
Firehall	6,629	7.60	8	46.0
Fraserview	8,076	6.80	7	46.0
Hastings	8,845	9.59	14	50.0
Joe Fortes	4,714	10.51	11	60.0
Kensington	7,275	7.88	12	46.0
Kerrisdale	5,700	9.26	9	50.0
Kitsilano	9,503	13.67	13	64.0
Marpole	3,570	7.57	9	46.0
Mount Pleasant	12,000	16.43	32	78.0
Oakridge	13,028	13.87	19	64.0
Renfrew	16,000	13.47	31	64.0
South Hill	5,040	8.56	10	46.0
Strathcona	3,500	3.70	3	49.0
Terry Salman	7,589	13.54	13	78.0
West Point Grey	5,100	7.66	7	48.0

<sup>4</sup> Includes public computers in the Inspiration Lab