



CEO – NOVEMBER 2024

Sector Updates

Ontario Library Association (OLA)

The OLA **2025 Super conference** will take place in Toronto from January 29 to February 1, 2025, with the theme "Building Bridges." The **Trustee Boot Camp** is scheduled for Saturday, February 1, from 9 AM to 4 PM.

We are delighted to announce that Shannon McGrady's proposal for a short presentation at the 2025 OLA Super Conference has been accepted. Her presentation, titled "**Learning Hard Truths: Building a Bridge to Reconciliation One Book at a Time**," was chosen from many submissions. Shannon is excited to share the journey that our staff and team members embarked on last year through the Truth and Reconciliation Indigenous Book Club. We congratulate her on this successful submission and thank her for bringing this idea forward to celebrate and share with other library professionals.

Additionally, the International Indigenous Librarians' Forum (IILF) will be hosted in [Toronto](#) from June 17-20, 2025. The forum's theme, "Our Dish/Dish with One Spoon," reflects an important teaching and treaty between the Anishinabek Nation and Haudenosaunee Confederacy to care for the lands on which Toronto is located. More details to come.

Federation of Ontario Public Libraries (FOPL)

October 17 the CEO attended FOPL information session on advocacy and the priority for the Ontario Digital Public Library (ODPL).

Key benefits of the ODPL

1. **Equitable Access:** All Ontarians, regardless of location, gain access to a wide range of digital resources.
2. **Cost Savings:** By leveraging volume purchasing, the ODPL could provide digital resources at a cost savings of up to 40% when compared to a direct subscription by an average Ontario public library.
3. **Digital Literacy Support:** Library staff provide technology and digital literacy assistance.

Canadian Federation of Library Associations (CFLA)

CFLA-FCAB Statement on Libraries & the Intellectual Freedom of Children & Youth – information item 6.3

CFLA-FCAB prepares a federal budget submission each year. This year's submission reiterated and highlighted the messaging of our national advocacy campaign, with three pillars:

1. Increase funding to public libraries to support them as an essential part of the social infrastructure of our communities.
2. Increase investment in organizations that provide accessible reading services.
3. Increase support for Indigenous libraries and Indigenous library workers.

Operations

Public Library Month and Fire Prevention Month wrapped up last month. We were thrilled to have a month-long display of fire safety and fire prevention information at the library. The lucky winner of the draw for the bucket full of loot has been notified.

Respect Your Rec

The library is proud to be part of the “Respect Your Rec” campaign, encouraging everyone to care for town assets – parks, recreation centres, and libraries. It also challenges the community to consider what it would mean not to have these services.

Facilities

Carpets throughout Mill library, as well as the lower-level tiles, were cleaned on November 18 (the library was closed to the public for Kudos/GLAD day). Work continues with facilities on updating and repairing as needed.

According to the policy review plan the room rental policy is scheduled for review early next year. There has been a request for an idea not covered in the existing policy and further requests requiring exceptions to the current policy. Research has already begun on the potential changes to be proposed to the Board in February.

Resource Allocations

As we consider hours of operation in the coming months there may be room for better alignment of public demand and staffing thereby providing additional hours for project work. As part of the investigation into a recommendation for hours, current foot traffic trends are an important consideration. The following provides an insight into some of the data we are using to inform our evidence-based planning.

Foot Traffic – By Branch by Month

Figure 1 below depicts foot traffic data collected at each location for each month this year. The blue indicator on each graph depicts Mill Street data – Year to date a total 52,991 visits were recorded. The orange indicators show Alder beginning in March – since then a total of 35,378 visitors have been recorded. Figure 2 shows the proportion of the total counts (88,369) monthly as a percentage of the total.

Figure 1: 2024 Foot traffic by month and location.

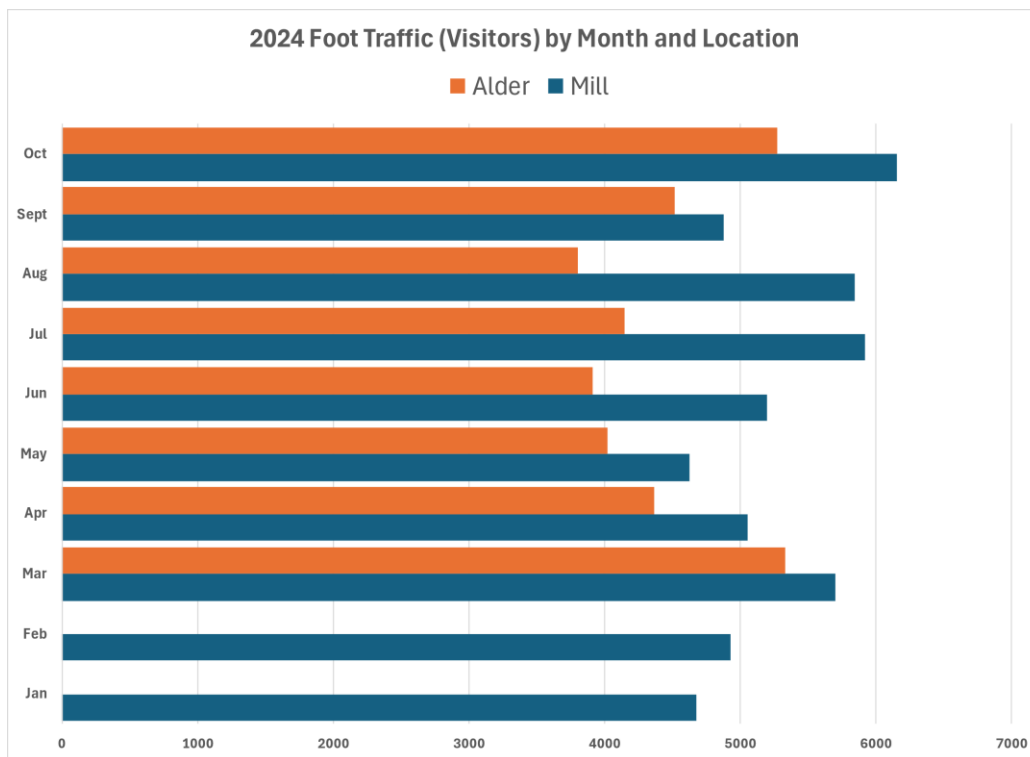
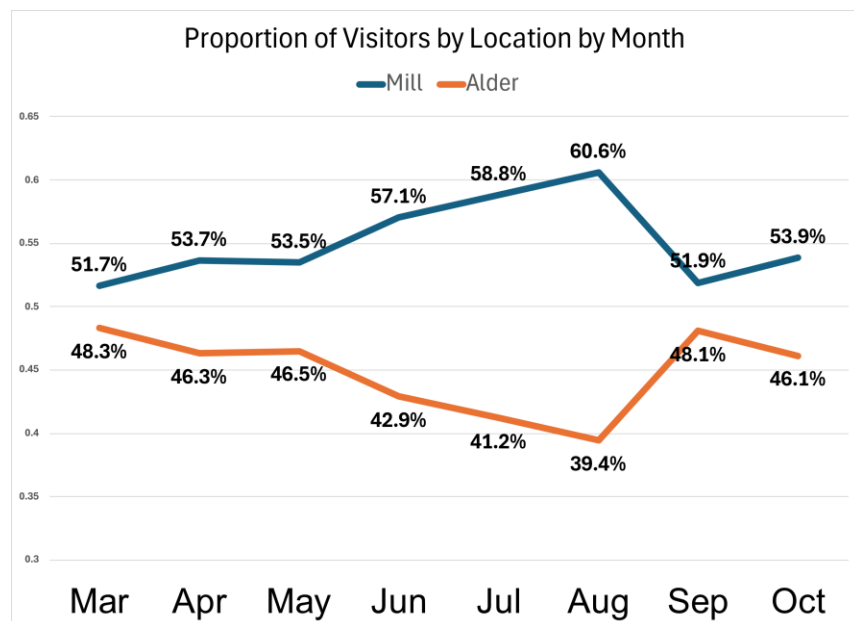


Figure 2: Proportion of visitors by location and by month.



Observations:

Alder Stats:

- Manually counted by our diligent frontline staff.
- Data is unavailable for January and February as documentation began in March.
- Visits were light through the summer, as anticipated. Alder Recreation Centre (ARC) public pool reopened in May, summer camps kept the building busy, however, aquatic programming has ramped up services slowly and thoughtfully as staff familiarized themselves with new pools.

Mill Stats:

- Steady foot traffic averaging over 5,000 people per month recorded.
- Data collected automatically using Axis Camera system
- Foot traffic was strong in July and August, partly due to the popular summer reading programs offered.

What the Data Tells Us:

- Significant rise in foot traffic at Alder in September, coinciding with the pools' full operation, the start of hockey season, and families settling into new school routines.
- October was the highest number of visitors in one month to date at Mill and the second highest (below March) at Alder.

Trends to watch – library usage within ARC

Foot Traffic – By Branch by Month and Day of the Week

Mill

As we drill down into the data, below the monthly totals we can observe the counts on average by month and day of the week.

Figure 3: Average foot traffic at Mill library by month and day of the week

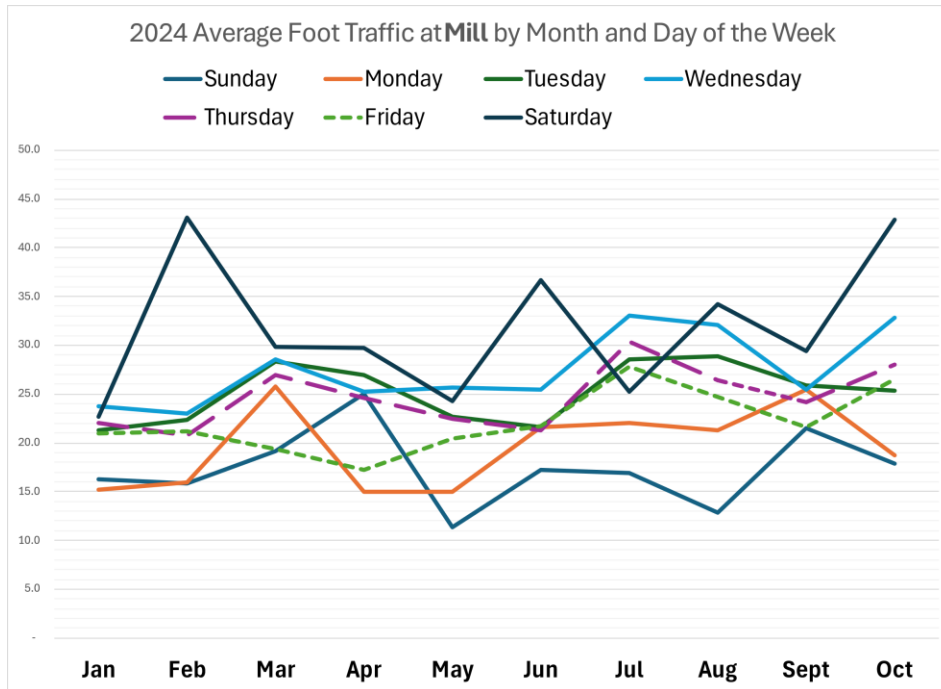


Figure 4: Average foot traffic at Mill library by month and day of the week

Month	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Average by Month
Jan	16.3	15.2	21.3	23.7	22.1	20.9	22.7	20.5
Feb	15.9	15.9	22.3	23.0	20.8	21.2	43.1	23.3
Mar	19.2	25.8	28.3	28.5	26.9	19.3	29.8	25.6
Apr	25.0	15.0	26.9	25.3	24.6	17.2	29.7	23.0
May	11.3	14.9	22.6	25.7	22.5	20.5	24.3	21.0
Jun	17.2	21.6	21.6	25.4	21.3	21.8	36.6	24.2
Jul	16.9	22.1	28.6	33.0	30.3	27.8	25.3	26.9
Aug	12.8	21.3	28.9	32.1	26.4	24.7	34.3	26.6
Sept	21.5	25.5	25.8	25.5	24.2	21.6	29.4	23.9
Oct	17.8	18.8	25.3	32.9	28.1	26.5	42.8	28.0
Average per Day of Week	17.4	19.6	25.2	27.5	24.7	22.2	31.8	24.3

Observations

- **Wednesdays** and **Tuesdays** generally see higher foot traffic compared to other weekdays.
- **Fridays** tend to have lower foot traffic, except for July (cottage, camping and summer vacations time).
- **Saturdays** consistently show high foot traffic, the peak in February is a result of the grand reopening of the building held Saturday the 10th.
- **Sundays** have variable traffic, with a significant increase in April and September.
- **March** and **April** show increased activity on weekdays due to March break programming
- **July** and **August** see higher traffic on Tuesdays and Wednesdays, summer holidays from school and increased summer reading club activities.
- **September** shows a balanced distribution of foot traffic across the week, with a slight increase on Sundays and Saturdays.

Alder

Figure 5: Average foot traffic at Alder library by month and day of the week

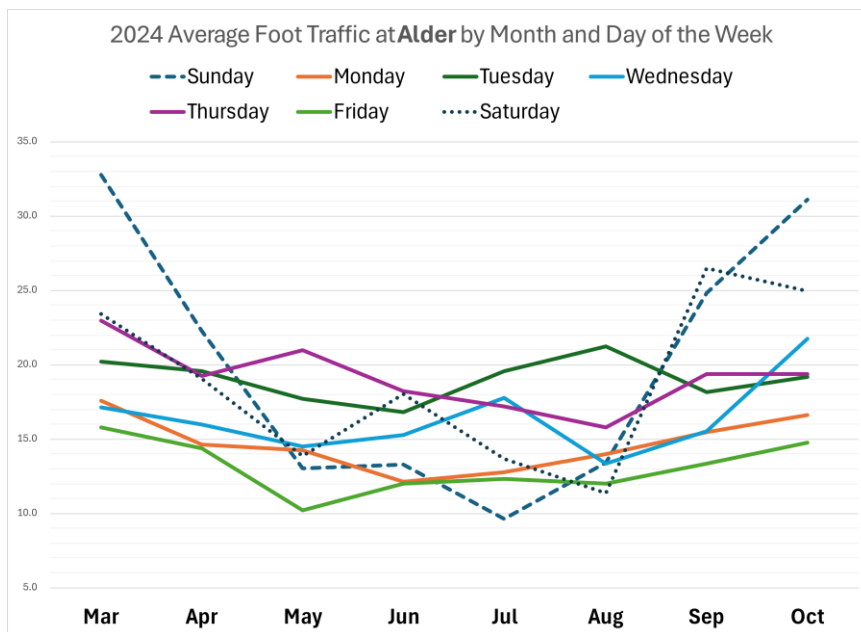


Figure 6: Average foot traffic at Alder library by month and day of the week

Average Counts by Month and Day of Week								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Average
Mar	32.8	17.6	20.2	17.2	23.0	15.8	23.4	21.4
Apr	22.3	14.6	19.6	16.0	19.3	14.4	19.0	17.9
May	13.0	14.3	17.7	14.5	21.0	10.2	13.8	14.9
Jun	13.3	12.2	16.8	15.3	18.3	12.0	18.0	15.1
Jul	9.6	12.8	19.6	17.8	17.2	12.3	13.7	14.7
Aug	13.4	14.0	21.2	13.3	15.8	12.0	11.4	14.4
Sep	24.8	15.5	18.2	15.5	19.4	13.4	26.5	19.0
Oct	31.1	16.6	19.2	21.7	19.4	14.7	24.9	21.1
Grand Total	20	15	19	16	19	13	19	17

Weekend use is typically higher during the months September to March.

Foot Traffic – By branch by Day of the Week and Hour of the day

As we navigate further into the data, we can analyze the foot traffic by not only Month and day – but down to hour of the day by day of week.

We begin with another heat map figure 7 shows the average number of people entering the library based on data collected **year to date** by location. The averages are based on the total number of people recorded, Mill Street YTD 52,991 and Alder beginning in March to the end of October 35,378.

Figure 7: Foot traffic by branch by day of the week and hour of the day

Mill Street - Camera / People counter software									
	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	
Monday	22	22	18	22	18	21	19	12	
Tuesday	35	26	29	29	26	22	21	13	
Wednesday	32	26	34	31	24	32	26	15	
Thursday	41	23	24	30	24	21	20	14	
Friday	25	24	22	26	25	22	22	12	
Saturday	34	40	32	39	34	27	16		
Sunday			19	21	17	14			

Alder Branch - Manual Count											
	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Monday		22	13	11	9	7	11	18	19	23	14
Tuesday		23	25	13	13	11	17	21	24	29	15
Wednesday		16	11	9	9	10	17	20	29	32	13
Thursday		20	11	10	9	9	15	28	42	32	15
Friday		23	14	14	11	10	13	13	13	13	7
Saturday	19	27	23	19	17	15	15	14			
Sunday				24	24	20	18				

Program Update *as submitted by Lauren Tilly*



Members of Orange thREADs have been very busy the past few months knitting and crocheting a lovely assortment of items for donation to both the IODE and Family Transition Place which they do annually.



Celebrating the young artists from the After School Club as we enjoyed the first community led content on Tales on the Trail with the "Young Artist Showcase".



Storytime had a lot of guest readers in October to celebrate Fire Prevention Week, Waste Reduction Week and Hispanic Latin American Heritage Month.



Celebrating Hispanic Latin American Heritage Month with a film screening of *El Fantasma* on Oct. 25.



October 27 Spooky Open Mic Spectacular hosted in partnership with the Headwaters Writers' Guild.



Social Justice Club participants learning Civic Literacy and enjoying some Halloween fun.



November 4 Experts in the Library Crime Writers Panel.



The In Their Memory community led content showcasing Dufferin Veterans on display since the beginning of November will stay up until the first week of December for everyone to enjoy at Island Lake.

Up and Coming

- The fall storytime session comes to an end on November 29 and the winter session will resume on January 14
- The Parent Support Network (formerly Dufferin Parent Support Network) will be hosting a drop in [Sip'n'Craft](#) event for families from 10 am to 1 pm on Saturday, November 23 at Mill Street
- [Words the Orangeville Way \(WOW\)](#) the annual literary event will take place on Saturday, November 30 at Mill Street featuring local author Nicola Ross in conversation with Marlis Butcher and Pamela Mulloy as they talk travel, moderated by Bernadette Hardaker, registration required
- [Scientists in School](#) is presenting two STEM workshops for some PD Day fun on November 22 and November 29 thanks to grant funding
- The Teen Advisory Group will host their first teen led and created program on Friday, November 29 with the [Stranger Things Escape Room](#) for ages 13 to 17, registration required
- Santa Claus is coming to town and will be at Alder Recreation Centre on Thursday, December 5 for the annual [Stories with Santa](#)
- The [100% Certainty Book Club](#) has their final meeting of the year on Thursday, December 5 featuring the book “Grief is the Thing with Feathers”
- The next [Books and Loose Parts](#) session will take place on Wednesday, December 11
- [Coffee, Conversation & Books](#), hosted in partnership with Dufferin Libraries will take place in Orangeville to close out the year on December 18 at Mochaberry Cafe and feature local author Cynthia Young
- Watch the website for details – OPL will host a lineup of passive and registered activities for families and school age kids to enjoy over the holiday break in late December and early January