



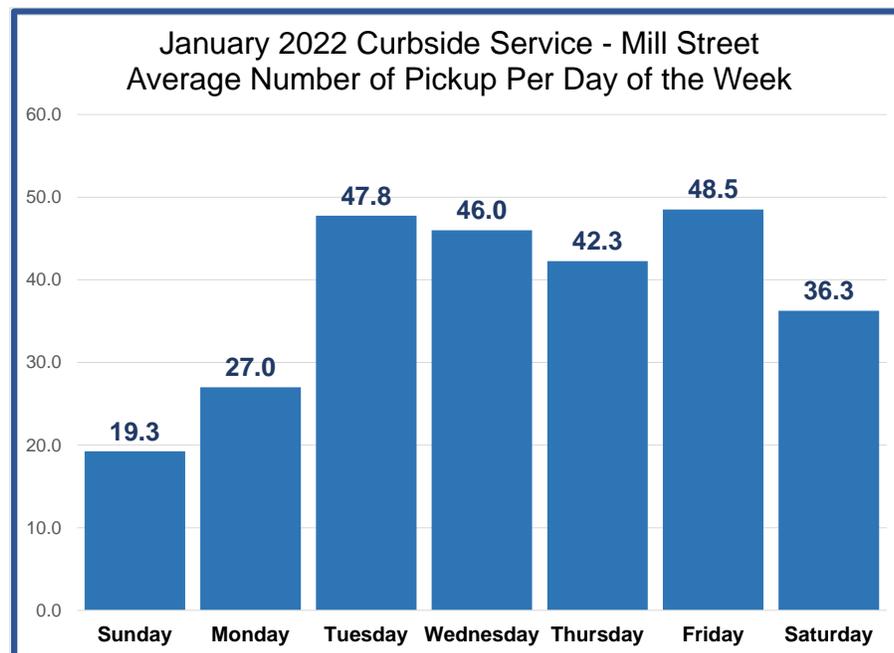
CEO Report – February 2022

Operations

As other municipal services reopened, the library welcomed the public back into the building on Monday, January 31. Although open over the holiday season – the library closed to the public on January 5 offering curbside pickups from Mill Street.

During the period in January while the library was closed to the public (25 days) there were more than 1,000 curbside pickups executed. The busiest days of the week based on the number of pickups were Tuesdays and Fridays.

Figure 1 - Average Number of Curbside Pick-ups per Day of the Week (January 2022)



Effective February 17, 2022, provincial regulations mandate the continuation of:

- Active screening of workers
- Passive screening of patrons
- Capacity is limited to number of members of the public who can maintain a physical distance of 2 metres
- PPE for staff (i.e., masks, hand sanitizer, face shields for curbside)
- Safety Plans still required

The above is based on the information provided by the Ministry of Heritage, Sport, Tourism and Culture Industries at the Technical briefing held virtually on February 16.

Public Services

Fees and fines are reviewed annually and published as a schedule of the Circulation Policy. Fines, fees and limits for 2022 are presented as information item #5.4.

For approximately 30% of 2021, the library was closed to the public offering curbside services only. By the end of December staff had orchestrated more than 8,000 curbside pick-ups during the year.

Figure 2 - 2021 Monthly data for Curbside Pick-ups and Grab'n'Go bags

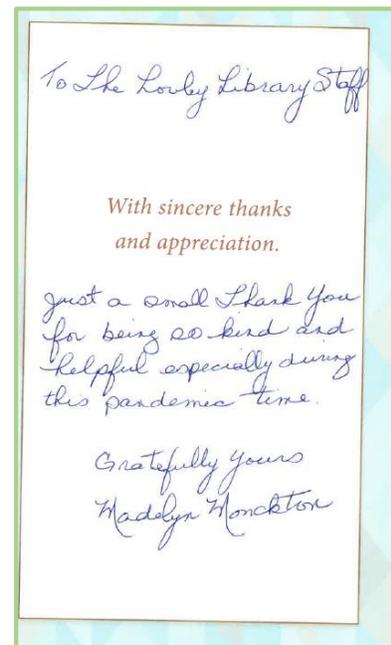
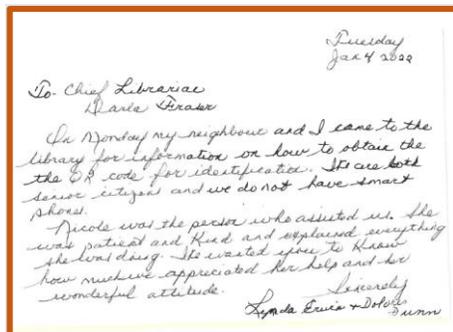
2021 Month	# Curbside Pick-ups	Grab'n'Go # of Bags Curated	Grab'n'Go Bags as % of # of Pick-ups
Jan	1,246	62	5.0%
Feb	1,245	64	5.1%
Mar	605	31	5.1%
Apr	1,229	75	6.1%
May	1,426	69	4.8%
June	1,412	66	4.7%
July	330	13	3.9%
Aug	209	8	3.8%
Sept	161	5	3.1%
Oct	150	4	2.7%
Nov	150	2	1.3%
Dec	134	6	4.5%
	8,297	405	4.9%

Staff are developing an implementation plan for the Creation Lab (equipment to be funded by grant monies from Commonwell Insurance), the recommendation is for a phased approach with details to be provided in March.

Patrons continue to express their appreciation for library services with cards and treats for staff. Two examples are included below:

The month of March 2022 marks a full two years since that first COVID closure on March 14, 2020. Remote work and shortened schedules have worked against my ability to connect with staff. On the cusp of more changes to come, I believe it is important that I make time to re-connect and I have prioritized my schedule to invite all staff to one-on-one conversations next month.

Figure 3 - Two notes of appreciation dated 2022 from grateful patrons



Library Services Index

In 2019, the library began collecting operational metrics in an index affectionally termed the LSI (Library Services Index). Data from 2019 formed a solid baseline of pre-pandemic activity. Information item 5.2 provides monthly details of the entire Library Services Index for 2021.

This index provides a high-level snapshot of the activity in the library in three areas: Member Activity, Community Use and Demands on Staff; a brief review of the three years 2019 to 2021 is provided below. Further analysis and an in-depth review of the metrics will be available later in the year.

Member Activity

More than 90% of the 534 online membership requests received in 2021 resulted in a new or renewed membership. However, overall memberships are down significantly over the pandemic.

With the exception of our non-traditional items, circulation of physical materials is down again this year for all types of materials (books, magazines, etc). This increased circulation of non-traditional items is attributed to both the new offerings (i.e. SMARTspots, launch pads) added to the collection in 2021, as well as the increase to the number of units available to circulate (additional radon detectors).

Member use of the eResources continues to increase.

- OverDrive downloads (Libby APP) – 2021 downloads up 45% over 2019
 - All other eResources – 2021 figures up 300% over 2019
 - Items reserved – the 44,265 items represent just over a 50% increase over 2019
- When the library is closed members select their material by placing a hold on the item in the catalogue. Staff then retrieve the item and arrange for pick-up through the curbside service.

Figure 4 - 2019 - 2021 Annual Totals for Member Activity Metrics

A.	Member Activity	2021			2020			2019		
		Total	Monthly Average	% of Total	Total	Monthly Average	% of Total	Total	Monthly Average	% of Total
A.1	Active Memberships	<i>Point in Time</i>	5,956		<i>Point in Time</i>	7,277		<i>Point in Time</i>	7,743	
	Adult Books	41,248	3,437	37%	35,219	2,935	38%	62,721	5,227	36%
	Kids Books	54,517	4,543	49%	40,183	3,349	43%	70,858	5,905	41%
	Magazines	2,165	180	2%	1,561	130	2%	3,690	308	2%
	Books to listen to	3,577	298	3%	2,643	220	3%	5,344	445	3%
	Movies & TV shows	9,339	778	8%	12,640	1,053	14%	29,550	2,463	17%
	Cool Stuff - not books	549	46	0%	139	12	0%	255	21	0%
A.2	Physical Collection	111,395	9,283	100%	92,385	7,699	100%	172,418	14,368	100%
	eBooks	38,152	3,179	67%	35,509	2,959	69%	25,145	2,095	64%
	eAudioBooks	18,417	1,535	33%	16,207	1,351	31%	13,859	1,155	36%
A.3	OverDrive	56,569	4,714	100%	51,716	4,310	100%	39,004	3,250	100%
A.4	Electronic Resources	11,270	939		15,124	1,260		2,320	193	
A.5	Items Reserved	44,265	3,689		32,169	2,681		29,259	2,438	

Community Use

The reduction in hours of operation due to COVID has had a significant negative impact in all indices in this area.

Figure 5 - 2019 - 2021 Annual Totals for Community Use Metrics

B. Community Use		2021 Total	2021 Monthly Average	2020 Total	2020 Monthly Average	2019 Total	2019 Monthly Average
B.1	Program and Events	278	23	242	20	538	45
	Attendance	3,992	333	5,468	456	9,850	821
B.2	Foot Counter	116,222	9,685	146,702	12,225	369,961	30,830
B.3	Public computer use	1,196	100	2,685	224	11,040	920
	Unique Users	<i>Point in Time</i>		<i>Point in Time</i>		<i>Point in Time</i>	419
B.4	Hours Open to the Public	2,457	205	1,771	148	5,454	455

Demands on Staff

As expected, indicators related to the movement of the collection (i.e. in transit, ILLO, deliveries) were all up slightly over 2020 but still down from our pre-pandemic 2019 activity levels.

Exam proctoring was not possible during the library closures and services were further impacted with the restrictions imposed by public health.

Figure 6 - 2019 - 2021 Annual Totals for Demands on Staff Metrics

C. Demands on Staff		2021 Total	2021 Monthly Average	% of Total	2020 Total	2020 Monthly Average	% of Total	2019 Total	2019 Monthly Average	% of Total
C.1	In Transit	29,743	2,479		27,063	2,255		44,028	3,669	
C.2	InterLibrary Loans	12,234	1,020		8,303	692		21,385	1,782	
C.3	Homebound Deliveries	365	30		259	22		420	35	
C.4	Exams Booked	18			55	8		137	11.4	
	Exams Proctored - Mill	0	0					10		
	Exams Proctored - Alder	14	1		42	6		111		
C.5	Photocopies	51,407	4,284		49,732	4,144		96,989	8,082	
C.6	Requests for Information									
	Reference Question	667	56	25%	703	59	26%	1,080	90	23%
	Our Services	1,040	87	39%	1,105	92	41%	1,830	153	40%
	Technology	275	23	10%	302	25	11%	586	49	13%
	Reader's Advisory	315	26	12%	304	25	11%	290	24	6%
	Community	99	8	4%	71	6	3%	124	10	3%
	Our Programs	103	9	4%	78	7	3%	214	18	5%
	Other	192	16	7%	165	14	6%	484	40	11%
	Total requests	2,691	224	100%	2,728	229	100%	4,608	384	100%

On February 9, 2022, Statistics Canada released the first of the information from the 2021 Census of Population for various levels. Data indicates growth in both the Town and the County. Orangeville continues to house the majority of the population (46%) on a very small percentage of the land area (1%). The next major 2021 Census release is scheduled for April 27 and is expected to detail Age – Sex at birth and gender along with type of dwellings.

Figure 7 - 2021 Census Population figures - Town of Orangeville and Dufferin County

Census Profile, 2021 Census of Population	Note	Dufferin County, Ontario	Orangeville, Ontario	Orangeville as a % of Dufferin
Population and dwellings - Characteristics				
Population, 2021	1	66,257	30,167	46%
Population, 2016	1	61,735	28,900	47%
Population percentage change, 2016 to 2021		7.3%	4.4%	n/a
Total private dwellings	2	24,388	11,308	46%
Private dwellings occupied by usual residents	3	23,310	11,059	47%
Population density per square kilometre		44.6	1,989.5	n/a
Land area in square kilometres		1,486.77	15.16	1%
Note 1. 2021 and 2016 population				
Statistics Canada is committed to protect the privacy of all Canadians and the confidentiality of the data they provide to us. As part of this commitment some population counts of geographic areas are adjusted in order to ensure confidentiality.				
The adjustment to counts of the total population for any dissemination block is controlled to ensure that the population counts for dissemination areas will always be within 5 of the actual values. The adjustment has no impact on the population counts of census divisions and large census subdivisions.				
Note 2. Total private dwellings				
Private dwelling refers to a separate set of living quarters with a private entrance either from outside the building or from a common hall lobby vestibule or stairway inside the building. The entrance to the dwelling must be one that can be used without passing through the living quarters of some other person or group of persons.				
Note 3. Private dwellings occupied by usual residents				
A private dwelling occupied by usual residents refers to a private dwelling in which a person or a group of persons is permanently residing. Also included are private dwellings whose usual residents are temporarily absent on May 11 2021.				
Data quality:				
Dufferin, County (CTY)				
There are no data quality notes available at this time.				
Orangeville, Town (T)				
This geographic area underwent a boundary change since the 2016 Census that resulted in an adjustment to the 2016 population and/or dwelling counts for this area.				
Source: Statistics Canada, 2021 Census of Population.				
Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released February 9 2022.				
https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E				

The full impact of the Orangeville population figures topping 30,000 it yet to be determined. A number of licensing costs and services are based on population size with a break point at 30,001.

Election Year

The provincial election in June 2022 brings an important opportunity to advocate for libraries. The Federation of Ontario Public Libraries and Ontario Library Services provided a session at OLA Super Conference regarding advocacy for libraries during the election year. Dina Stevens (FOPL), Shelagh Paterson (OLA) and Devan Sommerville (Counsel Public Affairs) discussed the library sector's advocacy strategy ahead of and during the upcoming election. The information package is included separately (see info item 5.3).

In collaboration with the other three library systems in this electoral riding (Dufferin-Caledon) an information package is being produced for all candidates in the provincial election (June 2, 2022).

More information is provided in the attachment regarding the three specific priority areas FOPL and OLS are advocating for including critical investments that will stabilize our public libraries and ensure that they can continue to perform their vital role in communities recovering from COVID-19.

Following the provincial elections, municipal elections will be held in October 2022. To that end, the following policy([Use of Corporate Resources During an Election](#)) was adopted by council and applies to the resources of the library and board members as well.

OLA Super Conference / Board Boot Camp

The Ontario Library Association (OLA) is Canada's largest library organization and OLA's Super Conference is Canada's largest continuing education event in librarianship.

For the second year in a row the library was able to take advantage of a reduced group rate offered by the Ontario Library Association which enabled us to provide all library staff and board members access to register for the full virtual conference.

The theme this year was "Gather" and the keynote speaker Author Priya Parker kicked off the conference with an inspirational talk about the New Era of (Re) Gathering (based somewhat on her original work: The Art of Gathering)



A number of staff expressed gratitude for the opportunity.

I just wanted to take the opportunity to thank you very much for the opportunity to attend OLA - This is an amazing opportunity and the sessions I have attended have been informative and so interesting! – Andrea Schiller

I wanted to thank you for the opportunity to attend the OLA 2022 Super Conference last week. It was a great chance for gaining some new insights from librarians, authors and other speakers. I sat in on a variety of sessions and really enjoyed it. I found the keynote speakers especially interesting. As a casual employee, it is gratifying to be included and to feel a valued member of the library. - Stephanie Newall

The Ontario Library Board Association (OLBA) board boot camp was offered all day Saturday, February 5th and in my opinion the highlight was the keynote speaker Mary Rowe, President & CEO of the Canadian Urban Institute. Ms. Rowe is a leading urban advocate and civil society

leader who has worked in cities across Canada and the United States. She spoke about the importance of libraries as a space for people to gather and build community.

A number of Super Conference offerings focused on Municipal Relations During Election Year, with sessions such as Local Voices Matter: Advocating for Libraries in an Election Year.

I enjoyed the focus on values and the benefits of connecting values to staff relations and planning. (e.g. Living Our Values: Connecting Values, Strategy & Application at Burlington Public Library, Revisiting Our Palaces for the People: Perspectives on Libraries During Good Times and Bad).

The sessions on building a new library were most interesting. A House for Our Stories: Inspiring Unique Library Designs Through Deep Consultation, and the recent new build in Waterloo is very interesting: A Little Bit of Luck, a Whole Lot of Planning: [Designing a New Library in the Midst of a Global Pandemic](#).

On February 15th, the Ontario Library Service provided an overview of the Board Legacy concept - including information on the 4-year Board cycle found in the Governance HUB (an online resource available to all Ontario library board members).

General

An RFP has been issued seeking an Architectural Consulting firm to provide design, tender documents and contract management services for the replacement and modifications of the elevating lifting device and main reception area of the Orangeville Library. A mandatory site visit was held earlier this month and it is anticipated that the successful proponent will be notified in March.

Library staff continue to work with the Town's Corporate Services department providing input and support as needed with the implementation of a new Human Resources Information System.

Collection & Systems

The new interface to the online catalogue (BiblioCore) is up and fully functioning now except for the addition of records from our new vendor (Hoopla) which are expected shortly. Unfortunately, the new interface requires existing members to 'register' in the new system, to date more than 650 members have registered.

Changes to the location of the Ontario Library Consortium's SirsiDynix server, the hardware that helps us circulate items, requires **downtime over the February 19-21 weekend**. All activities that require connection to the server, such as using most of our **eResources, will not be available** to patrons during the downtime. Staff will be able to use an offline backup service to circulate materials.

Staff are monitoring the request for support from eSolutions to get the website fully functional and the book river back.

Even though the records do not currently appear on the interface the new streaming service (Hoopla) is already available and offers access to electronic books and comics, movies and television, music and audiobooks. This is a new model of service delivery and while customers can access these titles, OPL does not "own" them, and they are not reflected in collection size.

This year Orangeville reduced access to the digital magazine vendor Flipster because OverDrive increased access to over 3,000 magazine titles from around the world. This expanded service has been popular with members.

In response to poor usage and recognizing the additional resources available from Hoopla, the decision was made to remove the French eCollection, Cantook Station, from the eResources.

Program & Research *(submitted by Lauren Tilly)*

End of 2021 Programming

December proved to be another eventful month for the Orangeville Library, starting with the annual Words the Orangeville Way (WOW) event being livestreamed to the community on December 5. WOW 2021 featured authors Suzanne Hillier and Helen Walsh being interviewed by local writer Bernadette Hardaker. This afternoon of literary entertainment was done in partnership with BookLore. The discussion was lively and received positive feedback from attendees.

In lieu of virtual storytime, the library offered weekly Stories with Santa recordings for families to enjoy from home again this year. In addition to the recording, 93 wrapped books were handed out to young children who visited the library as part of the annual Gift of Literacy that accompanies Santa's visit.

Passive forms of programming were made available for children over the holidays which saw 133 activity kits handed out for use at home and approximately 100 participants for an in-library self-guided scavenger hunt.

Over the fall of 2021, the library had started to pilot a handful of in-person programs. In-person programs were offered after hours to ensure all safety measures were met. When the province of Ontario announced lowering capacity limits and implemented restrictions due to the Omicron variant in December, the decision was made to continue with virtual programming for the beginning of 2022.

The Start of 2022 Programming

All program offerings from January to March 2022 are virtual, except for the outdoor story programs done in local parks with partners from the EarlyON Dufferin. From January to mid-February the programs in the park were subject to gathering limits, and therefore registration and attendance numbers were lowered to meet the 10-person limit from the province of Ontario (down from 25).

Virtual Storytime continues to be offered weekly at this time and is expected to continue until the end of March. Staff are working within new copyright requirements, which means limiting stories to certain authors and publishers who have granted permission for reading books aloud, and sharing video recordings as unlisted on the library YouTube Channel. Program and Research staff are currently planning a gradual return to in-person Storytime which will start in April, so long as no further public health restrictions arise.

National Family Literacy Day took place on January 27. The library celebrated by launching a Family Reading Challenge in Beanstack. Families are encouraged to log their reading as a family and participate in activities to earn badges until the end of March. Each badge earned receives tickets which can then be put towards prize draws.

The library has teamed up with the University of Waterloo's ESQ outreach program and the Canadian Space Agency (CSA) to give elementary students an opportunity to learn space-themed science, technology, engineering, and math (STEM) with the monthly **Space Force STEM Club** from February to May. These sessions are offered through a virtual livestream and require registration. Participants receive supplies to participate from home.

Orangeville Public Library hosted the first **Coffee, Conversation & Books** program for the year featuring local author Wayne Sumbler on February 16. This program is done in partnership with neighbouring Dufferin libraries in Shelburne and Grand Valley and will continue throughout 2022 on a quarterly basis.

Working with the Dufferin County Canadian Black Association, the Orangeville Library is celebrating **Black History Month** and black artists with a live virtual event on Tuesday, February 22 at 7 p.m. - Black Authors, Black Voices. The event will feature a panel of four local authors and be moderated by DCCBA founder and president Alethia O'Hara Stephenson, and Shelburne Deputy Mayor Steve Anderson.

Up and Coming

- Working with the Recreation and Events team with the Town, the library will provide a costume character on skates (Olaf) for the [Family Day](#) (February 21) public skates at Alder Recreation Centre, as well as a Family Fun Day Kit of activities for those who visit the library after skating
- Planning for a virtual **Battle of the Books** for 2022 continues: staff have confirmed the use of the Kahoot! platform for the competition and are working with local schools to solidify a date and further details
- The library is working with local volunteers to offer the [Canadian Volunteer Income Tax Program](#) again this year which will begin on March 1 and run until April 28
- The first **100% Certainty Book Club** of 2022 (in partnership with Hospice Dufferin) will take place on March 3rd featuring the title: "The Art of Racing in the Rain" by Garth Stein
- **March Break** offerings (March 14-18) will include a virtual school age story reading featuring local author Dorrett Homer, virtual magic shows, and a series of STEM workshops each day of the week provided by the [University of Waterloo's ESQ](#) outreach program
- The Orangeville Library is working with the [Credit Valley Conservation \(CVC\)](#) to pilot a **StoryWalk at the Island Lake** and Terra Cotta locations as part of the Maple Syrup Festival featuring the picture book: "Maple Syrup from the Sugarhouse" by Laurie Lazzaro Knowlton (approximate dates: March 12 to 27)
- The library will contribute to the Town of Orangeville's official recognition of the March 18 **Holi Festival** with a recorded story reading from guest reader Simran Bhamu and help bring awareness to this cultural celebration of the arrival of spring
- The next [Storytelling Series](#) event is scheduled to take place on March 23 and will feature community champion and chef Philip DeWar
- The recruitment process is underway for the position(s) of **Summer Reading Program Assistant** with interviews scheduled for early March
- The library and the 2SLGBTQ+ Youth Group at [DCAFS](#) (GLOW) are working together to plan a public event in recognition of the **International Day Against Homophobia, Transphobia and Biphobia** on May 17 which will feature a YA (Young Adult) author