

# NORTH GRENVILLE PUBLIC LIBRARY

## REPORT ON 2020 ACTIVITIES AND USAGE STATISTICS

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### Purpose of This Document

The purpose of this document is to provide an overview of the North Grenville Public Library's performance in 2020, to offer some contextualized comparison to other years, and to talk about the successes of the year.

The COVID-19 pandemic's impact is clearly reflected in the Library's activity and usage statistics for the year. For 80% of 2020, the Library was either closed or operating on reduced hours. Prior to the closure in March, the Library was open for 66 hours a week between its two branches. The Kemptville Norenberg Branch started offering curbside pickup at the end of May and then re-opened in August for 35 hours a week, and in November, the Burritts Rapids Branch re-opened for 4 hours a week.

Despite the closures and restrictions, the staff was able to safely deliver books, as well as programs to the extent possible, to the residents of North Grenville. Most statistics went down but not as much as might be expected in some areas. In addition, the Library was able to provide creative online programming that proved to be very popular with the community.

## Some Statistics for COVID-related Services

- **1559 books were delivered** to the École élémentaire et secondaire Rivière Rideau (CEPEO) from September to December 2020. Since our French Services Coordinator was not able to go into the school, we developed a system with their staff for delivering books for each student.
- **1357 curbside appointment orders** were filled. Curbside appointments mostly happened during closure, as patrons generally preferred to pick up books in person when allowed to.
- **560 computers appointments** were attended, as bookings became necessary in accordance with provincial direction and to help ensure health and safety protocols were met.
- **116 original videos** were produced by staff and posted on the Library's Facebook page, with a total of 30,839 views.
- **325 craft kits** were produced between August and December, for pick up at the Library, and these were popular. Maker Moment videos of the Children's Program Coordinator demonstrating how to make some of the crafts were posted on Facebook.
- **60 participants** in the Kinderwood Trail self-directed Word Walk during July.
- **25 park meetings** in the summer, with a total of 567 participants and safety protocols in place.

## Social Media Statistics

The Library started collecting social media statistics in 2020. There was a dramatic increase in usage immediately after closure mid-March, when it became our primary vehicle for communication and programming (in-house video features, online resources, virtual challenges), and the higher Engagements generally continued through the year. Facebook remains our most important method of communicating with patrons and members of the community and is particularly popular with young families.

- **Facebook Engagement = 16,322**  
*Defined as any action someone takes on a Facebook Page or posts, including reactions, comments, shares, clicks*
- **Twitter Engagements = 905**  
*Defined as likes, retweets, replies etc.*
- **Pinterest Engagements = 473**  
*Defined as saves, closeups, link clicks, and carousel card swipes*

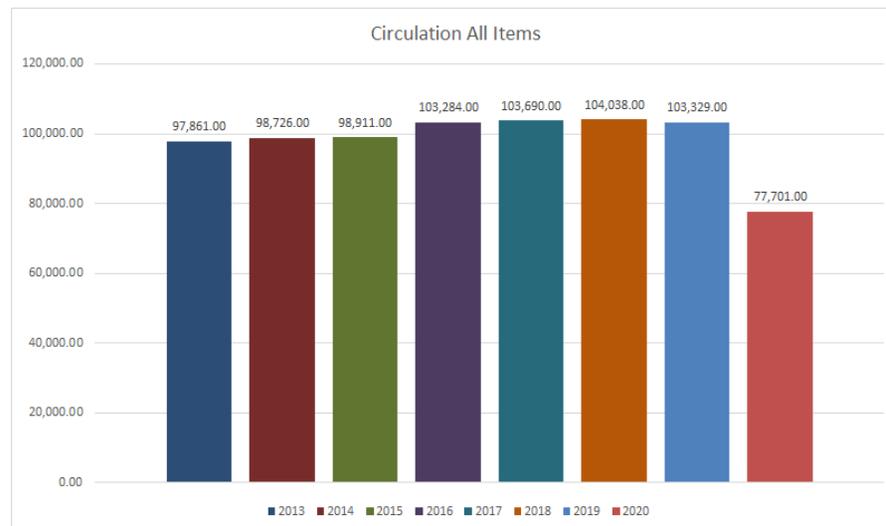
## Statistics for Activities and Usage, including year-over-year charts

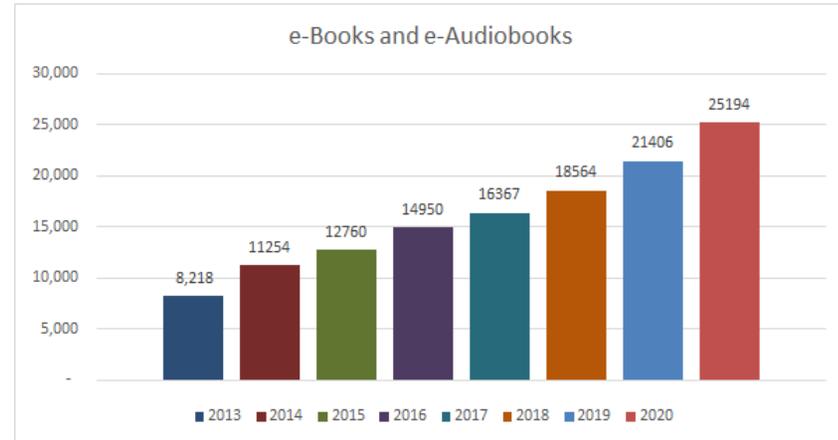
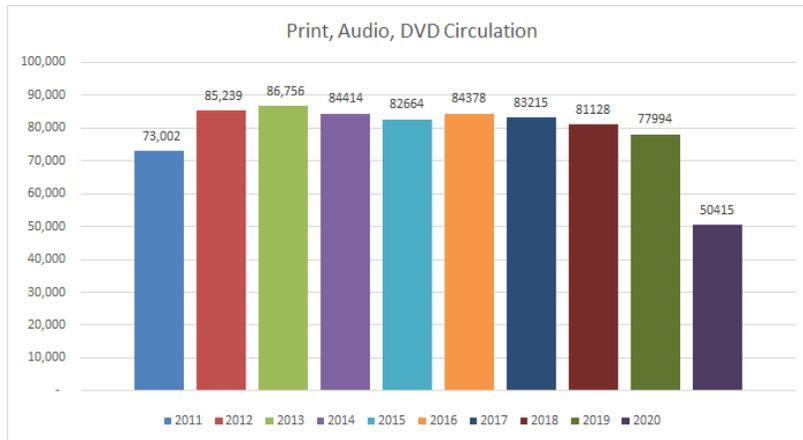
Library activities and usage have decreased significantly overall due to the COVID-19 closure and restrictions, with notable exceptions for electronic resources usage (e-book, databases, catalogue), which increased as would be expected. In-person programs and Library attendance showed the greatest difference year over year; print circulation, less so due to curbside pickup starting in late May. Once the Library re-opened its doors in August, there was lower-than-normal but steady traffic.

### Circulation: All Items and By Format

With two plus months of complete closure and patrons being unable to browse during curbside pickup, the physical collection did not circulate as much as in previous years. As well, all returned items went into a quarantine for at least 3 full days before being checked in, which has reduced the availability of items. Having said that, curbside pickup was popular and circulation rebounded well once we were able to open again. **Overall, circulation for *all items* in 2020 was 75% of what it was in 2019, which is a surprisingly good performance.**

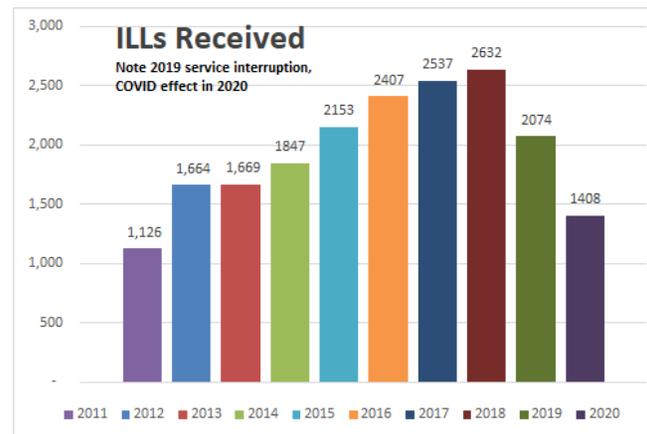
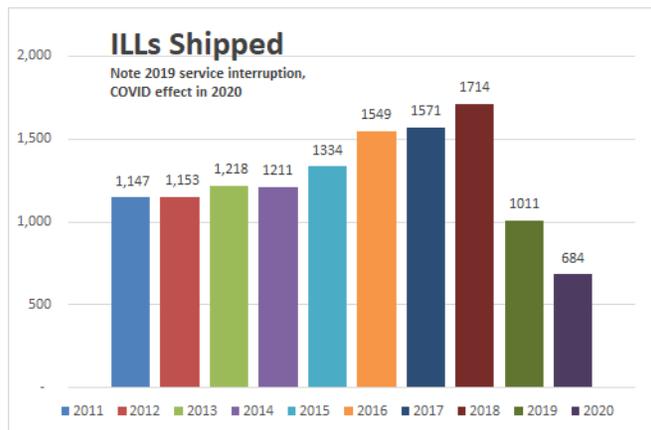
Predictably, e-book circulation went up (by 17.7%) as patrons looked for alternatives to coming into the Library for print books. Some patrons were new to e-books and staff remotely helped them get started over the phone or in-person where possible.





### InterLibrary Loans (ILLs): Received and Shipped

Interlibrary Loans (ILLs) went down, but perhaps less than expected. When the Ontario ILL system became available again in late June, the Library was quick to start using it again. Some libraries opted not to restart ILLs (and still have not resumed) and this has had some impact on both received and shipped ILLs.

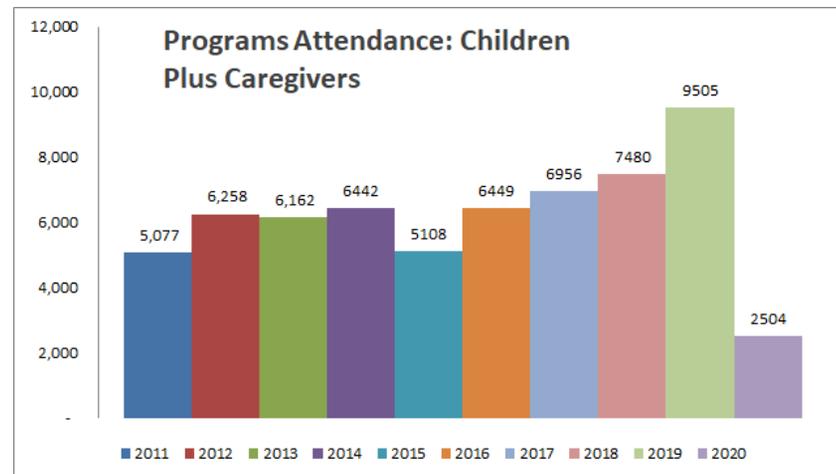
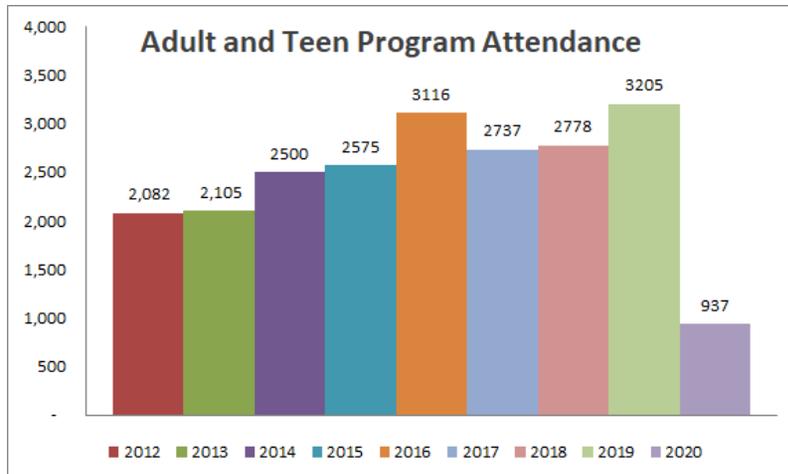


Note: In 2019, there were a few months of service interruption due to the reduction of the provincial service's budget, resulting in lower numbers.

## Program Attendance

Suspension of programs due to COVID-19 dramatically reduced our traditional children’s offerings, but it also provided us with the opportunity to revisit how we were delivering programs and we found that the mix of online and in-person is a good model going forward. The same applies to adult programs; for example, the Library book club became virtual during closure and remained so after reopening.

Through conversations with other libraries, we have recognized that we offered more programming than most. We were able to run safe outdoor programs in the summer at local parks (July-September), and in the fall, we offered limited in-library programming.



Note: Statistics for children include students reached at the École élémentaire et secondaire Rivière Rideau (CEPEO) through our French services agreement.

Additional Statistics of Note

Activity / Service	2020	2019	Comments
Active Memberships	6254	6806	During closure and curbside pickup, membership applications were made available online to get new members started with e-books and pickup. Cards expire every two years, and presumably some patrons chose not to come into the library to renew their cards due to safety concerns.
Library Attendance	31,567	103,365	With the closure and the suspension of indoor programming, significantly fewer patrons walked through the door. When we re-opened, we were operating on reduced hours and limiting the number of people in the Library.
Public Internet Sessions	8400	28,651	Wifi remained available throughout closure and the Library boosted its signal. When the Library was able to offer public computer access again, the number of users remained modest. Sessions of 45 or 30 minutes were offered and required a code. Internet access was especially important to those who needed to print off forms or educational materials, and for those who had no internet at home.
Subscription Database Sessions	6715	1965	Patrons relied more heavily on the Library's subscription databases in 2020. In particular, use of Ancestry Library database went up as the publisher temporarily made it available remotely (at home) since patrons could not come into the Library. NoveList database (offers information and suggestions on authors and books) and MasterFILE (educational resource database) also went up.