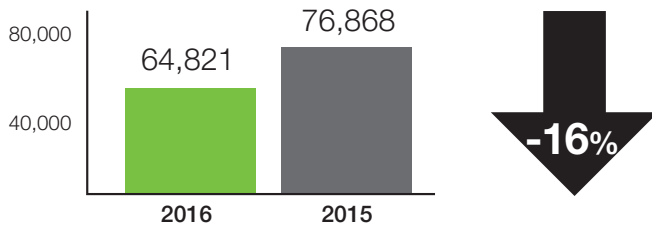


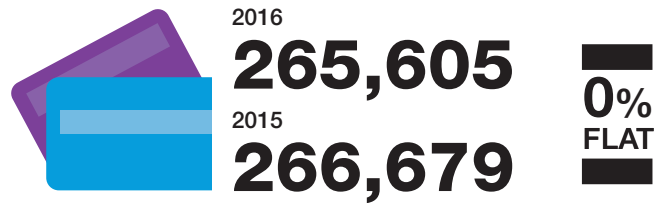
# EDMONTON PUBLIC LIBRARY 2016 KEY PERFORMANCE INDICATORS

## New Members



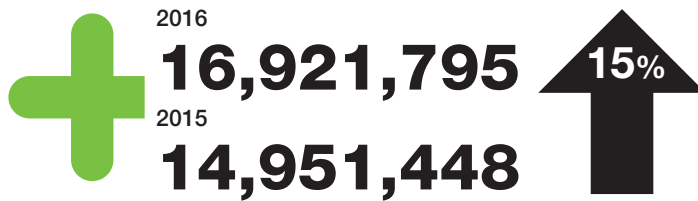
All branches are showing a decline in new memberships, possibly indicating that current approaches to attracting new members need to be revised.

## Active Cardholders

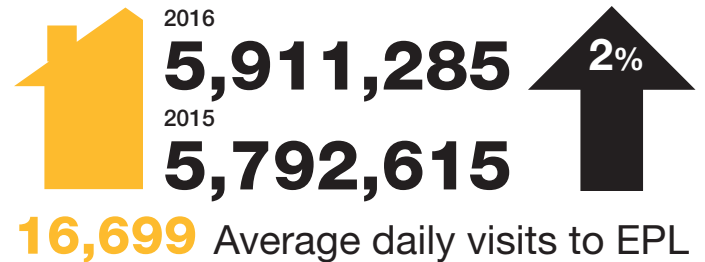


Active defined as used library card within a 12 month period.

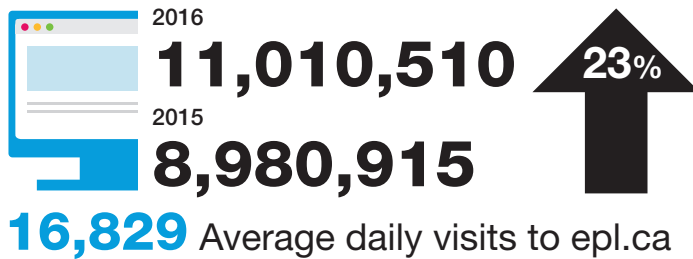
## Total Visits



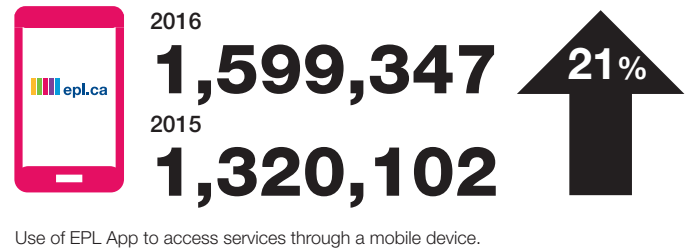
## In Person Visits



## Website Visits

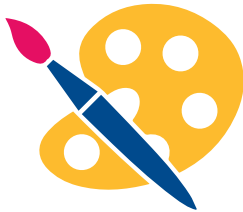


## EPL App Sessions



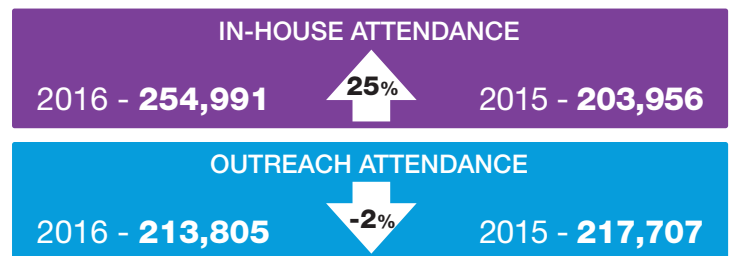
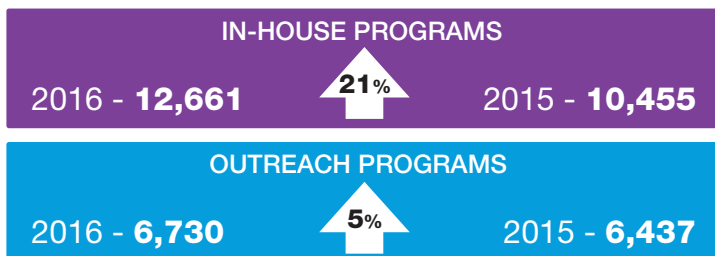
Use of EPL App to access services through a mobile device.

## Total Programming



	2016	2015	
TOTAL PROGRAMS OFFERED	20,183	17,052	<b>+18%</b>
TOTAL ATTENDANCE	491,572	428,243	<b>+15%</b>
AVERAGE PROGRAM ATTENDANCE	24	25	

## Programs



Computer Sessions

Time used in hours



Top EPL Picks Lists



		Page Views
2016	Banned and challenged picture books	<b>3,918</b>
2015	EPL Great Stuff Recommends: Best 2015 books you never heard of	<b>645</b>

In Branch Wireless Sessions



LitVans

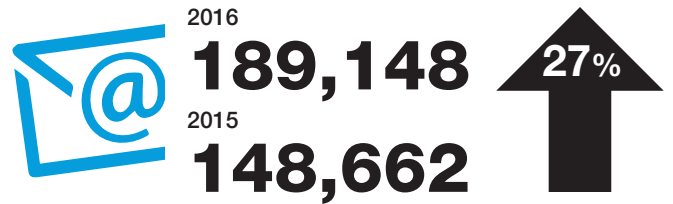
	2016*	2015	
PROGRAMS	790	170	<b>+365%</b>
ATTENDANCE	22,776	6,580	<b>+244%</b>
AVERAGE PROGRAM ATTENDANCE	29	39	

\*All four vans were fully operational in 2016

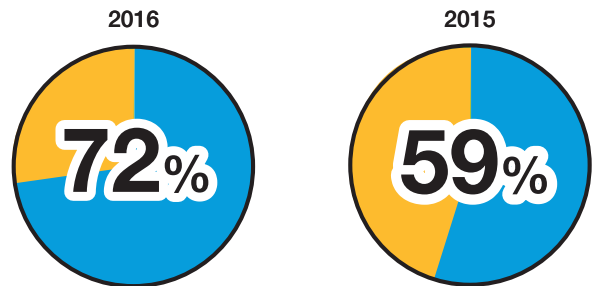
Makerspace at Stanley A. Milner

	2016
TOURS	48
TOUR ATTENDANCE	1,049
PROGRAMS	157
PROGRAM ATTENDANCE	1,334
SOUND BOOTH SESSIONS	6,018
PC GAMING SESSIONS	4,553
ESPRESSO BOOK PRINTS	1,315
3D PRINTED ITEMS	6,500

Accounts With Email Addresses



Percentage of Accounts with Email Addresses

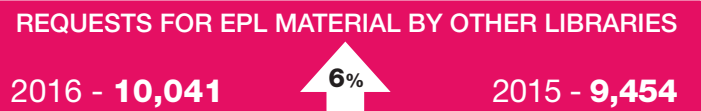


Campaign began in May 2015 when only 38% of customer accounts had an email on file.

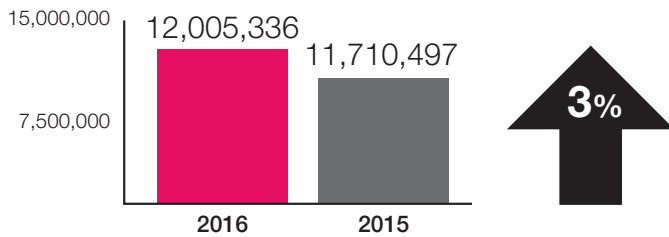
Volunteers

	2016	2015	
TOTAL VOLUNTEERS	464	514	<b>-10%</b>
TOTAL HOURS	8,635	10,205	<b>-15%</b>

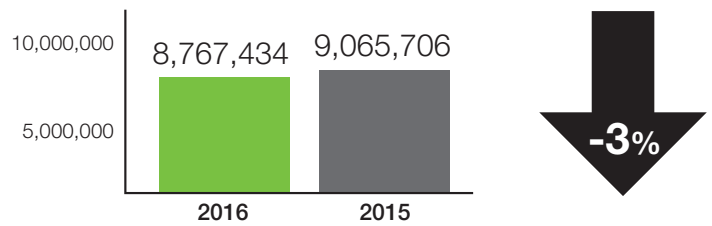
Interlibrary Loans



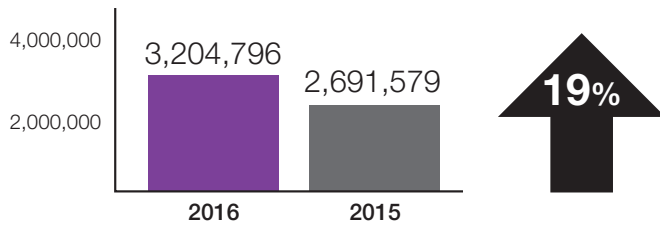
## Physical & eResource Borrowing



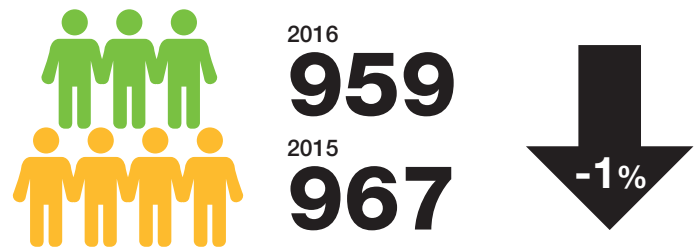
## Physical Borrowing



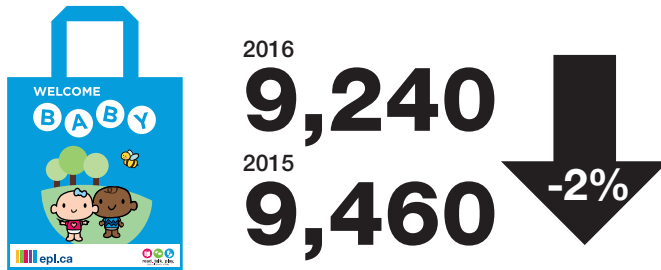
## eResource Borrowing



## Community-Led Meetings



## Welcome Baby Bag Deliveries



3 locations distributed fewer bags

## Settlement Services



Top 5 countries of origin are Syria, India, Somalia, DR Congo, Philippines.

## Facebook

**f IMPRESSIONS**  
**11,736,298**

IN DECEMBER 2016

FOLLOWERS  
**15,727**

AS OF DECEMBER 31, 2016

TOTAL FOLLOWER INCREASE  
JAN - DEC 2016 **+25%**

## Twitter

reach **101,495,004**  
KLOUT SCORE **63**

IN DECEMBER 2016

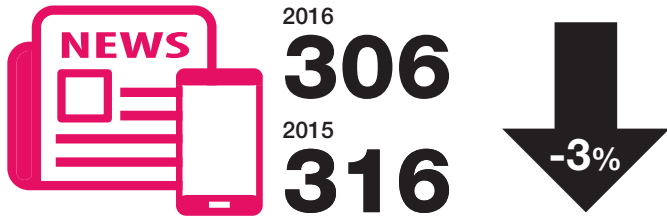
FOLLOWERS  
**35,707\***

AS OF DECEMBER 31, 2016

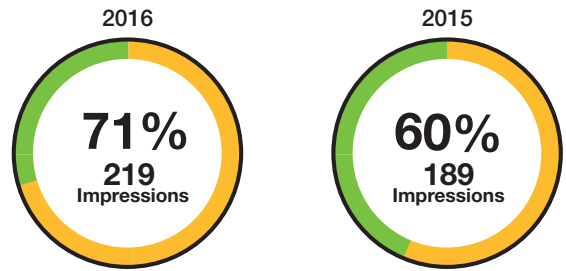
TOTAL FOLLOWER INCREASE  
JAN - DEC 2016 **+22%**

\*2nd largest number of followers among Canadian libraries - behind TPL.  
The Klout Score is a number between 1-100 that represents your social media influence.  
The more influential you are, the higher your Klout Score.

Total Media Impressions



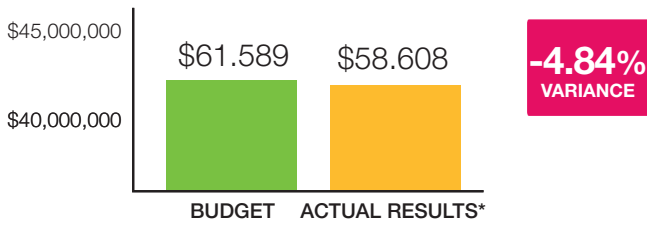
Proactive Media Impressions



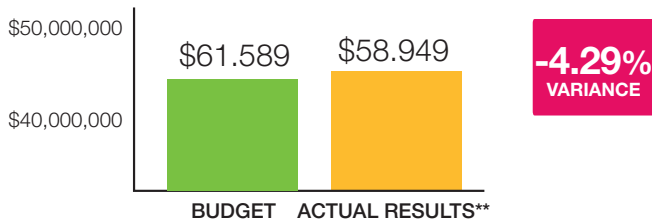
Proactive impressions are initiated by EPL through a media advisory, release or pitch. Percentage calculated out of total media impressions.

Financial Performance

2016 Expenditures



2016 Revenues



\*Lower transfers to reserves.

\*\*Lower fundraising revenues.

Milner Fundraising

2016

