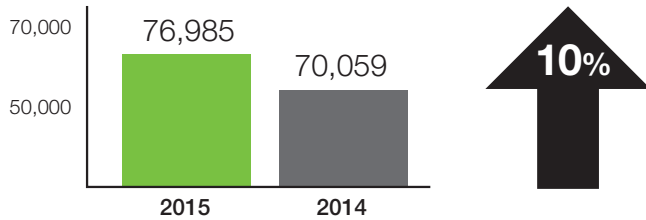


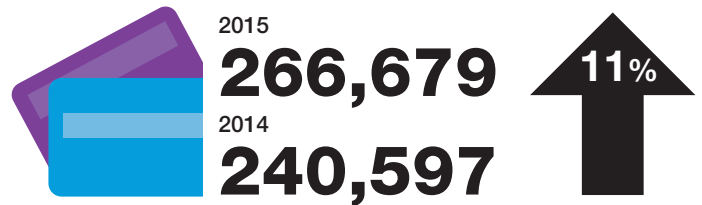
EDMONTON PUBLIC LIBRARY KEY PERFORMANCE INDICATORS

REPORTING JANUARY TO DECEMBER 2015

New Members

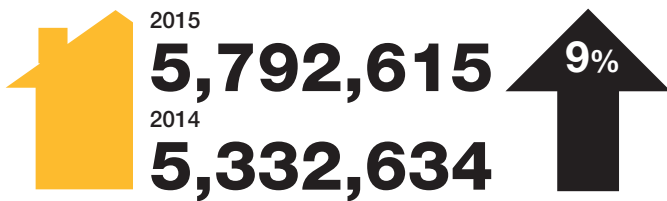


Active Cardholders



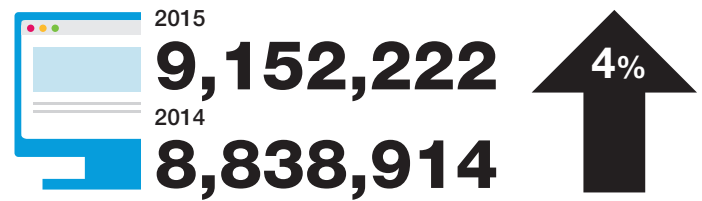
Active defined as used library card within a 12 month period.

In Person Visits



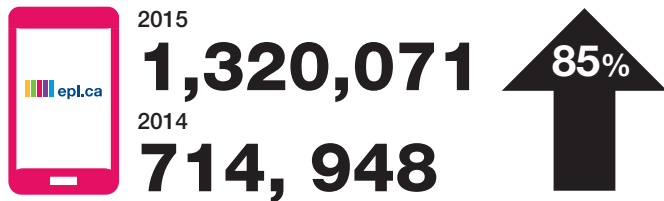
19,636 Average daily visits to EPL

Website Visits



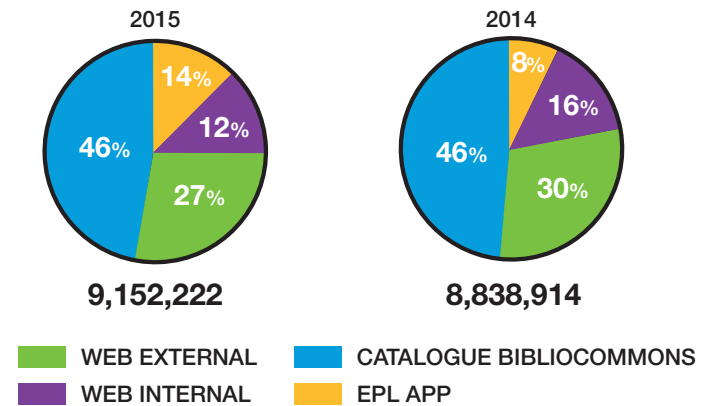
25,075 Average daily visits to epl.ca

EPL App Sessions

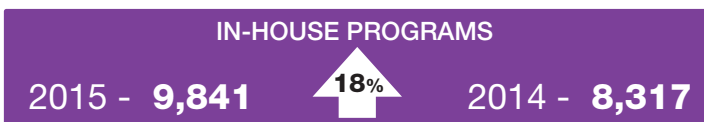


Use of EPL App to access services through a mobile device.

Website Visits Breakdown



Programs



EDMONTON PUBLIC LIBRARY KEY PERFORMANCE INDICATORS

REPORTING JANUARY TO DECEMBER 2015

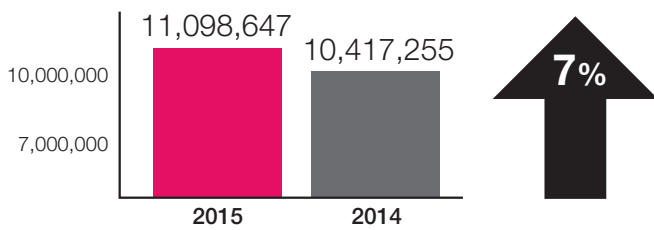
Computer Sessions Time used in hours



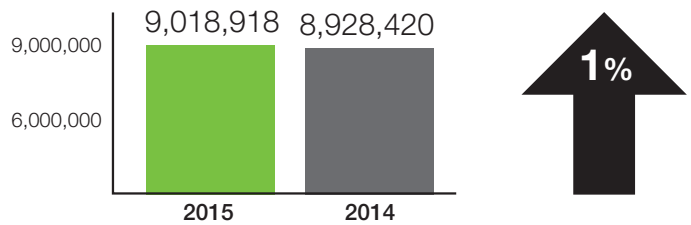
In Branch Wireless Sessions



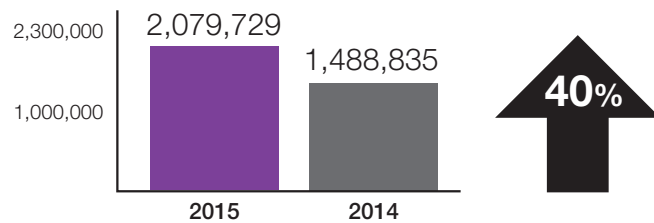
Physical & eResource Usage



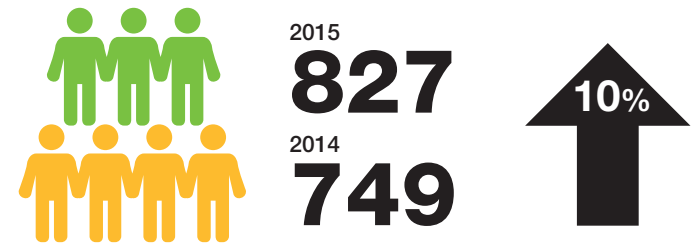
Physical Circulation



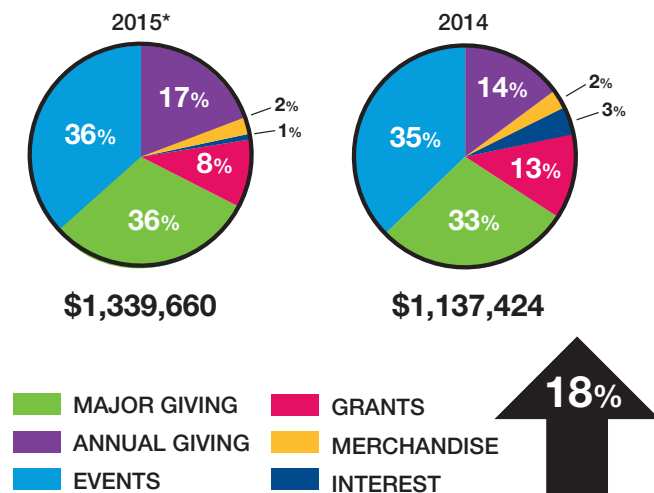
eResource Usage



Community-Led Meetings

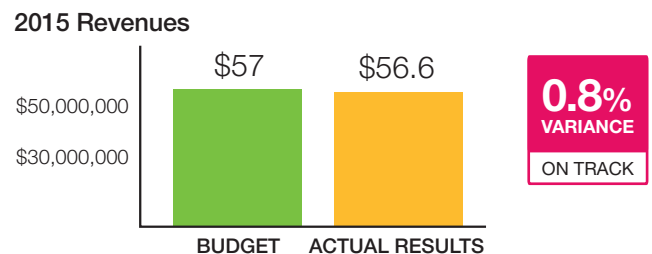
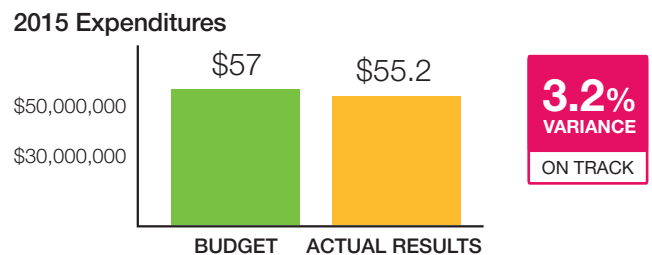


Fundraising

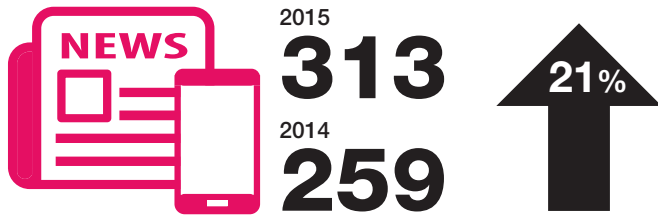


*Committed in 2015, not received gifts.

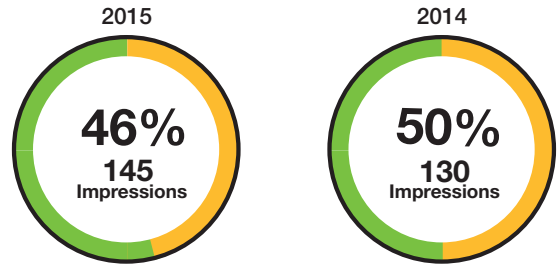
Financial Performance



Total Media Impressions

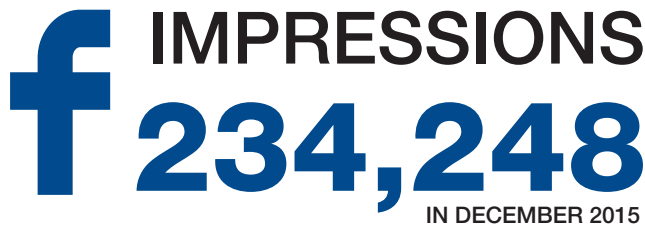


Proactive Media Impressions



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

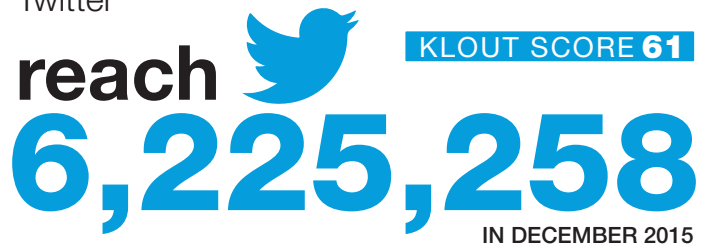
Facebook



AS OF DECEMBER 31, 2015

Note: All Facebook pages experienced a decrease in March 2015 when all inactive accounts were deleted.

Twitter



AS OF DECEMBER 31, 2015

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.