Agenda
Newmarket Public Library Board

Wednesday, January 21, 2015 at 5:00 PM
Library Board Room

Agenda compiled on 16/01/2015 at 2:29 PM

Adoptions of Agenda

1.   Adoption of the Regular Agenda

2.   Adoption of the Closed Session Agenda

3.   Adoption of the Consent Agenda Items

Declarations

Consent Agenda Items

4.   Adoption of the Regular Board Meeting Minutes for Wednesday, December 17,   p. 1
        2014

5.   Adoption of the Closed Session Meeting Minutes for Wednesday, December 17,
        2014

6.   Strategic Operations Report for December, 2014   p. 6

7.   Library Statistical Data for December, 2014   p. 7

8.   Monthly Bank Transfer   p. 11

9.   Correspondence from Ottawa Public Library and Toronto Public Library   p. 12
        regarding eContent Advocacy

Closed Session

10.   No closed session items at time of Agenda distribution.

Reports

11.   Impact Survey Results   p. 13

Business Arising

12.   Action List   p. 35

New Business

13.   N6 Snapshot Video

14.   N6 Board Orientation

Date(s) of Future Meetings

15.   The Next Newmarket Public Library Board meeting will be Wednesday, February 18, 2015, at 5:00 pm in the Library Board room.

Adjournment

Newmarket Public Library Board
Regular Board Meeting
Wednesday, December 17, 2014
Newmarket Public Library Board Room

Present:	Joan Stonehocker – Chair
	Tom Vegh – Vice Chair
	Tara Brown – (arrived at 6:10 PM)
	Michael Castro
	Tom Hempen
Regrets:	Wes Playter
	John Taylor
Staff Present:	Todd Kyle, CEO
	Linda Peppiatt, Deputy CEO
	Lianne Bond, Administrative Coordinator

The Chair called the meeting to order at 5:55 pm

1. **Adoption of Agenda Items**

   a) Adoption of Regular Agenda
   b) Adoption of the Closed Session Agenda
   c) Adoption of Consent Agenda items

   The Chair asked if there were any additions to the agenda.

   Motion 14.12.344

   Moved by Tom Vegh
   Seconded by Michael Castro

   That Agendas a) to c) be adopted as presented.

   Carried

2. **Declarations**

   None were declared.

3. **Consent Agenda Items:**

   a) Adoption of the Regular Board Meeting Minutes for Wednesday, November 19, 2014
   b) Strategic Operations Report for November, 2014
   c) Library Statistical Data for November, 2014
   d) Monthly Bank Transfer

e) Correspondence from the Division Manager, Content and Technology, Ottawa Public Library

Motion 14.11.345

Moved by Tom Vegh
Seconded by Michael Castro

That Consent Agenda Item a) to e) be received as presented.

Carried

4. **Business Arising**

a) 2015 Draft Operating and Capital Budget

The CEO reviewed the draft 2015 Operating budget with Library Board members.

Motion 14.12.346

Moved by Tom Vegh
Seconded by Michael Castro

That the Library Board approve the 2015 Operating Budget submission option to the Town of Newmarket that meets the Town of Newmarket Finance Department's guidelines.

Carried

The CEO reviewed the two proposed enhancement submissions for 2015 with the Library Board. The Library Board considered the proposed enhancement to open on Mondays, and the proposed enhancement to open Sundays year round.

Motion 14.13.347

Moved by Tom Hempen
Seconded Michael Castro

That the Library Board approve Sunday openings year round at an operating cost of $18,720 to be funded from the reserves as a pilot project for one year and that the results from the pilot project be brought back to the Library Board for further review.

Carried

The CEO reviewed the 2015 Capital Budget requests with the Library Board.

Motion 14.12.348

Moved by Tom Vegh
Seconded by Tara Brown

That the Library Board approve the 2015 Capital Project requests for Computer Hardware/Software and Furniture/Equipment submission to the Town of Newmarket as presented.

Carried

Motion 14.12.348

Moved by Tom Vegh
Seconded by Tom Hempen

That the Library Board approved 2015 Capital Project request New Library Option 1 submission to the Town of Newmarket as presented.

Carried

b) Action List

The Board reviewed Action List

Motion 14.12.349

Moved by Tara Brown
Seconded by Tom Vegh

That the Library Board receive the Action List as presented.

Carried

5. **Motion to Convene into a Closed Session**

Motion 14.12.350

Moved by Tom Vegh
Seconded by Tara Brown

That the Library Board convene into a closed session at 6:45 pm for the purposes of discussing labour relation matters.

Carried

Motion 14.12.351

Moved by Tara Brown
Seconded by Tom Vegh

That the Library Board move out of the closed session at 6:50 pm.

Carried

Motion arising from the Closed Session:

Motion 14.12.352

Moved by Tom Vegh
Seconded by Tara Brown

That the Library Board receive the report on the 2015 economic adjustment for non-union staff.

Carried

6. **Policies**

   a)   Inter-Library Loan Policy

   The Library Board reviewed the revised Inter-Library Loan Policy.

   Motion 14.12.353

   Moved by Tom Vegh
   Seconded by Tara Brown

   That the Library Board approve the revised Inter-Library Loan Policy as presented

   That the Library Board affirm that fines for overdue inter-library loan items for all Library members are set at one dollar per day to a maximum of ten dollars.

   Carried

   b) Procurement Policy

   The Library Board reviewed the proposed changes to the Procurement Policy.

   Motion 14.12.354

   Moved by Tara Brown
   Seconded by Tom Hempen

   That the Library Board approve the revised Procurement Policy as presented

   Carried

7. **New Business**

   There was no new business.

8. **Date(s) of Future Meetings**

   The next regular Library Board meeting will be Wednesday, January 21, 2015 at 5:00 PM in the Library Board room

9. **Adjournment**

   Motion 14.12.355

   Moved by Tom Vegh

Seconded by Tom Hempen

That there being no further business meeting adjourned at 7:00 PM.

Joan Stonehocker	Todd Kyle, CEO
Chair	Secretary/Treasurer

Newmarket Public Library — *Inspiring Growth*

STRATEGIC OPERATIONS REPORT – DECEMBER, 2014

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	• Next IdeaMarket event is January 28; topic: Why are women often silent on sexual violence?	• Financial literacy programs being planned with Chartered Professional Accountants of Canada • Drama program being planned with Humber River Shakespeare Company • Let's Talk ESL conversation program begins Jan. 14	• IndieFlix and expanded OneClick services negotiated as part of consortium with N6 libraries + Bradford
Spaces	• N6 CEO group completed "Snapshot N6" video slideshow of activity in libraries one day in October	• Visit from school class featured eBooks demo at The Curve with the students' own iPads	• Replacement Green Reads machines have been manufactured; delivery expected soon
Positioning	• CEO made presentation to French Immersion school as part of Town government orientation	• Chamber of Commerce to promote Gale Courses as a Chamber member benefit; article written for their quarterly magazine for 2015	• NPL completed design work for multilingual *Welcome To Your Library* flyer for York Region library settlement partnership project
Resources		• IndieFlix streaming video service launching in January • York Small Business Enterprise Centre did program for teens • 122 people enrolled for Gale Courses in first 2 months • Recent Excel class included 3 job seekers	• Demand-driven purchase program for eBooks set up though the EBSCO service • OneClick e-audiobook service expanding in January with introduction of approx. 4000 top adult titles • Monthly average of songs downloaded/streamed from Freegal Music is now 2,800
Organization & Operations		• Pilot of "Impact Survey" on digital literacy services ended Dec 10; 70 respondents	• Aging Wi-Fi system failed for a few days then was repaired; replacement system expected Q2 2015 • PO issued for replacement of current printers/copiers with self-serve multifunction devices

Newmarket Public Library Statistical Data - 2014

Library Card Holders

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	22,327	22,140	22,347	22,397	22,352	22,386	22,866	23,332	23,473	23,664	23,659	23,368
Residents	20,463	20,279	20,456	20,499	20,462	20,487	20,925	21,381	21,527	21,707	21,707	21,452
Non-Residents	1,864	1,861	1,891	1,898	1,890	1,899	1,941	1,951	1,946	1,957	1,952	1,916

New and Renewed Library Cards

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	251	199	382	428	243	265	392	644	1,000	376	222	184	4,586
New non-resident	54	33	49	43	19	21	37	32	36	27	27	29	407
Renewed membership	667	628	715	445	649	585	1,085	327	40	529	662	493	6,825

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	13,591	10,908	12,882	13,399	12,752	11,531	12,040	11,950	11,723	12,615	12,217	10,859	146,467
# of PAC Account Logins	5,350	4,788	5,456	5,403	5,281	4,953	5,636	5,548	5,327	5,216	5,362	5,097	63,4 ↘
Room Rentals	69	70	61	82	77	50	49	46	67	78	82	53	784
Room Rental Hours	178	180	151	219	195	153	128	222	184	181	199	155	2,142

Programs   5 Year Trend - year to date December 31

# of Programs Held	2010	2011	2012	2013	2014
Adult	23	33	93	157	247
Children's	952	845	1,167	1,293	1,344
Total Programs	975	878	1,260	1,450	1,591

Program Attendance	2010	2011	2012	2013	2014
Adult	948	1,392	2,323	2,149	2,229
Children's	15,444	12,956	12,905	13,796	13,791
Total Attendance	16,392	14,348	15,228	15,945	16,020

Newmarket Public Library Statistical Data - 2014

Borrowing

2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	481	443	476	525	461	366	561	494	607	638	705	648	6,405
eBooks	2,347	2,056	2,335	2,267	2,515	2,392	2,612	2,660	2,563	2,468	2,529	2,628	29,372
eMagazines	na	na	na	625	368	299	299	300	264	326	408	301	3,190
eMusic/Video	634	1,769	2,737	2,849	2,735	2,293	1,696	2,133	2,322	2,886	3,008	2,562	27,624
Backpack Kit	2	3	4	4	1	2	2	4	5	7	3	3	40
Book	24,090	22,484	27,439	25,247	25,805	23,610	33,976	29,703	26,540	27,107	25,933	22,763	314,697
CD-ROM/DVD-ROM	34	40	27	21	24	12	21	23	37	46	33	19	337
DVD/Blu-ray	3,938	3,787	4,453	4,221	4,192	3,344	4,734	4,409	3,723	3,886	3,940	3,227	47,854
eBook Reader	4	1	5	5	4	3	6	4	2	5	4	3	46
GPS	-	3	5	13	5	2	10	8	1	5	2	-	54
ILL	165	145	143	158	134	145	140	167	155	147	151	152	1,802
Language Kit	42	24	41	35	42	38	46	50	37	46	47	25	473
Laptop	47	35	24	38	40	22	36	27	15	16	33	10	343
Multimedia Kit	79	128	102	99	99	74	121	86	68	89	92	79	1,116
Music CD	637	609	696	572	550	387	418	561	397	456	593	449	6,325
Pedometer	4	7	21	18	23	20	14	10	5	7	7	4	1∞
Periodical	1,015	1,035	1,130	1,231	1,212	961	1,228	1,254	1,071	1,139	925	829	13,030
Portable Audio Book	26	32	42	36	48	41	47	41	36	56	45	29	479
Talking Book	884	837	902	891	855	887	964	904	817	880	910	768	10,499
Video	29	9	11	12	17	12	6	16	16	9	7	2	146
Video Game	262	258	370	350	285	215	495	433	340	294	307	201	3,810
Total Borrowing	34,720	33,705	40,963	39,217	39,415	35,125	47,432	43,287	39,021	40,513	39,682	34,702	467,782

Database Usage

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Adult Subscriptions	3,525	2,370	1,834	1,448	2,097	2,253	1,671	1,405	2,033	3,183	2,999	1,095	25,913
Children's Subscriptions	1,001	748	847	649	523	946	240	399	724	1,189	1,613	605	9,484
York Info (Community)	78,994	68,976	72,074	70,752	69,524	64,578	67,825	67,988	63,802	83,171	25,491	89,127	822,302
York Info (Volunteer)	10,842	9,908	11,649	8,915	11,635	12,045	10,848	11,360	9,722	13,261	3,009	8,969	122,163
Total Database Usage	94,362	82,002	86,404	81,764	83,779	79,822	80,584	81,152	76,281	100,804	33,112	99,796	979,862

*note November was month of CIOC merger, stats last to merge/affected

Newmarket Public Library Statistical Data - 2013

Library Card Holders

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	22,459	22,546	22,469	22,492	22,528	22,544	22,583	22,542	22,428	22,391	22,352	22,091
Residents	21,005	21,023	20,928	20,876	20,853	20,846	20,860	20,771	20,654	20,595	20,537	20,274
Non-Residents	1,454	1,523	1,541	1,616	1,675	1,698	1,723	1,771	1,774	1,796	1,815	1,817

New and Renewed Library Cards

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	259	250	315	221	224	237	352	274	273	288	235	129	3,057
New non-resident	54	51	33	43	50	23	45	39	25	32	36	25	456
Renewed membership	754	671	726	743	640	667	469	802	631	680	617	422	7,822

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	15,028	13,822	15,348	15,111	14,440	13,515	14,950	14,902	14,028	14,145	13,513	11,376	170,178
# of PAC Account Logins	5,426	5,109	5,291	5,576	6,414	5,323	5,830	5,844	5,474	5,998	5,487	5,505	67,2 6
Room Rentals	62	61	56	71	84	65	40	46	73	69	65	55	747
Room Rental Hours	114	143	139	188	154	184	103	152	126	180	164	154	1,800

Programs — 5 Year Trend - year to date December 31

# of Programs Held	2009	2010	2011	2012	2013
Adult	36	23	33	93	157
Children's	996	952	845	1,167	1,273
Total Programs	1,032	975	878	1,260	1,430

Program Attendance	2009	2010	2011	2012	2013
Adult	1,407	948	1,408	2,323	2,149
Children's	15,756	15,444	12,956	12,905	13,784
Total Attendance	17,163	16,392	14,364	15,228	15,933

Newmarket Public Library Statistical Data - 2013

Borrowing

2013	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	292	317	480	377	372	478	549	413	464	456	418	427	5,043
eBooks	1,495	1,564	1,827	1,767	1,799	1,813	2,059	2,009	1,822	1,949	1,829	2,055	21,988
eMusic/Video	2	2	10	9	3	1	8	8	2	6	-	1	52
Backpack Kit	3	1	2	1	6	1	6	5	5	7	4	1	42
Book	26,605	24,249	28,259	27,152	26,904	25,364	34,215	31,357	26,390	28,300	25,797	20,654	325,246
CD-ROM/DVD-ROM	49	60	42	62	39	25	56	59	51	65	24	30	562
DVD/Blu-ray	2,901	2,912	3,636	3,577	3,084	2,941	3,752	3,946	3,027	3,971	3,718	2,832	40,297
DVD/Blu-ray - New	1,052	861	638	579	548	579	685	364	298	404	353	226	6,587
DVD/Blu-ray - Restricted	187	200	283	260	241	248	229	257	255	281	337	263	3,041
DVD/Blu-ray - Restricted-	132	89	33	38	45	44	62	34	39	51	55	20	642
eBook Reader	11	11	10	11	11	10	10	13	5	3	6	5	106
GPS	9	7	10	20	12	6	10	14	5	6	2	4	105
ILL	128	114	126	141	212	119	159	146	146	180	142	84	1,697
Language Kit	59	34	66	58	58	36	35	35	46	43	45	32	547
Laptop	32	25	25	29	36	30	37	26	32	32	44	20	368
Multimedia Kit	91	95	84	85	75	68	122	129	125	131	100	84	1,1
Music CD	783	735	760	745	702	548	675	553	561	616	790	539	8,0
Pedometer	10	11	23	27	28	25	27	17	14	15	18	6	221
Periodical	1,370	1,147	1,099	1,159	1,190	1,240	1,349	1,263	1,092	1,045	1,033	921	13,908
Portable Audio Book	11	10	15	16	28	41	34	41	21	29	20	23	289
Talking Book	879	780	901	853	921	951	997	928	872	964	1,005	811	10,862
Video	33	37	22	17	32	26	15	8	15	14	17	16	252
Video Game	418	337	424	407	341	336	516	527	319	322	295	220	4,462
Total Borrowing	36,552	33,598	38,775	37,390	36,687	34,930	45,607	42,152	35,606	38,890	36,052	26,791	445,513

Database Usage

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Adult Subscriptions	3,604	2,796	3,886	3,610	3,247	2,319	3,399	1,960	3,021	3,502	2,885	2,084	36,313
Children's Subscriptions	895	561	1,107	1,613	1,133	803	753	237	340	728	796	213	9,179
York Info (Community)	83,732	79,568	92,108	97,034	91,088	74,105	75,203	83,752	76,324	73,627	74,941	81,069	982,551
York Info (Volunteer)	7,510	7,680	8,085	9,851	14,257	9,777	11,536	11,415	9,877	10,936	10,271	11,136	122,331
Total Database Access	95,741	90,605	105,186	112,108	109,725	87,004	90,891	97,364	89,562	88,793	88,893	94,502	1,150,374

MEMORANDUM

To:	Newmarket Public Library Board
From:	Todd Kyle, CEO
Date:	January 21, 205
Re:	**Newmarket Public Library Bank Account – Fund Transfer**

Recommendation: The CEO recommends that the Library Board authorize the transfer of funds from the Newmarket Library bank account to the Town of Newmarket bank account through the following motion:

THAT the Library Board directs the CEO to authorize the Town of Newmarket Treasurer to transfer the net closing balance at December 31, 2014 of $ 12, 072.85 from the Newmarket Public Library Board bank account to the Town of Newmarket bank account.

January 9, 2015

Newmarket Public Library
438 Park Avenue
Newmarket, ON

Dear Todd Kyle,

We want to thank you for the support and actions taken to date with eContent advocacy.

Since the release of the initial letter to you in the summer, the Ottawa and Toronto Public Libraries have continued their efforts to advocate for change. We promised in our follow-up letter to you to keep you apprised of next steps and how you can help. We have developed an integrated plan which includes awareness and advocacy initiatives. The Advocacy campaign will be divided into two phases.

Before any large scale public advocacy is undertaken, it is important to ensure that the public understands the range of electronic content available to them. An awareness raising campaign including bus and newspaper ads was developed by TPL and adapted into the bilingual context by OPL, highlighting resources available to the public. These two campaigns will be made available for adaptation by all Ontario libraries and access to the files will be distributed by OLA soon.

We are finalizing Phase One of the Advocacy Campaign in which we will be initiating a dialogue with key Federal and Provincial decision makers in areas responsible for heritage, industry and libraries. This phase may include lobbying local politicians; and this is where we would reach out to you for your assistance. This work will primarily take place in 2015. We will provide you with additional information once the details are confirmed.

OPL and TPL continue to advocate through associations such as the Canadian Urban Libraries Council and the Canadian Library Association to ensure the efforts we make in Ontario are aligned with national initiatives.

We look forward to continued partnership with you on this important initiative going forward.

Regards,

Danielle McDonald
CEO, Ottawa Public Library

Vickery Bowles
City Librarian, Toronto Public Library

Newmarket Public Library
Inspiring Growth

Newmarket Public Library
Survey results

December 11, 2014

impactsurvey
Advancing libraries through community insight

The Impact Survey is an online survey tool designed specifically for public libraries that want to better understand their communities and how people use their public technology resources and services.

impactsurvey.org

Foreword

This report provides the comprehensive results from the Impact Survey. It describes how patrons reported having used the public access technology provided by Newmarket Public Library and the outcomes they experienced as a result. The report is divided into four sections:

- The library profile contextualizes the survey results by providing information about the public access technology resources and services provided by the library. Research has found that these inputs affect the ability of patrons to achieve their goals.

- The overall results section shows how and how often respondents visit the library or the library's website, access the public access technology resources and services provided by Newmarket Public Library, and receive assistance from staff.

- The third section shows the kinds of activities public technology users engage in across the following domains: education, employment, entrepreneurship, health and wellness, eGovernment, civic engagement, eCommerce, and social inclusion.

- Finally, the patron satisfaction and demographics section provides details on the types of patrons who completed the survey, and how satisfied they are with the technology services provided by the library.

These survey results provide a comprehensive view of how providing public access technology services at the library benefits your community. To help your library effectively use these results in your advocacy efforts, we invite you to visit the Impact Survey website to access a number of additional advocacy tools (http://impactsurvey.org/advocacy).

Sincerely,

Michael Crandall, MLIS
Senior Lecturer
mikecran@uw.edu

Samantha Becker, MLIS, MPA
Principal Research Scientist
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The Information School
Box 352840
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http://impactsurvey.org

Library Profile

Library infrastructure

Number of residents within the legal service area:	85,000
Number of library patron visits in the past year:	195,400
Number of hours the library system was open in the past year:	2,679
Total operational expenditures in the past year:	$3,066,076
Total number of full-time equivalent paid staff:	17

Public access technology resources

Total number of public access Internet terminals within the library system:	28
Assistive technology provided by the library for patrons with disabilities:	Screen magnifier software (e.g., MAGic), Computer screen to speech software (e.g., JAWS)
Library uses session management software:	Yes

Internet connectivity

The source of the library's Internet connection:	Private ISP
Maximum download speed of library Internet connection:	25 Mbps
Wireless Internet access available for the public:	Yes

Policies

Library has a replacement plan for public access Internet terminals:	Yes
Standard maximum daily time limit for patrons:	690 minutes
Librarians are permitted to extend the session time for patrons:	No

Overall results

- Newmarket Public Library ran the Impact Survey from November 19, 2014 to December 10, 2014.
- A total of 70 people completed the survey.

Library use

70 (100%) of survey respondents visited the library at least once in the past 12 months. Of those who did,

- **27 (39%)** visited the library once a week or more frequently;
- **34 (49%)** visited the library about 1-3 times a month;
- **9 (13%)** visited the library less than once a month.

Using the library website or online resources

63 (90%) of respondents accessed library resources using the computers in the library. Of those respondents,

- **20 (32%)** did so once a week or more frequently;
- **15 (24%)** did so about 1-3 times a month;
- **28 (44%)** did so less than once a month.

65 (93%) of respondents accessed library resources through the library's website from outside the library (e.g. from home, school, or work). Of those respondents,

- **37 (57%)** did so once a week or more frequently;
- **16 (25%)** did so about 1-3 times a month;
- **12 (18%)** did so less than once a month.

38 (54%) of respondents accessed library resources through a handheld mobile device such as a mobile phone, eReader, or tablet computer.

All together, **99% (69)** of respondents accessed library resources through the library's website either remotely or using the library's Internet connection. Some people may have accessed library resources using more than one method. Figure 1 shows the types of resources patrons accessed (if specified).

Figure 1 - Library resources accessed through the library website
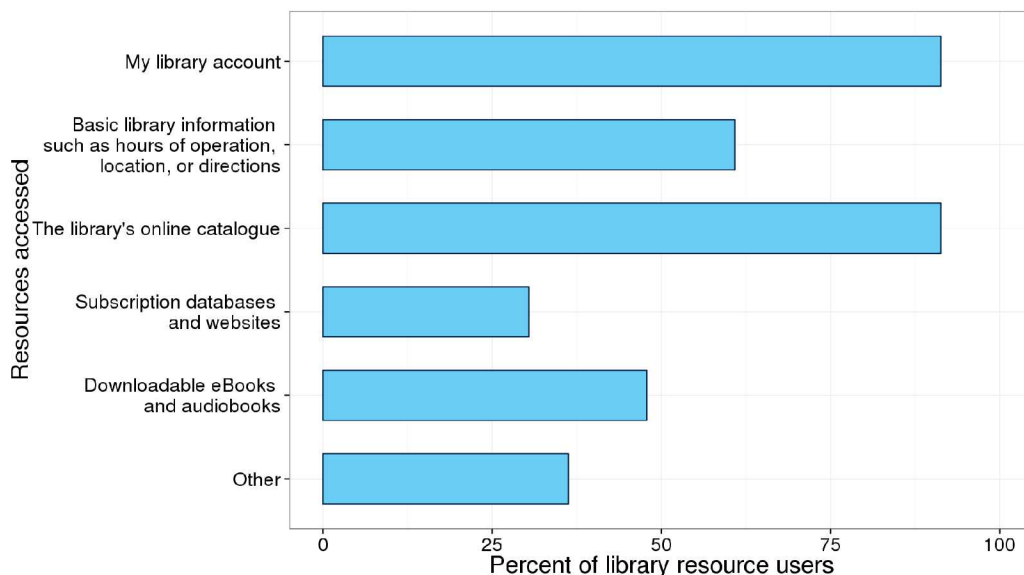
Use of public access computers and wireless network

Overall, 66% of survey respondents had used a public access computer or used the library's wireless network connection to access the Internet during the past 12 months. Using either means of access qualified respondents as *public access technology users.*

Of the respondents, **40 (57%) used a computer in the library to access the Internet during the past 12 months**, with frequencies as follows:

- **12 (30%)** did so once a week or more frequently;
- **9 (22%)** did so about 1-3 times a month;
- **19 (48%)** did so less than once a month.

29 (41%) had accessed the library's wireless network connection using their own computer. Of these respondents,

- **9 (31%)** used the library's wireless network once a week or more frequently;
- **3 (10%)** used the library's wireless network about 1-3 times a month;
- **17 (59%)** used the library's wireless network less than once a month.

Alternate access to computers outside the library

Public access to the Internet is extremely important for people who don't have access elsewhere. However, even those who have access at home, work, or school use computers in the library to access the Internet for a variety of reasons. **78% of users reported having regular personal access to a computer and the Internet somewhere other than the library.** 24% of public access technology users are aware of any other location in the community with free access to computers and the internet.

National research has shown that a major reason people with alternative means of access rely on the library for access to computers and the Internet is that they do so while travelling. Of the users surveyed, **10 (22%) reported they had used a library computer or wireless Internet connection while out-of-town during the past 12 months**.

In addition to use while travelling, research has shown that there are several other reasons that drive people with alternative means of access to use technology resources at the library:

- **Lack of access to high speed Internet at home:** Library Internet allows people to download large files or websites requiring a high speed connection.
- **Gaps in access:** Such as when moving or during power outages.
- **Household competition:** Especially among youth, competition with siblings or parents over a single household computer drives users to the library.
- **A change of scenery:** People who work at home sometimes use library computers and wireless to get out of the house. Job seekers also use computers in the library to maintain a normal schedule and stay connected to the community.
- **During lunch breaks or while out running errands:** People stop in to check email, look up phone numbers or directions, or other quick tasks.
- **As a supplement to the library catalogue:** Users look up book reviews, reading lists, and other aids for selecting materials.

Using the library's technology resources on behalf of others

The beneficiaries of library Internet access often extend beyond the individual users; at Newmarket Public Library, **35% (16) of users found information or performed tasks for other people using the library's computers or Internet connection.**

Overall uses of public access technology

Public access technology at Newmarket Public Library was used by patrons to access a variety of networked or web-based tools. The most frequently accessed of these tools by public access technology users were search engines (72%). Figure 2 shows tools users accessed over the past 12 months.

Figure 2 - Tools accessed by patrons using the library's computers or Internet connection
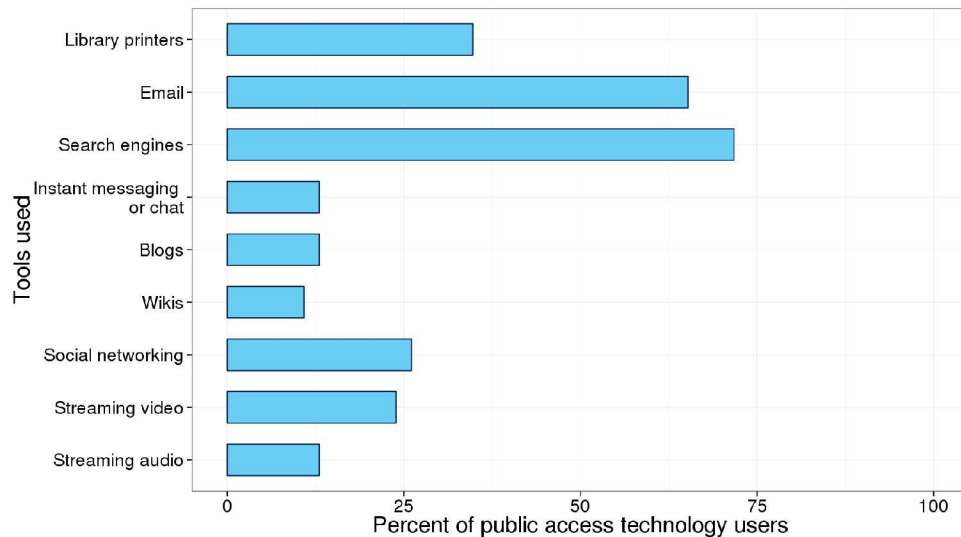

Help and training

Another main reason people come to the library to use computers and the Internet is to receive help and training from a librarian or library staff. **65% of public access technology users reported having received one-on-one technology help from library staff or volunteers in the past 12 months.** The most frequent type of help these users received was for library computer services (67%). Figure 3 shows types of help that users received.

Figure 3 - Type of help received from library staff or volunteers
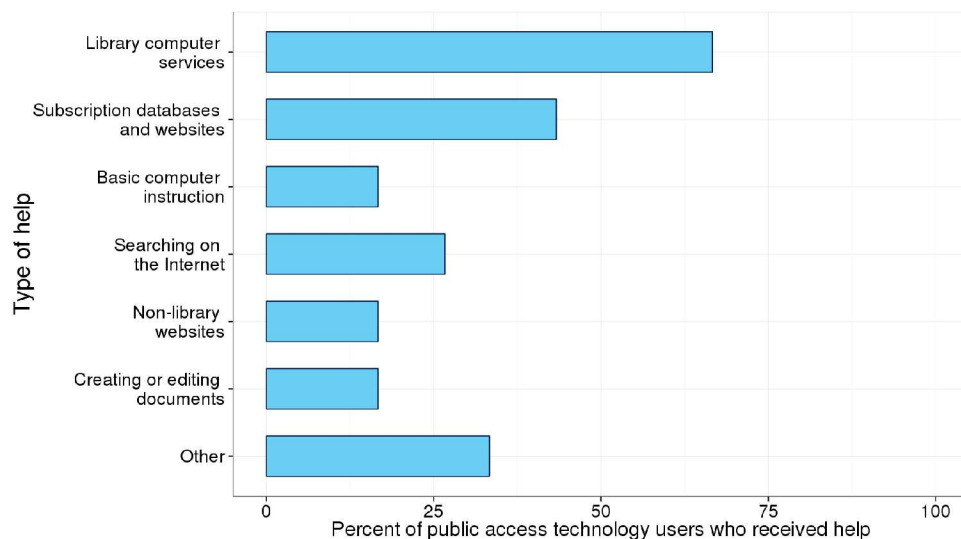
Those that received help at Newmarket Public Library were asked about the helpfulness of library staff and volunteers. Figure 4 shows how users rated the help they received.

Figure 4 - User ratings of library technology help received
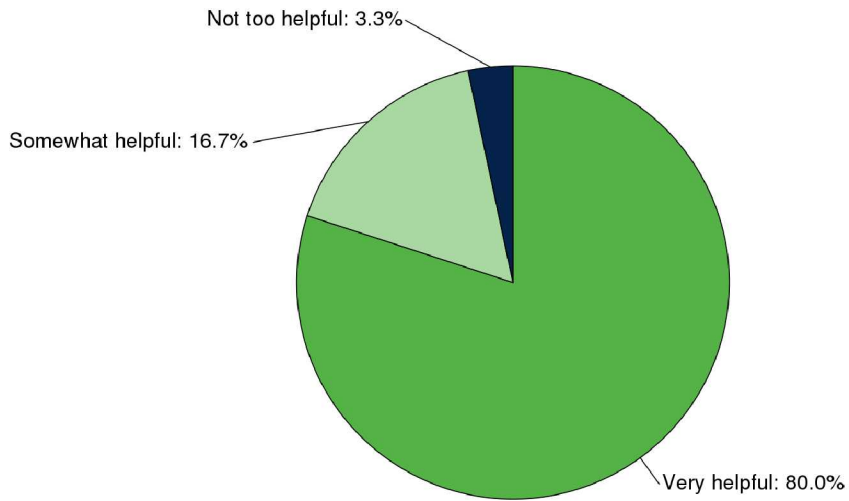
In addition, 11% (5) of public computer users took advantage of computer-related training or classes at the library. *Note that this question was not asked of nonusers; Newmarket Public Library may have patrons who take computer-related training classes but otherwise do not use the library's computers or Internet connection.

Public access technology uses by activity area

Access to computers and the Internet, coupled with the technology help and training available at public libraries, is essential to helping people satisfy their information needs and perform tasks in a variety of areas. Research conducted in the United States about how the public uses computers and the Internet in libraries has shown that people use public access computers to accomplish a variety of instrumental social, educational, and economic tasks.

The Impact Survey asked users about how they used public library computers, Internet, and wireless networks across several areas of activity, or domains: education, employment, entrepreneurship, health & wellness, eGovernment, civic engagement, eCommerce, and social inclusion. Using this framework, we can explore how the availability of public access technology in libraries impacts the many and varied aspects of users' daily lives. The following pages provide detail and deeper insight into the uses and outcomes of public access technology at your library across these domains. Figure 5 shows the overall use of public access technology in those areas; the following sections further detail their activities.

Figure 5 - Public computer use by area
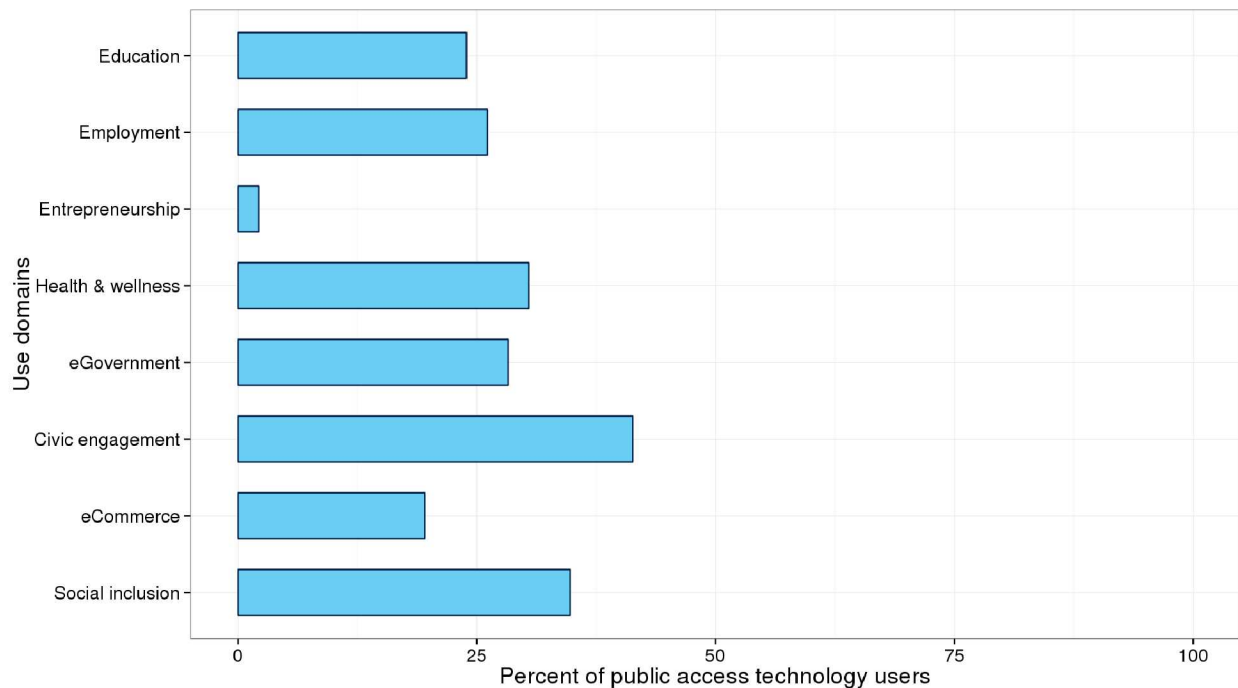
Education

In Newmarket Public Library, **24%** of public access technology users indicated they had used the public library's computers or wireless network for educational purposes. Figure 6 shows the ages of those who used public technology for educational activities.

Figure 6 - Ages of patrons using public access technology for education
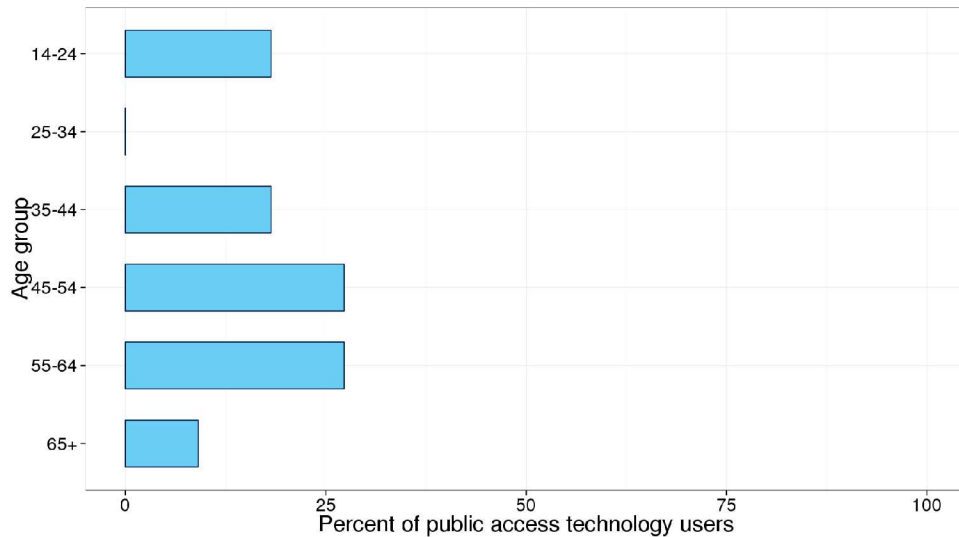
Highlights:

- **2** users applied for degree or certificate program; of those, 1 were admitted to the program.
- One user took a school-related test online
- One user applied for student loans or scholarships.

Table 1 details the education tasks public access technology users reported engaging in during the past 12 months.

Table 1: Education activities

	% of users	n
Learned about a degree or certificate program	11%	5
Applied for a degree or certificate program	4%	2
Was admitted to the program	2%	1
Took an online class or workshop	4%	2
Did research for a class	17%	8
Completed coursework or homework	15%	7
Took any school-related test online	2%	1
Applied for student loans or scholarships	2%	1
Received student loans or scholarships	0%	0

Employment

26% of public access technology users at Newmarket Public Library reported they had used these resources for employment or career purposes in the past 12 months. The majority of users who engaged in this activity, 33%, were between the ages of 55-64.

Figure 7 shows the ages of those who used public technology for employment activities.

Figure 7 - Ages of patrons using public access technology for employment
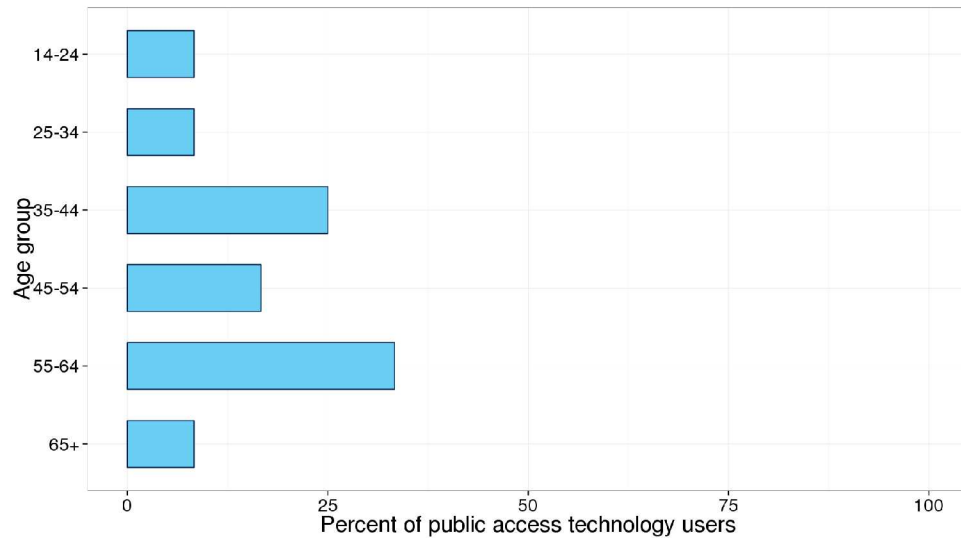
Highlights:

- **2** users used the library's technology resources to apply for a job.
- **2** were granted an interview, and **3** were hired for a new position.

Table 2 details additional employment tasks patrons reported engaging in during the past 12 months.

Table 2: Employment activities

	% of users	n
Looked for a job	20%	9
Applied for a job or sent out a resume	4%	2
Got an interview	4%	2
Was hired	7%	3
Worked on a resume	13%	6
Received skill-based training	7%	3
Found information related to a job or profession	17%	8
Did work for a current job	9%	4

Entrepreneurship

By providing public access technology services, libraries often contribute to the economic health of the community by supporting the small business community. **2%** of the public access technology users at Newmarket Public Library reported they had used these resources for entrepreneurship purposes in the past 12 months. The majority of users who engaged in this activity, 100%, were between the ages of 35-44. Figure 8 shows the ages of those who used public technology for entrepreneurship activities.

Figure 8 - Ages of patrons using public access technology for entrepreneurship
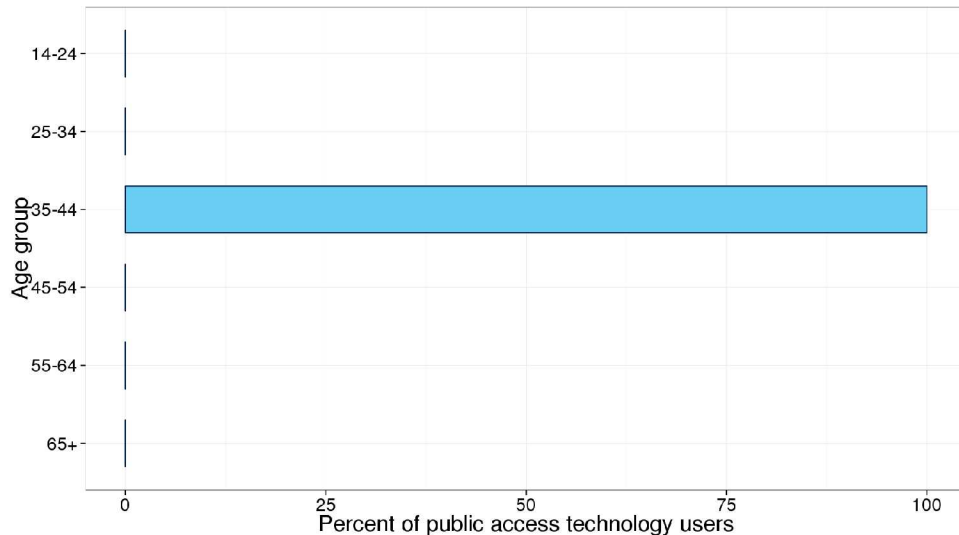
The most commonly reported entrepreneurial activity performed by users at Newmarket Public Library was to find potential customers (2%). Table 3 details the entrepreneurship tasks patrons reported engaging in during the past 12 months.

Table 3: Entrepreneurship activities

	% of users	n
Started their own business	0%	0
Managed an existing business	0%	0
Performed business-related research	0%	0
Found potential customers	2%	1
Found business-to-business contract opportunities	0%	0

Health and wellness

Increasingly, finding health information and conducting many health-related service transactions, including signing up for insurance through government insurance exchanges, means going online. **30%** of users at Newmarket Public Library indicated they had used the library's computers or Internet connection for health or wellness purposes. The majority of users who engaged in this activity, 36%, were between the ages of 45-54. Figure 9 shows the ages of those who used public technology for health and wellness activities.

Figure 9 - Ages of patrons using public access technology for health and wellness
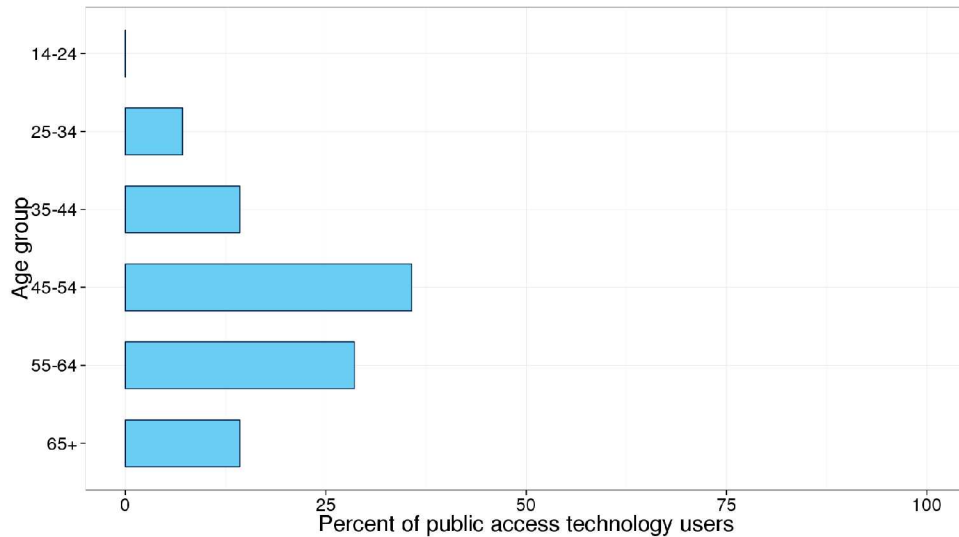
Highlights:

- At Newmarket Public Library, **17%** of users reported learning about diet or nutrition; of those, 100% made a change to their diet.
- **15%** of users reported learning about exercise or fitness; of those, 57% made a change in their exercise habits.

Table 4 details the health and wellness tasks patrons reported engaging in during the past 12 months.

Table 4: Health and wellness activities

	% of users	n
Learned about an illness, disease, or medical condition	26%	12
Learned about a medical procedure	20%	9
Found online or in-person support groups for a health need	4%	2
Learned about prescription or over-the-counter drugs	22%	10
Found information about a doctor or other health care provider	11%	5
Accessed medical records	4%	2
Bought insurance or enrolled in a drug discount program	4%	2
Learned about diet or nutrition	17%	8
Made a decision about diet changes	17%	8
Learned about exercise or fitness	15%	7
Made changes in exercise habits	9%	4

eGovernment

Libraries play a significant role in connecting citizens with essential eGovernment services. **28%** of users at Newmarket Public Library used the library's computers and Internet connection for eGovernment purposes. The majority of users who engaged in this activity, 38%, were between the ages of 45-54. Figure 10 shows the ages of those who used public technology for eGovernment activities.

Figure 10 - Ages of patrons using public access technology for eGovernment
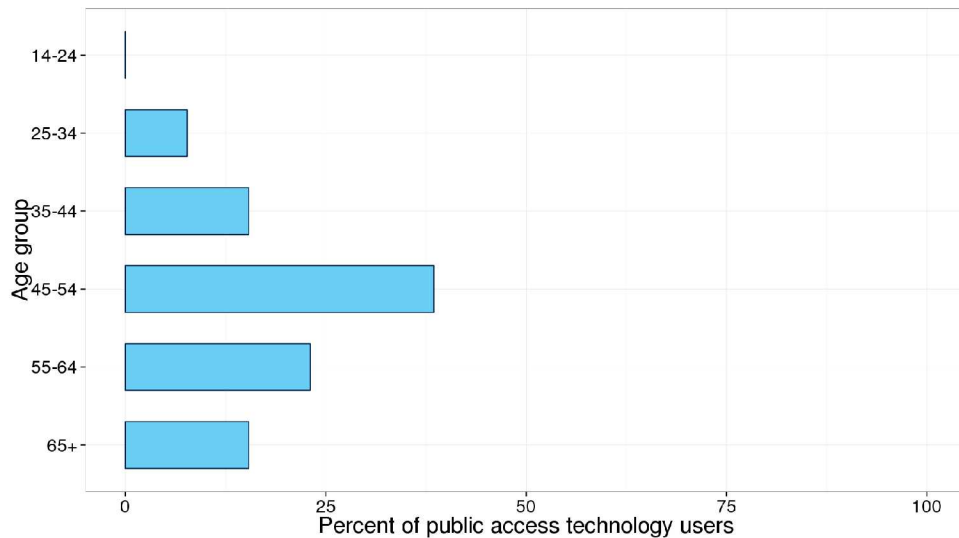
Highlights:

- **20%** of users got government forms online; of those, 56% submitted those forms online.
- **11%** of users learned about permits/licenses; of those, 20% applied for that permit/license.

Table 5 details the eGovernment tasks patrons reported engaging in during the past 12 months.

Table 5: eGovernment activities

	% of users	n
Got help from a government official or agency	15%	7
Learned about municipal, provincial, or federal laws or regulations	17%	8
Found advice or assistance with a legal question or problem	11%	5
Accessed the justice system	4%	2
Got government forms	20%	9
Submitted forms online	11%	5
Learned about government programs or services	15%	7
Applied for government programs or services	7%	3
Learned about permits or licenses	11%	5
Applied for a permit or license	2%	1

Civic engagement

Public libraries support civic engagement by providing a venue and resources for citizens to engage with their community. **41%** of public access technology users surveyed at Newmarket Public Library reported using the library's computers or Internet connection for civic engagement purposes. Figure 11 shows the ages of those who used public technology for civic engagement activities.

Figure 11 - Ages of patrons using public access technology for civic engagement
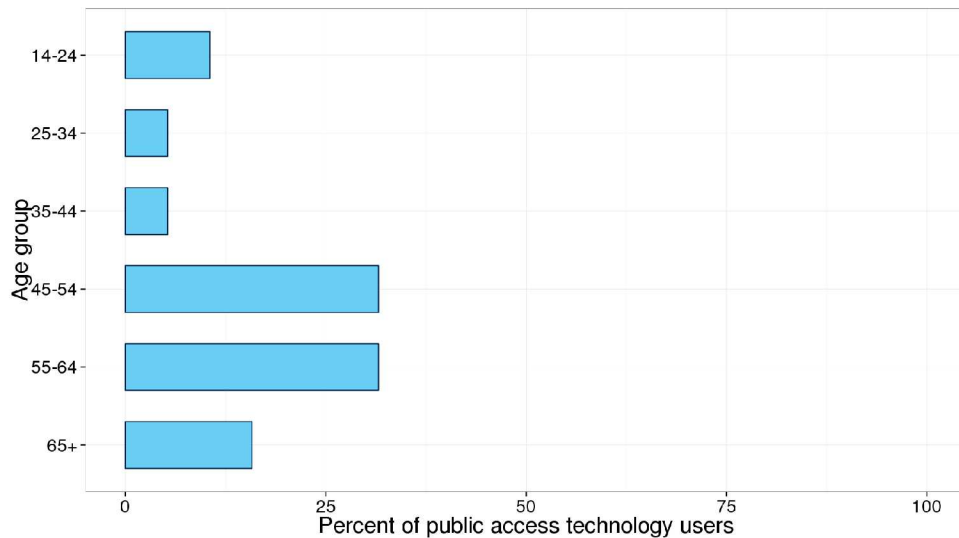
Highlights:

- **24%** of users learned about a political activity/candidate or social cause; of those, 55% got involved with a political activity, candidate, or cause.

Table 6 details the civic engagement tasks patrons reported engaging in during the past 12 months.

Table 6: Civic engagement activities

	% of users	n
Kept up with current news/events	30%	14
Learned about a political activity, candidate, or social cause	24%	11
Got involved with a political activity, candidate, or cause	13%	6
Participated in a civic or community group	20%	9
Organized/managed a club, civic/community/church group, or non-profit	2%	1

eCommerce

Public libraries provide patrons with the means to engage in a wide variety of eCommerce activities. Consumers connected to the Internet are able to find and compare products and services, leaving those without access at a disadvantage when it comes to making informed financial decisions. **20%** of users indicated they had used a public library computer or Internet connection for eCommerce purposes. Figure 12 shows the ages of those who used public technology for eCommerce activities.

Figure 12 - Ages of patrons using public access technology for eCommerce
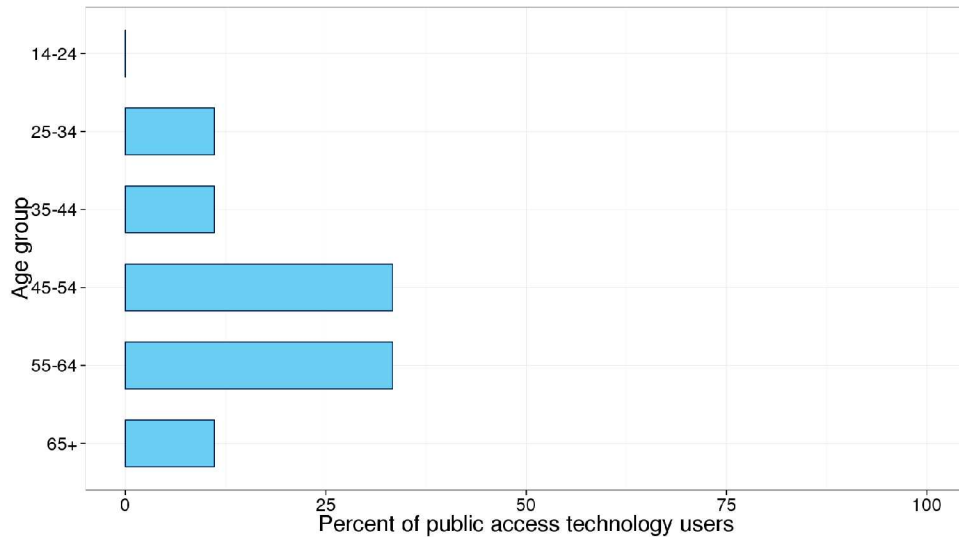
The most commonly reported eCommerce activity performed by users at Newmarket Public Library was to research or compare products/services (15%). Table 7 details the eCommerce tasks patrons reported engaging in during the past 12 months.

Table 7: eCommerce activities

|	% of users	n
Learned about getting out of debt	2%	1
Banked online	7%	3
Paid bills	7%	3
Got investment information	7%	3
Looked up credit rating	2%	1
Researched or compared products/services	15%	7
Purchased online	7%	3
Sold online	0%	0
Made travel arrangements	7%	3
Found housing	7%	3

Social inclusion

Patrons use public access technology to stay in touch with family and friends, and to build and maintain social networks. **35%** of users reported having used the library's computers or Internet connection for a social purpose. Figure 13 shows the ages of those who used public technology for social activities.

Figure 13 - Ages of patrons using public access technology for social inclusion
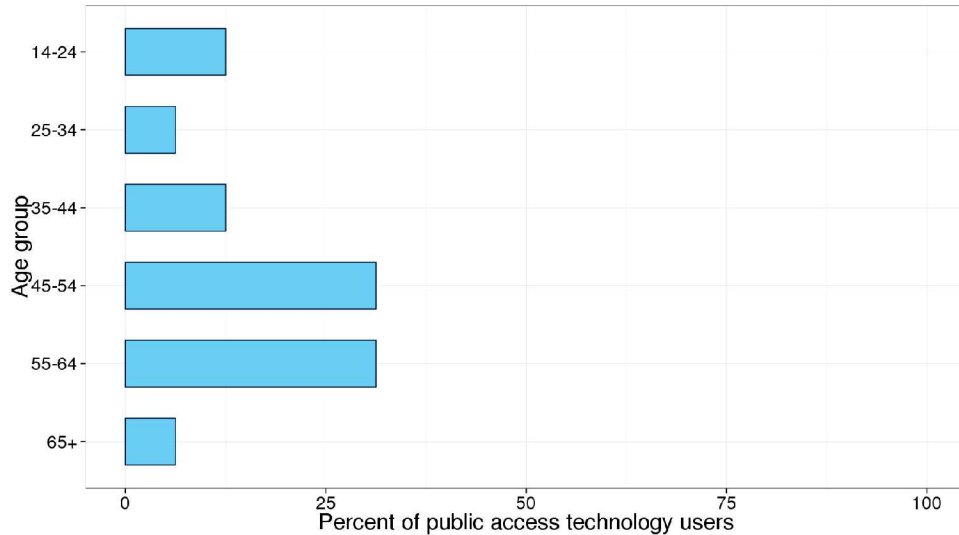
The most commonly reported social activity performed by users at Newmarket Public Library was to communicate with friends and family (28%). Figure 14 details the types of social inclusion activities patrons reported engaging in during the past 12 months.

Figure 14 - Social inclusion activities
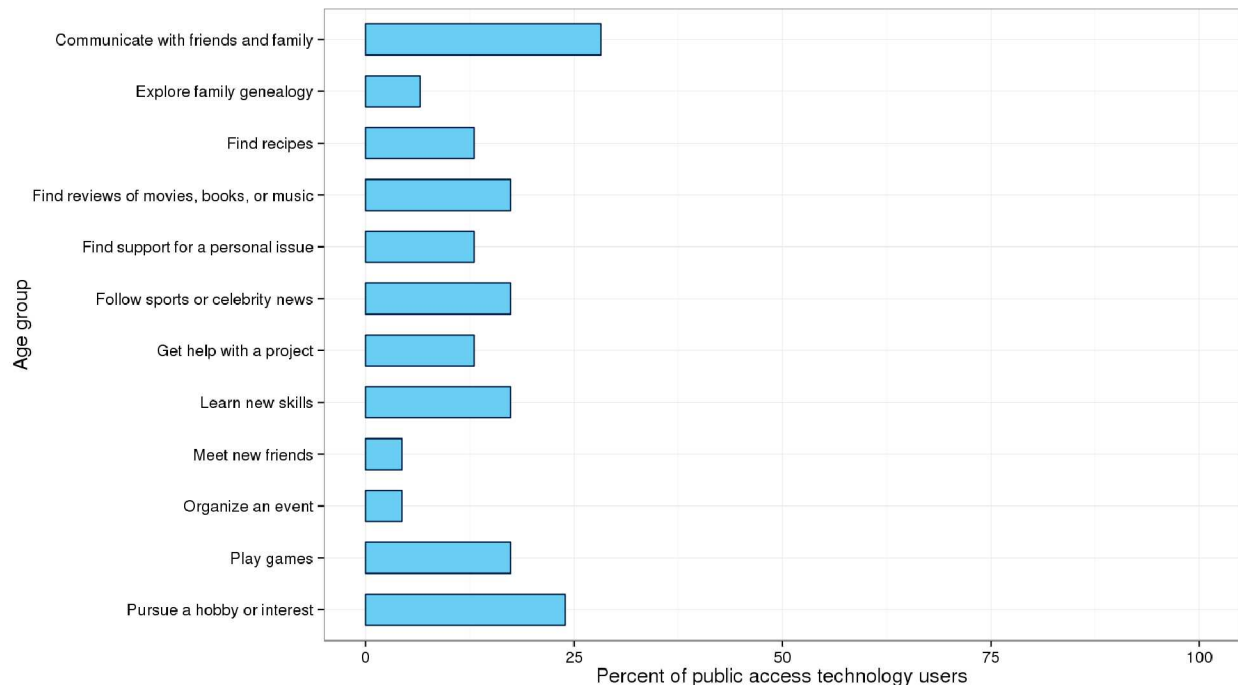
Importance of computer resources

All survey respondents were asked about the importance of free access to computers and the Internet for themselves and their community. 56% of all respondents (and 67% of public technology users) reported that public computing resources are important or very important to themselves, personally; 80% felt that these resources are important or very important to have available for others in the community (see figures below).

Figure 15 - Public access technology importance (personal)
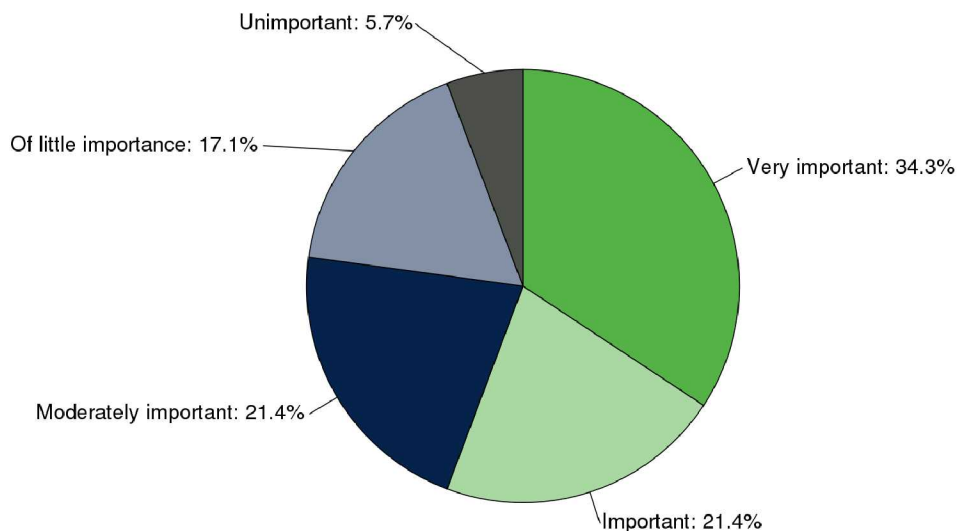
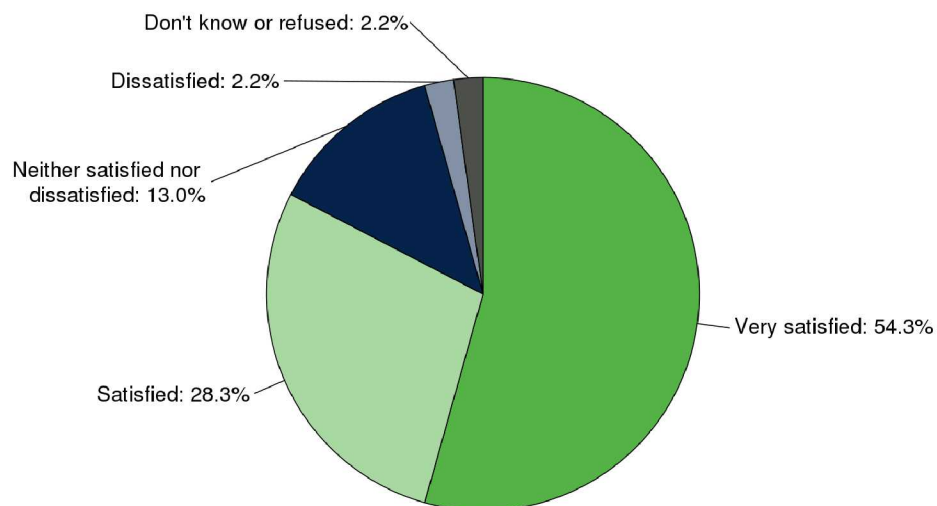Figure 16 - Public access technology importance (personal) - among public access technology users
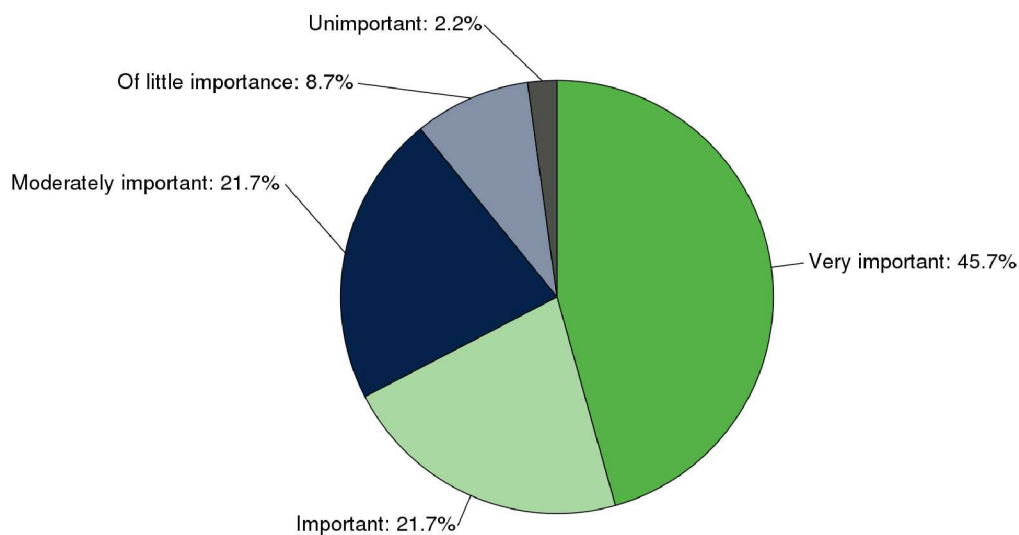
Figure 17 - Public access technology importance (community)

- Don't know or refused: 4.3%
- Unimportant: 4.3%
- Moderately important: 11.4%
- Important: 22.9%
- Very important: 57.1%
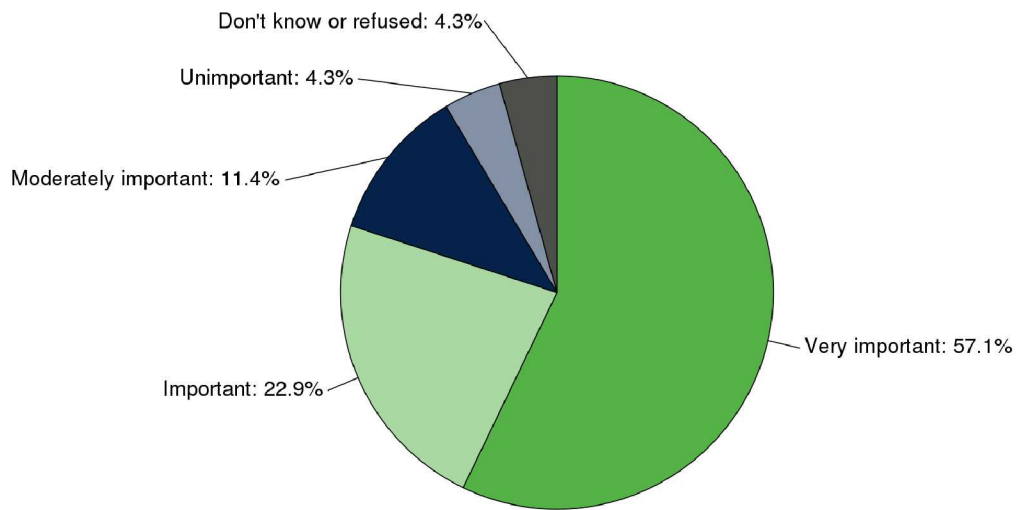
Patron Satisfaction

When asked about their level of satisfaction with public access technology at Newmarket Public Library, 83% of public access technology users said that they were either satisfied or very satisfied with the access provided at the library.

Figure 18 - Patron satisfaction with public access technology resources and services

- Don't know or refused: 2.2%
- Dissatisfied: 2.2%
- Neither satisfied nor dissatisfied: 13.0%
- Satisfied: 28.3%
- Very satisfied: 54.3%

Demographic Information

The following figures provide demographic information about survey respondents from Newmarket Public Library.
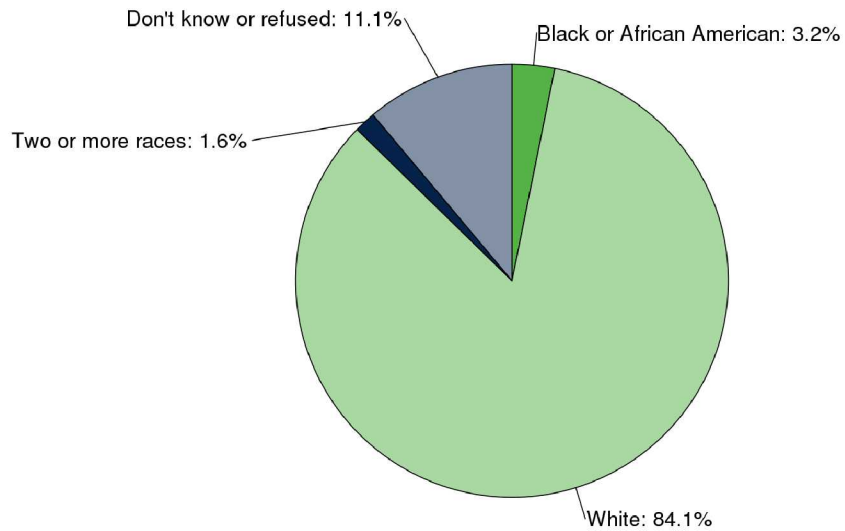
Figure 19 - Survey respondents by race

Don't know or refused: 11.1%

Black or African American: 3.2%

Two or more races: 1.6%

White: 84.1%

Figure 20 - Survey respondents by sex
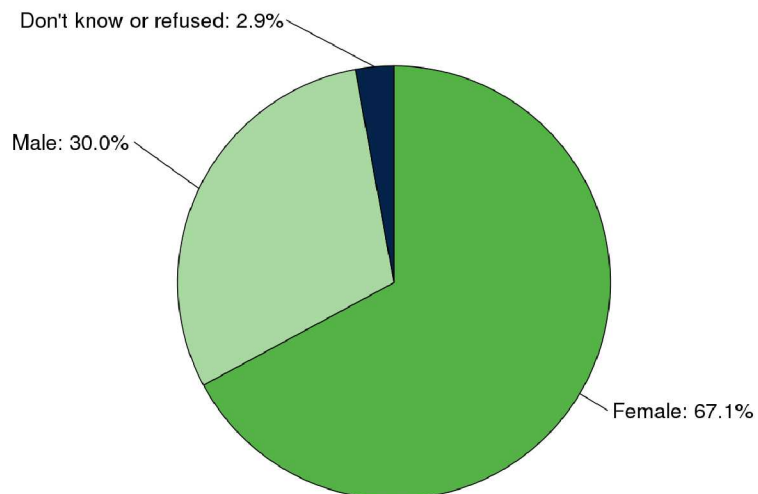
Don't know or refused: 2.9%

Male: 30.0%

Female: 67.1%

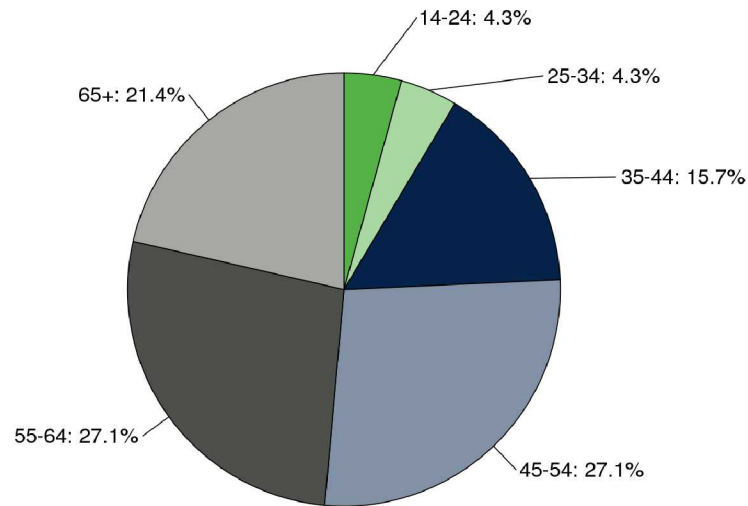Figure 21 - Survey respondents by age

Figure 22 - Survey respondents by education level
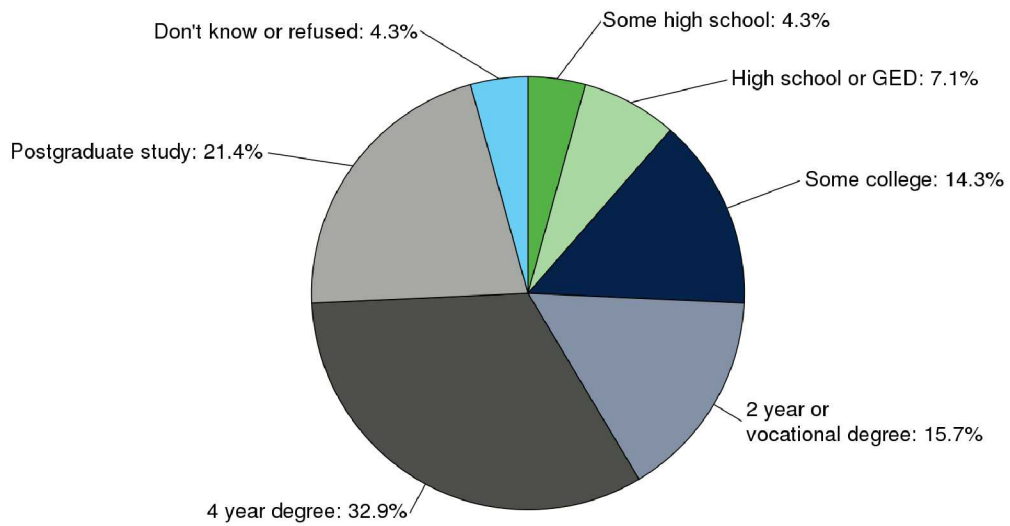
Figure 23 - Language spoken at home

Language other than English: 12.9%

English: 87.1%

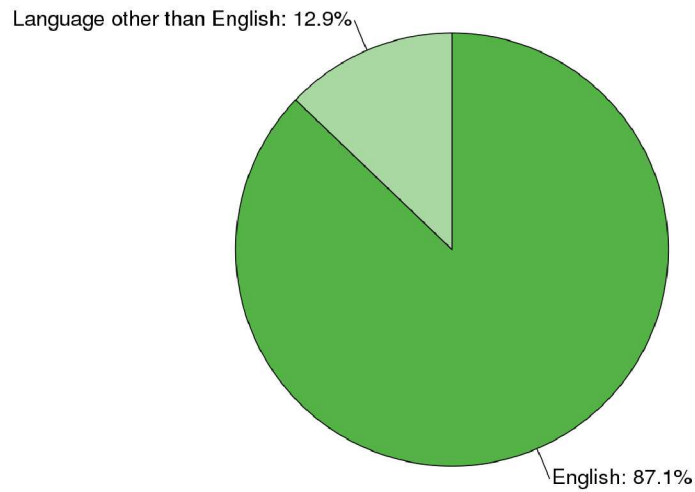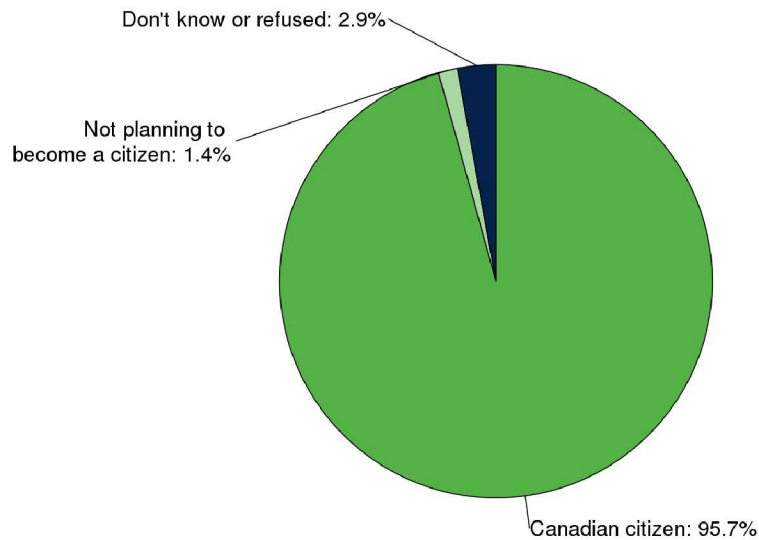Figure 24 - Citizenship status

Don't know or refused: 2.9%

Not planning to
become a citizen: 1.4%

Canadian citizen: 95.7%

Conclusion

We hope that this report has given you useful information about your library's public access technology users. Linking this information with higher level policy goals and current, relevant concerns in your library's community will help demonstrate the value that the public library and free technology resources and services bring to your community. Suggestions for framing

your advocacy efforts in a way that shows the value and political importance of the library's services to policymakers, funders, and the public can be found on the Impact Survey website at http://impactsurvey.org.

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Item No.	Date	Action Item	Assigned to	Status / Date of Completion
1-11	Updated: Mar. 21-12	Continue to build collaborative strategic partnerships with York Region School Boards	Library Board	Ongoing
9-11	20-04-11	Library Policy Review Schedule	Library Board	Board to review Governance Policy and Constitution for better consistency Policy Review schedule to updated September 17, 2014 and reviewed by Library Board
12-11	02-08-11	Review Revenue Generation Targets and Strategies	Library Board	Business Case Study of Digitization Lab to be resourced by CEO Action Plan report for April 18, 2012 Board meeting Deferred until completion of Town of Newmarket Service Review Program
1-12	Updated: 16-01-13	Friends of the Library – *Deferred to next Library Board term*	Library Board	Board meeting agenda item for March 27, 2013 Deferred to next Library Board term *(motion 13.03-214)*
1-13	16-01-13	Expansion and Promotion of Library Art Collection	Library Board	Endeavour to expand and promote Art Collection

NOTE: Completed Action items will remain on the Action Tracking list for one month before they are removed.

Item No.	Date	Action Item	Assigned to	Status / Date of Completion
2-13	19-06-13	CEO Annual Performance Review	Library Board Chair and Vice Chair	CEO annual review completed June 18, 2014 Next review date: May, 2015
3-13	19-06-13	Leading Boards Electronic Repository Renewal	Library Board	Renewed for 2014/15. Continue to review annually.
4-13	<u>Updated</u> 19-02-14	Library Ambassador Campaign	Library Board	Campaign to promote Strategic Plan: CEO report to Board on October 23, 2013 Arrange discussion, presentation or outreach activity to promote Strategic Plan. Library Board to send suggestions of organizations to CEO Develop Library Board Advocacy Group Completed: Municipal Candidate Letter and sent out by Chair and CEO. Question to be prepared for Chair to pose to candidates for 2014 Municipal Election

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NOTE: Completed Action items will remain on the Action Tracking list for one month before they are removed.