



Agenda
Newmarket Public Library Board

Wednesday, February 17, 2016 at 5:30 PM
Regular Board Meeting

Agenda compiled on 12/02/2016 at 11:08 AM

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, January 20, 2016 p. 1
5. Strategic Operations Report for January, 2016 p. 5
6. Library Statistical Data for January, 2016 p. 6
7. Monthly Bank Transfer p. 10
8. Correspondence from Metrolinx re: Newmarket Public Library Achievement of the Smart Commute Gold Workplace Designation for 2016 p. 11

Closed Session

9. That the Library Board move into a Closed Session for the purpose of discussing Labour Relations matters

Policies

10. Fundraising Strategy and Policy p. 12

Reports

11. Impact Survey p. 14

Business Arising

12. Health and Safety Reporting

13. Library Board Action List

p. 36

New Business

14. Newmarket Chamber of Commerce Home Show April 1 to 3, 2016

Date(s) of Future Meetings

15. The next Newmarket Public Library Board Regular Board Meeting will be Wednesday, March 16, 2016, at 5:30 pm in the Library Board room

Adjournment



**Newmarket Public Library Board
Regular Board Meeting
Wednesday, January 20, 2016
Newmarket Public Library Board Room**

Present: Joan Stonehocker – Chair
Tom Vegh – Vice Chair
Tara Brown
Kelly Broome-Plumley
Joe Sponga

Regrets: Darcy McNeill
Venkatesh Rajaraman

Staff Present: Todd Kyle, CEO
Linda Peppiatt, Deputy CEO
Lianne Bond, Administrative Coordinator

The Library Board Chair called the meeting to order at 5:35 pm

Adoption of Agenda Items

1. Adoption of Regular Agenda
2. Adoption of the Closed Session Agenda
3. Adoption of Consent Agenda items

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

Motion 16.01.78

Moved by Joe Sponga

Seconded by Kelly Broome-Plumley

That Agendas 1) to 3) be adopted as presented.

Carried

Declarations

None were declared.

Consent Agenda Items:

4. Adoption of the Regular Board Meeting Minutes for Wednesday, December 16, 2015
5. Strategic Operations Report for December, 2015
6. Library Statistical Data for December, 2015
7. Monthly Bank Transfer

Motion 16.01.79

Moved by Tom Vegh

Seconded by Joe Sponga

That Consent Agenda Items 4) to 7) be received and approved as presented.

Carried

8. Motion to Convene into a Closed Session

Motion 16.01.79

Moved by Joe Sponga

Seconded by Tara Brown

That the Library Board moved in to a Closed Session at 6:20 pm for the purpose of discussing Labour Relations Matters.

Carried

Motion 16.01.80

Moved by Joe Sponga

Seconded by Tara Brown

That the Library Board move out of Closed Session at 6:40 pm

Carried

Motions arising from the Closed Session:

Motion 16.0 1.20

Moved by Joe Sponga

Seconded by Tara Brown

That the Library Board receive the verbal report on Union Negotiation Preparations.

Carried

Policy

9. Freedom of Information and Protection of Privacy Policy

The CEO reviewed the changes to the Freedom of Information and Protection of Privacy with the Library Board.

Motion 16.01.81

Moved by Tom Vegh

Seconded by Tara Brown

That the Library Board approved the Freedom of Information and Protection of Privacy Policy as presented.

Carried

Reports**10. 2015 Business Plan Success Report**

The Library Board reviewed 2015 Business Plan Success Report. A draft press release was distributed to Board member on 2015 Library usage statistics, pointing to a large increase in the use of the library in the community over the previous year.

Motion 16.01.82

Moved by Kelly Broome-Plumley

Seconded by Tara Brown

That the Library Board received the 2015 Business Plan Success Report as presented.

Carried

Business Arising**11. Sunday Hours User Feedback**

A report detailing Sunday hours user feedback from the community was presented to the Library Board. User feedback indicated some concern that the Library was closed the Sundays before and after Christmas, a long standing practice in previous years. In light of the feedback from the community the Library Board may wish to reconsider this decision.

Motion 16.01.83

Moved by Tom Vegh

Seconded by Tara Brown

THAT the Library Board receive the report on Sunday hours user feedback;

AND THAT the Library Board add this item to the Action List for inclusion on a later agenda to coincide with discussions on 2017 budget.

Carried

12. Health and Safety Reporting

The Library Board was advised that a staff member incurred an injury which was reported to the Workplace Safety and Insurance Board and Ministry of Labour.

The Library Board asked that the item Health and Safety Reporting becoming a standing item on the agenda and included under Reports.

Motion 16.01.84

Moved by Joe Sponga

Seconded by Tom Vegh

THAT the Library Board receive the Health and Safety report and that Health and Safety Reporting become a standing item on the agenda.

Carried

13. Library Board Action List

The Library Board reviewed the Action List.

Motion 16.01.85

Moved by Joe Sponga

Seconded by Tara Brown

That the Library Board receive the Action List.

Carried

New Business

There was no new business.

Date(s) of Future Meetings

14. The next regular Library Board meeting will be Wednesday, February 17, 2016 at 5:30 pm in the Library Board room.

Adjournment

Motion 16.01.86

Moved by Tom Vegh

Seconded by Joe Sponga

That there being no further business meeting adjourned at 6:45 pm.

Carried

Joan Stonehocker
Chair

Todd Kyle, CEO
Secretary/Treasurer

STRATEGIC OPERATIONS REPORT – JANUARY, 2016

	Igniting Community Dialogue, Discovery and Debate	Leading a Learning Community	Readying our Capabilities
Collaborative Relationships	<ul style="list-style-type: none"> First 2 videos of IdeaMarket programs posted to YouTube and linked from website 	<ul style="list-style-type: none"> 2nd Entrepreneurs in Residence program held with 4 entrepreneurs and 22 attendees Library orientation provided to adult ESL class Library began hosting monthly homeschool group Pickering College partnered with library to provide volunteers for Reading Buddies 	<ul style="list-style-type: none"> Library participating in Town of Newmarket's Winterfest on February 6
Spaces	<ul style="list-style-type: none"> Pop-up library held at Ward 7 community gathering 	<ul style="list-style-type: none"> Maker Hub room improvements almost complete; vinyl cutter installed and staff training underway 	<ul style="list-style-type: none"> Website redesign priorities drafted for vendor quotation Teen Advisory Group helping research new lounge chairs for teen area
Positioning	<ul style="list-style-type: none"> York Info did presentation on volunteer opportunities to private school group 	<ul style="list-style-type: none"> March Break programs promoted via e-newsletter; 1700 opens and 320 click-throughs 	<ul style="list-style-type: none"> Press release sent regarding library usage increase in 2015; covered by The Era Mayor wrote column about the library's role in the community
Resources	<ul style="list-style-type: none"> Seed Library activities being planned for Spring 	<ul style="list-style-type: none"> NPL's legal information resources praised by local law librarian 3D printer programs held for school groups; one school sent letter of kudos 16 3D print jobs completed 	<ul style="list-style-type: none"> Deployment of new Wi-Fi system completed
Organization & Operations		<ul style="list-style-type: none"> Impact Survey conducted in January; 39 respondents 	<ul style="list-style-type: none"> Safety training on automated check-in/sorting system conducted for staff

Newmarket Public Library Statistical Data - 2016

Library Card Holders

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	24,136											
Residents	22,002											
Non-Residents	2,134											

New and Renewed Library Cards

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	252												252
New non-resident	39												39
Renewed membership	723												723

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	12,689												12,689
# of PAC Account Logins	6,097												6,097
Room Rentals	49												49
Room Rental Hours	476												476

Programs

5 Year Trend - year to date January 31

# of Programs Held	2012	2013	2014	2015	2016
Adult	4	8	17	23	22
Children's	72	68	95	55	93
Total Programs	76	76	112	78	115

Program Attendance	2012	2013	2014	2015	2016
Adult	56	52	105	155	245
Children's	884	1,036	1,129	756	994
Total Attendance	940	1,088	1,234	911	1,239

Newmarket Public Library Statistical Data - 2016

Borrowing

2016	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	941												941
eBooks	3,433												3,433
eMagazines	459												459
eMusic	2,129												2,129
eVideo	2												2
Backpack Kit	6												6
Book	26,637												26,637
CD-ROM/DVD-ROM	13												13
DVD/Blu-ray	4,645												4,645
eBook Reader	1												1
GPS	2												2
ILL	210												210
Language Kit	61												61
Laptop	10												10
Multimedia Kit	81												81
Music CD	483												483
Pedometer	16												16
Periodical	987												987
Portable Audio Book	8												8
Talking Book	773												773
Video	8												8
Video Game	293												293
Total Borrowing	41,198	-	-	-	-	-	-	-	-	-	-	-	41,198

Database Usage

Adult Subscriptions	2,130	-	-	-	-	-	-	-	-	-	-	-	2,130
Children's Subscriptions	569	-	-	-	-	-	-	-	-	-	-	-	569
York Info (Community)	147,897	-	-	-	-	-	-	-	-	-	-	-	147,897
York Info (Volunteer)	26,148	-	-	-	-	-	-	-	-	-	-	-	26,148
Total Database Usage	176,744	-	-	-	-	-	-	-	-	-	-	-	176,744

Newmarket Public Library Statistical Data - 2015

Library Card Holders

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NPL Card Holders	23,554	23,726	23,837	23,764	23,825	23,947	24,506	24,385	28,150	24,208	24,194	23,862
Residents	21,683	21,773	21,867	21,790	21,836	21,957	22,468	22,334	25,713	22,112	22,067	21,758
Non-Residents	1,871	1,953	1,970	1,974	1,989	1,990	2,038	2,051	2,437	2,096	2,127	2,104

New and Renewed Library Cards

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New registrations	258	498	362	237	210	320	659	268	289	251	210	190	3,752
New non-resident	39	37	34	30	35	29	52	40	50	43	36	41	466
Renewed membership	735	319	811	627	646	718	661	786	734	666	648	556	7,907

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Website visits	13,036	12,715	14,146	12,834	13,365	12,828	12,783	12,762	13,148	12,146	12,257	10,693	152,713
# of PAC Account Logins	5,581	4,957	6,051	5,809	5,662	5,442	6,152	6,464	5,908	5,721	5,659	5,921	69,300
Room Rentals	64	71	56	199	64	47	46	47	54	62	66	33	809
Room Rental Hours	171	187	168	82	160	127	112	155	134	147	149	104	1,694

Programs 5 Year Trend - year to date December 31

# of Programs Held	2011	2012	2013	2014	2015
Adult	33	93	157	247	250
Children's	845	1,167	1,293	1,345	1,318
Total Programs	878	1,260	1,450	1,592	1,568

Program Attendance	2011	2012	2013	2014	2015
Adult	1,408	2,323	2,149	2,229	2,643
Children's	12,956	12,905	13,796	13,794	13,567
Total Attendance	14,364	15,228	15,945	16,023	16,210

Newmarket Public Library Statistical Data - 2015

Borrowing

2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
eAudio books	726	706	903	873	801	694	952	940	801	868	882	848	9,994
eBooks	3,076	2,930	3,235	2,896	2,913	3,016	3,195	3,131	2,852	2,945	2,879	2,994	36,062
eMagazines	323	421	575	382	356	371	477	450	444	336	274	409	4,818
eMusic	2,613	2,621	3,737	4,044	2,975	2,454	2,493	2,470	2,564	2,540	2,818	2,788	34,117
eVideo	54	98	160	144	55	16	118	16	37	19	17	21	755
Backpack Kit	4	3	5	3	2	4	5	4	5	-	2	5	42
Book	25,489	22,981	28,858	26,932	26,378	27,264	32,798	31,183	29,214	27,931	26,661	24,658	330,347
CD-ROM/DVD-ROM	17	34	29	19	26	17	13	22	22	16	30	26	271
DVD/Blu-ray	3,703	4,135	5,223	4,433	4,380	4,405	4,978	4,886	4,386	4,727	4,420	4,417	54,093
eBook Reader	4	5	3	8	3	2	3	1	2	1	-	-	32
GPS	-	2	1	2	4	3	1	3	8	5	1	2	32
ILL	198	162	203	184	190	163	189	194	215	142	230	131	2,201
Language Kit	54	41	46	35	39	31	40	50	43	40	57	45	521
Laptop	12	12	17	46	25	27	11	88	21	19	8	8	294
Multimedia Kit	66	84	76	45	64	68	69	83	86	92	92	70	895
Music CD	384	363	568	591	469	514	415	415	434	411	455	667	5,606
Pedometer	7	9	20	9	41	12	29	20	14	11	15	16	203
Periodical	1,121	865	1,113	1,145	959	982	1,328	1,205	1,153	1,047	999	915	12,832
Portable Audio Book	58	26	48	32	49	41	32	41	25	24	26	17	419
Talking Book	850	836	960	778	960	874	967	1,009	924	872	769	725	10,524
Video	9	10	4	2	5	5	4	7	3	4	1	4	58
Video Game	267	262	372	301	274	281	434	434	354	243	311	279	3,812
Total Borrowing	39,035	36,606	46,156	42,904	40,968	41,244	48,551	46,652	43,607	42,293	40,947	39,045	508,008

Database Usage

Adult Subscriptions	2,409	4,643	2,317	2,166	2,718	4,324	2,256	1,782	1,550	1,865	2,629	1,580	30,239
Children's Subscriptions	843	na	752	321	645	907	692	302	595	914	954	720	7,645
York Info (Community)	95,740	105,204	111,837	118,114	82,379	110,564	106,577	107,375	104,200	99,334	102,360	105,550	1,249,234
York Info (Volunteer)	11,015	16,268	18,059	16,927	9,917	9,808	13,408	10,989	16,580	16,658	16,441	24,054	180,124
Total Database Usage	110,007	126,115	132,965	137,528	95,659	125,603	122,933	120,448	122,925	118,771	3,583	2,300	1,467,242

**MEMORANDUM**

To: Newmarket Public Library Board

From: Todd Kyle, CEO

Date: February 17, 2016

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 January 29, 2016 of \$ 12,360.63 from the Newmarket Public Library Board bank account to the Town of Newmarket bank account.

January 8, 2016

Todd Kyle
Newmarket Public Library
438 Park Avenue
Newmarket, ON L3Y 1W1

Dear Mr. Kyle,

It is my pleasure to congratulate you and your organization on the achievement of the Smart Commute Gold Workplace designation for 2016. To achieve this level of designation, significant resources must be dedicated to reducing the number of people who drive alone, and I thank you for your leadership in this regard.

This designation demonstrates your commitment to promoting and supporting sustainable travel options for your organization, positioning you as a leader in corporate social responsibility. We'd like others within your organization to know how your hard work has made such an impressive impact on travel behaviour change, so we are making efforts to do that.

In the summer of 2015, we had an unprecedented opportunity to leverage the knowledge base of the Smart Commute network, increasing awareness of transportation options and ensuring business continuity during the TORONTO 2015 Pan Am and Parapan Am Games. Games travel initiatives included creating travel plans and encouraging employees to Reduce, Re-mode, Re-route or Re-time their commutes.

Thank you again for your ongoing commitment to the Smart Commute program. Your involvement in this region-wide network is making a positive impact on air quality and reducing the number of cars on the roads – critical contributions to the health of the communities where we live, work and play.

Sincerely,



Nadine Navarro
Manager, Smart Commute



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle, CEO

Date: February 17, 2016

Re: Fundraising strategy and policy

At the last meeting the Board asked for a report on a strategy to capitalize on the fundraising initiative that began last year and involved a Canada Helps account with an objective of raising funds for digital literacy programming and special events.

Planned strategies

In order to solicit donations, the following activities are suggested:

- **E-newsletter (NPL News):** The campaign has already been mentioned in one newsletter but we are thinking of making it a recurring mention, as well as highlighting it in tandem with related events.
- **Media releases:** The campaign would be mentioned in related media releases, such as when the MakerHub opens.
- **Social media:** Recurring, rotating messages would be sent out via Facebook and Twitter. Organized paid social media advertising is also being investigated.
- **Posters:** a poster is in development for within the library.
- **Checkout receipts:** Messaging would be added to library checkout receipts.
- **Program solicitation:** Soliciting donations at the point of providing related programs or services (e.g. IdeaMarket, MakerHub) is being examined as a potential strategy.
- **Thanking and soliciting previous donors:** Without specialized software, this is cumbersome but can be done by manually setting up a contact list using the e-newsletter software. However, permission to contact donors will need to be sorted out.
- **Outreach targeting:** Consideration will also be given to targeting specific outreach events and speaking engagements.

Policy implications

Staff have begun drafting a Fundraising Policy to address two areas with policy implications: financial controls and obligations to donors.

The draft policy outlines that the purpose of fundraising is to provide additional funds for identified projects over and above the Library's operating budget and provides for the authority of the CEO to direct those funds accordingly. The Library's financial control policy (By-Law 2004-1) already sets out limitations on the CEO's authority to increase expenditure in a given budget line, with Board approval being required for higher levels. Funds not used in a given year are to be placed in a fundraising reserve; authority for such transfers to reserves is already provided for in the By-Law.

The draft also outlines the Library's obligation to use funds only for the publicly-stated purpose they were raised for, in order to maintain consistency with donors' intentions. This is not outlined in existing policy.

The Board may wish to direct staff to bring a draft policy forwarded if it deems it necessary.

The following motion is recommended:

THAT the Library Board receive the report on the fundraising strategy.



MEMORANDUM

To: Newmarket Public Library Board

From: Todd Kyle, CEO

Date: February 17, 2016

Re: Impact Survey

At the end of 2014, Newmarket Public Library piloted the Impact Survey on its website. The survey was developed by the University of Washington's library sciences school with funding from the Gates Foundation. Originally available in the U.S. only, Newmarket and Edmonton were Canadian pilot sites.

As of the end of last year, the survey is now available to all Canadian libraries as an annual subscription. Newmarket has subscribed, and the first of what will be roughly quarterly surveys lasting 2 weeks each, was conducted in January.

Of those surveyed, 67% have used library computers or wireless services in last 12 months. Of those:

- 58% received staff technology help, with 73% finding it very helpful
- 23% used computers for educational purposes
- 19% used computers for employment purposes, with 8% being hired for a job as a result
- 77% said they were satisfied or very satisfied with library public access technology
- 12% are low income
- Of those with no alternative Internet access, 67% are low income

The complete report is included in the agenda package, and a slideshow produced as a result can be viewed if members wish. In addition, the results will be communicated via news release and social media.

The following motion is recommended:

THAT the Library Board receive the report on the Impact Survey.



Newmarket Public Library Survey results



January 23, 2016



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,

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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:	213,625
Number of hours the library system was open in the past year:	2,731
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 January 08, 2016 to January 22, 2016.
- A total of 39 people completed the survey.

Library use

39 (100%) of survey respondents visited the library at least once in the past 12 months. Of those who did,

- **16 (41%)** visited the library once a week or more frequently;
- **13 (33%)** visited the library about 1-3 times a month;
- **10 (26%)** visited the library less than once a month.

Using the library website or online resources

33 (85%) of respondents accessed library resources using the computers in the library. Of those respondents,

- **7 (21%)** did so once a week or more frequently;
- **6 (18%)** did so about 1-3 times a month;
- **20 (61%)** did so less than once a month.

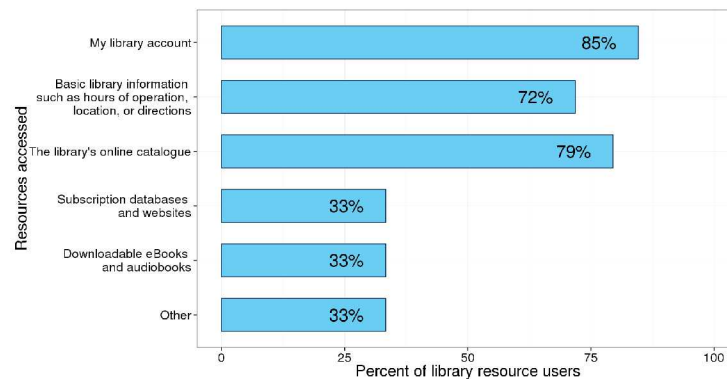
37 (95%) of respondents accessed library resources through the library's website from outside the library (e.g. from home, school, or work). Of those respondents,

- **22 (59%)** did so once a week or more frequently;
- **9 (24%)** did so about 1-3 times a month;
- **6 (16%)** did so less than once a month.

19 (49%) of respondents accessed library resources through a handheld mobile device such as a mobile phone, eReader, or tablet computer.

All together, **100% (39)** 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, 67% 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, **23 (59%) used a computer in the library to access the Internet during the past 12 months**, with frequencies as follows:

- **8 (35%)** did so once a week or more frequently;
- **3 (13%)** did so about 1-3 times a month;
- **12 (52%)** did so less than once a month.

13 (33%) had accessed the library's wireless network connection using their own computer. Of these respondents,

- **4 (31%)** used the library's wireless network once a week or more frequently;
- **3 (23%)** used the library's wireless network about 1-3 times a month;
- **6 (46%)** 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. **88% of users reported having regular personal access to a computer and the Internet somewhere other than the library.** 31% 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, **3 (12%) 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.

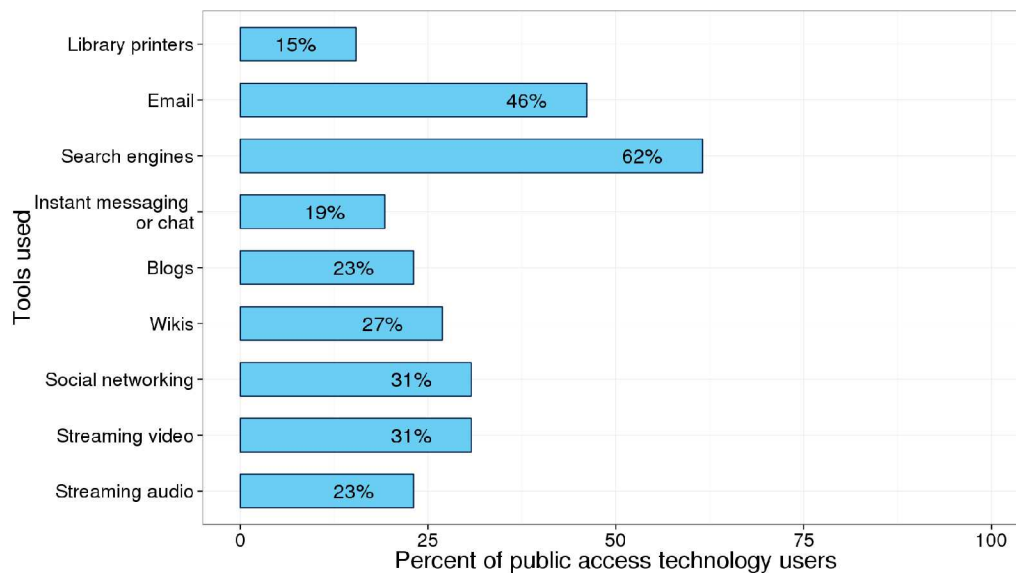
Using the library's technology resources on behalf of others

The beneficiaries of library Internet access often extend beyond the individual users; at Newmarket Public Library, **38% (10) 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 (62%). Figure 2 shows tools users accessed over the past 12 months.

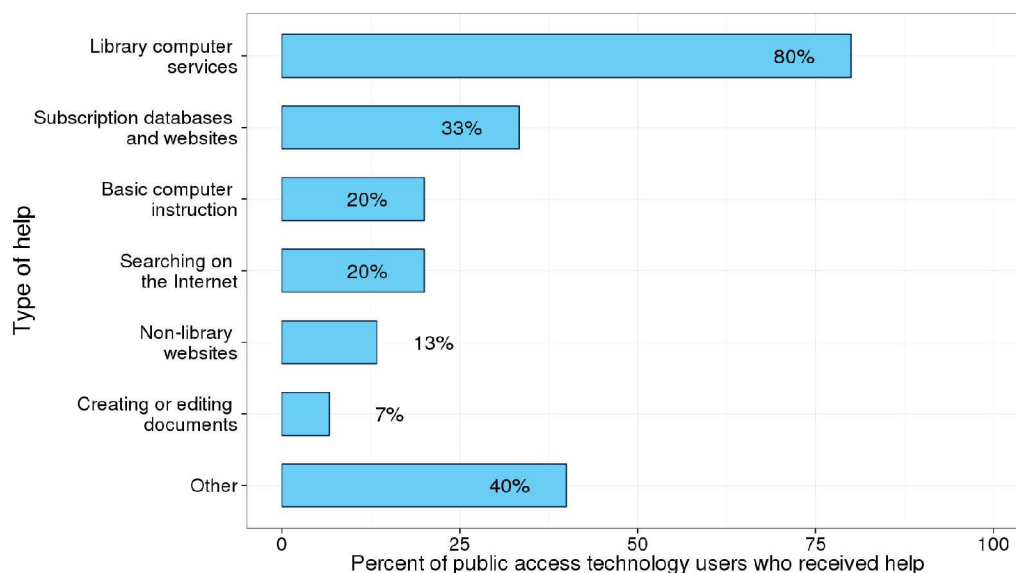
Figure 2 - Tools accessed by patrons using the library's computers or Internet connection



Help and training

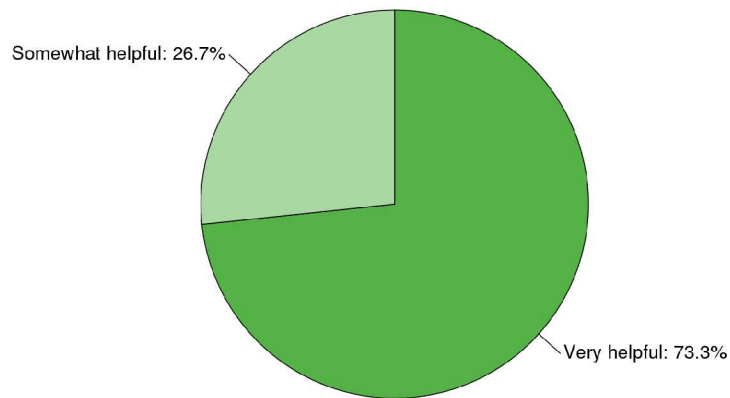
Another main reason people come to the library to use computers and the Internet is to receive help and training from a librarian or library staff. **58% of public access technology users reported having received one-on-one technology help from library staff or volunteers in the past 12 months.** The most frequent type of help these users received was for library computer services (80%). 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



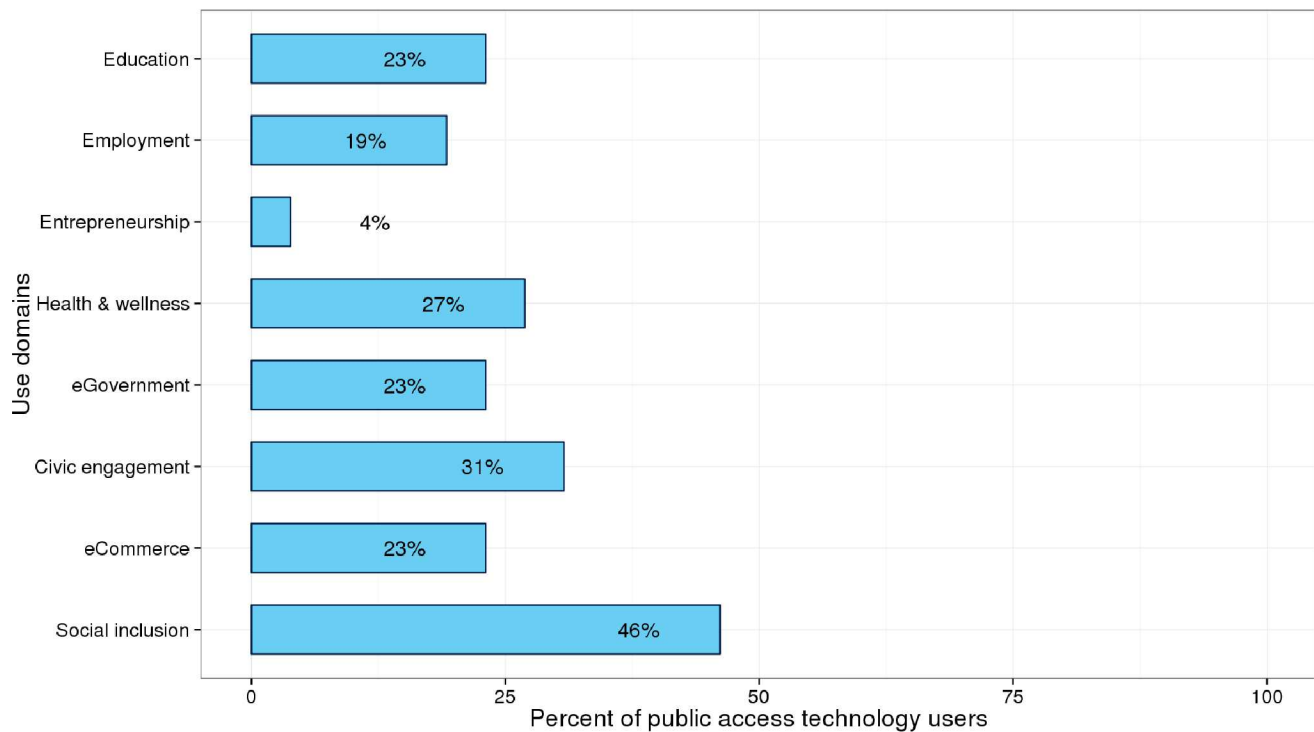
In addition, 12% (3) of public computer users took advantage of computer-related training or classes at the library. *Note that this question was not asked of nonusers; Newmarket Public Library may have patrons who take computer-related training classes but otherwise do not use the library's computers 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.

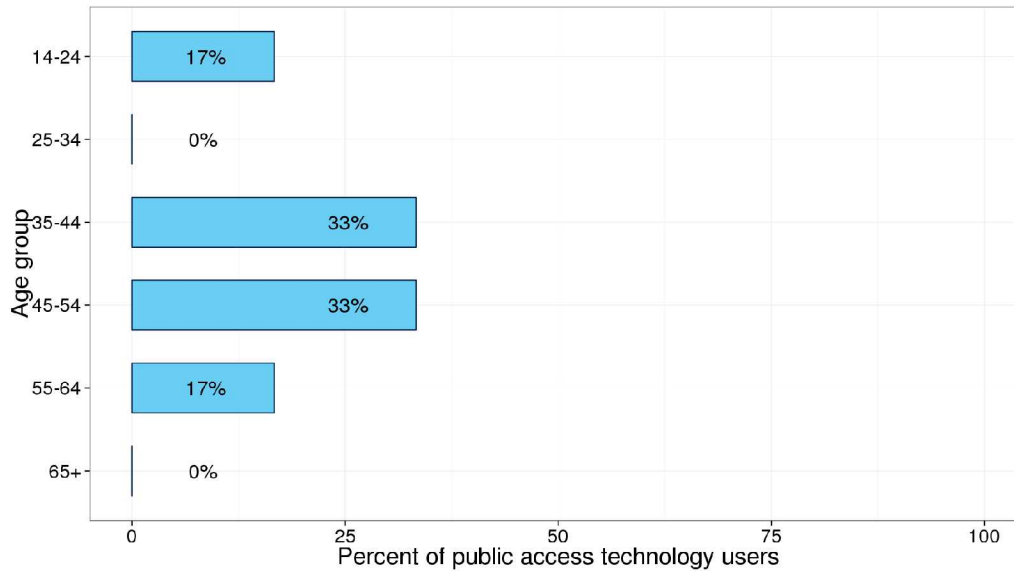
Figure 5 - Public computer use by area



Education

In Newmarket Public Library, **23%** 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:

- One user applied for a degree or certificate program.
- 2 users took a school-related test online

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

Table 1: Education activities

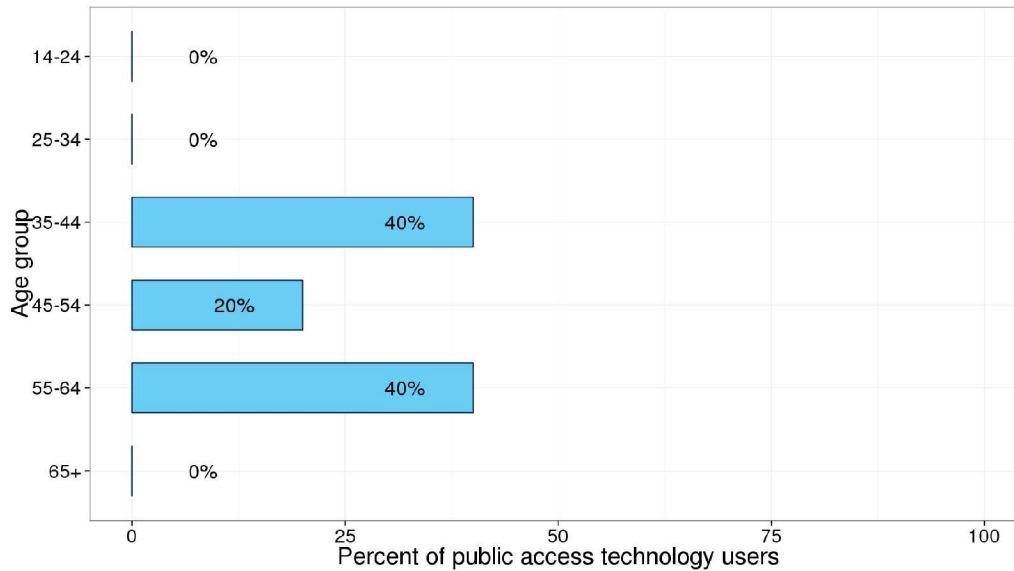
	% of users	n
Learned about a degree or certificate program	19%	5
Applied for a degree or certificate program	4%	1
Was admitted to the program	0%	0
Took an online class or workshop	12%	3
Did research for a class	19%	5
Completed coursework or homework	19%	5
Took any school-related test online	8%	2
Applied for student loans or scholarships	0%	0
Received student loans or scholarships	0%	0

Employment

19% 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.

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:

- **12%** of users used the library's technology resources to apply for a job.
- **8%** were granted an interview, and **8%** were hired for a new position.

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

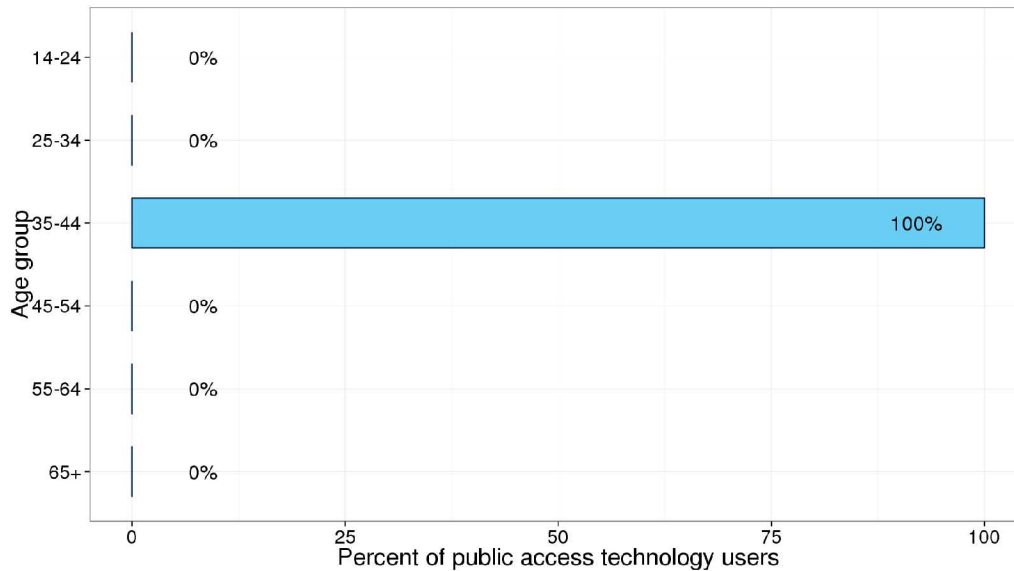
Table 2: Employment activities

	% of users	n
Looked for a job	12%	3
Applied for a job or sent out a resume	12%	3
Got an interview	8%	2
Was hired	8%	2
Worked on a resume	12%	3
Received skill-based training	12%	3
Found information related to a job or profession	15%	4
Did work for a current job	15%	4

Entrepreneurship

By providing public access technology services, libraries often contribute to the economic health of the community by supporting the small business community. **4%** 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 perform business-related research (4%). Table 3 details the entrepreneurship tasks patrons reported engaging in during the past 12 months.

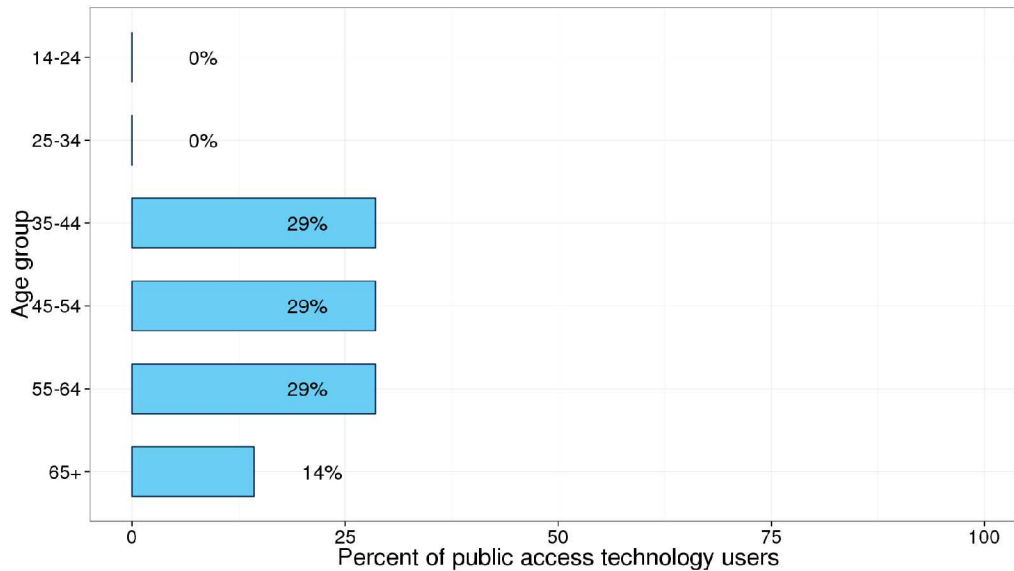
Table 3: Entrepreneurship activities

	% of users	n
Started their own business	0%	0
Managed an existing business	0%	0
Performed business-related research	4%	1
Found potential customers	0%	0
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. **27%** of users at Newmarket Public Library indicated they had used the library's computers or Internet connection for health or wellness purposes. 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, **12%** of users reported learning about diet or nutrition; of those, **14%** made a change to their diet.
- **19%** of users reported learning about exercise or fitness; of those, **17%** made a change in their exercise habits.

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

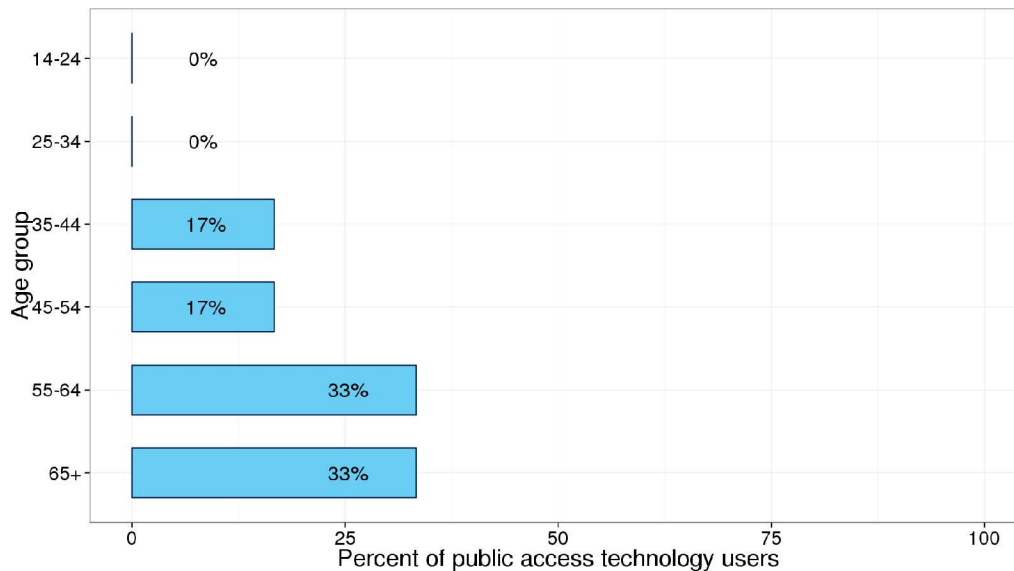
Table 4: Health and wellness activities

	% of users	n
Learned about an illness, disease, or medical condition	23%	6
Learned about a medical procedure	23%	6
Found online or in-person support groups for a health need	0%	0
Learned about prescription or over-the-counter drugs	15%	4
Found information about a doctor or other health care provider	15%	4
Accessed medical records	0%	0
Bought insurance or enrolled in a drug discount program	0%	0
Learned about diet or nutrition	12%	3
Made a decision about diet changes	12%	3
Learned about exercise or fitness	19%	5
Made changes in exercise habits	15%	4

eGovernment

Libraries play a significant role in connecting citizens with essential eGovernment services. **23%** of users at Newmarket Public Library used the library's computers and Internet connection for eGovernment purposes. 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:

- **15%** of users got government forms online; of those, 4% submitted those forms online.
- **2** users learned about permits/licenses.

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

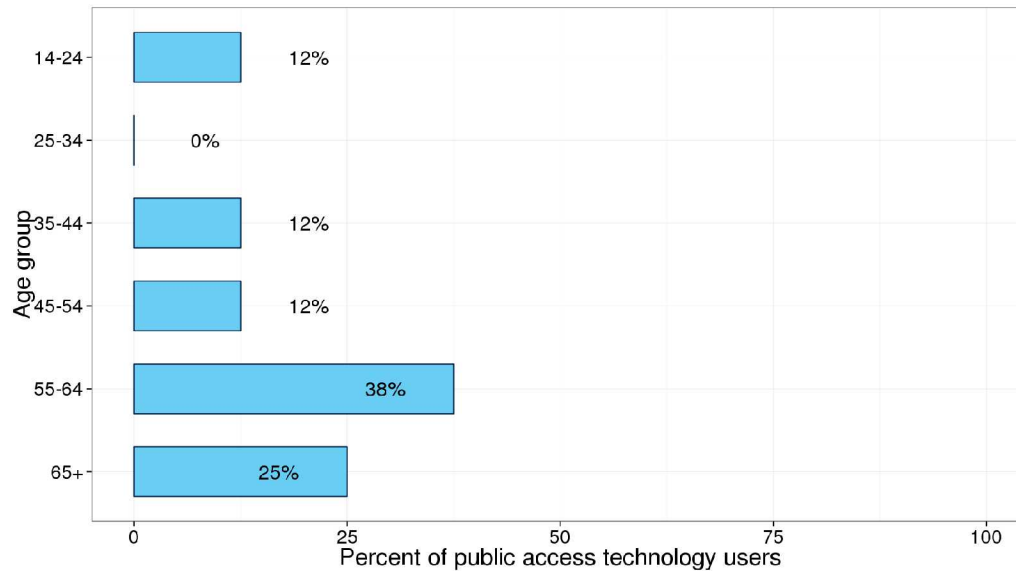
Table 5: eGovernment activities

	% of users	n
Got help from a government official or agency	19%	5
Learned about municipal, provincial, or federal laws or regulations	12%	3
Found advice or assistance with a legal question or problem	19%	5
Accessed the justice system	4%	1
Got government forms	15%	4
Submitted forms online	4%	1
Learned about government programs or services	19%	5
Applied for government programs or services	4%	1
Learned about permits or licenses	8%	2
Applied for a permit or license	0%	0

Civic engagement

Public libraries support civic engagement by providing a venue and resources for citizens to engage with their community. **31%** of public access technology users surveyed at Newmarket Public Library reported using the library's computers or Internet connection for civic engagement purposes. The majority of users who engaged in this activity, **38%**, were between the ages of 55-64. 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:

- **15%** of users learned about a political activity/candidate or social cause; of those, **18%** 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.

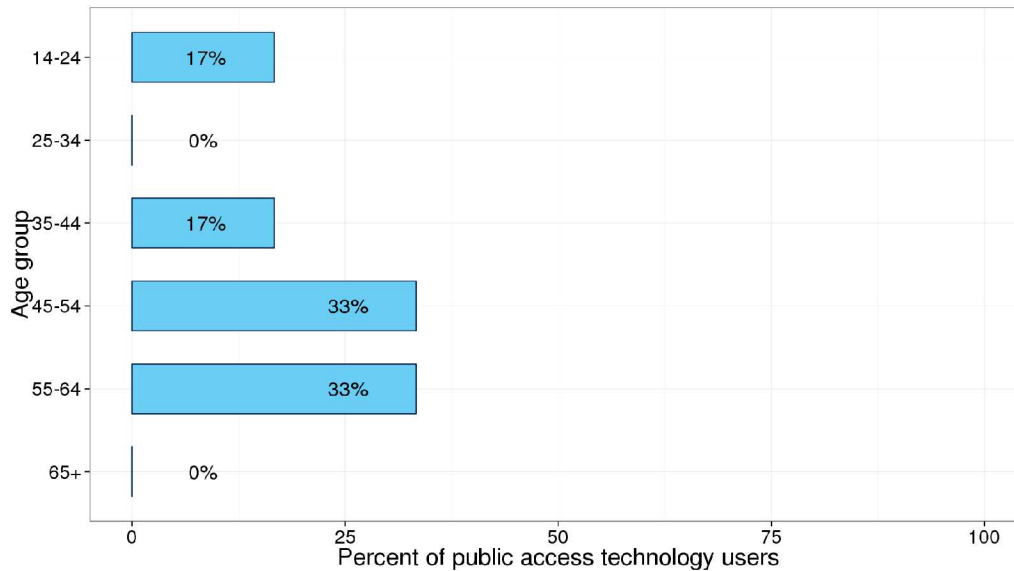
Table 6: Civic engagement activities

	% of users	n
Kept up with current news/events	23%	6
Learned about a political activity, candidate, or social cause	15%	4
Got involved with a political activity, candidate, or cause	15%	4
Participated in a civic or community group	8%	2
Organized/managed a club, civic/community/church group, or non-profit	4%	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. **23%** 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 (19%). Table 7 details the eCommerce tasks patrons reported engaging in during the past 12 months.

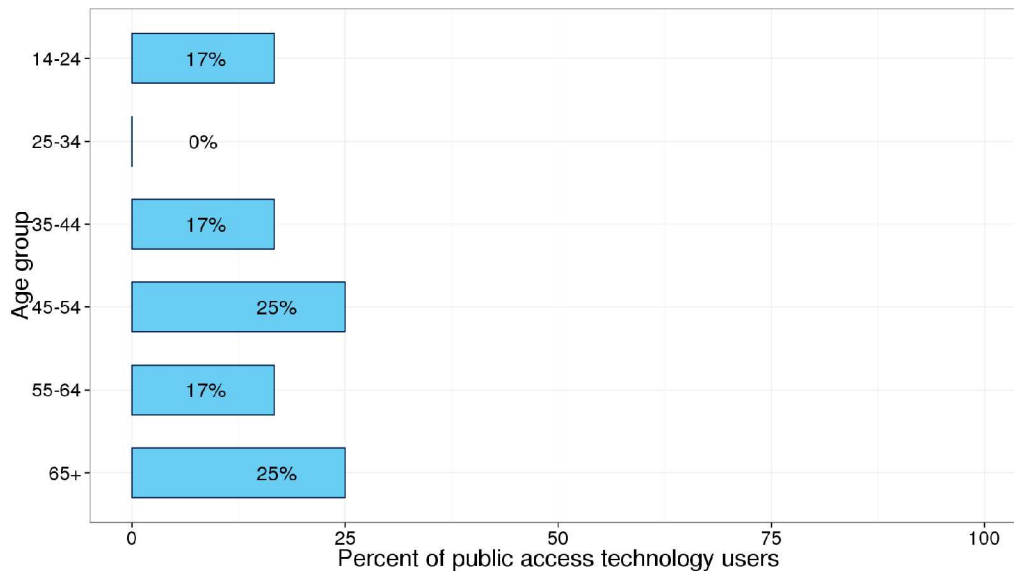
Table 7: eCommerce activities

	% of users	n
Learned about getting out of debt	4%	1
Banked online	4%	1
Paid bills	0%	0
Got investment information	4%	1
Looked up credit rating	0%	0
Researched or compared products/services	19%	5
Purchased online	4%	1
Sold online	4%	1
Made travel arrangements	12%	3
Found housing	0%	0

Social inclusion

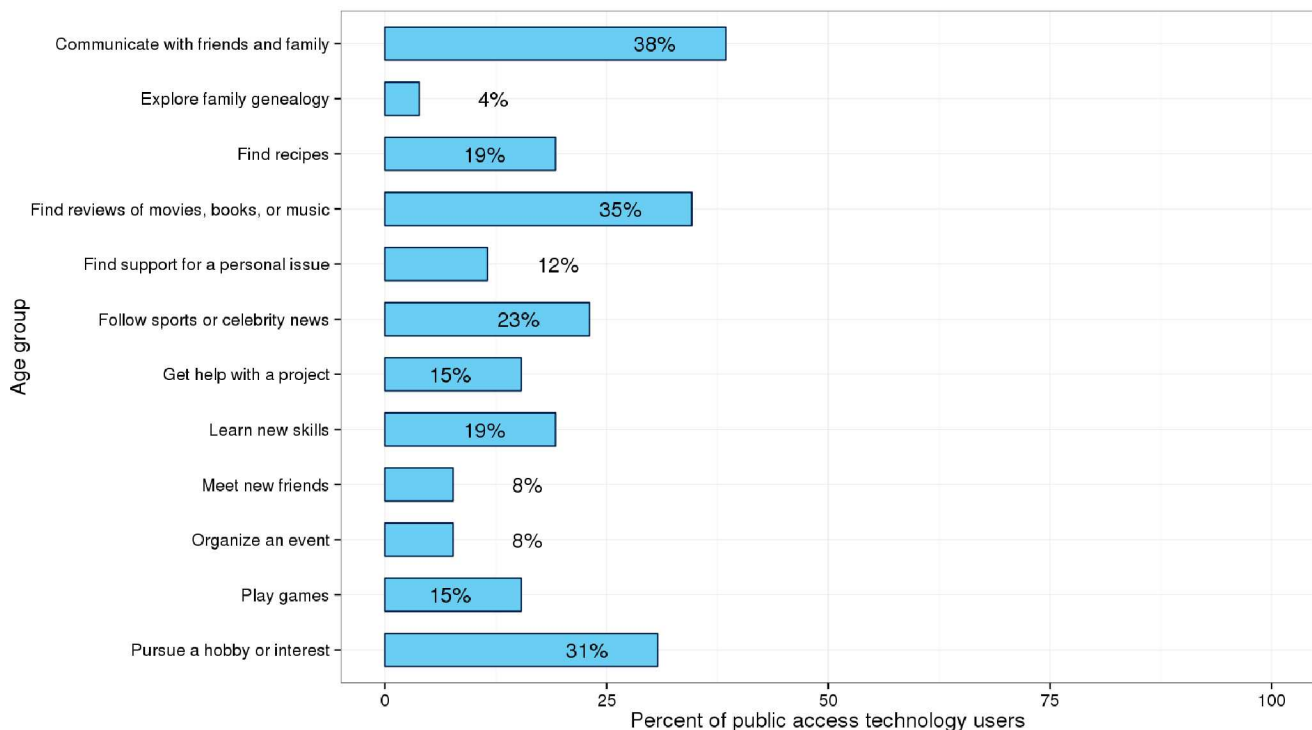
Patrons use public access technology to stay in touch with family and friends, and to build and maintain social networks. **46%** of users reported having used the library's computers or Internet connection for a social purpose. Figure 13 shows the ages of those who used public technology for social 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 (38%). 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 62% of public technology users) reported that public computing resources are important or very important to themselves, personally; 90% 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)

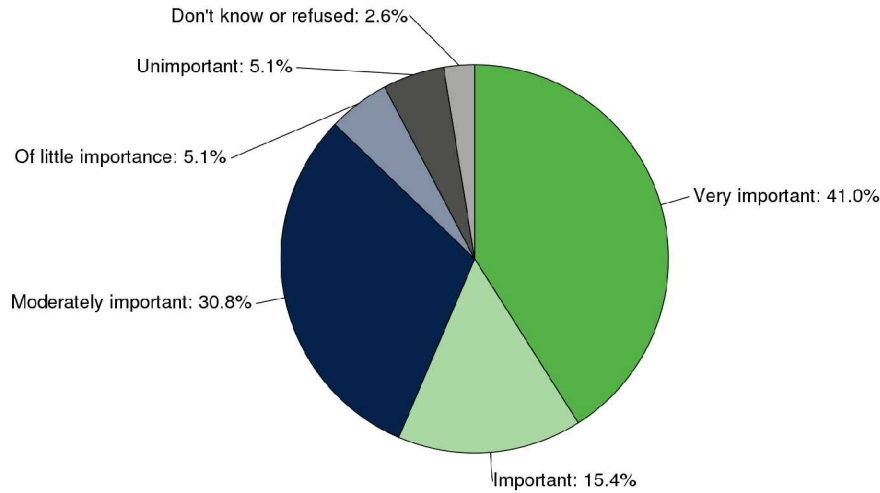


Figure 16 - Public access technology importance (personal) - among public access technology users

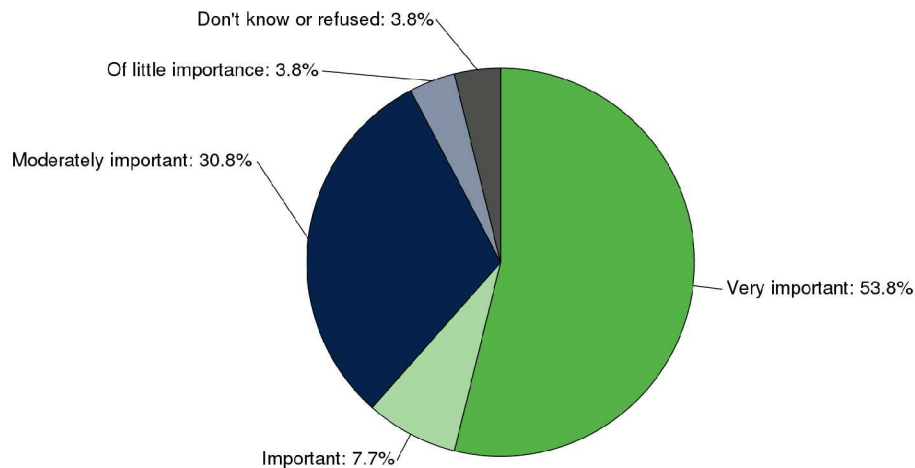
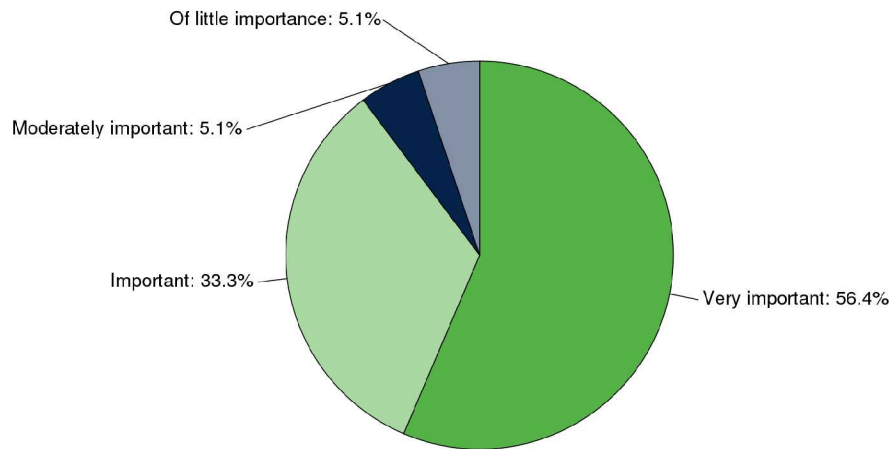


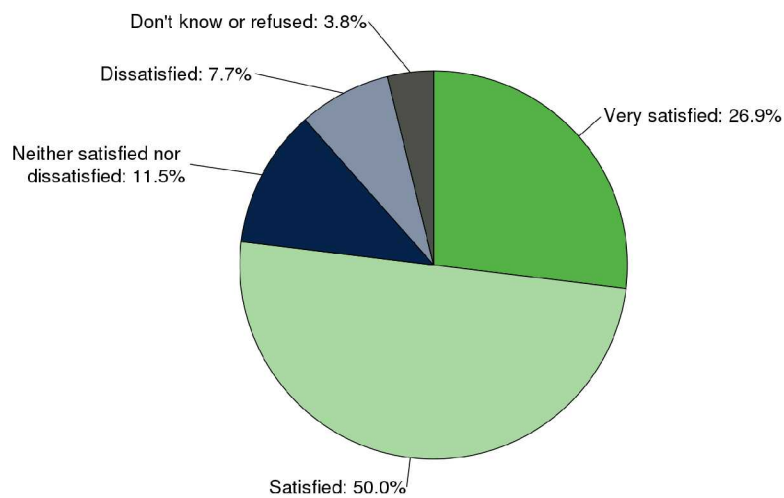
Figure 17 - Public access technology importance (community)



Patron Satisfaction

When asked about their level of satisfaction with public access technology at Newmarket Public Library, 77% 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



Demographic Information

The following figures provide demographic information about survey respondents from Newmarket Public Library.

Figure 19 - Survey respondents by race

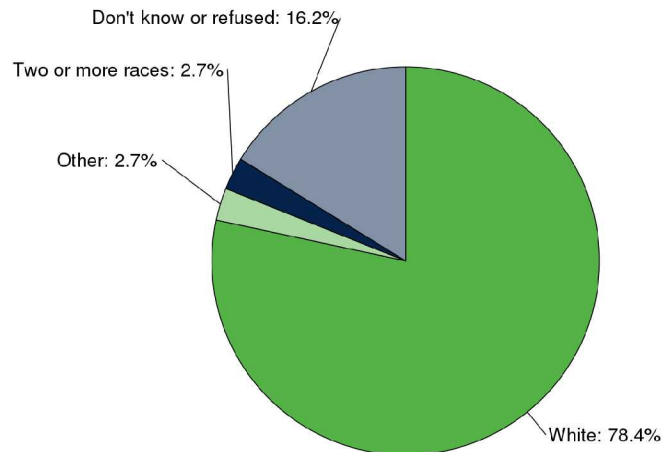


Figure 20 - Survey respondents by sex

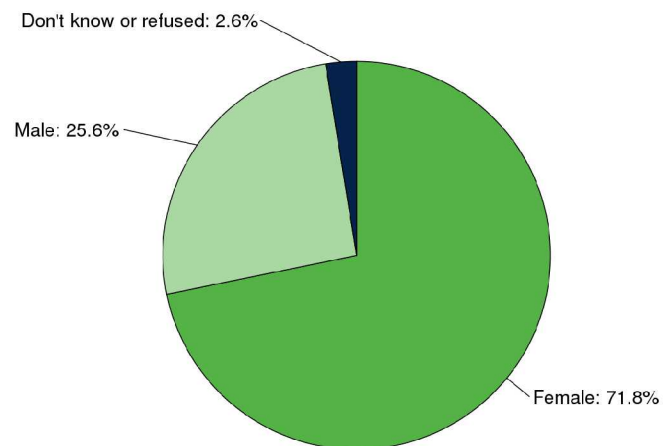


Figure 21 - Survey respondents by age

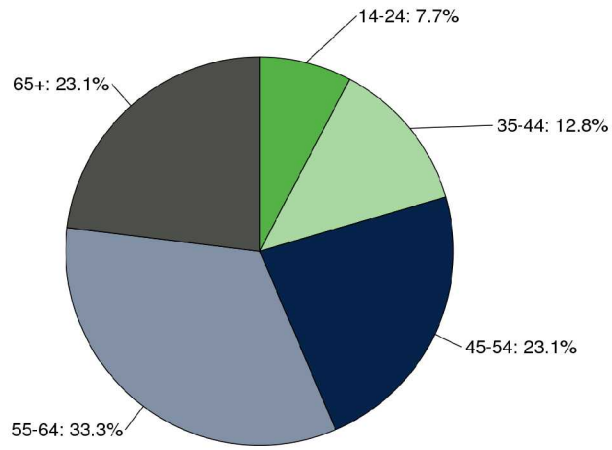


Figure 22 - Survey respondents by education level

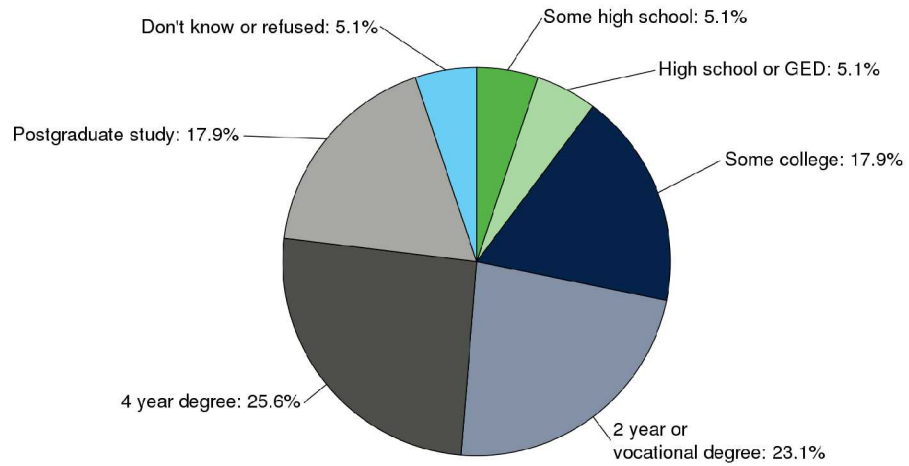


Figure 23 - Language spoken at home

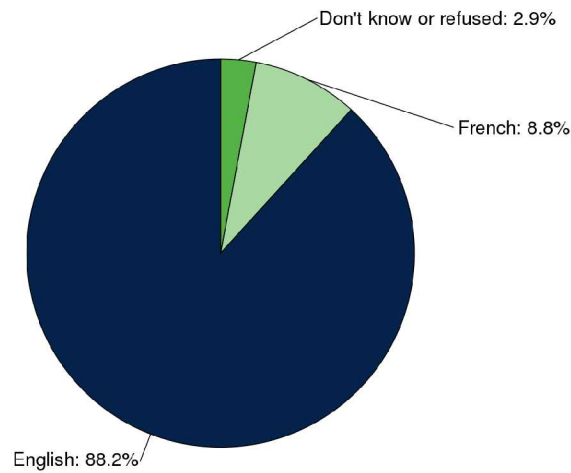
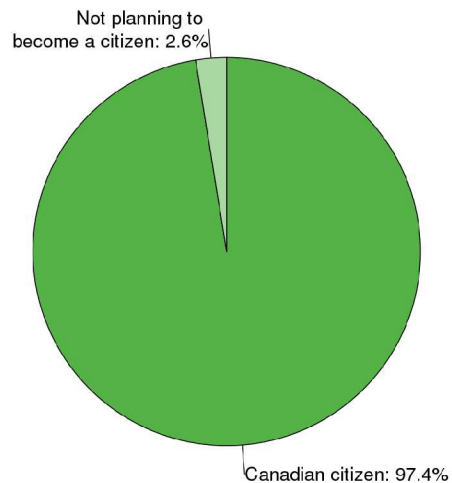


Figure 24 - Citizenship status



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>.

NEWMARKET PUBLIC LIBRARY BOARD - ACTION TRACKING LIST

Item No.	Target Date	Item description	Assigned action	Status / Date of Completion
9-11a	Ongoing	Policy reviews	<ul style="list-style-type: none"> CEO to bring drafts to Board according to agreed schedule Board to form committee to review Governance Policy and Constitution 	
12-11	May 20 2015	Draft fundraising and development strategy	<ul style="list-style-type: none"> CEO to draft report for initial consideration Board to consider needed resources CEO to report back on implementation of fundraising initiatives CEO to follow up with Town of Newmarket regarding naming rights sponsorship program 	Completed September 16, 2015
1-12		Consider forming Friends of the Library group	<ul style="list-style-type: none"> Board to consider as related to item 12-11 	Completed September 16, 2015 Deferred to next Library Board term (motion 13.03-214)
2-13	May 20, 2015	CEO Annual Performance Review	<ul style="list-style-type: none"> Library Board Chair and Vice Chair to prepare and report to Board 	CEO annual review completed June 18, 2014 Interim review completed February 3, 2015 Next review date: May, 2015
1-15	April 2016	Annual Report to the Community	<ul style="list-style-type: none"> CEO to prepare and present to board before release 	Completed May 20, 2015 Next report due in April, 2016
2-15	March, 2016	Library facility and service delivery options	<ul style="list-style-type: none"> CEO to report on related Town community facility plans Board to consider referral to Library-Town Joint Task Force Board to consider capital reserve expenditure on consultant study 	Report drafted for September 16, 2015 meeting Deferred to March, 2016

Item No.	Target Date	Item description	Assigned action	Status / Date of Completion
3-15		Business measurements (including Impacts and Storytelling)	<ul style="list-style-type: none"> Board to review Library Statistical Data report provided monthly in agenda package CEO to revise report as requested CEO to update Board on status of related provincial initiatives as well as Impact Study 	
4-15		Built Accessibility report	<ul style="list-style-type: none"> CEO to draft report 	
5-15	June 17, 2015	Budget projections	<ul style="list-style-type: none"> CEO to draft 5-year projections for operating budget needs 	Completed June 17, 2015 Reported to Library Board June 17, 2015
6-15		2016 budget	<ul style="list-style-type: none"> Board to provide CEO with guidelines and suggestions CEO to draft budget Board to approve for submission to Council 	Completed September 16, 2015 Board approved 2016 Draft Operating and Capital Budget requests
7-15		Collective Agreements	<ul style="list-style-type: none"> Board to provide CEO with negotiation mandate guidelines CEO to engage Town of Newmarket Director of HR as lead negotiator Board to approve agreements 	Collective agreements expired March 31, 2015. No dates set as yet for bargaining. Negotiations to begin February 11, 2016
8-15		Strategic planning	<ul style="list-style-type: none"> Board to decide on strategic planning process when current plan ends in 2016 	
9-15	May, 2016	Vice Chair Position	Library Board members to hold election for Vice Chair position after one year. Vice Chair elect to be a Community member	Election to be held May, 2016
10-15	April, 2016	SOLS Trustee Representative	Attend SOLS Trustee Council Meetings	Next Trustee meeting is April 20, 2016
11-15	March 16, 2016	ARF Analysis Review	Town of Newmarket Director of Finance	Report to go to Library Board with recommendations by March 16, 2016 (120 days)
12-16	June, 2017	2017 Budget Considerations	Sunday Openings at Christmas	2017 Operating Budget submission deadline