



438 Park Avenue
Newmarket, Ontario L3Y 1W1

Email: npl@newmarketpl.ca
Website: newmarketpl.ca
Phone: 905-953-5110

Library Board Report

To: Newmarket Public Library Board
From: Todd Kyle, C.E.O.
Date: February 18, 2020
RE: **Bridge Toolkit: Preliminary Results**

Background:

In early 2019, Newmarket Public Library agreed to participate in the beta phase of the **Bridge Technology Services Assessment Toolkit**. Administered by Toronto Public Library, development of the toolkit was supported by a grant from the Government of Ontario as part of its 2015-2016 Libraries Capacity Fund for research and innovation. Initially piloted by 7 libraries, the aim of the toolkit is to become a province-wide outcome measurement in a similar manner to the Impact Survey in the United States (NPL participated in this measurement survey in 2016-2017).

Bridge is described as follows:

- Bridge is a customizable web-based solution for libraries to capture and analyze performance and outcome data on technology services and informs decision-making on the use and outcomes of technology services offered by public library systems in Ontario. Using Bridge, library systems can measure:
 - Availability:** the volume of technology services offered, such as the number of Internet-enabled public work stations
 - Usage:** uptake of technology services by library customers, such as the number of participants in a technology training program
 - Outcomes:** the kinds of activities and results that technology services enable for library customers
 - Service delivery:** gauge how prepared frontline staff are to deliver technology services such as their ability to answer questions about the technology services they support

Library staff can use Bridge to view results, compare those results with previous months, and see how the library's performance compares with other Ontario public libraries.

NPL has been compiling and entering these statistics since March 2019, surveying staff on their preparedness and patrons on their usage. While results for some of these are not yet available, data has started to come out regarding outcomes, which is the one that is most difficult for the Library to measure without such a tool. The survey was only made available on public Internet workstations and not for Wi-Fi users as this proved to be difficult technologically; however, future plans include making the survey available on a tablet computer for those not using a library Internet workstation. Nonetheless, the results so far are valuable and are shared with the Board in the accompanying charts.

(Please note that the result charts may not be fully accessible. Please contact the library admin@newmarketpl.ca for an accessible version if needed).

Conclusion:

NPL has agreed to continue to participate in Bridge for 2020 as it expands beyond the beta group, in order to more fully exploit the capabilities of the toolkit. As the reports become more robust, they might also be incorporated into the By The Numbers statistical summary that the library often produces for the Town of Newmarket's annual community open house held in the spring. However, there is some concern that it will be difficult to keep up with the large amount of data compiling and processing required once the current contract for Strategic Projects Officer ends in October 2020.

The following motion is recommended:

THAT the Library Board receive the report on Bridge Toolkit preliminary results.