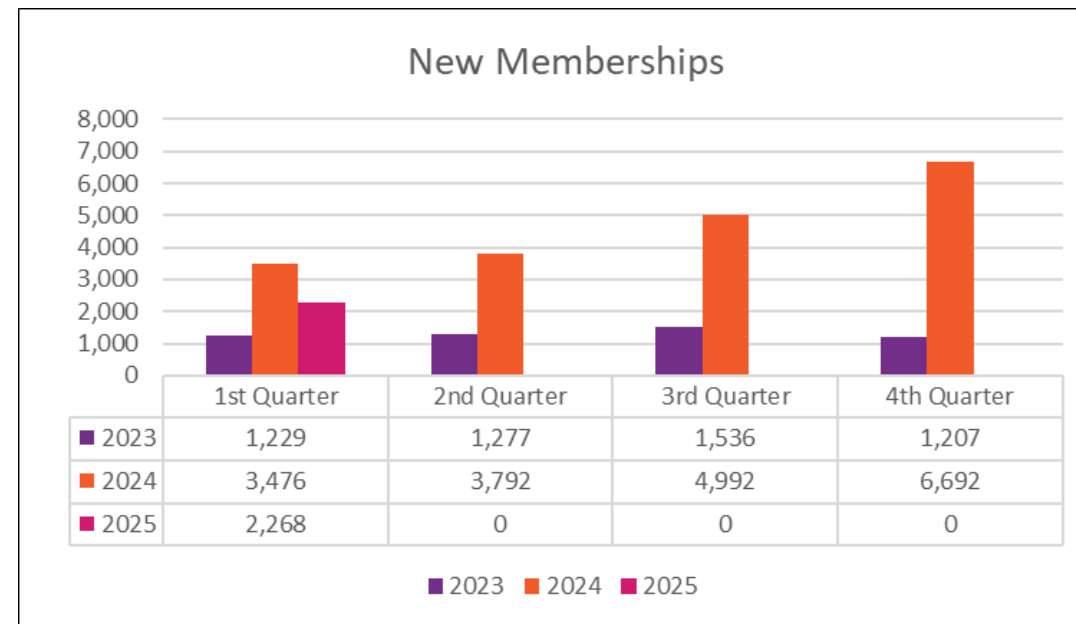
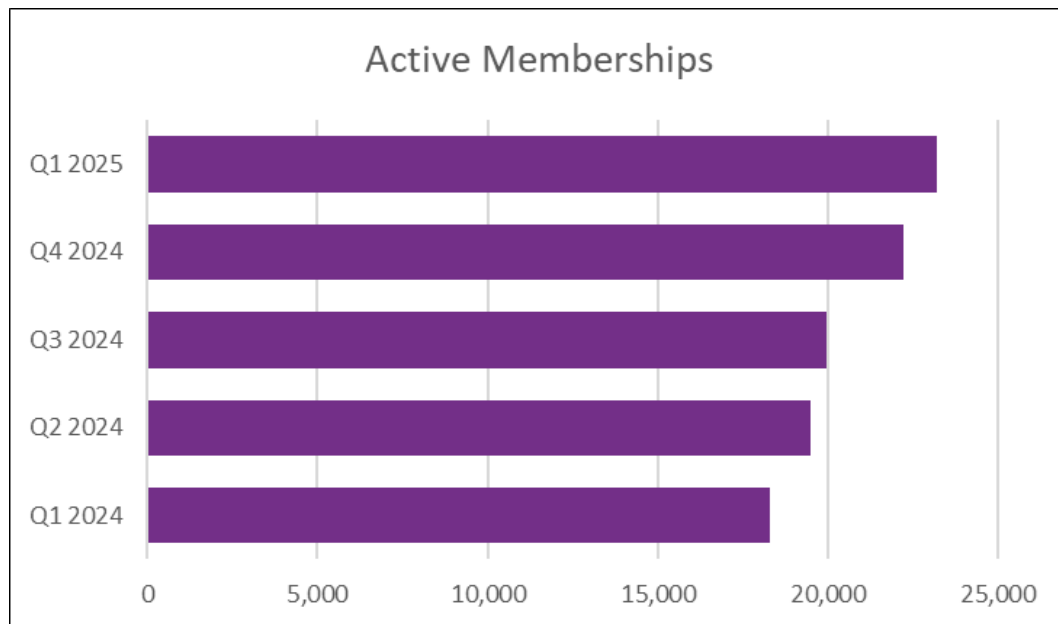


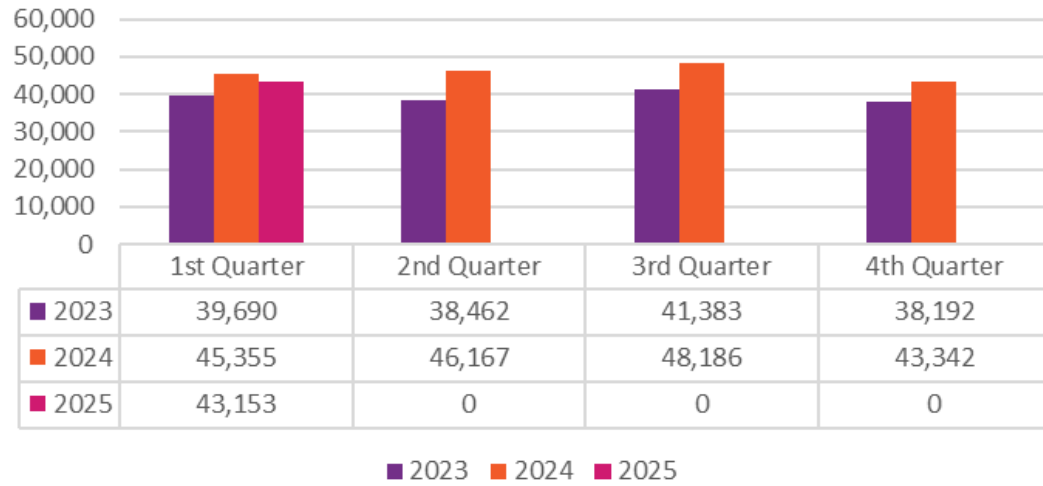
Q1 2025 Statistics Dashboard

May 2025

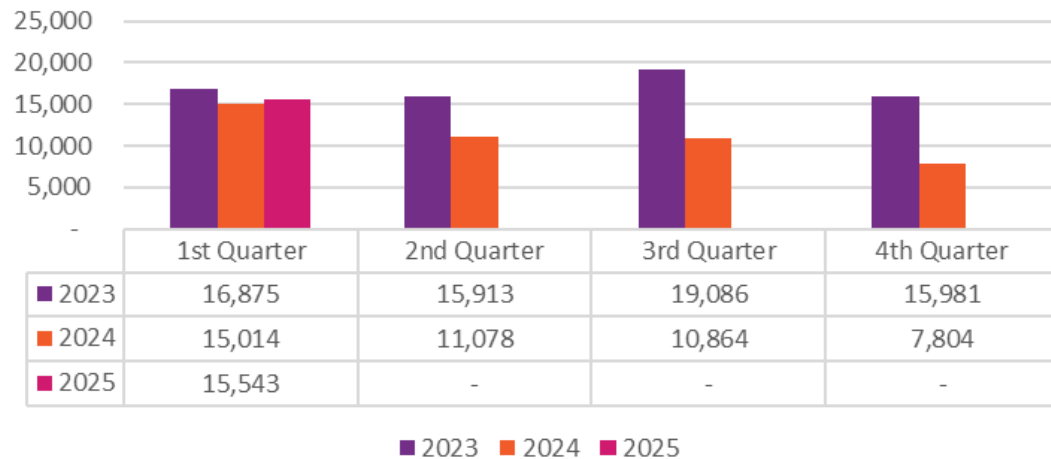


Active memberships continue to grow as a result of the new membership renewal campaign, and the Lendery and digital collection continue to attract new members. While we recognized fewer new memberships added in Q1, this correlates to slightly lower visits during a severe winter and fewer outdoor outreach events.

Total In-Person Visits

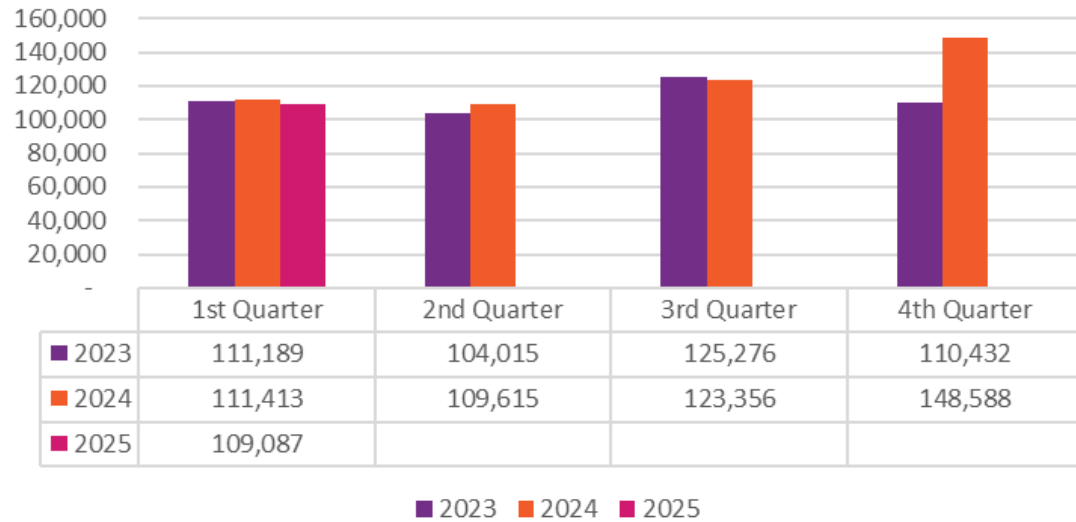


Total Questions Answered

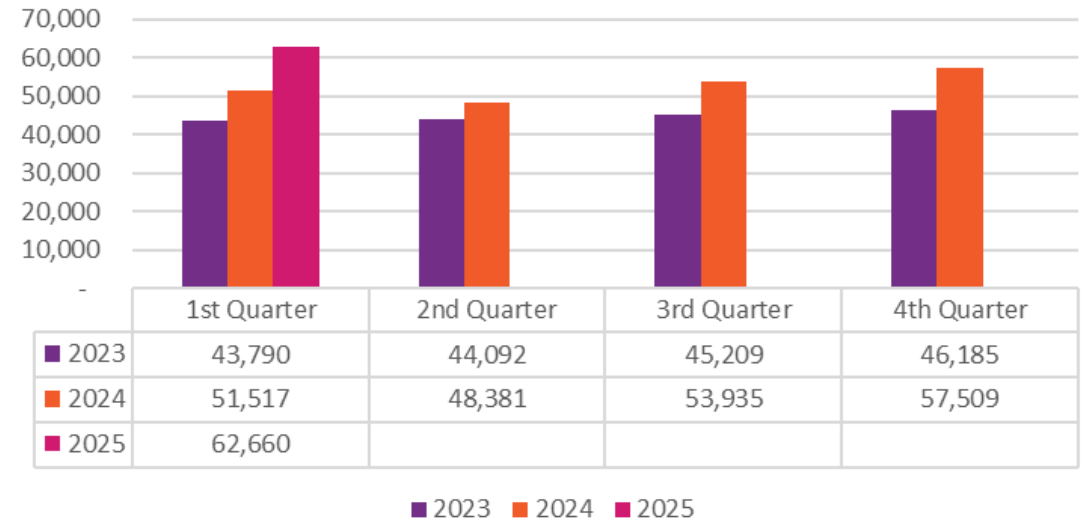


There were slightly fewer in-person visits in Q1, which could be attributed to the severity of this year's winter weather. Q1 saw increased staff interaction and questions answered, especially in staff-assisted interactions outside of reference and readers' advisory. This correlates to the service delivery pilot to offer core services on all three floors. Customers can now access membership and account services in more areas of the Library.

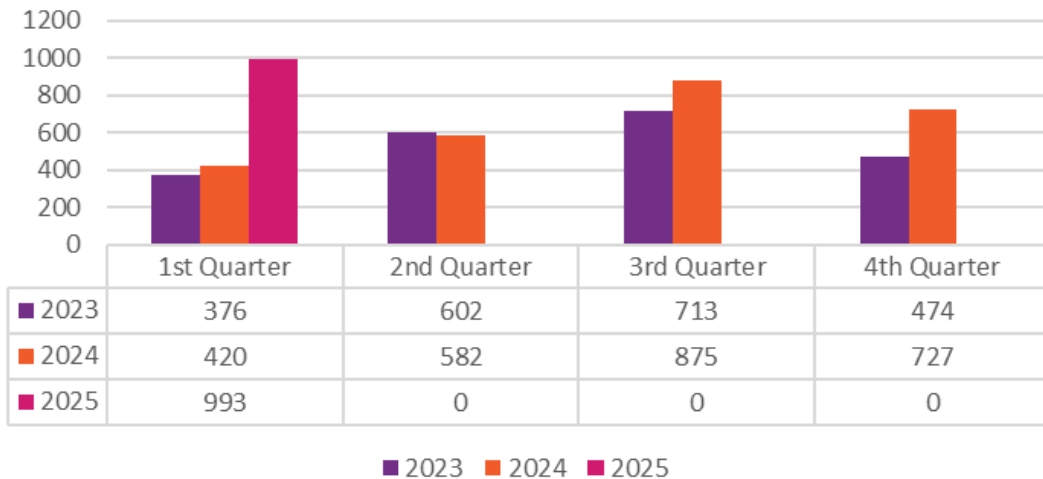
Physical Collection Borrows



Digital Collection Borrows

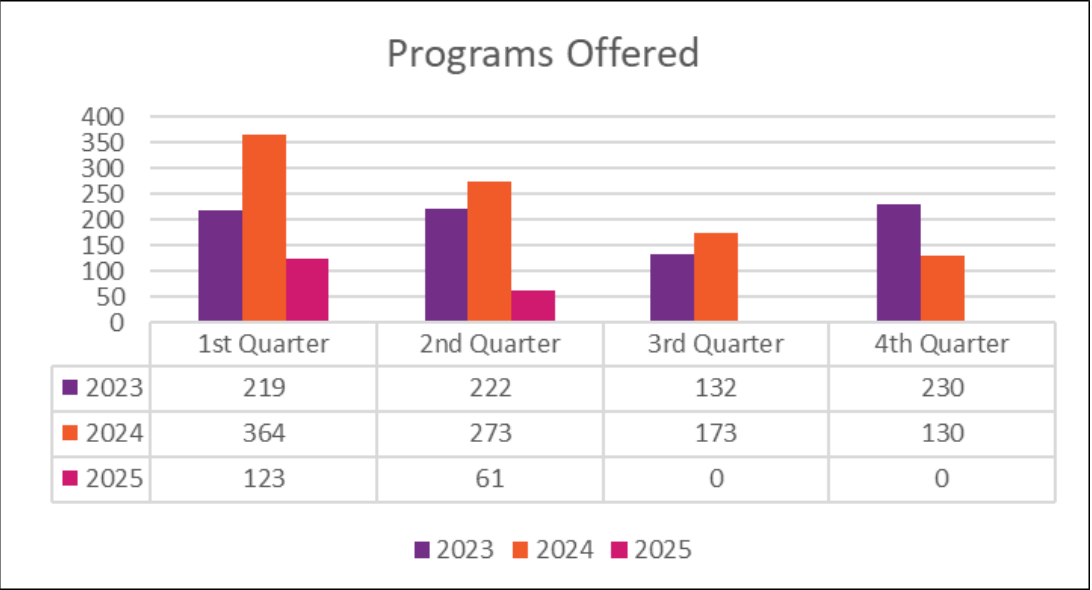


Total Lendery Borrows

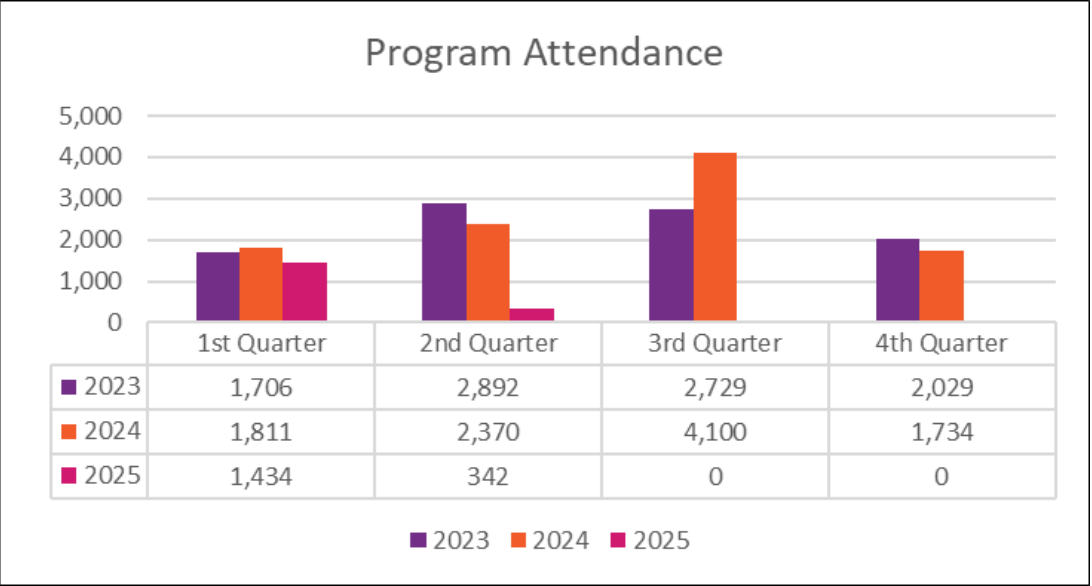


Lendery borrows were up significantly, driven by new items including ROM Passes and new board games.

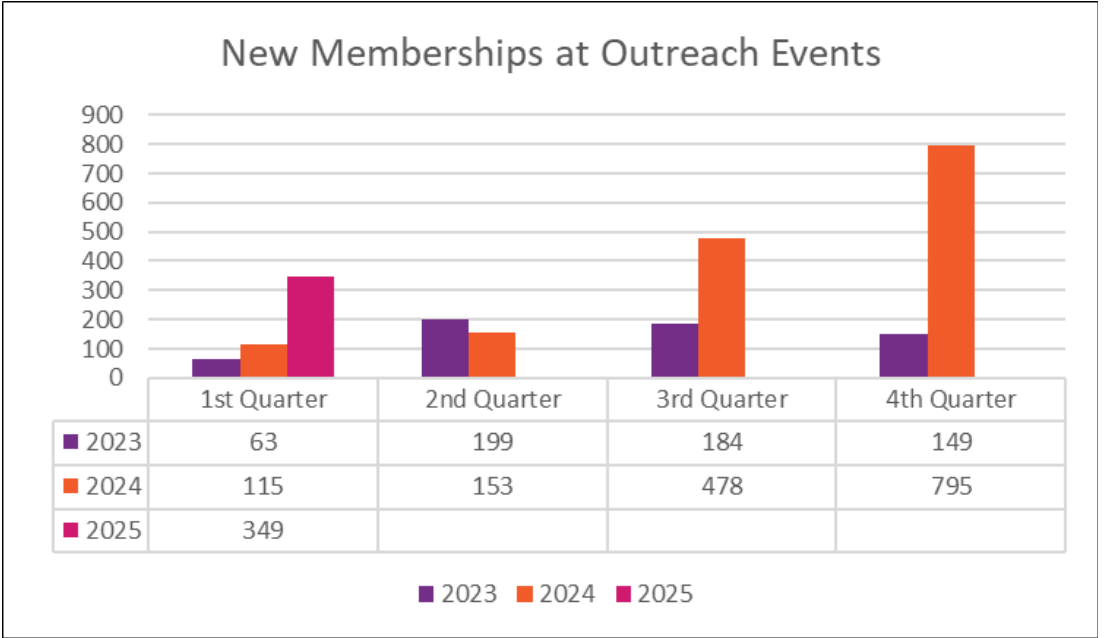
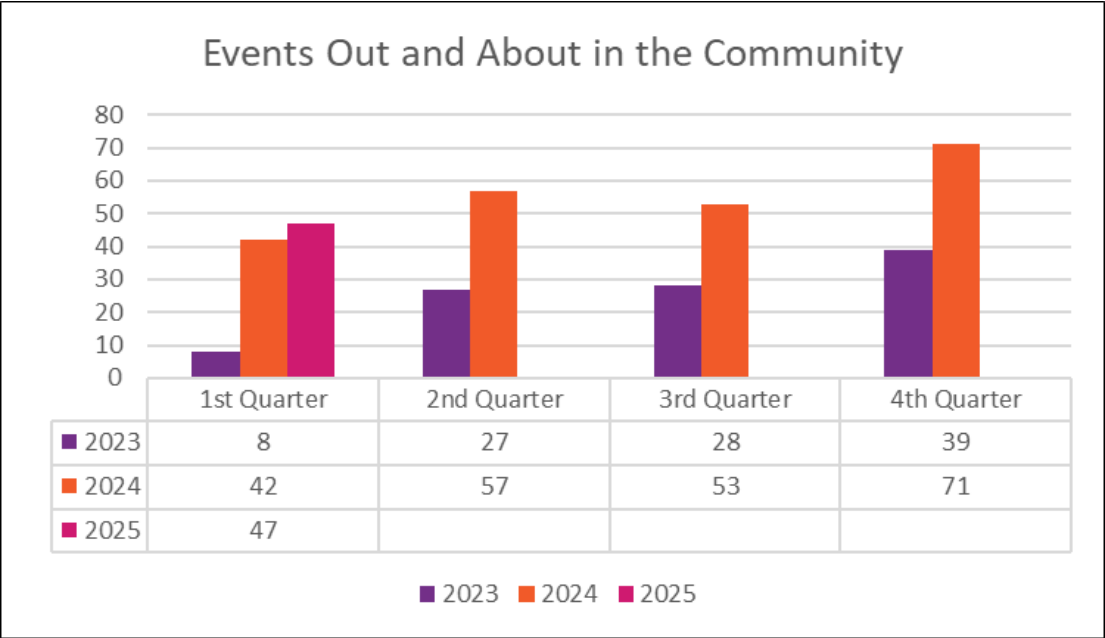
While physical circulation remained relatively the same between Q1 2023 and Q2 2024 it decreased by 3% in Q1 2025. In contrast, digital collection downloads and streams have steadily increased by 18% from Q1 2024 and Q1 2025.



March 2025 was a busy and successful month for the program team. Overall, we offered 70% fewer programs but saw programming attendance soar 81% to 923 people - averaging 28 people attending each program compared to last year's average of 4.8.



Notably, foot traffic into the library rose 6.2% during March Break over 2024. On Tuesday, March 11 between 9 am and 1 pm. (during our Dog Man event), the door count was 574. For an average Tuesday during the same time, we typically see 179 people. It was definitely a busy week for all!



In 2024, the Outreach Services Department doubled the amount of outreach events we attended, and tripled the amount of new memberships created at outreach events compared to the prior year.

In 2025, we are already on track for a significant increase in new memberships created at outreach events, having signed up more new patrons in Q1 of 2025 than we did in Q1 and Q2 of 2024 combined.