

# Annual Report to the Community

2011

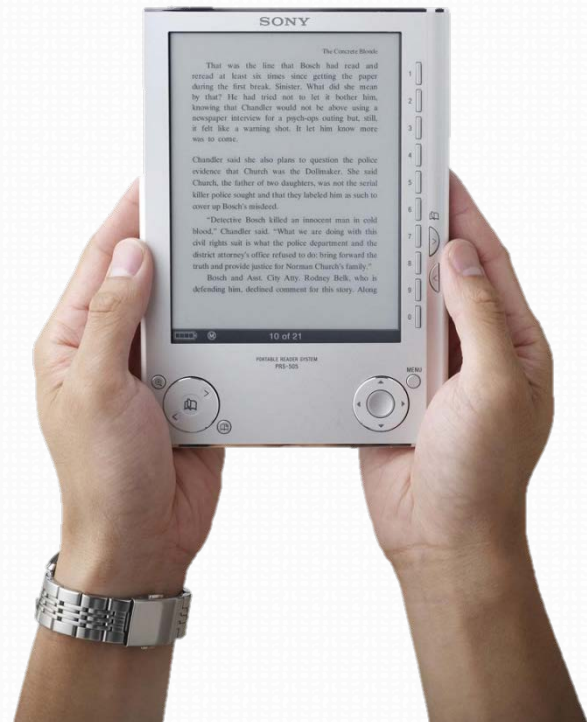


BURLINGTON  
**Public Library**



# Trending UP

- **More items** were borrowed from the library in 2011 than ever before—a record-breaking **1.96 million**.
- Customers can **place more holds** on their account, up to 75 from 50 items. It's now easier to place holds online using the library's new website and the free BPLMobile app for mobile devices. The result: customers placed **25%** more holds last year.
- eBook loans continued to climb: loans were **62%** up. eBooks represent **3% of everything** borrowed last year.
- Lots of gamers liked when the popular Nintendo DS and 3DS games joined our collection: **26%** more video games were borrowed in 2011.



# Trending UP

- DVDs remained a popular choice for library users, with a **10%** increase over 2010.
- We're plugged-in to our mobile customers. Over **3,400** people used the new BPLMobile app in 2011 and **8%** of online visits to the library were made from mobile devices like phones and tablets.
- WiFi is BIG and getting bigger. Wifi use **doubled** in the second half of 2011, so we increased the library's capacity to handle the demand.
- We launched a new collection of popular adult graphic novels and made them easier to find. Teens and kids borrowed graphic novels **23%** more than in 2010.



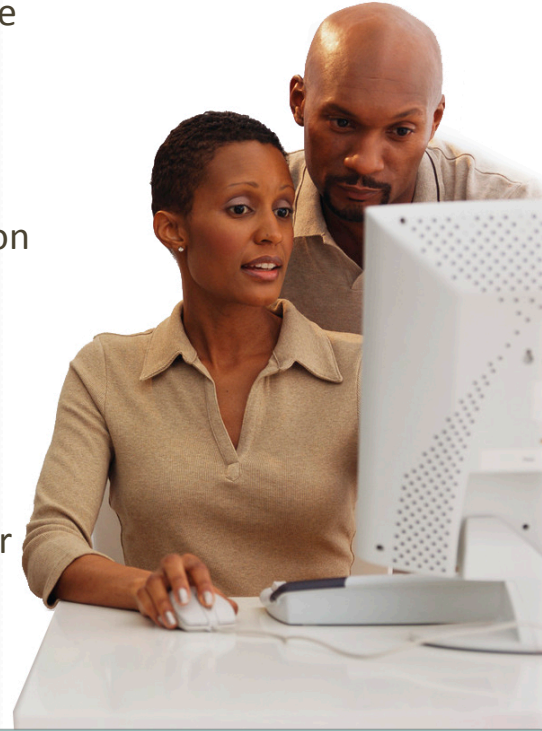
# UP Sizing and Sprucing UP

- **Aldershot Branch** settled into its bigger, brighter, and brand new location in late 2011. Residents young and old, together with Councillor Rick Craven, MPP Jane McKenna, Library Board members and staff, came out to applaud a job well done at our Grand Opening celebration on Friday, January 13. The new branch had nearly 5 times as many people registering for new library cards in January 2012 compared to January 2011.
- **New Appleby Branch** now sports a refreshed new look, with colourful walls and some new furnishings.
- In a hurry? You can now check out items quickly and easily using the new **self-checkout** station at New Appleby and Aldershot branches.  
**Did you know?...** Our self-checkout stations offer four language options: English, French, Spanish, and Chinese.



# UP Sizing and Sprucing UP

- Fast – easy – friendly. We launched our new **website** and introduced convenience features such as a dynamic library events calendar, online customer feedback forms, and an enhanced catalogue that allows members to share reviews and connect with others.
- Impulse borrowing is good! It's easier to find those 'hidden gems' in our collection with **high-interest displays** at all locations.
- Library visitors get up-to-the-minute information about library events and programs on the new **digital signage** at Aldershot branch and Central Library.
- All locations now have new **desktop computers** with widescreen viewing and newer versions of popular software. Computers with Internet access and popular software are free to use.
- Together with the City of Burlington, the library upgraded its **phone system**.



# UP to your expectations

“By the way, the best class I have taken was the one on databases ... You opened up a whole new world for us and my daughter just used your databases for a science project!

Thanks a million and keep up the excellent work.”

Central Library customer, March 2011



# UP to your expectations

## You asked...we delivered

Freegal (free & legal) music downloads, eReaders to borrow, and EXPRESS loans for bestsellers and popular movies so you don't have long to wait for the latest and greatest.

## We asked...you shared

We wanted to know what you expect from your library in the future, so we asked Burlington residents more questions, in more ways, more often. You shared your visions, your hopes, your frustrations, and your feedback.

And together we created the library's newest, boldest, most home-grown strategic plan ever, **The Next Chapter: Thinking Outside the Books**, Strategic Plan 2012-2015. You awed and inspired us.



# UP to your expectations


## Yay, Burlington Public Library!

We won the 2011 Angus Mowat **Award of Excellence** for large public libraries for our popular **I'll Show You How** program series.

**I'll Show You How** supports life-long learning and delivers on BPL's mission to enrich Burlington through literacy, learning, and community connections – and on your expectations for high quality programs.

This is the Library's third nomination and second win of the Angus Mowat Award of Excellence, a juried award created in 1985 by the Ontario government.

i'll  
show  
you how...



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# Grown UP and Growing UP



It seems like only yesterday that **Tansley Woods Branch Library** was the new kid on the block, opening 15 years ago on September 14, 1996.

This landmark facility was:

- our **first** library construction project since 1975
- our **first** new branch since 1968
- our **first** built (not leased) branch, and
- our **first** joint project with the City of Burlington Parks and Recreation Department.

In 2011, this busy branch accounted for:

- nearly **30%** of all borrowing system-wide
- over **30%** of all visitors to Burlington Public Library
- over **25%** of all reference questions asked

# Grown UP and Growing UP

## We've come a long way since then

Fast-forward fifteen years to October 27, 2011 and the official groundbreaking of the Library's newest branch location—and the city's largest joint community project.

The **Alton community complex** in northeast Burlington, housing three state-of-the-art facilities—a community centre, a high school, and a joint integrated public and school library—is expected to open in fall 2013.



# Partnering UP

- **Halton Community Housing Corporation (HCHC)**  
A first for BPL! The new Aldershot Branch is our first branch location in a residential facility, a 65-unit apartment complex owned by HCHC for seniors and people with disabilities.
- **One Book One Burlington 2011**  
Our biggest partnership year with programs supported by Burlington Museums, Conservation Halton, Royal Botanical Gardens, The Red Canoe Bistro, and Port Nelson United Church.
- **Heritage Month** launch site and host of the Burlington Heritage Fair, with 17 local heritage groups participating.
- **Burlington Chamber of Commerce** Business Before Nine

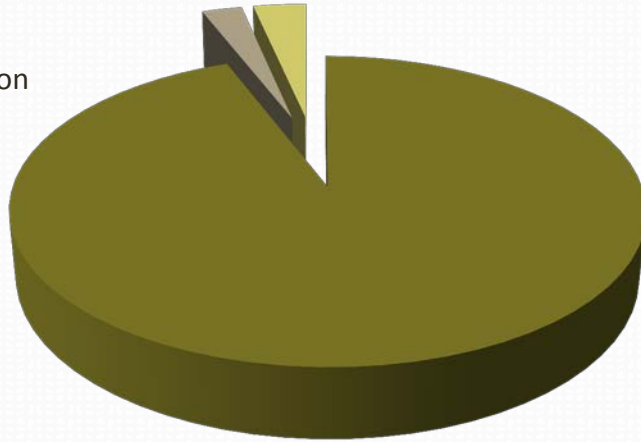


# Statement of Operations

Year Ending December 31, 2011

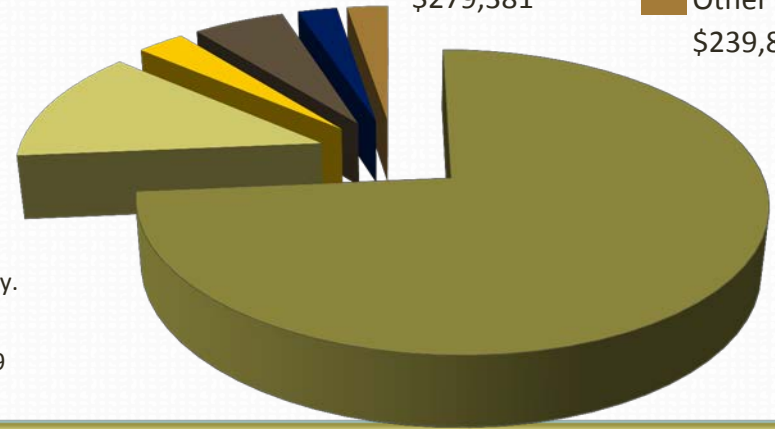
## Revenue

Municipal Contribution	\$8,666,814
Provincial Grant	\$232,180
Internally Generated	\$308,515



## Expenses

Employee Costs	\$6,860,006	Building Costs	\$533,051
Amortization*	\$1,178,691	Automated Systems	\$229,492
Operating costs	\$279,381	Other**	\$239,868



\* Library collection materials (other than electronic resources, newspapers and periodicals) are now capitalized and amortized (depreciated) along with other capital acquisitions. The 2011 and 2010 purchases of collection materials were \$955,899 and \$1,020,660 respectively.

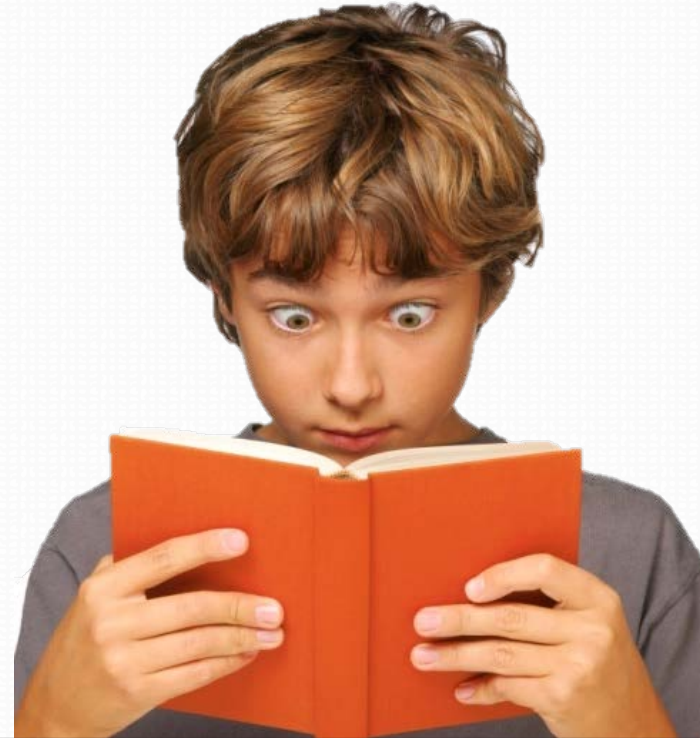
\*\* Includes non-capitalized collection materials of \$174,684 and \$283,676 respectively for 2011 and 2010 and non-capitalized Equipment and Repair expenses of \$69,184 and \$83,709 respectively for 2011 and 2010.



# Statistics

in-person visits  
website visits  
information questions answered  
program attendance  
items borrowed  
population of Burlington (2011 Census)  
library operating expense  
per capita City tax contribution to  
support the library's annual  
operating budget

	2011	2010
in-person visits	928,248	963,768
website visits	1,657,938	1,244,682
information questions answered	100,976	98,136
program attendance	44,722	50,853
items borrowed	1,966,464	1,937,768
population of Burlington (2011 Census)	175,779	173,000
library operating expense	\$9,320,489	\$9,247,618
per capita City tax contribution to support the library's annual operating budget	\$49.72	\$48.52



# More Information



If you have any questions or comments,  
please contact Nicole Paterson, Marketing Communications,  
at 905.639.3611 ext 1120

[www.bpl.on.ca](http://www.bpl.on.ca)



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