

Barrie Public Library Key Performance Indicators

2024



Strategic Direction

AWARENESS

STRATEGIC GOALS

1. Outreach
2. Advocacy
3. Increase Awareness
4. Programs Highlight our Collections

KPI	Target	YTD 2023	YTD 2024	% Increase/ Decrease
Number of physical visits to library locations	Increase	376,969	404,560	7.3%
Number of participants in library programs	Increase	44,837	50,867	13.4%
Number of new memberships	Maintain	8,563	8,885	3.7%
% of Summer Reading Club registrants that report improved confidence in reading	Set Baseline	N/A	83%	N/A

Strategic Alignments

AWARENESS



Building **Awareness** of library services and reaching new areas of the Barrie helps support a **Thriving Community**. Our programs, services, collections, and spaces are designed to help create a connected and strong community.



Champion equity, diversity, and inclusion.



Create and foster programs and opportunities to support community wellness.



Continue to support a vibrant downtown



Expand and maximize access to parks and recreation opportunities

Strategic Direction

CONNECTIONS

STRATEGIC GOALS

1. Plan for Expansion
2. Flexible Spaces
3. Connect with Collections

KPI	Target	YTD 2023	YTD 2024	% Increase/ Decrease
Checkouts and renewals of physical and digital materials	Increase	808,202	823,369	1.8%
Use of bookable meeting rooms, excluding staff use of spaces	Increase	397	949	139%
Number of active community partners	Increase	N/A	49	N/A
Use of resources for job skills development and entrepreneurial support	Increase	17,973	20,514	14.1%

Strategic Alignments

CONNECTIONS



We help our community make **Connections** – with each other, with social services, with amazing collections, with passions, and with opportunities. Through these connections we help support a **Thriving and Affordable Community**.



Continue to support a vibrant downtown



Open for business environment to help encourage job creation



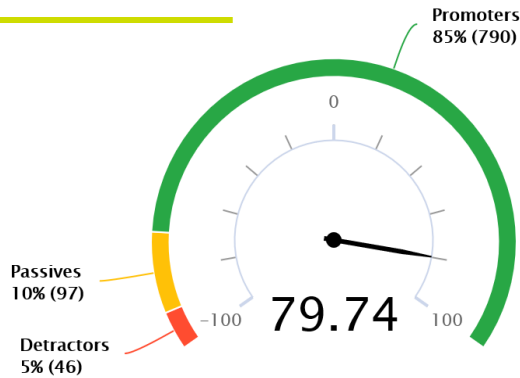
Champion equity, diversity, and inclusion



Foster growth in arts and culture

Strategic Direction

RELEVANCE



STRATEGIC GOALS

1. Systematic Approaches
2. Culture of Excellence
3. Green Leader

KPI	Target	YTD 2023	YTD 2024	% Increase/Decrease
Active cardholders (Those who borrowed a physical item within the last 24 months)	Increase	37,843	44,519	17.6%
% of households with a library membership	Increase	44.6%	52.7%	8.1%
Net Promoter Score (NPS)	Set Baseline	N/A	79.17	N/A
Number of participants using the Creative Spaces	Set Baseline	N/A	1,082	N/A

Strategic Alignments

RELEVANCE



Ensuring our **Relevance** through **Responsible Governance** and service excellence saw us welcome an additional 10,000 new members in 2024, on top of the nearly 12,500 we welcomed last year. Access to critical library services and new opportunities helps to build a **Thriving Community**.



Expand and maximize access to parks and recreation opportunities



Create and foster programs and opportunities to support community wellness



Implement climate action plans



Support the services our community needs while keeping tax increases low

Strategic Direction

INCLUSION

STRATEGIC GOALS

1. Extend Access
2. Remove Barriers
3. Welcoming Spaces for Everyone

KPI	Target	YTD 2023	YTD 2024	% Increase/ Decrease
The number of times people accessed a bookable public PC	Maintain	25,207	32,971	30.8%
The number of times people accessed the wireless network, either inside or outside our locations	Increase	14,393	24,890	72.9%
Number of security incidents per 5000 visits (Downtown and Community Libraries)	Decrease	5.91	5.95	0.67%
Number of referrals to social supports	Set Baseline	N/A	23	N/A

Strategic Alignments

INCLUSION



Inclusion is at the heart of what we do. By extending access and removing barriers, we ensure we create a welcoming space for everyone as part of a **Thriving and Safe Community**.



Work with our partners to implement community safety and well-being plan

OR

Financial stewardship which includes finding efficiencies and innovation



Continue to support a vibrant downtown



Create and foster programs and opportunities to support community wellness



Support the services our community while keeping tax increases low

Strategic Direction

CULTURE

STRATEGIC GOALS

1. Employee Wellness
2. Plan for the Future
3. Staff Development

KPI	Target	YTD 2023	YTD 2024	% Increase/Decrease
Percentage of staff responding positively to staff survey	Increase	71.6%	TBD	N/A
Staff turnover relative to active employees	Maintain	8%	8%	0%
% of staff who engage in non-mandatory training	Set Baseline	N/A	31%	N/A

Strategic Alignments

CULTURE

Barrie



Our strong organizational Culture has employee wellness and staff development at the forefront. By investing in our staff, we contribute to a Thriving Community and an Affordable Place to Live while demonstrating Responsible Governance.



Develop and attract talent to support our employers



Financial stewardship which includes finding efficiencies and innovation



Champion equity, diversity, and inclusion



Create and foster programs and opportunities to support community wellness



We look forward to continuing to
build a connected and thriving community
together.

Mission and Vision, Strategic Plan, Audited
Financial Statements,
Annual Report, and more.

