

KEY PERFORMANCE INDICATORS

JANUARY TO DECEMBER 2021 vs 2020



New Memberships

The number of in-person and online memberships created

YTD Total

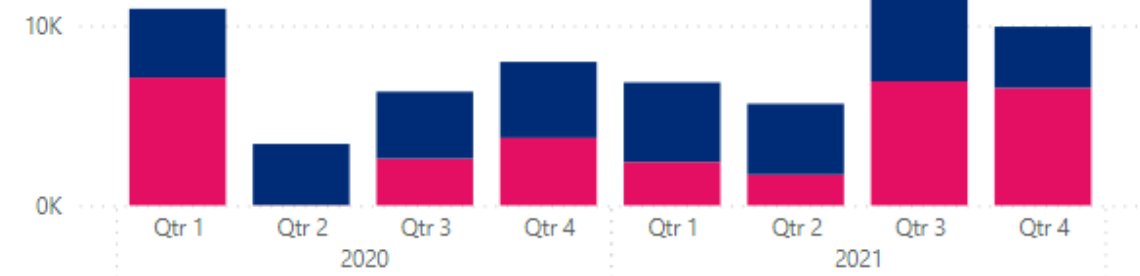
34K

% Change

20%

New Memberships

In-Branch Online



Active Memberships

The number of active cardholders within the past 12 months (December 31, 2020 to December 31, 2021)

YTD Total

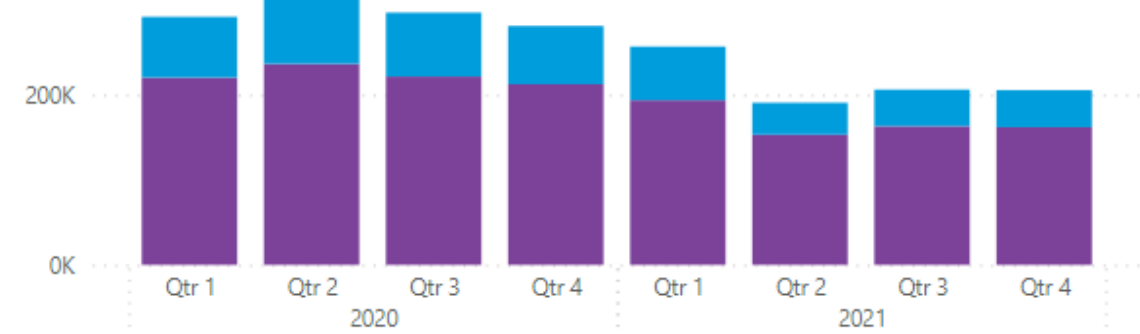
205K

% Change

-27%

Active Memberships

Adult Juvenile



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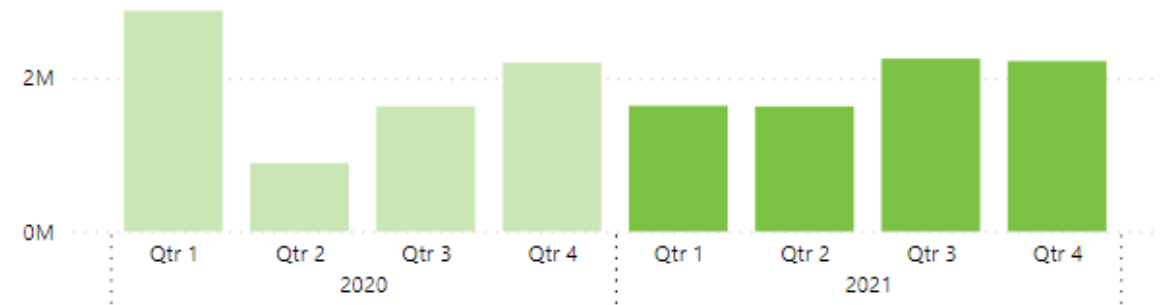


Total Visits

The number of in-person and EPL website visits

YTD Total **7.7M**
% Change **2%**

Total Visits

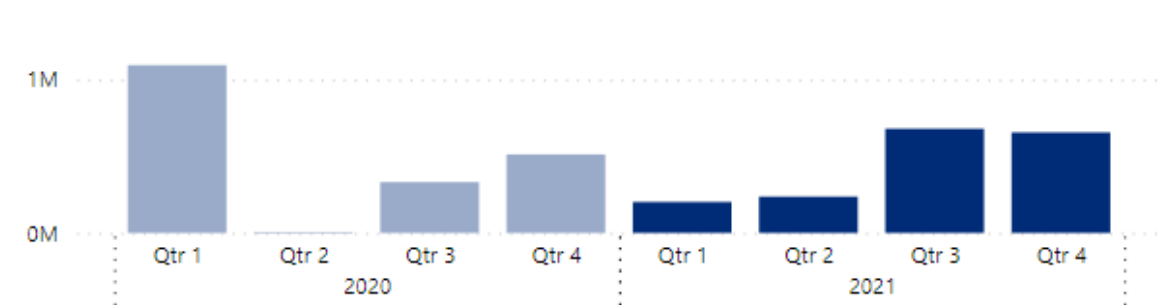


In-Person Visits

The number of in-person visits to EPL's branches

YTD Total **1.8M**
% Change **-9%**

In-Person Visits

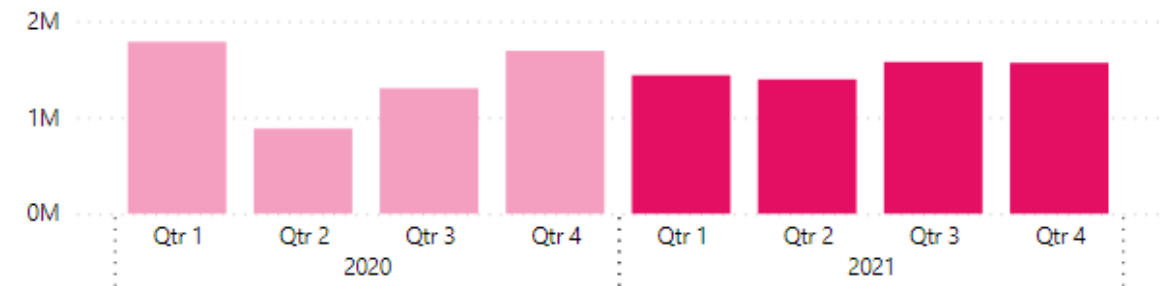


Website Visits

The number of visits to EPL's website

YTD Total **6.0M**
% Change **6%**

Website Visits



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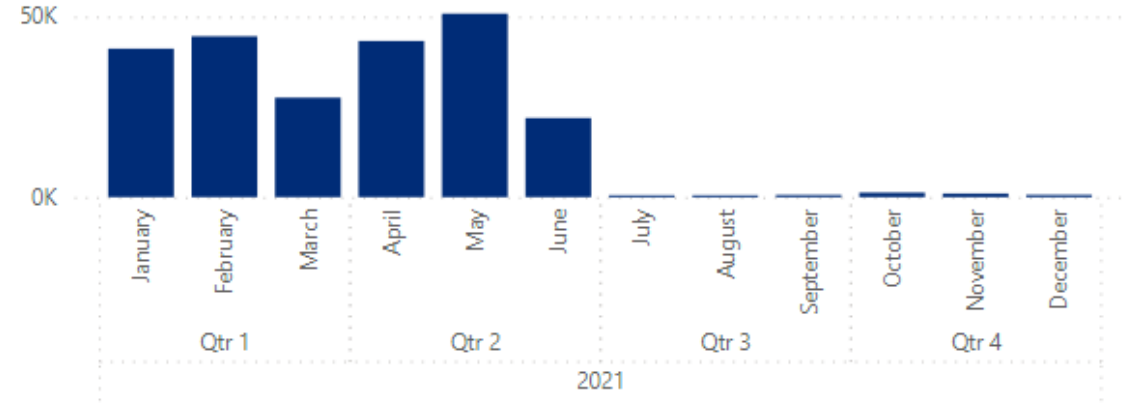


Library Takeout - Number of Transactions

The number of uses of the Library Takeout service at EPL service points

YTD Total
233K

Number of Library Takeout Transactions

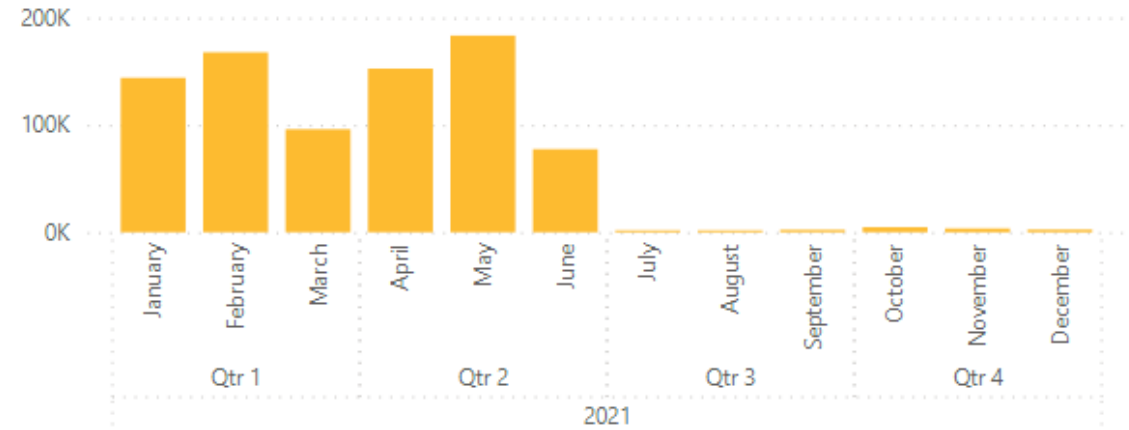


Library Takeout - Number of Checkouts

The number of items checked out by users of Library Takeout service

YTD Total
837K

Number of Library Takeout Checkouts



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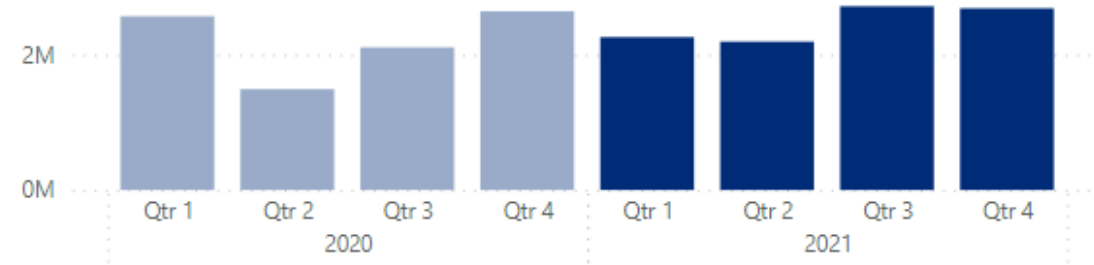


Total Borrowing

The total of physical circulation and eResource usage

YTD Total
9.9M
% Change
12%

Total Borrowing

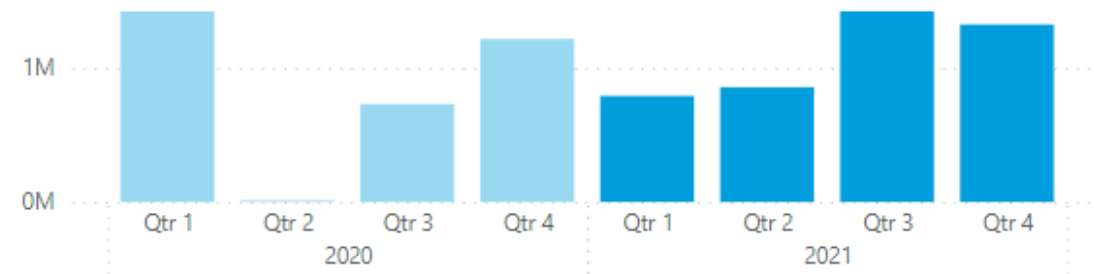


Physical Circulation

The number of customer checkouts and renewals

YTD Total
4.4M
% Change
30%

Physical Circulation

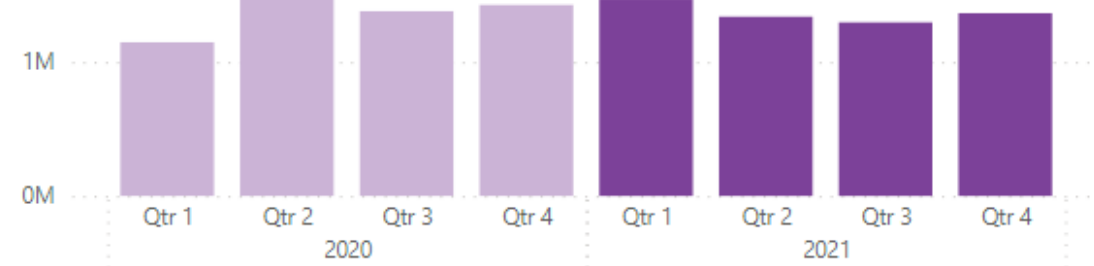


eResource Usage

The number of checkouts, downloads, plays and views of all types of electronic resources

YTD Total
5.5M
% Change
1%

eResource Usage



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JANUARY TO DECEMBER 2021 vs. 2020

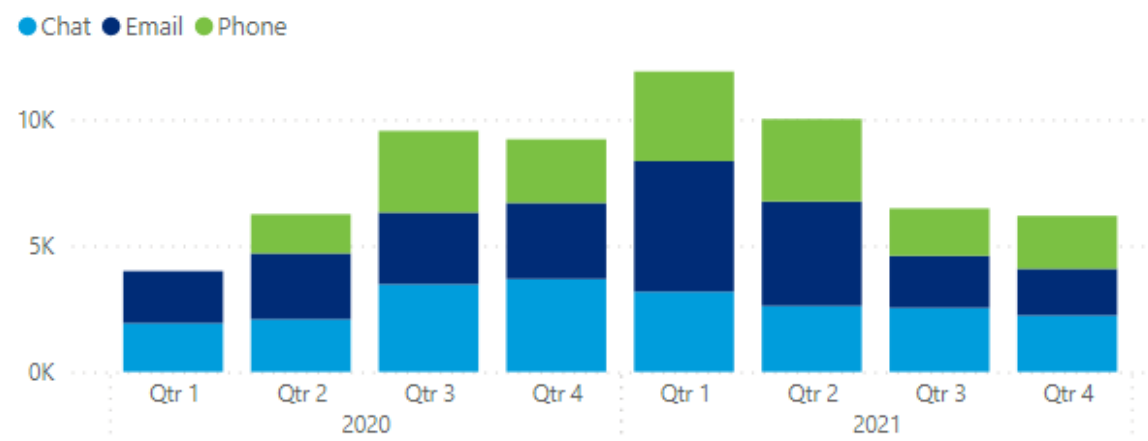


Virtual Customer Service

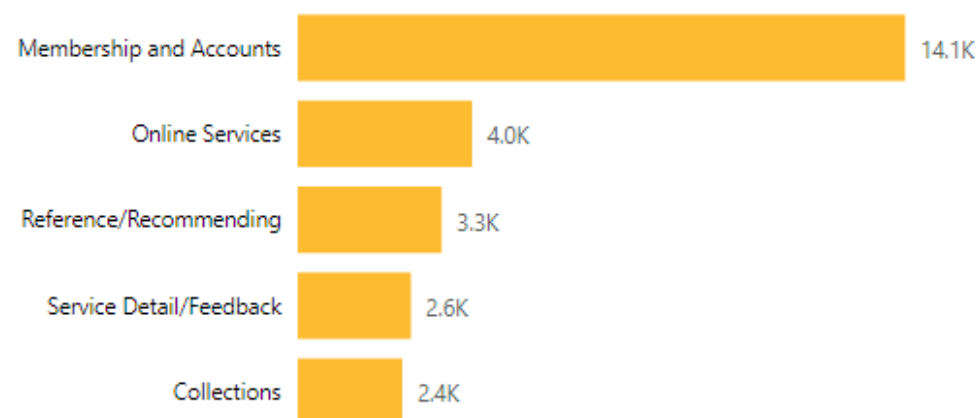
Customer service provided virtually through chat, email and over the phone via the General Inquiries Line

YTD Total * % Change*
35K **19%**

Number of Customer Interactions



YTD Customer Interactions by Top 5 Categories



Notes:

* Phone conversations (General Inquiries Line) were not being tracked prior to Q2 2020

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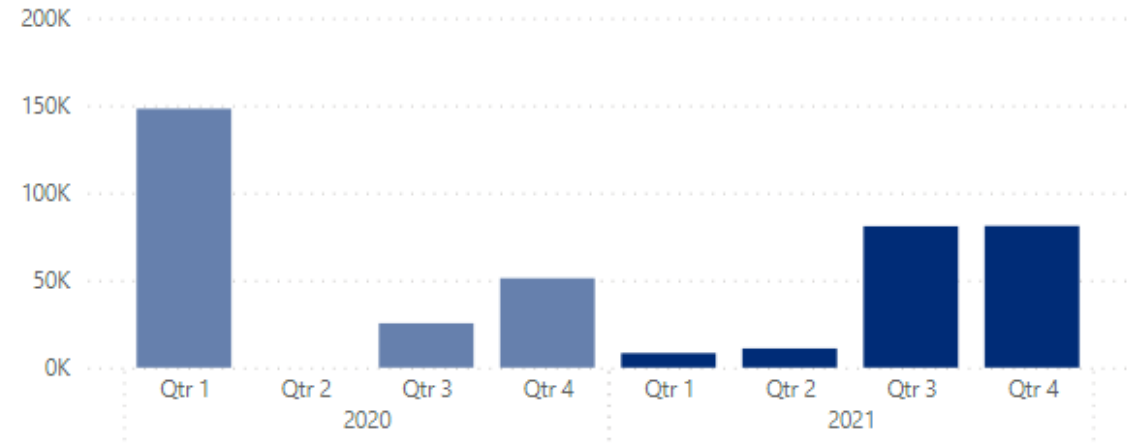


Computer Usage

The number of computer hours used by EPL's customers

YTD Total
181K
% Change
-19%

Total Time Used (hours)

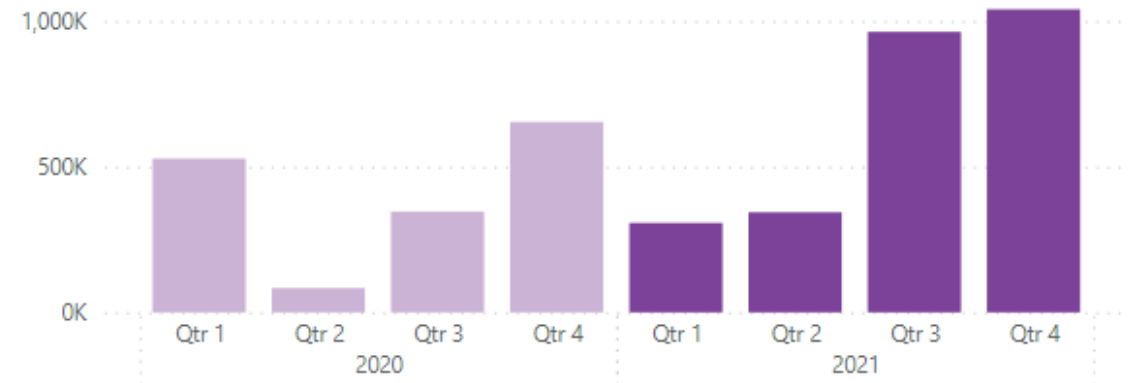


Wireless Usage Sessions

The number of times customers connected to and used EPL's wireless service

YTD Total
2.7M
% Change
65%

Wireless Sessions



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Classes & Events Offered

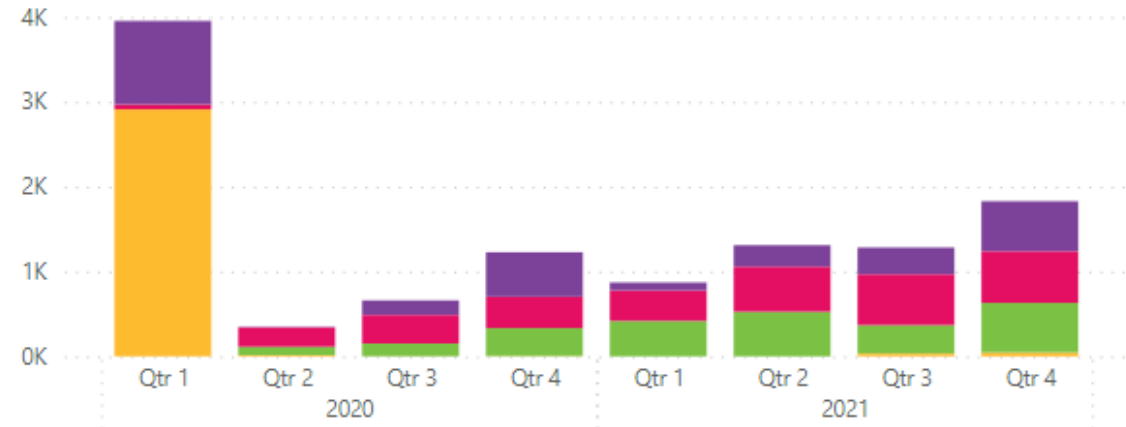
The number of in-person, outreach, online live and online recorded* classes and events offered

YTD Total
4.0K
% Change
-29%

Q1-Q4	In-Person	Online Live	Online Recorded	Outreach
2020	2,933	581	496	1,682
2021	82	1,864	822	1,245

Total Offerings

● In-Person ● Online Live ● Online Recorded ● Outreach



Classes & Events Attendance and Views

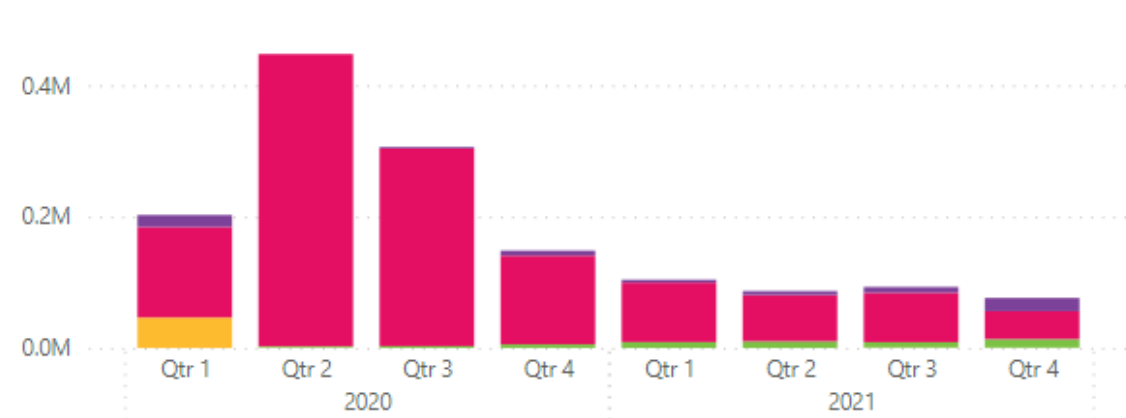
Attendance at in-person and views of online live and online recorded classes and events

YTD Total
360K
% Change
-67%

Q1-Q4	In-Person	Online Live	Online Recorded	Outreach
2020	47,085	10,647	1,018,588	28,005
2021	974	40,664	279,045	38,916

Total Attendance and Views

● In-Person ● Online Live ● Online Recorded ● Outreach



*Online recorded offerings count the unique recorded content that is viewed at least once during the selected period, and cannot be summed across quarters, due to the same content being viewed in separate quarters.

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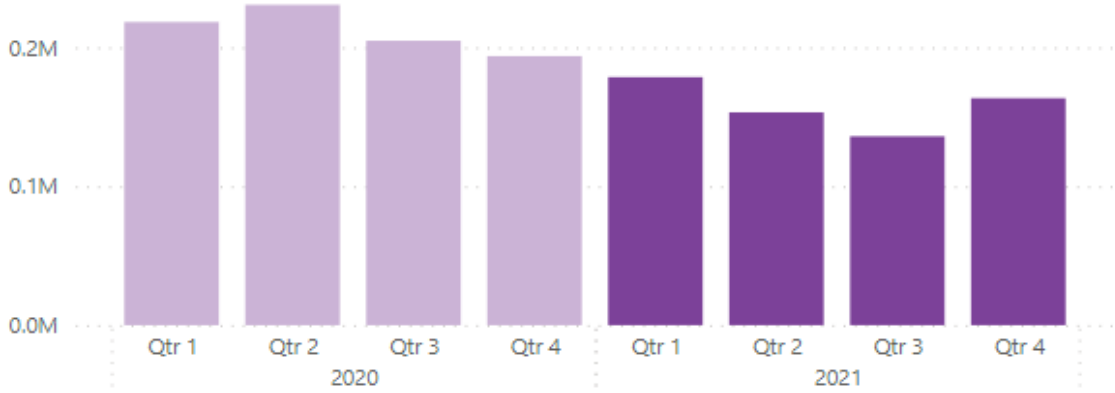


eLearning Sessions

The number of courses used, resources accessed, tutor sessions and views of eLearning databases

YTD Total	% Change
631K	-26%

eLearning Sessions



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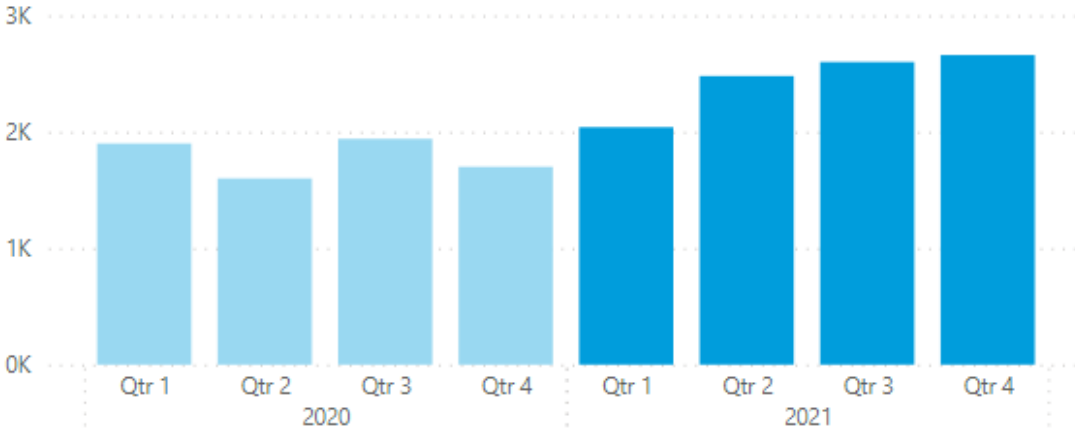


Welcome Baby - Bags Delivered

The number of Welcome Baby bags delivered

YTD Total	% Change
9.8K	37%

Welcome Baby - Bags Delivered



KEY PERFORMANCE INDICATORS

JANUARY TO DECEMBER 2021 vs 2020

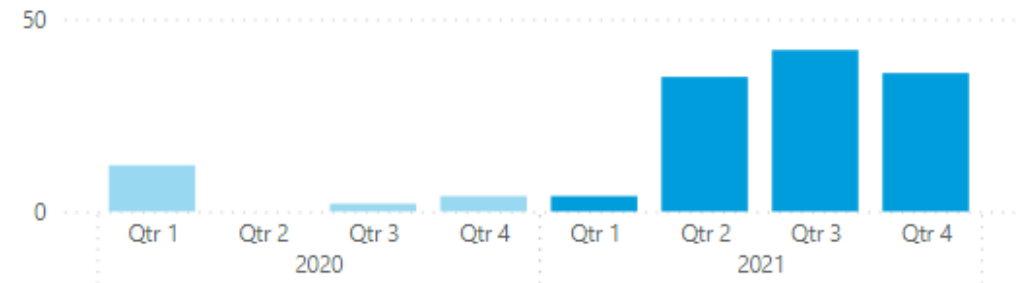


Making and Creating - Classes and Events Offered

Classes and events offered in the Makerspace or with a focus on Making

YTD Total
117 % Change
550%

Making and Creating - Classes and Events Offered

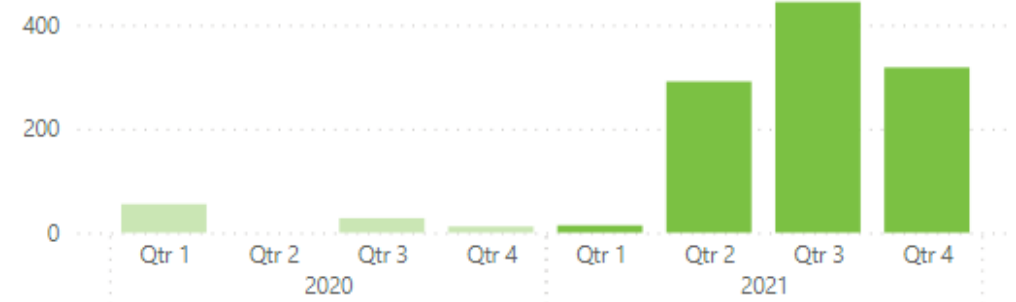


Making and Creating - Classes and Events Attendance

Attendance at Makerspace and Making classes and events

YTD Total
1067 % Change
1023%

Making and Creating - Classes and Events Attendance

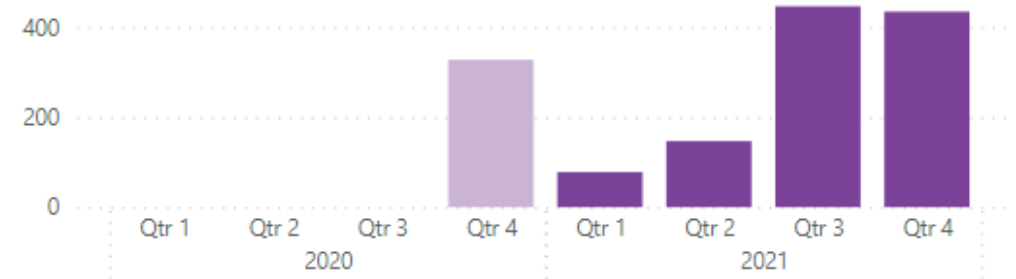


Making and Creating - Service Certifications

The number of Makerspace service certifications granted to EPL customers

YTD Total
1107

Making and Creating - Service Certifications



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JANUARY TO DECEMBER 2021 vs 2020



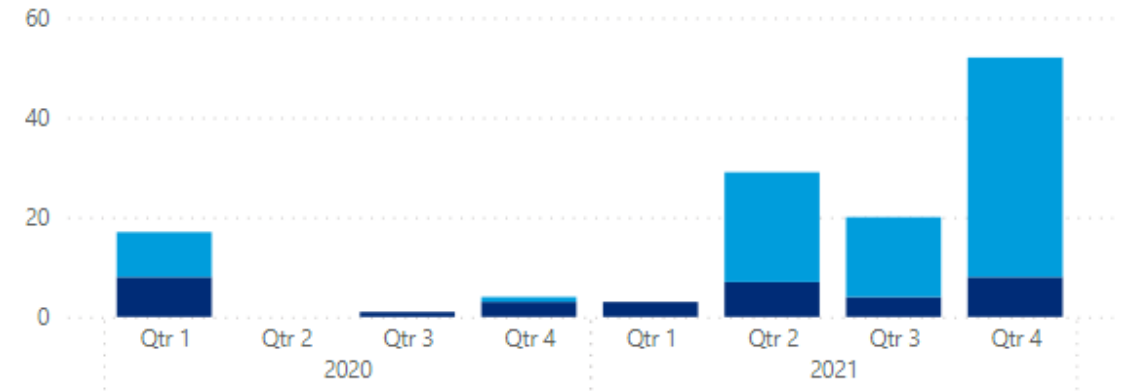
Learning & Development - Courses Offered

The total number of internal and external learning & development courses offered

YTD Total	% Change
104	373%

Learning & Development - Courses Offered

External Course Offerings Internal Course Offerings



Learning & Development - Course Attendees

The total number of attendees at internal and external learning & development courses

YTD Total	% Change
1.7K	321%

Learning & Development - Course Attendees

Total Attendees - External Courses Total Attendees - Internal Courses

