

Aurora Public Library

Operating Budget 2022



About Aurora Public Library

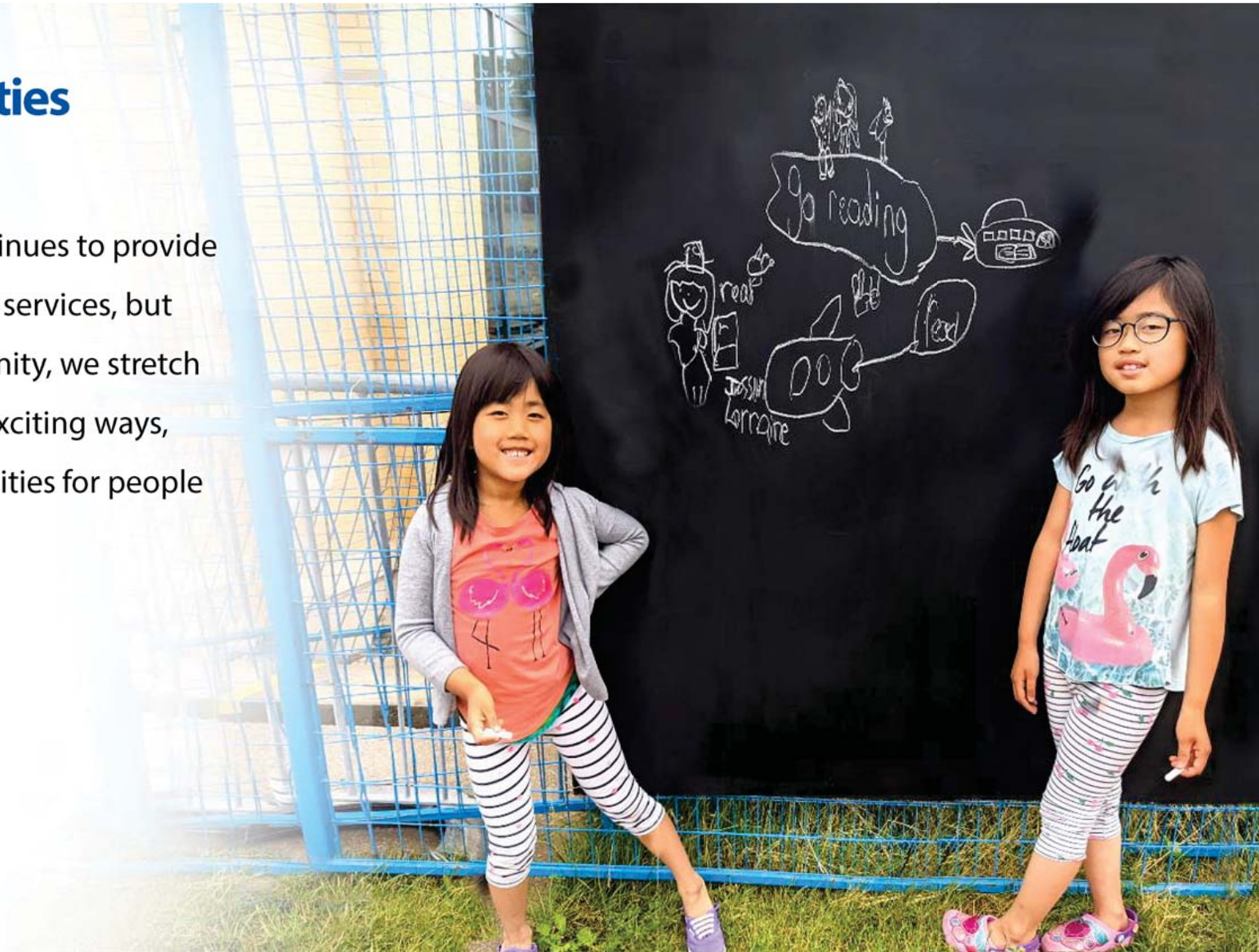
Aurora Public Library's Strategic Plan charted a new direction for the Library and community to inspire and enable innovation, creativity and learning.

Our "community-led" approach reflects a social contract to deliver collections and services in collaboration with the evolving needs of the community we serve.



Place of Possibilities

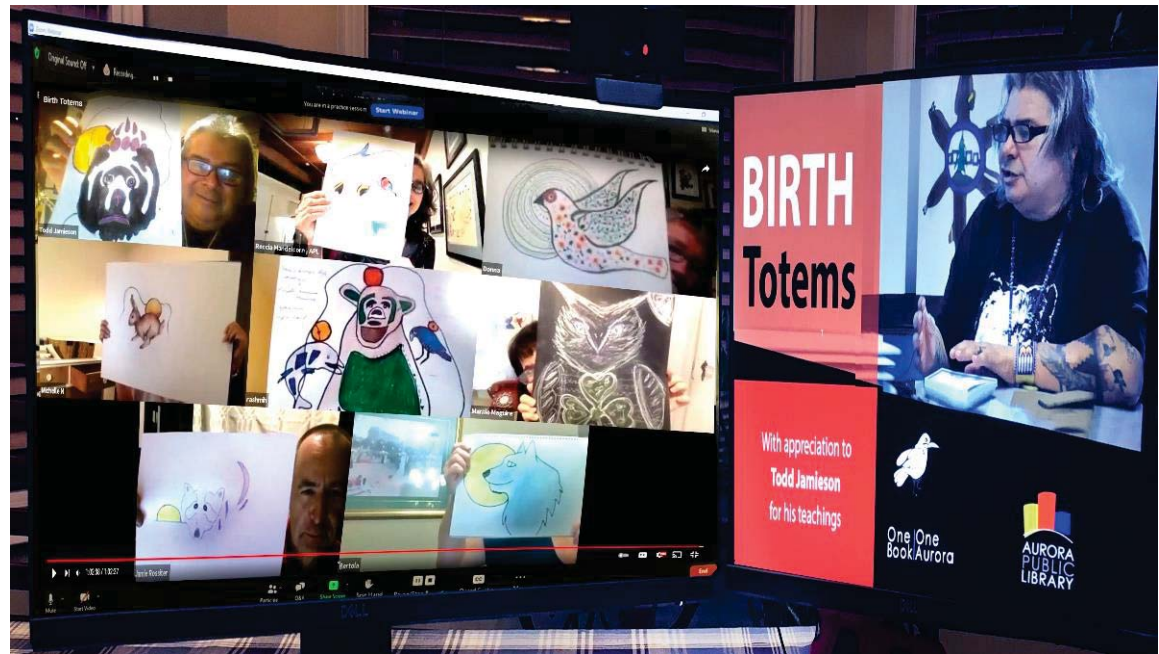
Aurora Public Library continues to provide traditional collections and services, but together with our community, we stretch and expand in fresh and exciting ways, creating a Place of Possibilities for people of all ages and interests.



Impacts of COVID-19

Closure of the Library and disruption in operations together with impacts of the Town Square construction project influenced some metrics.

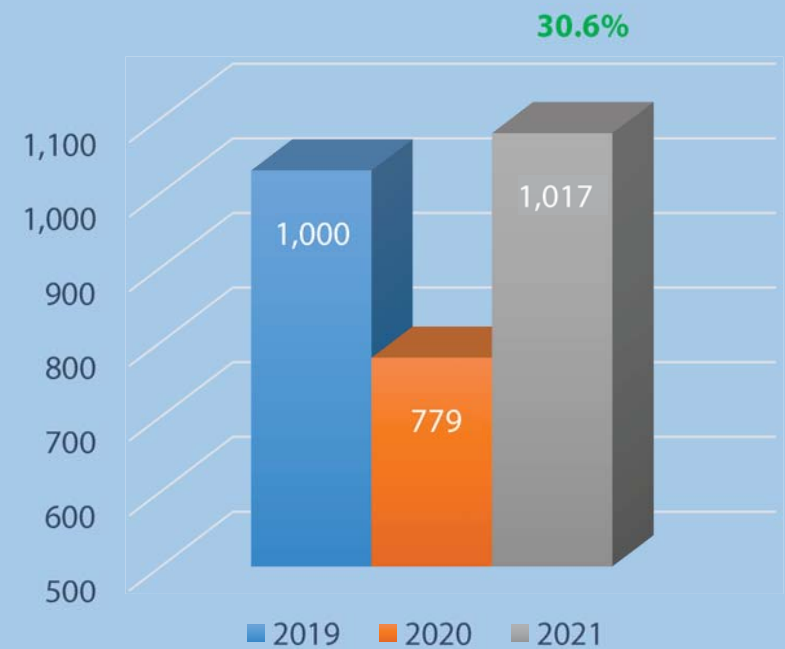
New virtual programming and an uptake on social media provided innovative ways of connecting online with the community.



Key Performance Indicators



Programs (YTD Sept)

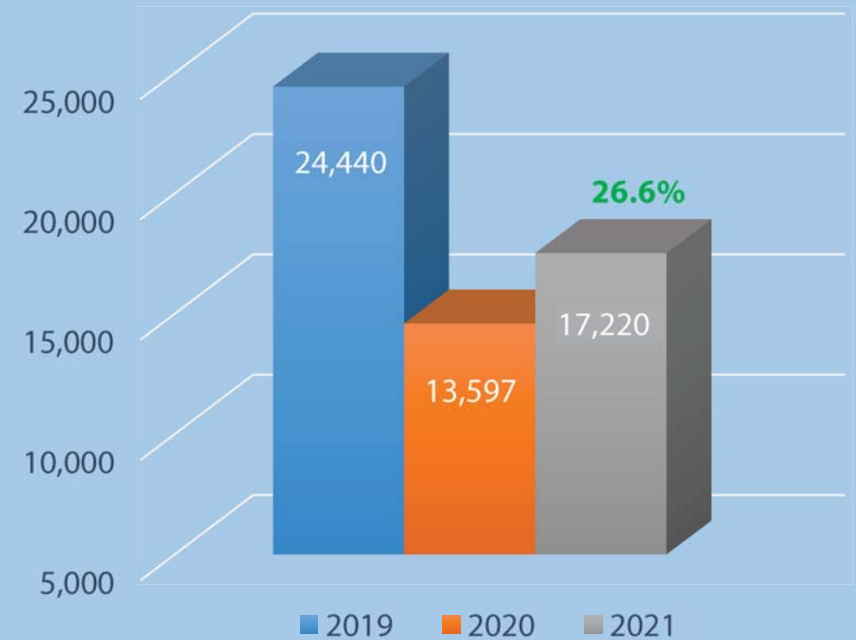


30.6% increase in programs (2020 - 2021)

Key Performance Indicators

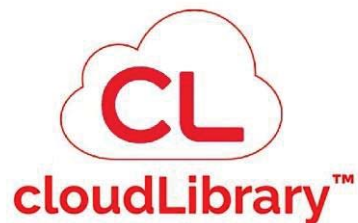
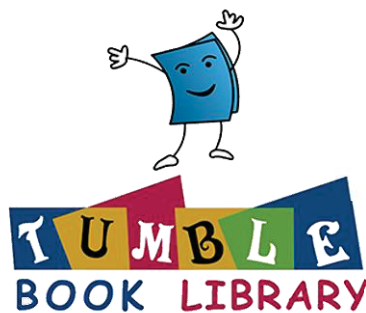


Programs Attendance (YTD Sept)

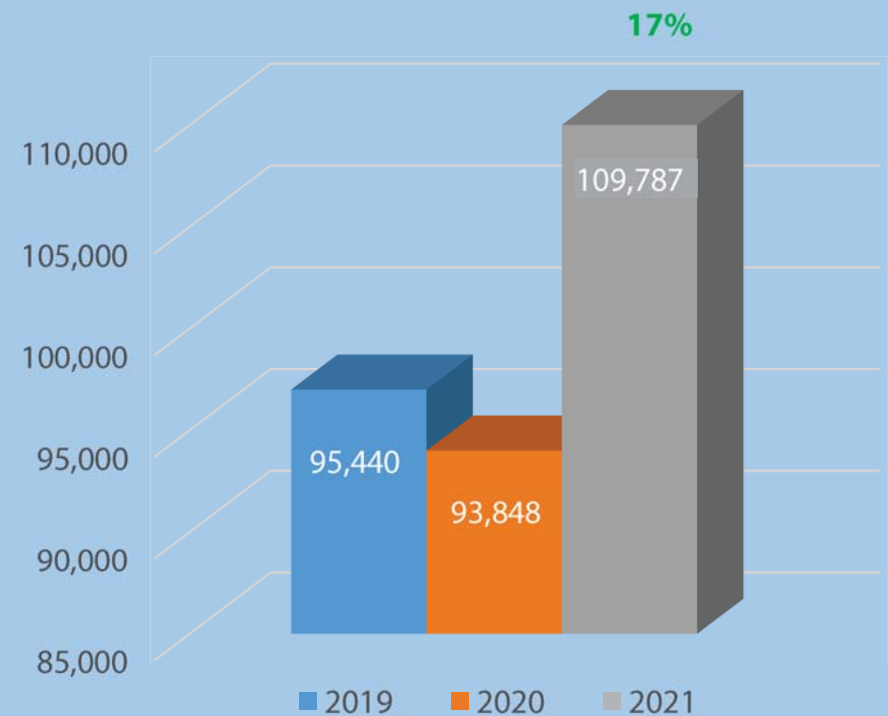


26.6% increase in program attendance (2020- 2021)

Key Performance Indicators



Streaming & Downloads (YTD Sept)



17% increase in streaming & downloads (2020 - 2021)

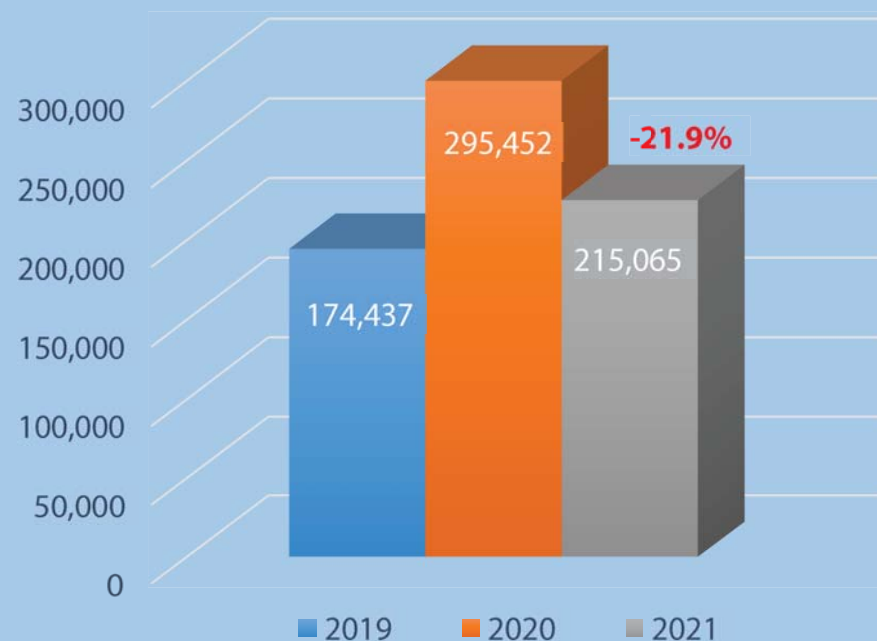
Key Performance Indicators

Facebook interface showing search results for "Aurora Public Library, Ontario". The top navigation bar includes "Page", "Inbox", "Events", "COVID-19", "Insights", and "More". Below the navigation bar, there is a section for "Add Pages" and a table of suggested pages.

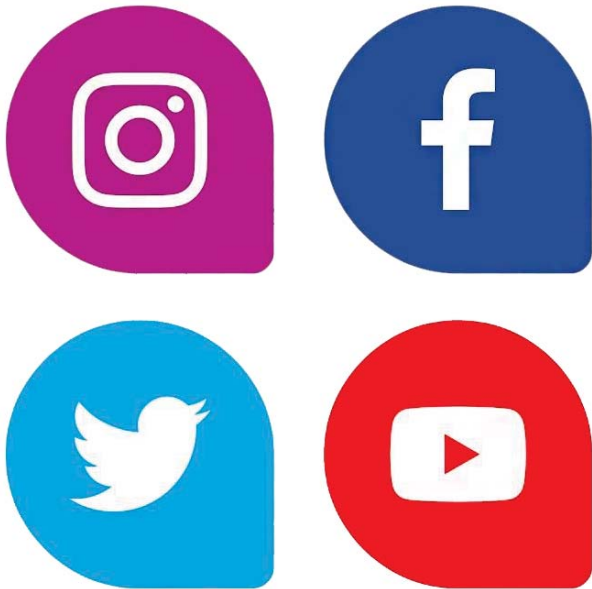
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 tpl: Toronto Public Library	54.8 K	▲ 100%	22	2.2 K
2 IDEA EXCHANGE Idea Exchange	5.8K	▲ 100%	3	135
3 V Vaughan Public Libraries	1.8K	▲ 100%	21	182
4 RHPL Richmond Hill Public Lib...	3.5K	▲ 100%	12	410
7 mbl Markham Public Library	3.5K	▲ 100%	6	770
YOU 9 Aurora Public Library, O...	1.7K	▲ 100%	28	2.7K

Keep up with the Pages you watch. [Get More Likes](#)

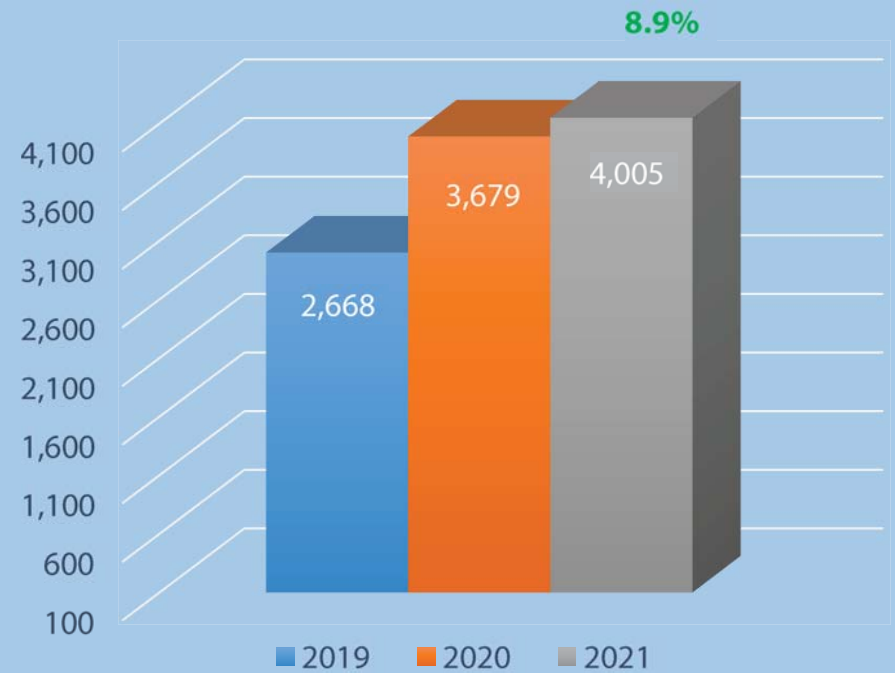
Facebook Reach (YTD Sept)



Key Performance Indicators



Online Followers (YTD Sept)

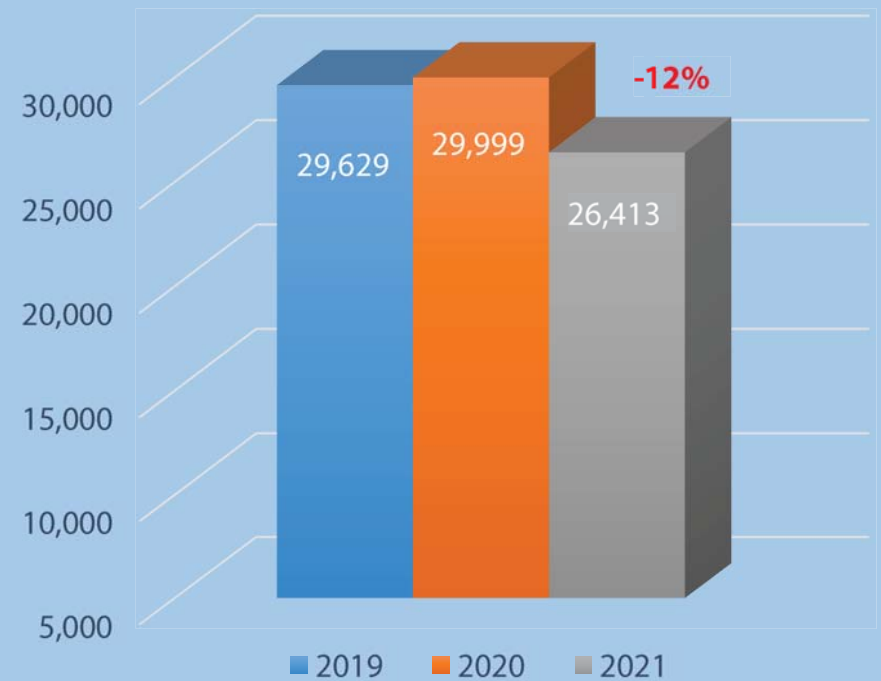


8.9 % increase in online followers (2020 - 2021)

Key Performance Indicators



Membership (YTD Sept)



-12% decrease in Library membership (2020- 2021)

Virtual Resources

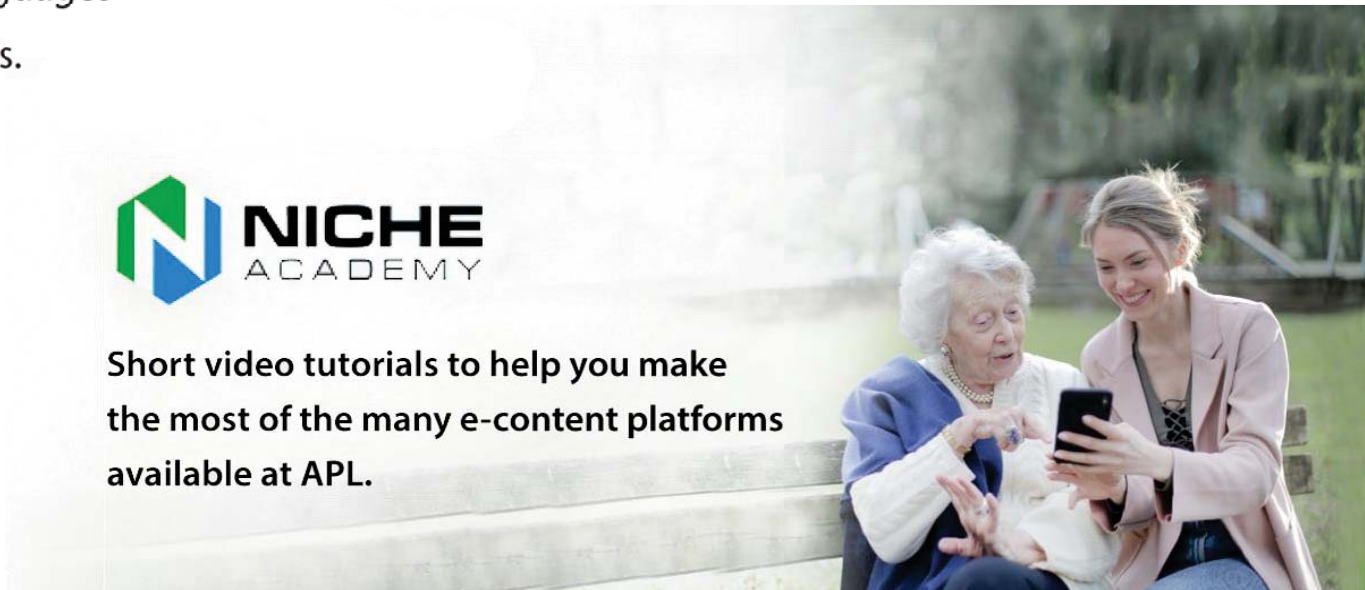
As our community responded to the global pandemic, Aurora Public Library was here for them with new digital resources.

PressReader provides access to 7,000+ newspapers and magazines in 60+ languages that can be translated into 19 languages.

The Niche Academy provides a series of learning and programming videos, many created by APL staff.



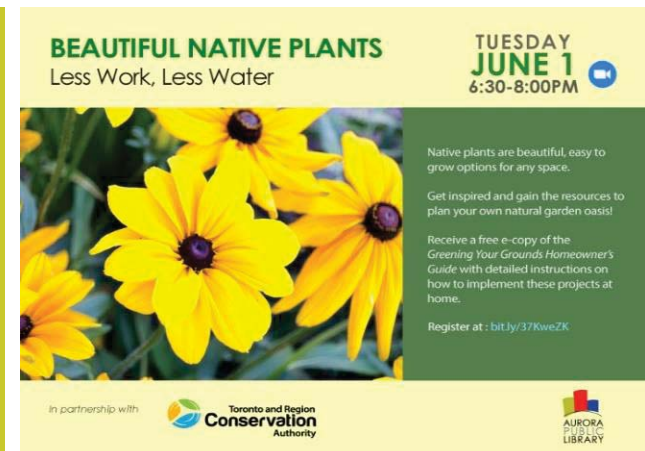
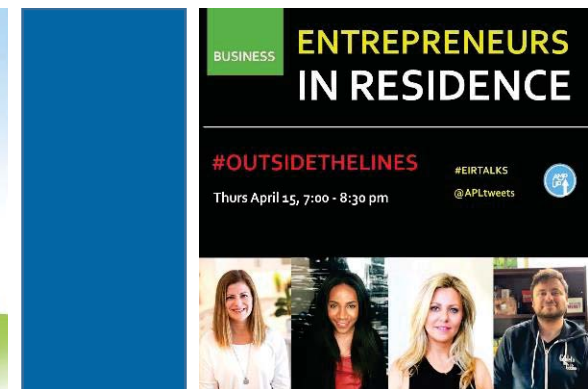
Short video tutorials to help you make the most of the many e-content platforms available at APL.



Virtual Programs

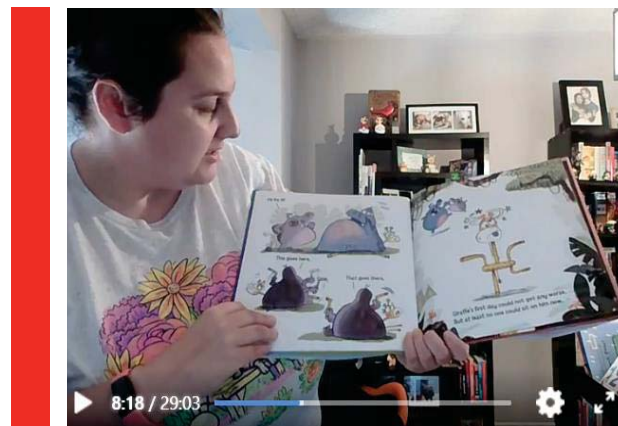
APL adapted in-person programs and created new virtual programs through Facebook Live Stream, YouTube, Google Classroom, podcasts, videos and Zoom.

The success and reach of virtual programming provided innovative ways of connecting and will continue in parallel when we resume in-library programs and events.



Creative Studio | Gaming | Trivia

"Take and Makes" from the Creative Studio, interactive games and weekly trivia nights kept the community active and engaged.



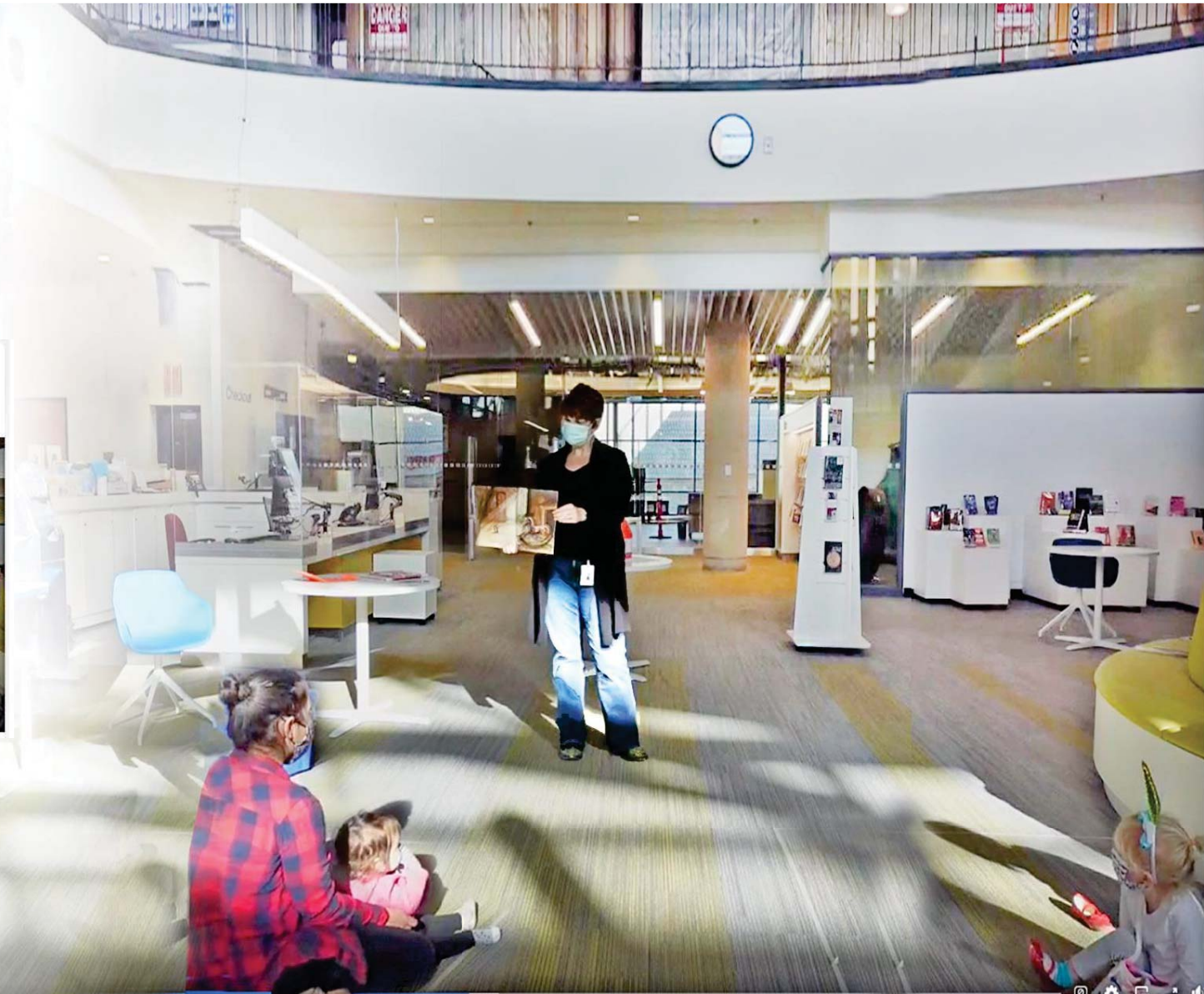
Outdoor Storytime

The summer months allowed for safe, weekly outdoor Storytime, bringing books, songs, rhymes and puppets to children visiting Aurora's neighbourhood parks.



Hybrid Storytime

Our first in-library Storytime.



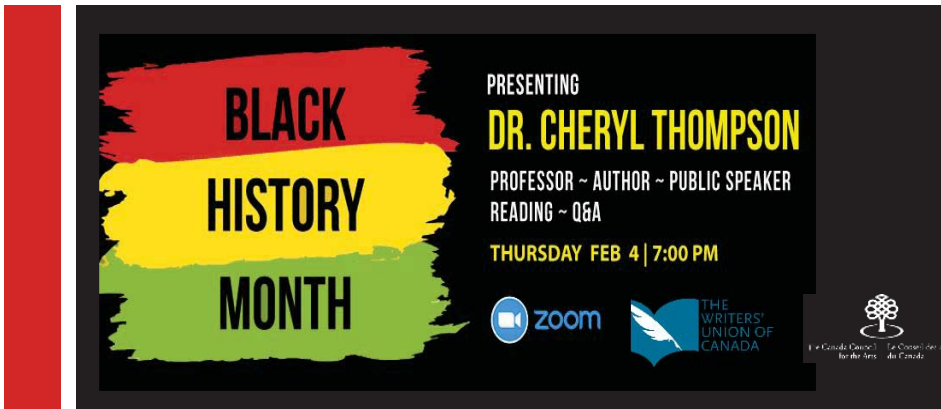
Community Partnerships

APL collaborated with community partners to provide and expand program offerings during the pandemic.

New partnerships were developed that will continue to grow as we look forward to offering live programs and events.

Stories for the Season

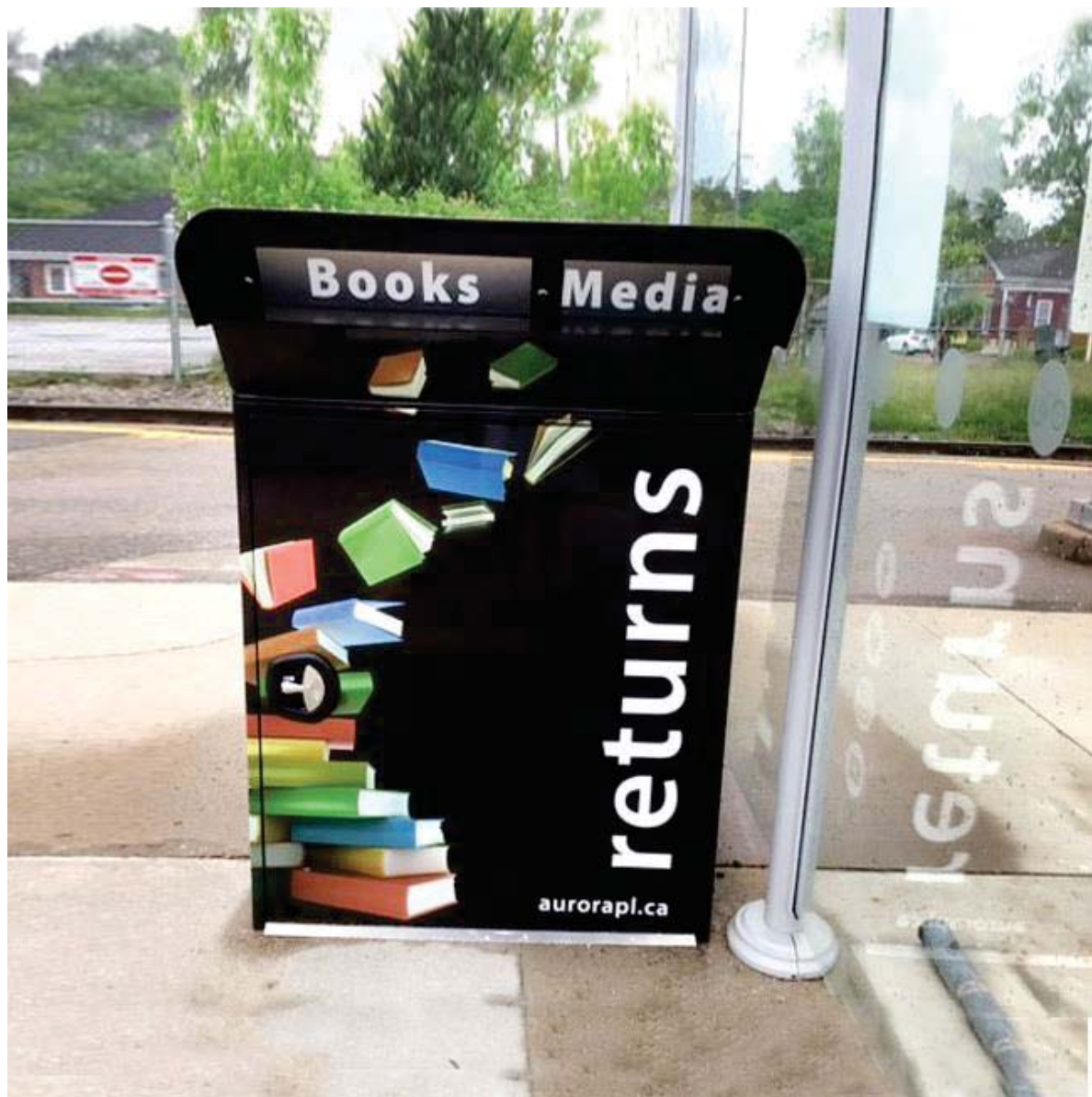
Christmas Truce of 1914 by Aaron Shepard
Told by Timothy Greenwood



Go Train Return Bin

The Library purchased a new return bin to enhance our visibility in the community and to provide commuters with a convenient way to return their materials.

The design for the bin was created in-library in accordance with APL branding standards.



Fine Free

After implementing a pilot project at the start of the pandemic, Aurora Public Library joined a growing number of libraries by permanently removing late fees.

Studies have shown that fines can act as barriers to marginalized and lower-income borrowers and that due dates are not affected by their removal.

Charges remain in place for lost or damaged items.



Window Pick-up

When Ontario went into lockdown on December 26, libraries were permitted to continue offering curbside pickup. Due to the Town Square construction project, the Library was not able to resume the service until January 20 when a new window and return slot was installed on Church Street.

Sample Weeks	Total customers	Customer / hour	Total items CKO	Items / hour
Jan 18 - 24	753	18	3,216	77
May 10 - 15	668	16	2,614	62
July 19 - 24 * APL open	664	16	2,680	64



APL Reopening

The Library was able to extend services (July 5) with in-library computer use, study tables, in-person assistance and browsing of collections.

With capacity limits in place and visitors required to wear a mask or face-covering, staff was happy to welcome visitors via a new temporary entrance that was installed on Church Street.



Aurora Public Library COVID-19 Operating Pressures

- Reduced service levels
- Reduced operating hours
- Reduced staff
- COVID related staff absences
- Additional COVID related staff tasks
- Enhanced safety protocols & procedures for staff
- Developing new virtual programs
- Reduction of community partnerships
- Relocation of holds pickup
- Relocation of facility entrance
- Virtual card renewals



Aurora Public Library

Feedback from the Community

"Being able to reserve books and get them at the window/curbside pickup has been an exceptional service. I have never used the library more than during COVID. It has truly been appreciated during a very difficult time. Way to go Aurora. Great use of tax money!"

"I must thank you for the thousands of hours of reading pleasure that I have had over past two years. Especially over this pandemic, reading has been a great source of entertainment, distraction and escape."

"That was just incredible! I have felt as if my spirit has been cracking with exhaustion and that just filled me up. It was a beautiful way to learn about a beautiful culture."

"We are so lucky to have a library in our community that cares so much about everyone!"

Aurora Public Library

Financial Summary

	2020 Budget	2021 Budget	2022 Budget
Personnel Costs	\$3,140,742	\$3,007,505	\$3,024,515
Other Expenditures	872,200	943,000	958,610
Total Expenditures	\$4,012,942	\$3,950,505	\$3,983,125
General & Grant Revenue	144,842	54,405	49,025
Municipal Requisition	3,868,100	3,896,100	3,934,100
Total Revenue	\$4,012,942	\$3,950,505	\$3,983,125

Aurora Public Library

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Thank you

Bruce Gorman, CEO

