Library Board Report

To: Chair and Members of the Bruce County Public Library Board

From: Joanna Griffith, Assistant Director

Date: March 19, 2025

Re: Impact of Bookmobile on Circulation

Purpose:

This report is for information.

Report Summary:

This report explores whether circulation from the Bookmobile has impacted circulation in library branches.

Background:

The Bookmobile began operating in October 2023, with 2024 marking its first full year of service. Bookmobile stops were selected in order to bring library services to underserved areas, as well as to those who may have difficulties getting to a Branch. Stops include parks, municipal buildings, County housing complexes, seniors' residences, long term care homes, schools, and daycares. Some stops are seasonal. For example, the Point Clark Lighthouse is visited during the spring and summer months while schools are visited during the fall and winter.

As illustrated on the map below, there are ten Branches with Bookmobile stops in the same community.

Locations in Bruce County

🚌 26 Bookmobiles

🚹 17 Libraries

The Bookmobile stops in the same communities as Branches are:

Branch	Bookmobile Stop(s) in Community
Kincardine	Kincardine Township Tiverton Public School (KTTPS) Kincardine Housing
Lucknow	Rivera Pinecrest Manor
Paisley	Kids & Us Daycare Andy Cormack Apartments
Port Elgin	Elgin Lodge YMCA Daycare
Southampton	Hampton Court (started Fall 2024)
Tara	Arran-Tara Elementary School (started Fall 2024)
Tiverton	Tiverton Park Manor
Tobermory	Bradley H. Davis Apartments
Walkerton	Brucelea Haven Walkerton Housing
Wiarton	Gateway Haven Limpert Lodge

The chart below shows the Branch circulation, and Bookmobile stop circulation, for the above locations.

2024					
Branch	Branch Circulation	Percentage +/- 2023 - 2024	Bookmobile Stops close to Branches	Bookmobile Stop Circulation	Bookmobile Stop Circulation as % of Branch Circulations
Kincardine	59101	-.02	KTTPS	132	0.22
			Kincardine Housing	97	0.16
Lucknow	10910	-16.65	Revera Pinecrest	205	1.88
Paisley	9590	+7.54	Kids & Us Daycare (started May 2024)	357	3.72
			Andy Cormack Ap	67	0.70
Port Elgin	57602	+3.14	Elgin Lodge	152	0.26
			YMCA Daycare	652	1.13
Southampton	31911	-3.02	Hampton Court (started Oct 2024)	4	0.01
Tara	9960	-13.88	Arran-Tara Elementary School (started Oct 2024)	135	1.36
Tiverton	7975	-18.91	Tiverton Park Manor	166	2.08
Tobermory	8939	-4.67	Bradley H. Davis Apartments	67	0.75
Walkerton	38671	-6.32	Brucelea Haven	359	0.93
			Walkerton Housing	78	0.20
Wiarton	34446	+4.35	Gateway Haven	427	1.24
			Limpert Lodge	115	0.33
average Bookmobile stop circulation as % of closest Branch circulation: 0.94					

In 2024, the average Bookmobile stop circulation was .94% of the circulation of the nearest Branch.

The community with the highest average circulation (4.42%) at Bookmobile stops compared to the Branch was Paisley. The Paisley Branch saw an increase of 7.54% in circulation from 2023 to 2024, demonstrating no negative impact as a result of the two Bookmobile stops in the community. Paisley did experience some significant service changes in this time period, including the reconstruction of the Paisley Bridge, which impacted access to the branch, as well as its relocation to the Community Centre in July 2024.

An analysis of 2024 circulation does not show a correlation between Bookmobile stops in communities where there are Library Branches, and a decrease in circulation at those Branches. Two of the Branches with the greatest decrease in circulation in 2024 – Ripley (20%) and Mildmay (14.62%) do not have a Bookmobile stop in their community, providing evidence that the Bookmobile is not directly responsible for decreased circulation in some locations.

Staff will continue to track Bookmobile circulation and monitor its impact on Library Branch circulation.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

N/A

Link to Strategic Plan:

Trusted Community Connector
Digital Community Facilitator
Community Sharing Space