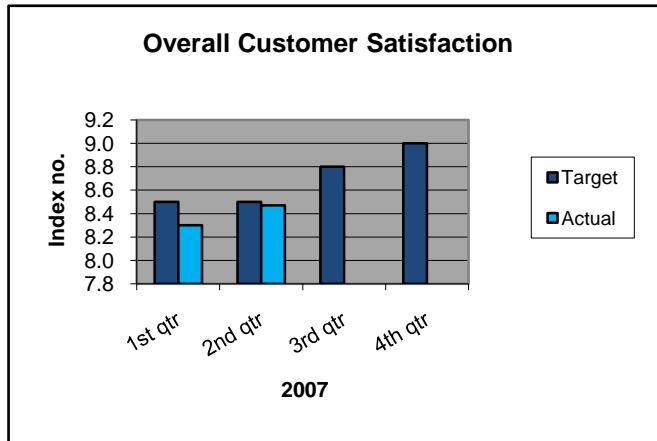


Balanced Score Card Metrics - 2007

2nd quarter

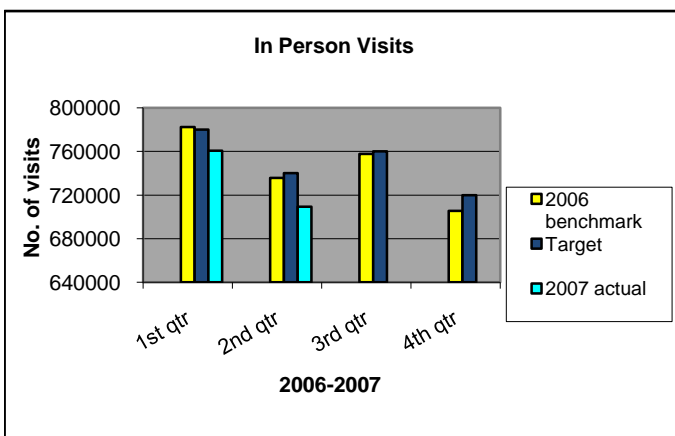
CUSTOMER PERSPECTIVE

We want to show that through strategic plan initiatives we have customers who are very satisfied with services, use a wide scope for which we have organized ourselves effectively to provide. We can retain our user base and grow it. Because of high satisfaction they are supporters of the library through donations.



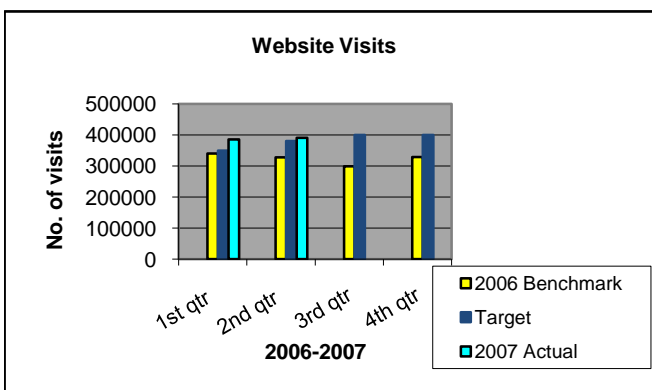
Status: This is the second quarter report of the Customer Satisfaction Survey since its use began in fall of 2006. It is a composite indicator of satisfaction with services, collections, programs, facilities, staff, etc. rated on a scale of 1 through 10. Customers continue to show a high level of overall satisfaction with our services.

Action: This is high level monitor of all aspects of the customer perspective. All service action plans for 2007 will contribute to achievement of target. Customer Service Excellence training was implemented in 2007 and service excellence is the focus of Staff Development conference to be held on November 9th.



Status: In person visits continue to decline and do not meet target despite customer satisfaction being strong and circulation is also healthy. Overall customers are doing business in a different way and we are feeling the impact of earlier innovations. They are using systems that the Library has put in place very well. For example, the impact of placing on-line holds is that they do not come in to place them but pick up holds in bunches. Instruction in on-line database use is provided in the branch and then the customer uses resources at home.

Action: LPL's strategic plan and key actions are expected to improve attendance. Key actions taken include the Introduction of Quick Picks and DiscoverPlace. We cannot yet measure the impact of this innovation to increase attendance. Need to address the ongoing currency of these collections and explore floating collections to increase use. New user-friendly website was launched in September which promotes value of LPL. New and exciting programs are targeted at key audiences, such as youth. Significant marketing campaign will be launched in October.



Status: LPL Website continues to grow with increased functionality, services and promotion of website. Good return visitor rate to website. Telefact and Helpdesk staff provide support to customers in the library and in their homes on the use of the website.

Action: New and improved website was launched in September 2007 and expect this to further increase website attendance. Focus on increased user-friendliness, greater robustness, more interaction with cardholders, greater promotion of Library value promise. Continue to promote website and e-services to public.