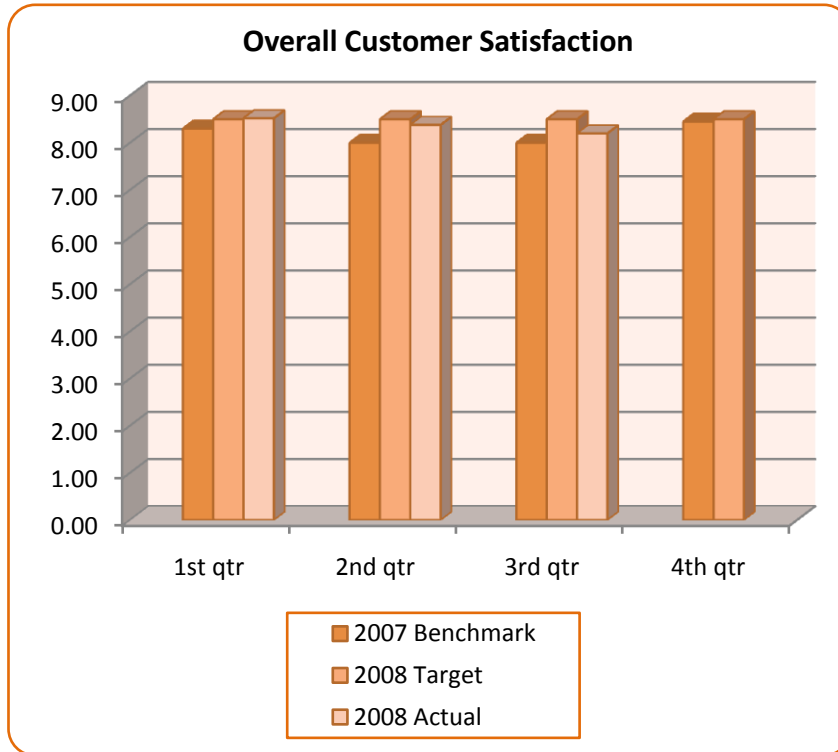


Balanced Score Card Metrics - 2008

3rd 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.



Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	-3.53%	-1.57%
Over 2007 Benchmark	2.50%	3.29%

Status: The overall satisfaction rate is 8.2 out of 10. Overall satisfaction has continuously increased this year, with a cumulative increase of 3.29% year-to-date (YTD) over 2007. This is a high-level, composite indicator of satisfaction with services, collections, programs, facilities, staff, etc. rated on a scale of 1 through 10. Service improvements and new services are popular and well-used by our customers.

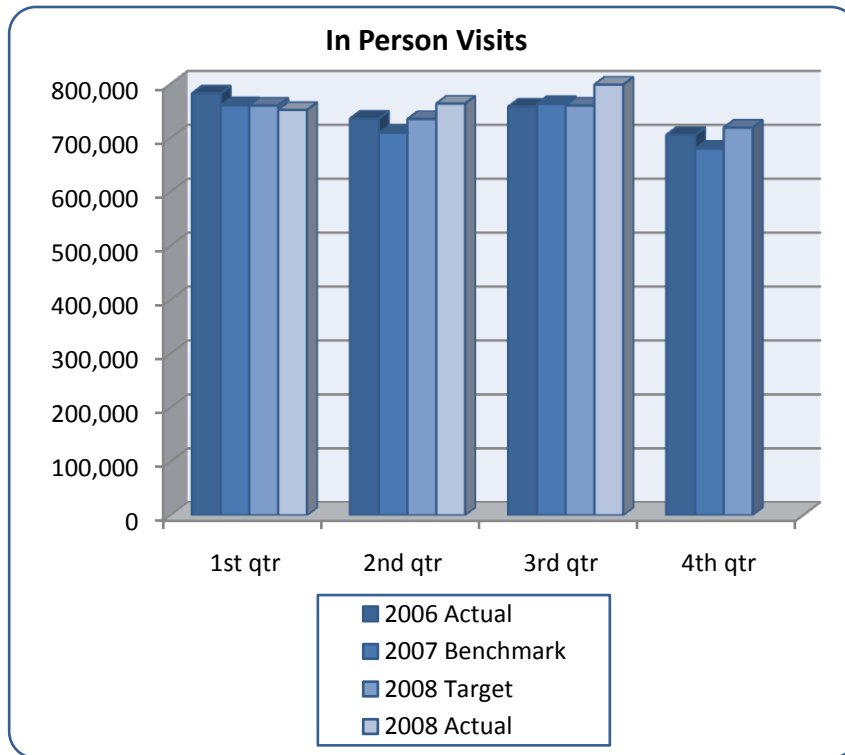
Action: The overall impact of 2008 BSC Strategic Priorities (identified below) is tracked. In 2008, additional methods of tracking customer feedback in specific service areas, e.g. website, collections, programs, etc., will be coordinated to provide a composite picture. We continuously respond to customer feedback when it is received. In 2008 we will be improving our systems to track system-wide feedback trends.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	5.10%	2.62%
Over 2007 Benchmark	4.71%	3.64%

Status: In person visits continue to rise with an overall increase from 2007 of 3.64%. In person attendance for this qtr. exceeded 798,000 visits, with the actual YTD over 2.3 million visits. The Library is seeing an upswing in traffic. Library use has traditionally risen when economic times are uncertain and we believe we are beginning to see this reflected in the increase in the number of visits. There is a corresponding increase in collections use and reference transactions. We are also seeing the positive impact of key community engagement strategies.

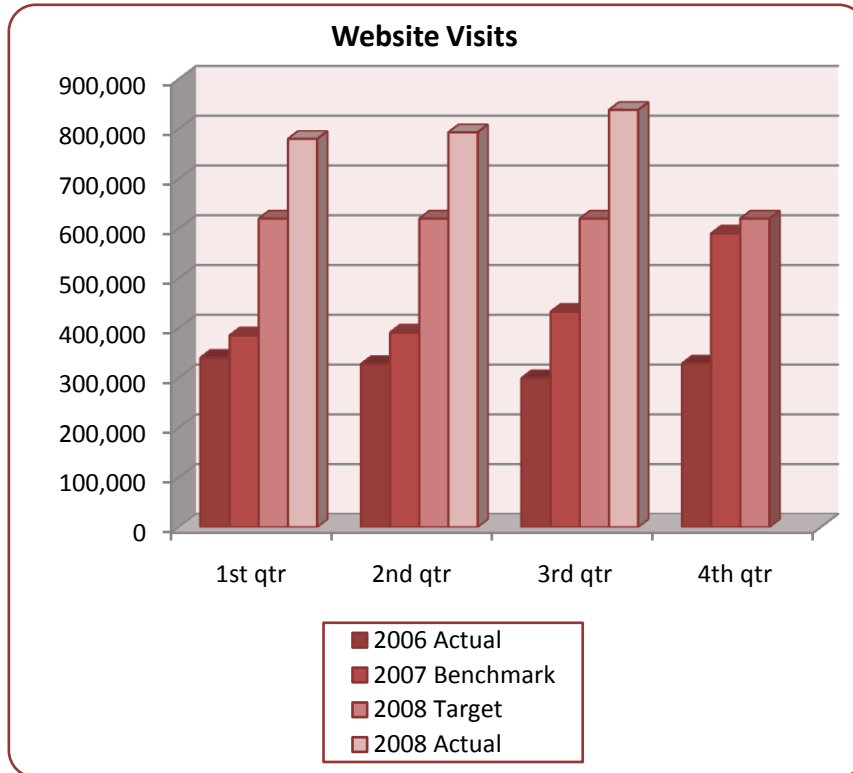
Action: Celebrate our success in serving Londoners!

Balanced Score Card Metrics - 2008

3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	35.22%	29.66%
Over 2007 Benchmark	93.70%	99.47%

Status: The revitalized website continues to draw an extraordinary number of visits (over 838,000 in the 3rd qtr. alone; 2.4 million year-to-date), demonstrating LPL's prominent virtual presence. Online program registration, which was inaugurated in the 3rd quarter, has also drawn new users.

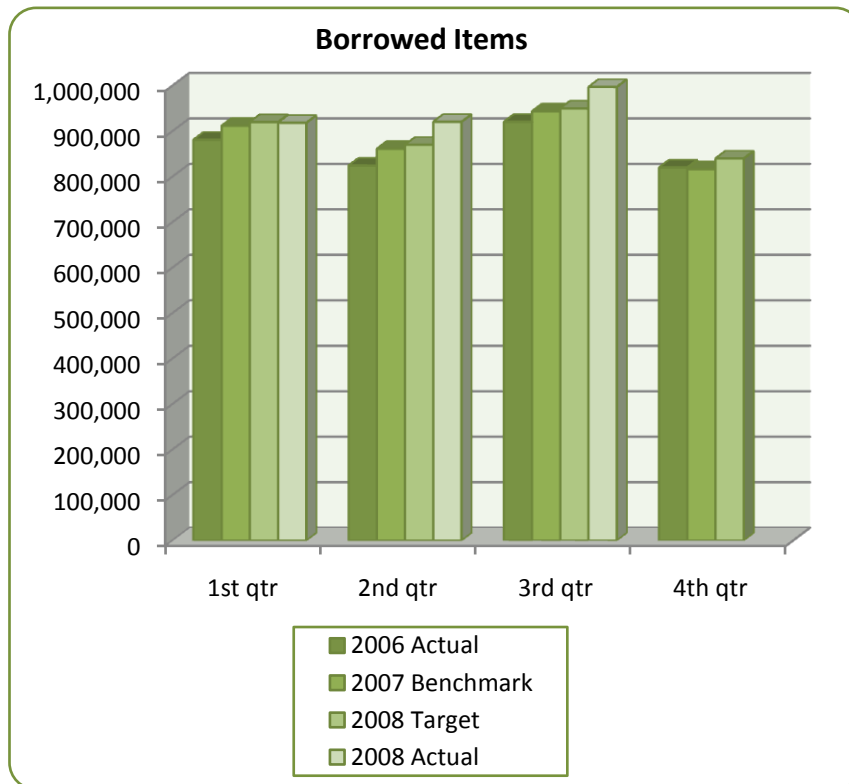
Action: The Marketing and Communication Department, working with the IT Department, are researching and taking steps to make the LPL website more accessible: The main menu is being rebuilt so it can be read by audio software; text descriptions are being imbedded into the Flash designed posters that appear on the home page so they can be read by audio software; the LPL Policy template is being rebuilt so the posted policy, such as the Delegation Policy, can be read by audio software; and the e-tutorials will have closed captioning and a described video layer.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	4.97%	3.51%
Over 2007 Benchmark	5.66%	4.39%

Status: Londoners borrowed over 990,000 items in the 3rd qtr. for a total year-to-date of over 2.8 million items. The quarter represents a 5.66% increase over the same quarter in 2007 and YTD increase of 4.39%. The significant increase over 2007 is an indication of a rise in traffic as customers look to borrow rather than to buy books, DVDs, and other materials. Customers are also looking to the Library for new formats. In the 3rd qtr, customers downloaded from our collection of 1,500 downloadable audiobook titles which are now accessible through the catalogue, easily searchable by title, subject or author.

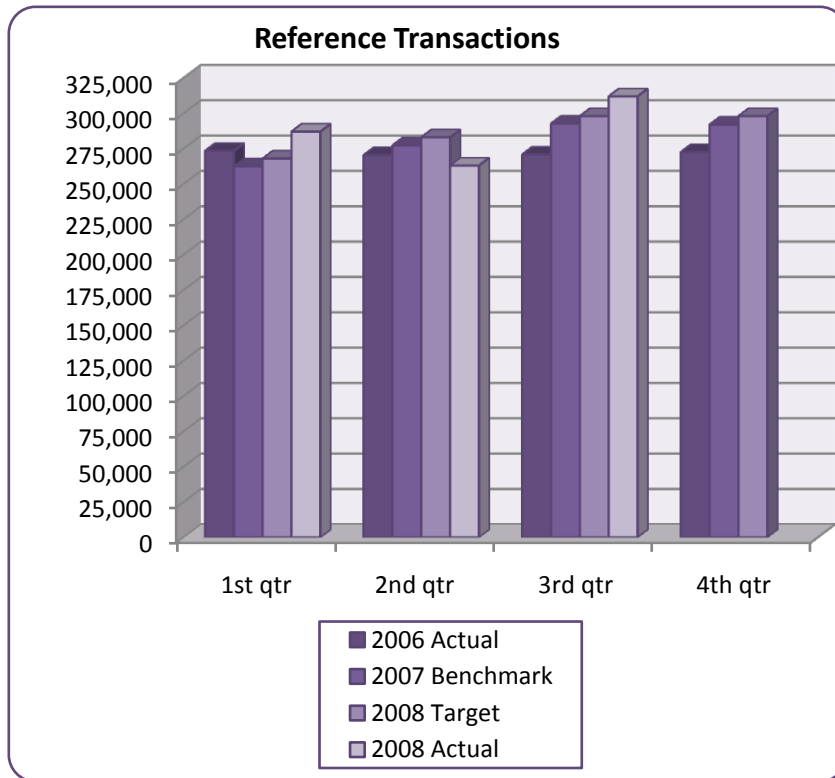
Action: The weeding program, designed to keep collections relevant, current and fresh, is ongoing. The Citizenship and Immigration Canada Library Settlement Project will contribute to the refreshing of specific collections that support Newcomers.

Balanced Score Card Metrics - 2008

3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	4.69%	1.54%
Over 2007 Benchmark	6.59%	3.55%

Status: While reference transactions decreased in the 2nd qtr, they have rebounded in the 3rd qtr. (over 311,000 transactions), with the YTD of over 862,000 transactions exceeding both the 2008 target and 2007 benchmark

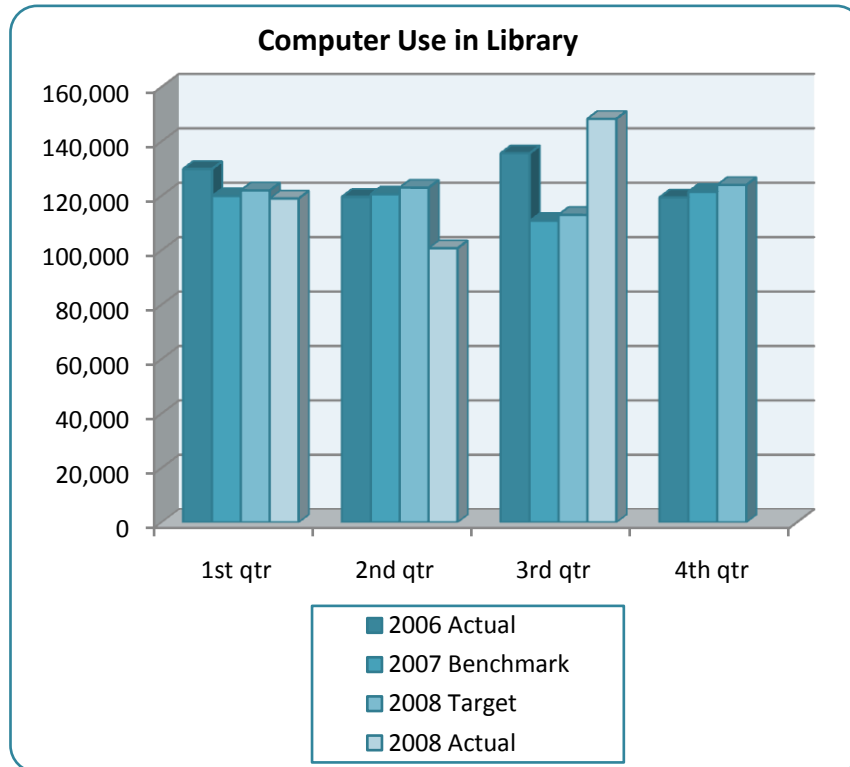
Action: Implementation of the Customer Services Model: Reference, Referral, Readers' Services (3Rs) is now underway with a thorough staff training plan in development.

Balanced Score Card Metrics - 2008

3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	31.24%	2.81%
Over 2007 Benchmark	33.81%	4.76%

Status: In-library computer use also increased. The YTD total of over 368,000 uses was a 4.76% increase over 2007 YTD. As part of the Technology Solutions Plan implementation, the former limited use Job Bank/Email workstations were replaced by Express Computers, which now allow for 20 minutes of Internet access. These have proved to be quite popular with customers. In addition, Internet workstations have been limited to 90 minutes of use from 2 hours resulting in an increase of individual logins. Computer logins are now accurately tracked by Pharos, the customer log-in system.

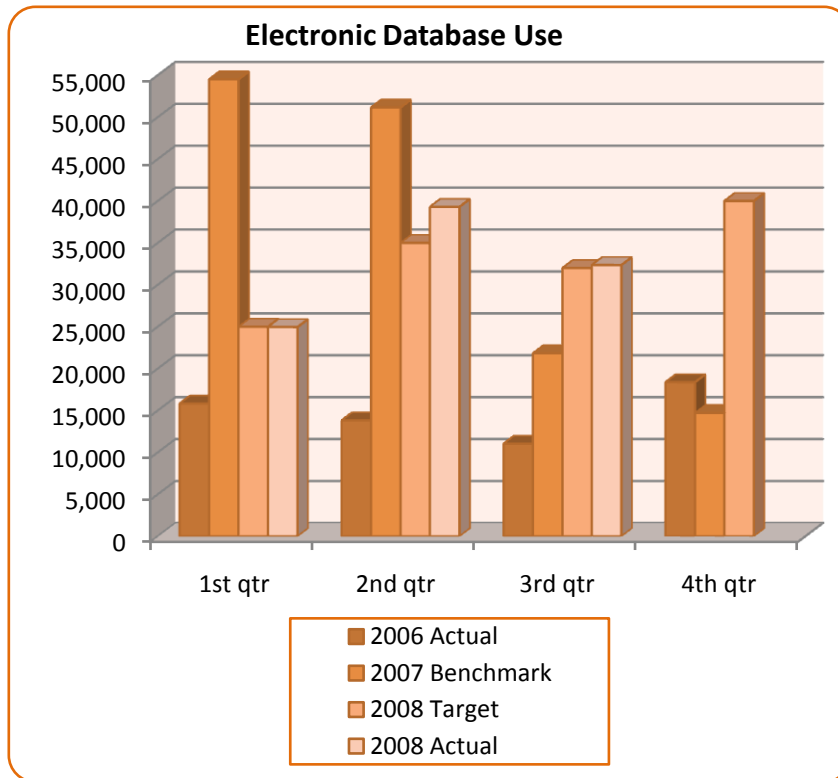
Action: Improved signage and a new service brochure should further increase in-house computer usage.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	1.11%	5.01%
Over 2007 Benchmark	48.23%	-24.23%

Status: Research Pro, which allows for a “one search” approach to most of the LPL electronic databases, was implemented in September. This, together with a major marketing campaign with a focus on students, resulted in an increase of usage in September of the four key databases featured in Research Pro: CBCA, Gale, Ebsco and World Book. Usage of other databases in the areas of health, business, science, and literature has also increased.

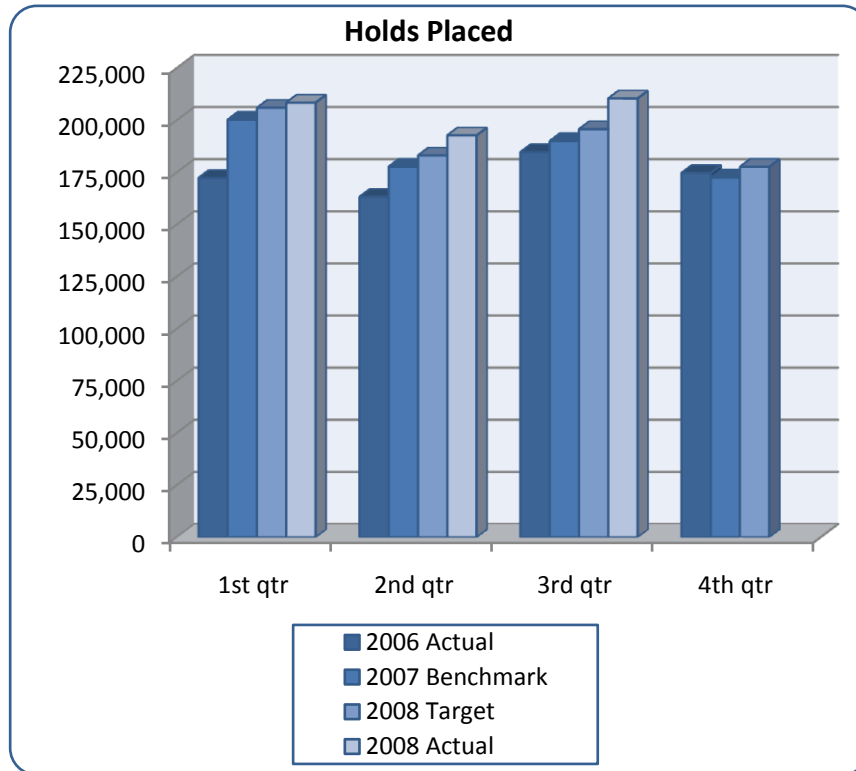
Action: We will continue to promote and track these services. Expectations are that database usage will continue to grow due to the improved ease of use provided by Research Pro and greater awareness of its value by customers.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	7.53%	4.59%
Over 2007 Benchmark	10.76%	7.67%

Status: In the 3rd quarter customers placed over 210,000 holds for YTD total of over 610,000. This represents a 7.67% increase over 2007. Customers are becoming more familiar with the new materials section on the website, and are generating more holds from this. For example, approximately 70% of new adult fiction is already on hold when it leaves Collections Services. We continue to find ways to support this service efficiently.

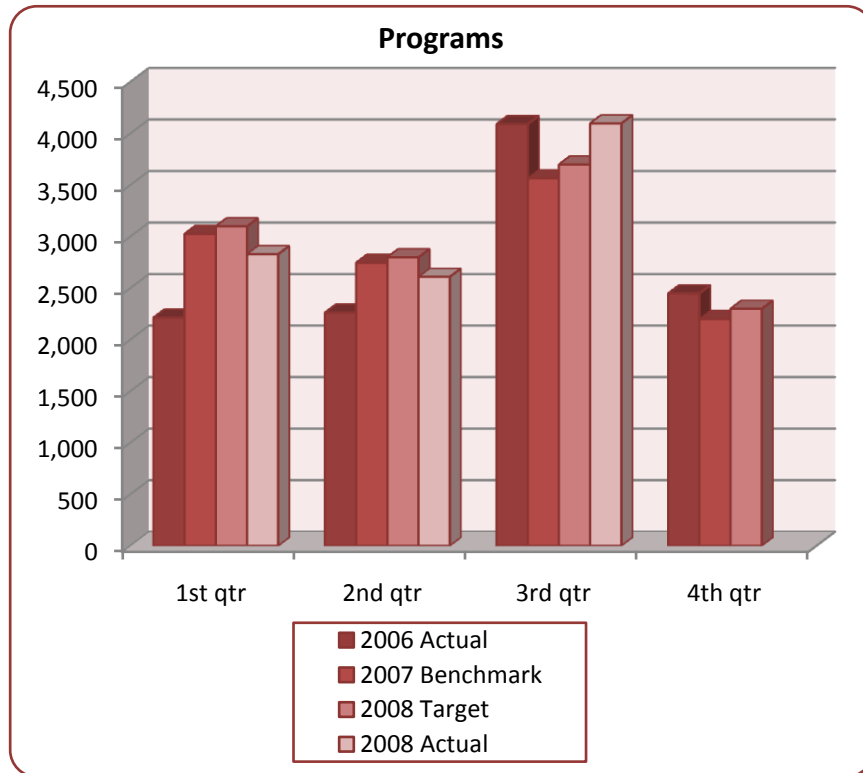
Action: As reported last quarter, customers are able to manage their own holds such as freezing them while on vacation. Millennium's new Paging Service, scheduled to be running system-wide by the end of 2008, will improve the efficiency of filling holds. The Millennium Shopping Cart feature, which will further support customer ease of placing holds, is forthcoming.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	10.78%	-0.64%
Over 2007 Benchmark	14.95%	2.13%

Status: In the 2nd qtr BSC, program session statistics were not reported due to the implementation of new statistics reporting procedures. Staff has worked hard to adjust them in the 3rd and previous qtrs. In the 3rd quarter LPL offered over 4,000 program sessions, for a total YTD of over 9,500. This is an increase of 2.13% over 2007 YTD. This represents an overall increase of one-on-one program sessions for READ, ESL and other one-on-one programs related to our service strategies for literacy and newcomer services. We have also adjusted the reporting formula to more accurately represent the actual staff/volunteer led program sessions. This adjustment will continue forward to 2009.

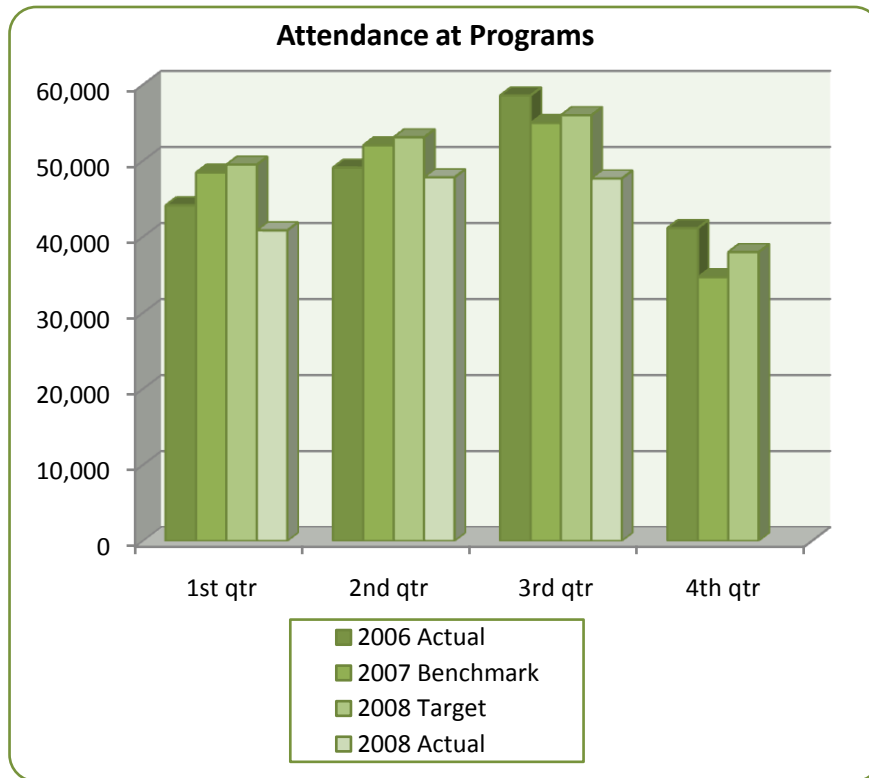
Action: Review with staff on the final 2008 program statistics will continue. The yearend BSC report will provide greater detail for statistics related to one-on-one programs.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	-14.86%	-14.02%
Over 2007 Benchmark	-13.30%	-12.31%

Status: In the 2nd qtr. BSC, program attendance statistics were not reported due to the implementation of new statistics reporting procedures. Staff has worked hard to adjust them in the 3rd and previous qtrs. Program attendance in the 3rd qtr. was over 47,600 and YTD was over 136,000. The program utilization by the public appears lower than that of 2007. However, usage is not down; rather, as part of the Library's community engagement strategy, the definition of "use of meeting space for free community use" has been more carefully defined and consistently applied. Previously these events were tracked as programs and subsequently the attendance was included in the program attendance indicator total. This adjustment will continue forward to 2009.

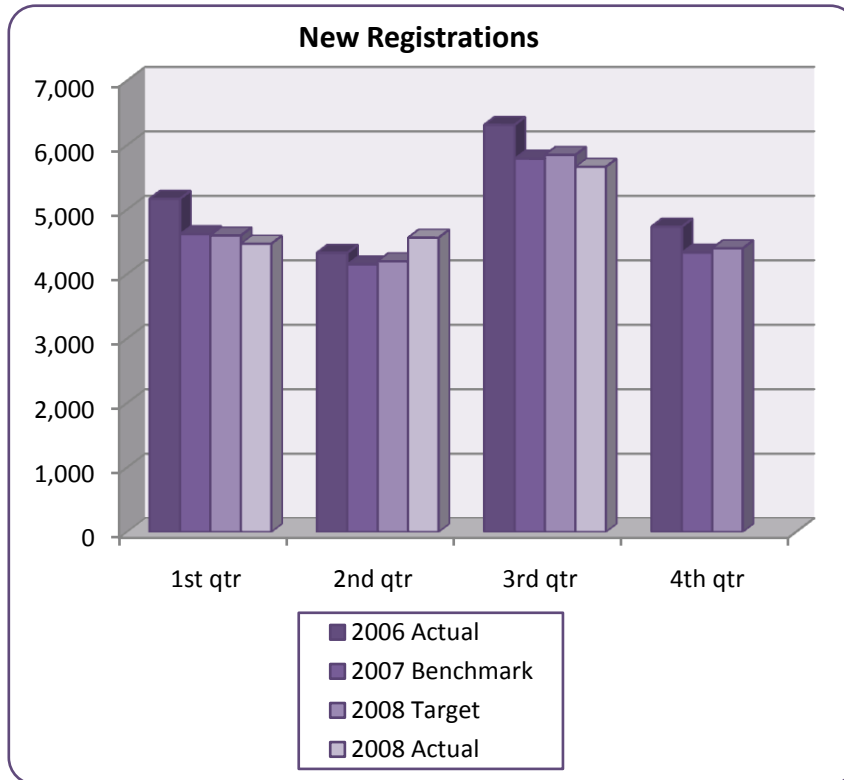
Action: Staff review of the 2008 program statistics will continue. The yearend BSC report will provide greater detail for statistics related to community engagement such as including LPL staff initiated community events outside the Library, free community space use, community displays, etc.

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3rd Quarter

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Percentage Changes:

	Current Quarter:	Year-to-Date:
Over 2008 Target	-3.16%	0.36%
Over 2007 Benchmark	-2.18%	0.98%

Status: Registrations were down slightly from the same quarter in 2007; however, the YTD of 14,703 was up .98%. The Libro Library Road Show was on the road during the 3rd quarter, increasing LPL's presence throughout the city. LPL reached out to new and underserved populations who generally have not been active library users. New customers were registered using wireless technology.

Action: LPL will continue to be sensitive to changes in the economy and will plan services and programs to help citizens through these times. Additional initiatives such as the Socially Vulnerable Populations Services Project will continue LPL's reach to new and underserved populations who could benefit by library membership.