

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	-1.64%	
2008 Target	-1.41%	-0.59%
2007 Benchmark	4.75%	3.68%

Status: 2008 target has been set at 8.5. Please note, there is no actual for 2006 for this indicator. 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.

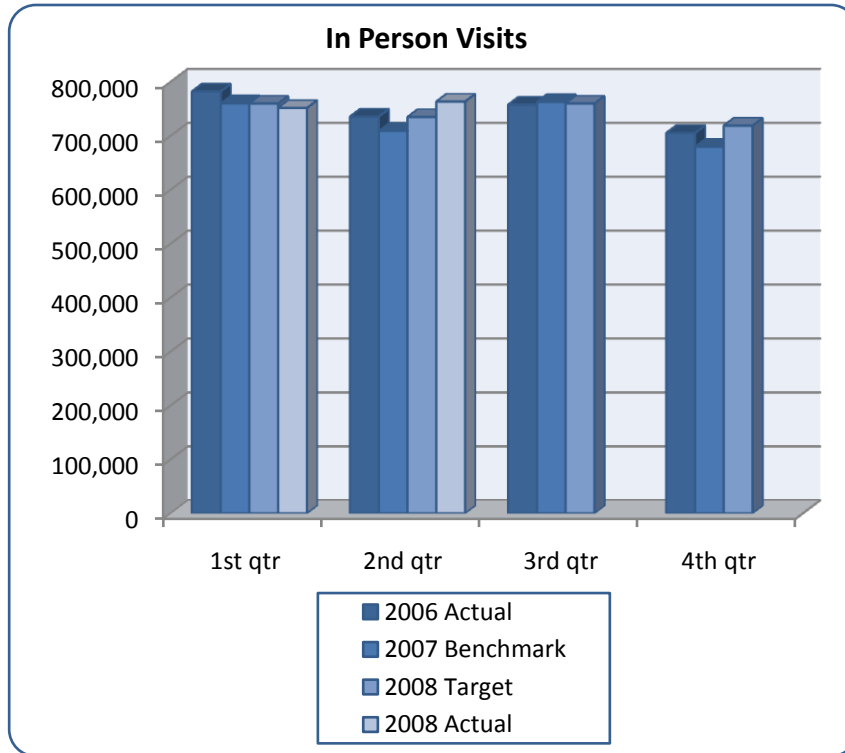
Action: The overall impact of 2008 BSC Strategic Priorities (identified below) will be tracked. In 2008 additional methods of tracking customer feedback in specific service areas, eg. website, collections, programs, etc., will be coordinated to provide a composite picture. We continuously respond to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

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	1.57%	
2008 Target	3.89%	1.36%
2007 Benchmark	7.64%	3.09%

Status: In person visits are up 3 % over year-to-date 2007. This indicates a healthy balance between the use of our branch locations as “community hubs” and the continuing success of our virtual space on the LPL website. Initiatives such as Discover Place, the revitalization of Masonville Branch and program initiatives have drawn the public into our branches. New registrations are also a reflection on new customers using our services.

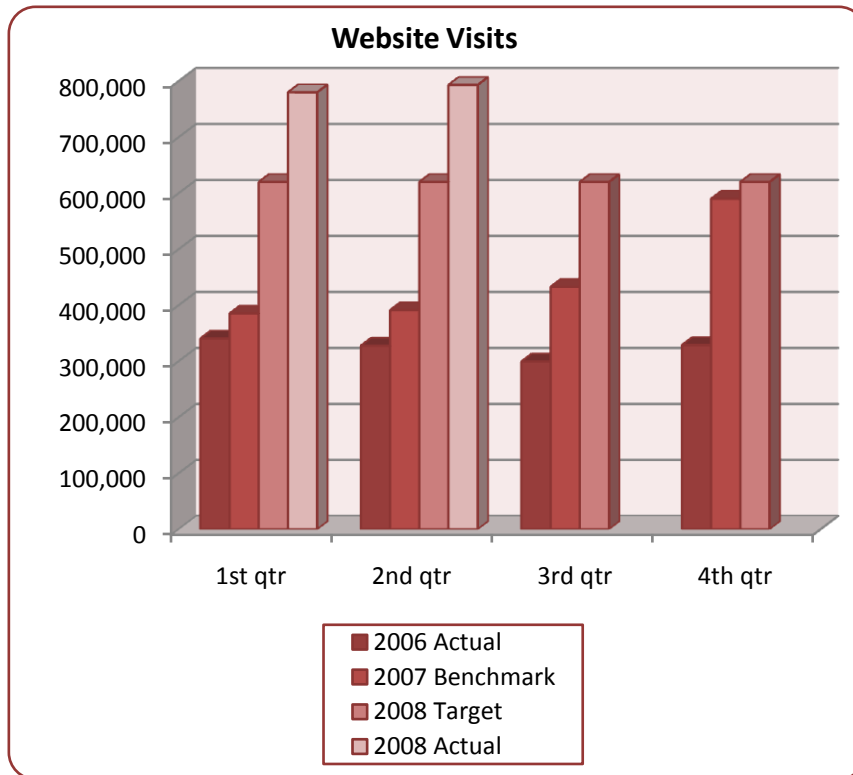
Action: Initiatives with newcomers (Newcomers Strategy: Library Settlement Worker Project BSC), Writer-in-Residence Program BSC and Community Engagement BSC’s such as the Carson Branch will reach out to more people in our communities and encourage visits to our branch locations.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	1.69%	
2008 Target	27.95%	26.89%
2007 Benchmark	102.80%	102.68%

Status: LPL Website visits continue to soar, reflecting the popularity of new webs services such as program registration and the integration of the catalogue with other reference and readers' services website offerings, such as subject and genre guides, assisted direct access to multilingual resources and new items browsing boxes. We continue to track usage of specific key features of the website enjoyed by our customers.

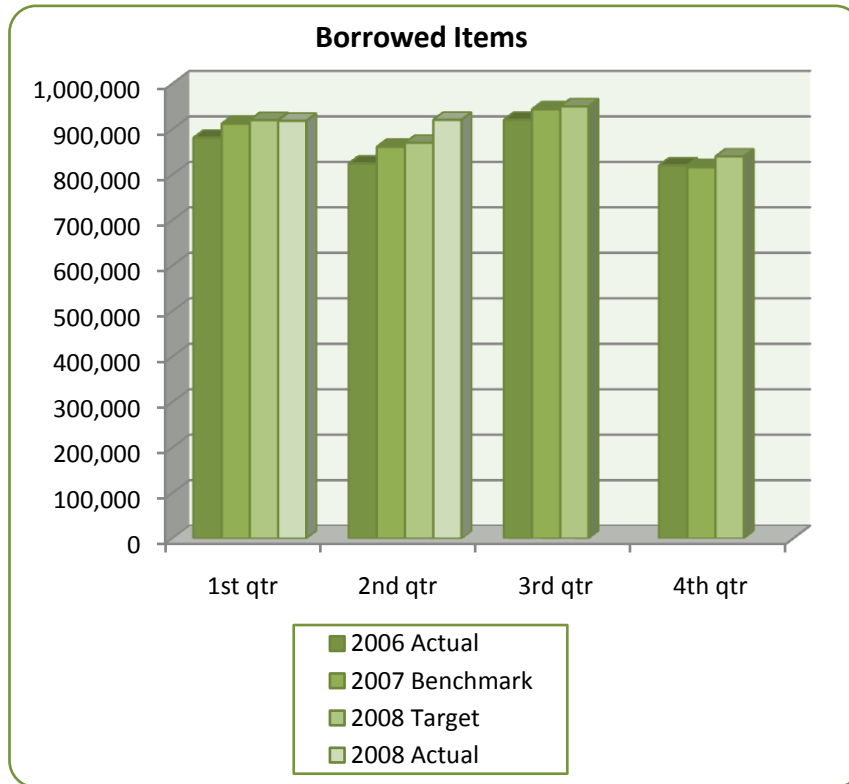
Action: In 2008 we will track usage of LPL satellite sites, including our Myspace, Facebook and Youtube, pages to see how frequently they drive traffic to our main LPL website.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	0.24%	
2008 Target	5.81%	2.74%
2007 Benchmark	6.89%	3.71%

Status: Borrowing has exceeded year-to-date 2007 by almost 4 %. This is a result of continued promotion of the collection in a variety of ways including website features such as New Item Lists, News E-letters, etc. Staff continues to develop new book displays in locations on themes of interest for customers. The increase in holds (see below) and increase in registrations reflects also in increased borrowing.

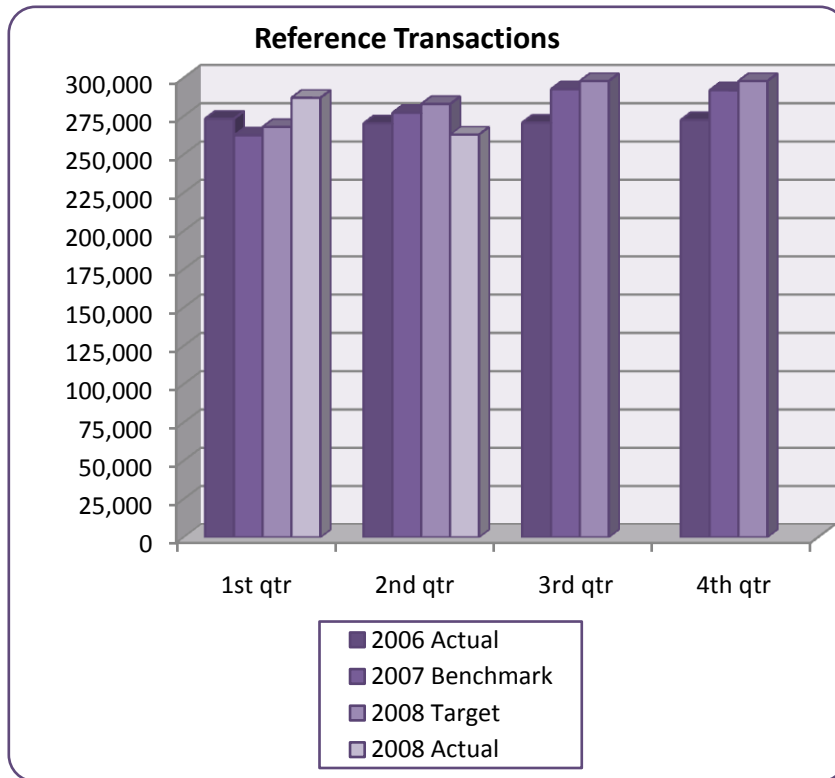
Action: We will continue to streamline our borrowing services for our customers through self-checkout and holds, displays, etc. The Lending Services Delivery Stream BSC (2008) will identify barriers to borrowing and reduce them as much as possible.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	-8.36%	
2008 Target	-7.05%	-0.16%
2007 Benchmark	-5.13%	1.91%

Status: The number of reference questions, while down on a quarterly basis, is holding its own when compared to year-to-date 2007. Staff has begun to implement roaming services. ASK-ON services continue to grow. A training plan – “Practicalities” - was introduced to staff at the end of May.

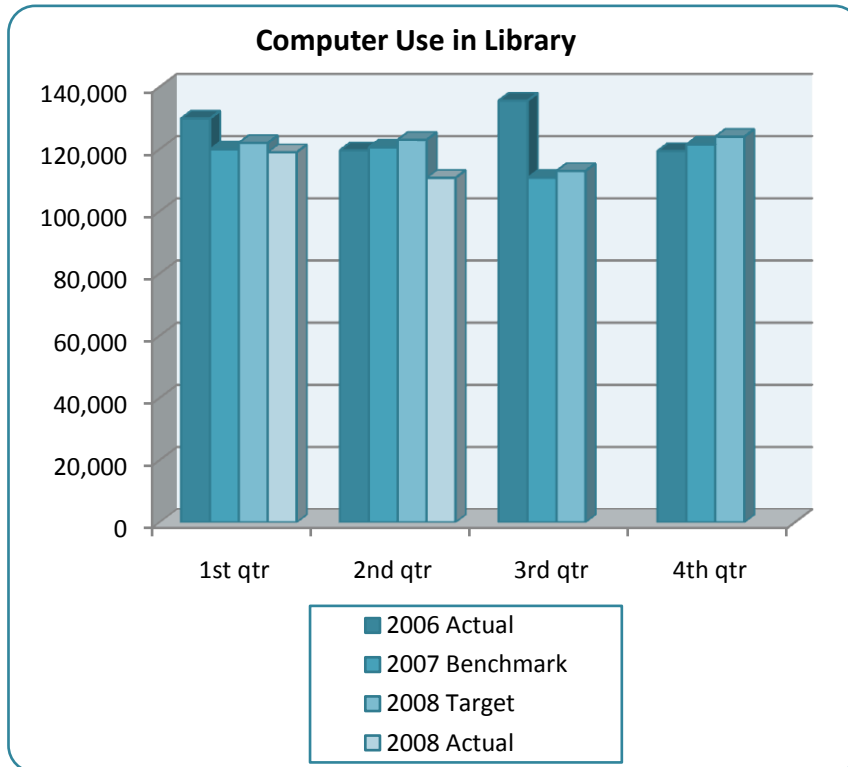
Action: The implementation of the Customer Service Model: Reference, Referral, Readers’ Services (3R’s) BSC Action Plan has been delayed until later in 2008 due to changes in staff. It includes a training plan for staff/public on electronic databases, including searching with ReSearch Pro.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	-6.92%	
2008 Target	-9.94%	-6.21%
2007 Benchmark	-8.11%	-4.45%

Status: Despite a slight increase in the 1st quarter 2008, in-house computer use of LPL workstations continues to track slightly downward, although within reasonable range of year-to-date 2007. Early statistics on the impact of wireless use in the library indicate an average monthly use equal to 8 % of the LPL computer workstation use.

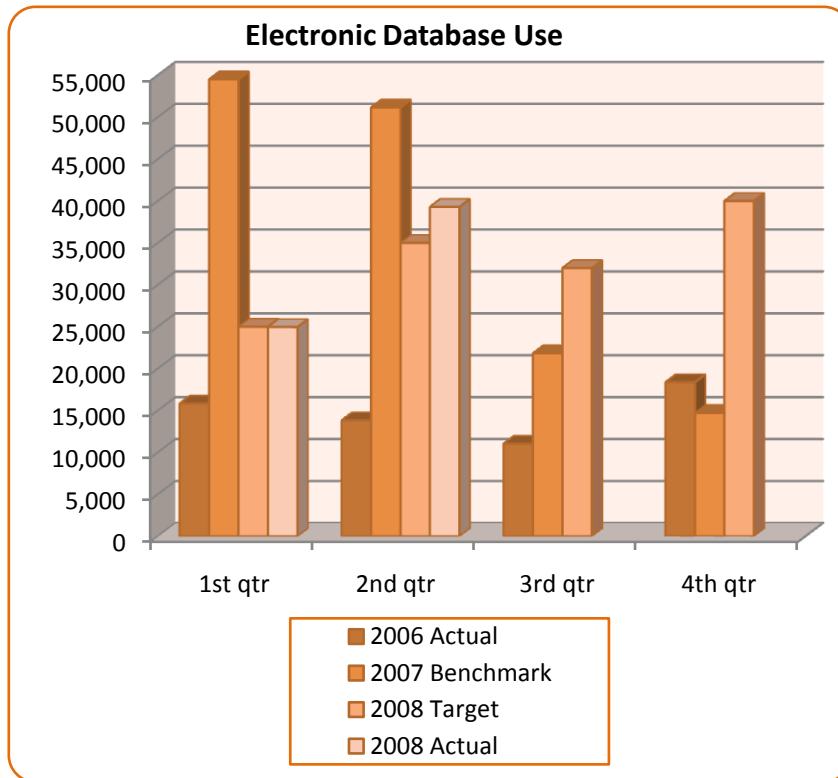
Action: The Customer Service Model: Technology Solutions BSC, in the 3rd quarter, will be implementing some changes to the mix of computer workstations such as changing some catalogue only workstations to Quick Serve. We have also in the 2nd quarter implemented our new patron login/registration system, which will support further data analysis.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	57.48%	
2008 Target	12.28%	7.09%
2007 Benchmark	-23.18%	-39.19%

Status: Benchmarks for 2007 1st and 2nd quarter are problematic due to issues regarding production of vendor statistics.

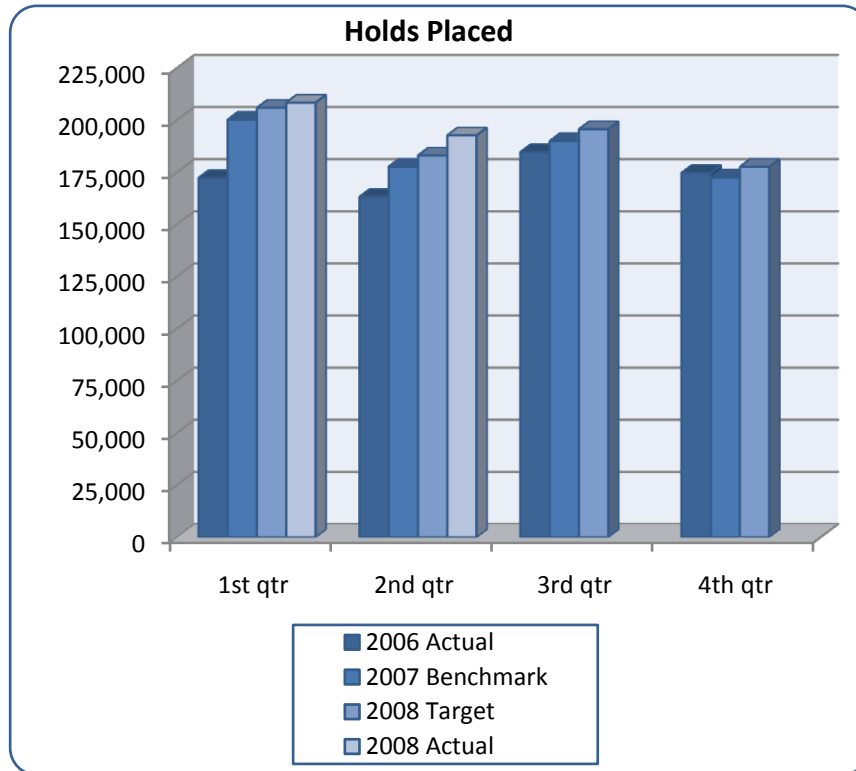
Action: ReSearch Pro will enhance database access by enabling customers and staff to use one search to access a variety of collections resources at the same time, including the LPL catalogue and electronic databases. We will be tracking its impact in the latter half of the year.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	-7.54%	
2008 Target	5.27%	3.12%
2007 Benchmark	8.43%	6.12%

Status: Holds continue to increase, 6 % over year-to-date 2007, which indicates a positive response to this service. We have in place some measures to assist in the management of holds such as high hold reports on items in order to order added copies when number of holds indicates the demand. Our DVD collection is in very high demand and generates many holds. We continue to look for ways to reduce staff time in support of this popular service.

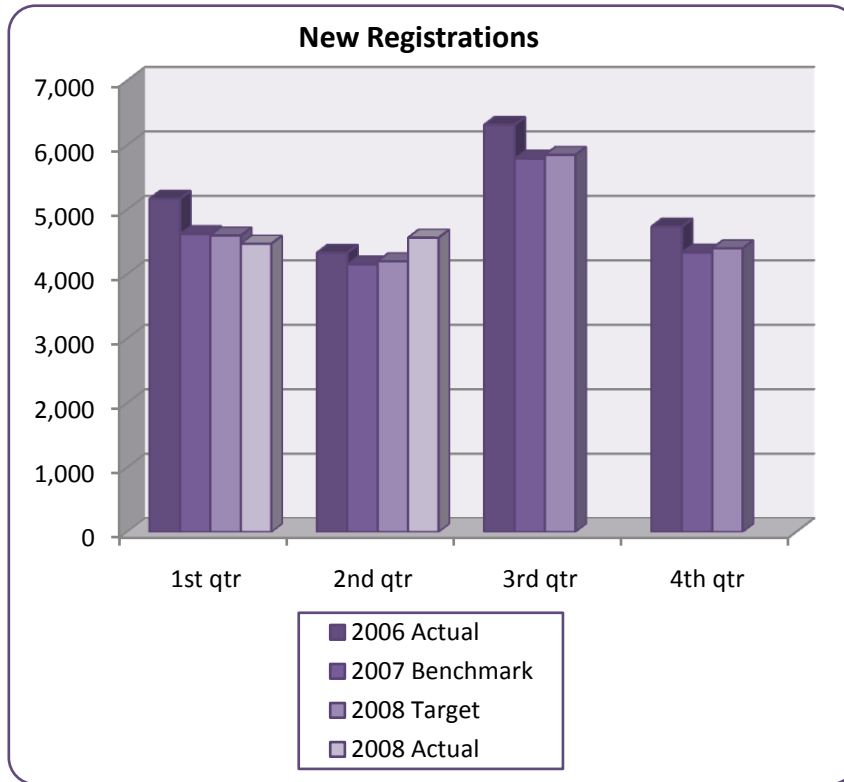
Action: We will be providing information on the website to enable customers to manage their holds, such as cancelling them if the material is no longer needed. Millennium's new paging list, which is scheduled to be running system-wide by the end of 2008, will improve the efficiency of filling holds.

Balanced Score Card Metrics - 2008

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.



Percentage Changes:

	Over 1st Quarter:	Year-to-Date over 2007:
2008 Actual	2.10%	
2008 Target	8.71%	2.70%
2007 Benchmark	10.02%	3.06%

Status: New Registrations are well above the 2008 target. Informal survey at the Central Branch Lending Services Desk indicates that the Library continues to be a destination point for newcomers to London. Renewed registrations are also now tracked and year-to-date 2008, we have over 8,000 cards renewed. This is an indicator of the loyalty of our customers and the relevance of our services.

Action: The Mobile Library BSC – “Library Roadshow” – is anticipated to have an impact on new registrations as off-site registration is now available and has proved popular at a number of venues. While only in “test” stage, we will continue to track its success in this area. The Access Magazine Redesign BSC included a new distribution model to reach more Londoners, including community centres and other public venues, putting our magazine in the hands of potential new members.