

## ORL Update 2010-11 Celebrating 75 Years of Service



1. Update on activities since Fall 2009
2. Strategic Planning and future directions
3. Your service in Kelowna



### 1) 2010-11 at a Glance

- Facilities have been a major focus
- New website launched Feb 2010 with social media campaign
- New Area Librarian for the southern branches; will have North Area Librarian in summer 2011
- Huge increases in usage of new Feature Film Collection and Library-to-Go
- New strategic plan
- Westbank First Nation and Penticton Indian Band now part of the ORL
- 75<sup>th</sup> Anniversary celebrated March 19, 2011



### 1) Facilities System-Wide



- Usually two branches per year get renovations or new facilities



### 1) Facilities - New Branches in Princeton and Rutland



### 1) Facilities - New Branch in South Shuswap



### 1) Facilities - Planning and Construction in Vernon





**1) Facilities - Construction in new Municipal Hall in Sicamous**




**1) Launch of new ORL website**




**1) Social Media to connect with customers**

- 1300+ fans at [www.facebook.com/OKRegLib](http://www.facebook.com/OKRegLib)
- 560+ followers on Twitter @OKRegLib
- blog for 75<sup>th</sup> anniversary at [75-years-orl.blogspot.com](http://75-years-orl.blogspot.com)




**1) Rapid Change in formats and usage of ORL**

- Feature film collection usage up 149%
- Library to Go use up 82%




**2) Strategic Planning**


- Plan from 2003-08 mostly accomplished
- Formats and customer preferences are changing very rapidly; need to develop framework to ensure we are making appropriate decisions
- Priorities to improve customer access and convenience




**2) Strategic Planning**  
ISSUE #1



Level of support for technology literacy for users and staff.






### 2) Strategic Planning ISSUE #2

How to best serve rural communities; not “one-size-fits-all” but a combination of virtual, kiosk, mobile, and branch service.

### 2) Strategic Planning ISSUE #3




Making access more convenient for users  
– where and how customers use the ORL (physical access, technology access, plain language, etc).




### 3) How People use the Kelowna Branches

#### 2010 Statistics

	Kelowna	Rutland	Mission
Total Visits	262,002 5,137/week	155,031 3,040/week	118,772 2,329/week
Circulation	442,586 up 3.8%	252,151 up 0.3%	271,799 down 3.6%



### 3) How People use the Kelowna Branches



Computer workstations and wireless access were used # of times:

Kelowna – 49,603  
Rutland – 21,487  
Mission – 15,851

*(capped at one hour per customer per day)*



### 3) How People use the Kelowna Branches


	Kelowna	Rutland	Mission
Programs per year (storytimes, author visits, exams proctored, etc)	926	132	99
Total Program Attendance	25,537	6,328	5,841
Reference Questions answered per Week	1,527	421	475



### 3) Community support of the Kelowna Branches




Kelowna Friends of the Library raise funds through ongoing booksales and support all three Kelowna branches by providing support for extra programs and special equipment, such as a digital reader/printer in the Kelowna branch for genealogical research.

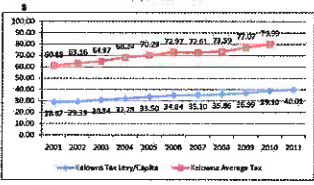


### ORL's Financial Model

- ▶ Based on Provincial Government formula , with ½ based on land values and ½ based on population
- ▶ Shared among all municipalities and regional districts
- ▶ Good value and efficiency; ORL operates at 20% less than provincial average



### Kelowna Tax Levy/Per Capita - Tax/Average Home Years 2001 - 2011




Year	Kelowna Tax Levy/Per Capita	Kelowna Average Tax
2001	28.87	60.48
2002	29.19	63.16
2003	30.34	64.97
2004	31.28	66.24
2005	33.50	67.28
2006	34.24	67.81
2007	35.36	68.22
2008	36.59	68.59
2009	38.10	68.99
2010	39.10	69.29
2011	40.08	69.59

### Average Home Prices in Kelowna

Year	2006	2007	2008	2009	2010
Price	\$348,000	\$422,500	\$494,300	\$492,800	\$478,400



### Thank you

▶ Questions/Comments?