



Year-End Report 2020

PELHAM PUBLIC LIBRARY



Since May 25th, over 50% of patrons have utilized our curbside service.

Our COVID-19 Response

Friday, March 13, 2020, public libraries in the Niagara Region and beyond closed their doors with the hopes of preventing COVID-19 from gaining momentum and spreading.

March 16, 2020, Pelham Public Library staff began working from home, programs were canceled, LiNC delivery and Inter-Library Loans stopped - all with the hopes that we would return to our high level of service and program offerings in the coming weeks. However, as the province began to respond to the pandemic, the library's doors remained closed. On May 1, 2020, six staff members were laid off indefinitely, while the remaining four worked to implement digital services and connections with the Pelham community.

With provincial and municipal guidance, on May 25, 2020, PPL opened its doors to a new type of service - curbside - in which community members placed holds on items and received them outside of the library from a table. Books began to be quarantined upon return for a minimum of 96 hours, late fees were removed, and staff worked diligently to provide the same high-quality customer service, donning masks, shields, and safety glasses while sanitizing and disinfecting touchpoints and regularly used surfaces. Staff may have looked different, but still served our patrons in every way possible. Hours were limited during this reopening stage, but our staff were once again able to provide materials and services to the community.

July 24, 2020, the region moved to stage 3, "Short Stay." Stage 3 services began to approach a new normal that included COVID-19 screening at the door, mandatory masks, a limited number of people in our buildings, and social distancing during in-person browsing. Computer access was time-limited. Programs were being offered online, digitally if able, and patrons could browse the stacks in a "short stay" fashion, with a maximum of 15 people in the building at one time. LiNC sharing and Inter-library loans began. Despite the reintroduction of in-person browsing, our curbside numbers remained strong throughout the fall, with just over 50% of our patrons continuing to use curbside pickup at both of our branches.

Ontario experienced increasing COVID-19 numbers in the fall of 2020, and in late December 2020, the Niagara Region once again enforced restrictions and a lockdown. For PPL, this meant a return to curbside pickup only, no in-person browsing or computer use. However, many of our digital programs and opportunities remained, providing higher service levels to the Pelham community than the first lockdown, with hopes to continue to expand our digital presence and offerings into 2021.

Meeting Community Needs Digitally

In response to COVID-19, PPL has evolved to meet the ever-changing digital needs of our community.

With no in-person programming from March onwards, staff responded to programming needs in a variety of ways. YouTube videos were created for children's storytime and on how to use Hoopla for children. Our newest software, Beanstack, allowed programmers to offer reading challenges, such as the summer reading challenge, for all age groups, with patrons earning badges and entries for prizes.



A book club was offered online through our Facebook platform, gaining the attention of over 30 participants discussing a variety of fiction and nonfiction materials.

Children and teen at-home digital resources were also researched, and links were provided through our website, making Pelham Public Library a one-stop resource for homeschooling, virtual, and in-class learning.

Ancestry.com provided free at-home genealogy researching using your library card, and our databases, such as Global Road Warrior and NoveList, were marketed for use.

PPL introduced RB Digital in January 2020, providing patrons with access to over 3000 magazine titles digitally on any device with a simple creation of an account using their library card.

Our digital ebook and audiobook resources, Hoopla and Overdrive/Libby, both saw a significant surge in use. In response to this escalation, PPL increased the number of monthly Hoopla borrows from four a month to 10, and we purchased a more extensive selection of book titles from OverDrive/Libby



387
Individuals Used Beanstack

46

ONLINE BOOK CLUB MEMBERS

Instagram
Engagement
Grew

97.8%

Compared to 2019

10,191
ITEMS RECEIVED
THRU LiNC

5,660
ITEMS SENT
THRU LiNC



The Future is LiNC

Despite the pandemic, 2020 brought some fantastic gains in our LiNC sharing. While LiNC initially halted during the spring lockdown, by summer 2020, it was back up and running. With staff delivering materials weekly, libraries were able to share resources efficiently.

November 2020 welcomed four new libraries to the Libraries in Niagara Consortium: Grimsby Public Library, Port Colborne Public Library, Welland Public Library and West Lincoln Public Library. While our catalogue expanded significantly, sharing did not begin until January 2021, but Evergreen allowed patrons and staff to see all the available materials.

In the spring of 2021, we look forward to welcoming Wainfleet Public Library to LiNC, rounding us out to ten public libraries sharing our collections and collaborating on various aspects of collection development. It is also the hope of the LiNC libraries' CEOs to propose a delivery system to initiate a more sustainable, regular delivery solution that benefits the environment and all ten public libraries.

Repurposing Our Space

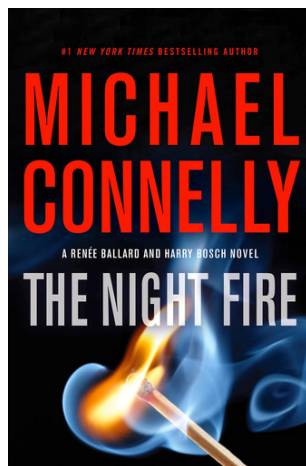
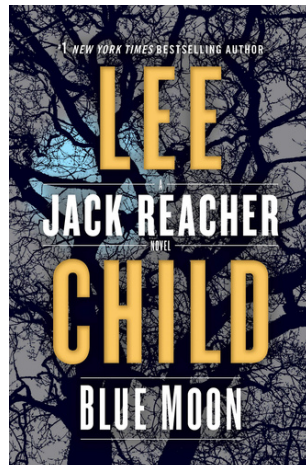
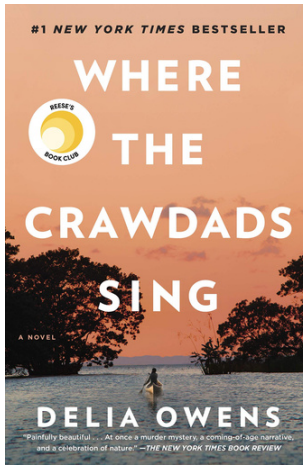
COVID-19 brought with it the dawn of curbside pickup for PPL. At both the Fonthill and Maple Acre branches staff adapted library building entrances with tables, signs and materials to make curbside simpler for patrons while continuing to offer needed resources. Fonthill further expedited the curbside service by moving a circulation computer closer to the door to allow for faster customer service. Doorbells were installed at both branches allowing patrons to ring for fast, easy service while maintaining social distancing, sanitization and proper PPE.

With the introduction of in-person browsing from July 24, 2020, until December 21, 2020, PPL implemented 'short stay' guidelines that allowed patrons to come in, but only for short periods. All furniture not essential for basic library services was removed and stored to help enforce this, including lounge chairs, reading tables and chairs, and all but one of our study booths. Public computers were separated and relocated to follow social distancing guidelines.

During "short stay" availability, both branches set up screening stations at their main entrances. Patrons had to pass a Public Health screening questionnaire to enter the buildings while maintaining capacity restrictions. At the Maple Acre branch, to control the numbers of patrons inside the building, the front door entrance facing Canboro Road was closed, allowing patrons to enter only at the rear accessible door off the parking lot. This allowed staff to monitor patrons coming and going from the Maple Acre branch, ensuring proper screening and cleaning procedures.



Most Borrowed E-books in 2020



2020 was full of challenges and changes...

But your PPL card continued to open up a world of possibilities.

**651**
individuals
WHO STARTED USING OUR
eResources
THIS YEAR

You enjoyed a variety of digital content, such as e-books, music, movies and more.

402
individuals
acquired new
LIBRARY **CARDS**

25,160
E-BOOKS
downloaded

 **36,255**
eResources
DOWNLOADED

8,472
Hoopla
CHECKOUTS

2,623
RB DIGITAL
downloads

You often browsed our online catalogue to see what was new and placed holds for curbside pickup.

**1,081**
CURBSIDE
SERVICE
HOURS

From May to December
you were supported
by PPL staff by phone,
email, and curbside
service.

94
thousand
ITEMS
borrowed

COLLECTIONS AND SERVICES

	2020	% Change	2019
In-Person Visits	22,578	-78%	103,660*
Curbside Visits	7,899*	-	-*
Short Stay Visits	5,117	-	-*
Virtual Visits	58,699	21.5%	48,310
Total Visits	94,293	-38%	151,970
New Members (Fonthill)	360	-46%	669
New Members (Maple Acre)	42	-58%	100
Total New Members	402	-47.7%	769
Checkouts (Fonthill)	70,709	-46.5%	132,280
Checkouts (Maple Acre)	8,814	-60%	22,103
Renewals (Fonthill)	12,832	-37%	20,364
Renewals (Maple Acre)	1,211	-55%	2,672
Total Items Borrowed	93,566	-47%	177,419
Hoopla Checkouts	8,472	166%	3,180
OverDrive/Libby Checkouts	25,160	37%	18,345
RB Digital Checkouts	2,623	-	-*
Total Digital Checkouts	36,255	68%	21,525
Hoopla New Registrations	249	42%	175
OverDrive/Libby New Registrations	256	97%	130
RB Digital New Registrations	146	-	-*
Total New Registrations	651	113%	305

* People Count was down for one month during 2019
* Curbside Service was only available from May - December
* Not applicable for 2019
* RB Digital was a new service that began in 2020

FINANCIAL SUSTAINABILITY

2020 Donation Summary

TOTAL = \$19,735.00

Donations Online	\$4,935.00
Donations In-Person or Mailed in	\$11,800.00
Kiwanis	\$2,500 (towards childrens programming)
Fonthill Lioness	\$500 (towards collection development)

On December 1, 2020 we participated in Giving Tuesday, a global fundraising event geared towards community transformation. On this day, we had 41 generous individuals that donated.

2020 Fundraising Event Summary

TOTAL = \$5,545.00

Spring Book Sale	\$3,798.00
Booksale Room (until mid-March)	\$1,409.00
Christmas Basket Sale	\$338.00



Something New at PPL

In March 2020, PPL launched its newest initiative - Pelham Plants, our seed library. With funding from the Niagara Community Initiative, Pelham Plants offered ten types of seeds, including multiple varieties of vegetables and herbs. When PPL shut its doors, Pelham Plants was easily converted online, allowing patrons to request various types of seed packages to be mailed to them with the hopes of initiating backyard gardens throughout our community. With Pelham Plants' success, we hope to grow our seed offering in 2021 while incorporating gardening programming for all ages.

With limited in-person browsing in 2020 and a push for short stay visits, the children's department implemented Grab and Go Bags. Grab and go bags are reusable, zippered bags filled with topic-specific materials for children. For example, one Grab and Go is filled with books about trucks; another is filled with books about princesses, while others are staff favourites or books about being kind. Parents and children alike enjoy the ability to grab a bag of books tailored to their children's interests without the time it takes to browse the shelves.

For children and teens, Take and Make craft bags were provided for curbside pickup. Each bag contained craft supplies to create a specific craft. Boredom Buster bags were made available for adults with books, puzzles, and games, offered for curbside pickup, for free, without the need for checkout.



What to look forward to at the Pelham Public Library in 2021

Currently, library staff are researching the option to implement an online tutor service through the library for children, teens, and adults alike. While we're still in the exploration stage, we hope to be able to connect patrons with an online platform that offers 1:1 tutoring, test prep, and revision assistance for a variety of subjects, grades, and learning levels.

While our large print and audiobook ARP began in 2020, COVID-19 put a halt to any real benefit of sharing and building these materials collectively. In 2021 we hope to see both large print and audiobook collections shared and developed together with other participating LiNC libraries.