



Hamilton
Public
Library

Fines & Fees, Customer Experience Update

October 2018


F R E E D O M T O D I S C O V E R

HPL.CA





Community Survey 2017

Fines concerned members of the community who identified as those who “never think” about using the library and who were infrequent or non-users of library services.



Grace Haven
June 7 at 7:33am

Hi! We love the HPL!! But we have some young moms that are afraid to use library services because they have fees from when they were very young. What can we tell them?

 **Like**  **Comment**

“Fine forgiveness. I am an adult that didn’t realize I never returned a book as a kid, 10 years ago roughly. I’m afraid to see the fine. I have avoided the library because of it.”

- Age 18-24, with children under 12

“Less fines. We’re busy and all four of my family are big readers. It’s hard to keep track of everyone’s books.”

- Age 25-34, with children under 12



Waived Fines

Reflecting need in our community

4,778

Fines Waived 2017

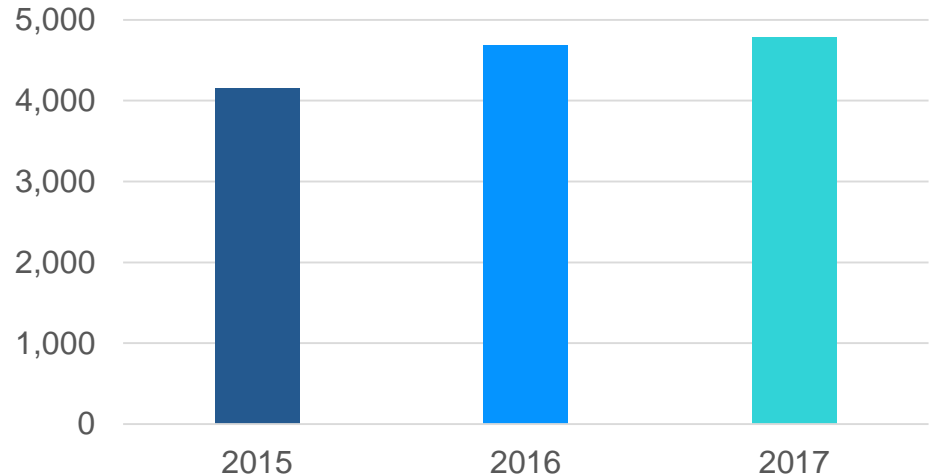
2016 - 4,688 2015 - 4,151

\$57,651

Fines Waived in 2017

2016 - \$53,868 2015 - \$31,326

Number of Waives



Fines are waived when a customer signals the need to staff.

Most fines are waived due to illness, hospitalization, fire or similar hardship which made returning materials very difficult.

Fine waivers have modestly increased.



Fines

\$206,391

Fines Collected 2017

217,278

Fines Transactions 2017



10,319

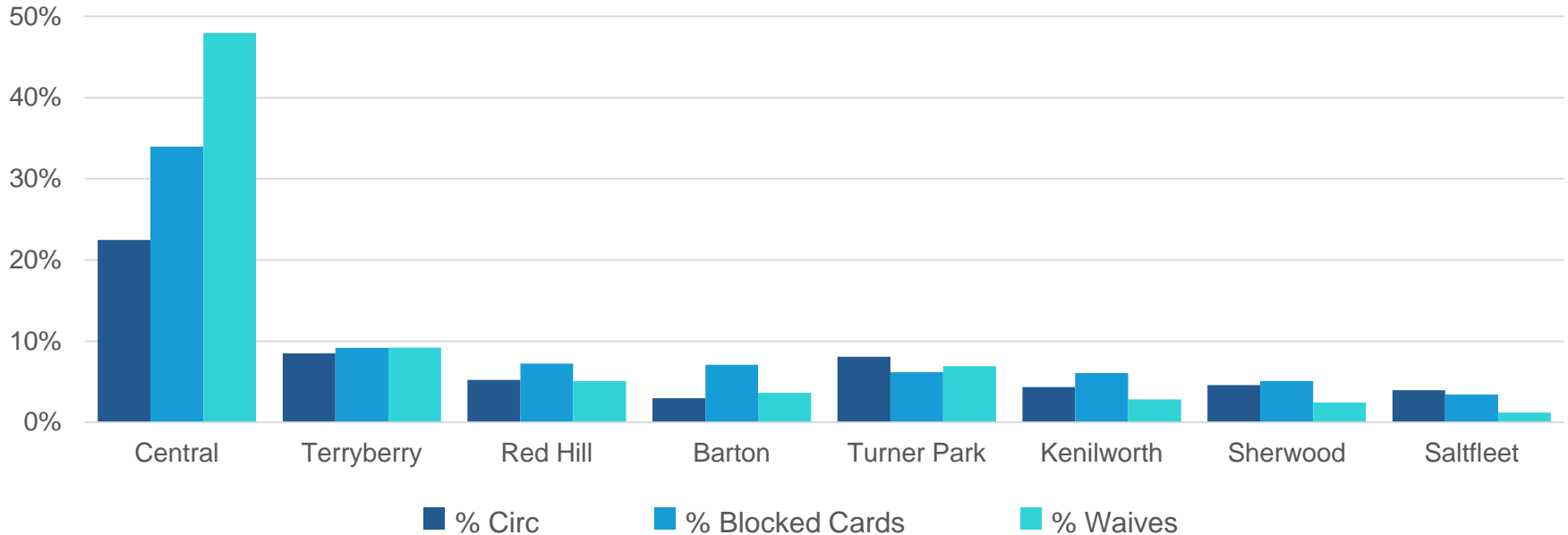
Staff hours collecting fines

Fines are small transactions that could become transformational.



Branch Impact

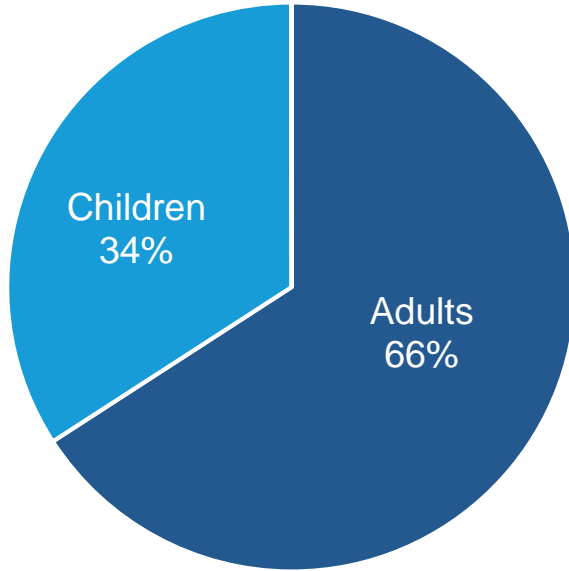
Percent of system cards blocked for fines and waivers by branch



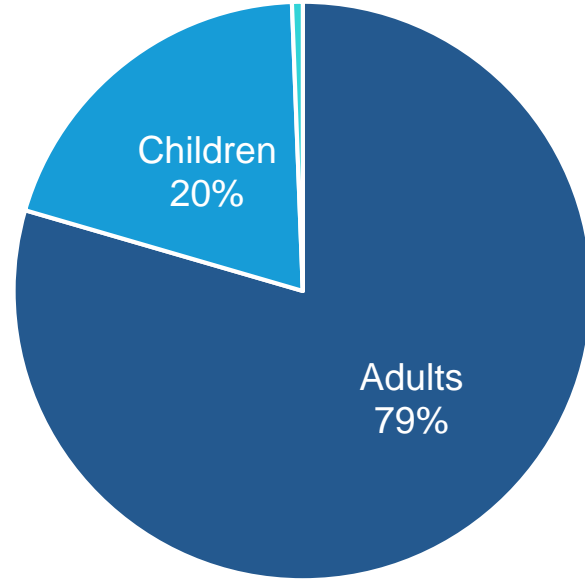
The higher share of blocked cards than circulation demonstrates need in specific communities.



Blocked Cards due to Fines



30,096 Blocked Cards (Fines)



Active Cards

Children are disproportionately affected by cards blocked due to fines.



To be the best place to raise a child and age successfully

Alignment with City of Hamilton Strategy

DISCOVER AT YOUR LIBRARY

Kids are natural explorers. At the Library, our goal is to nurture curiosity and wonder with a lifelong love of reading and learning.



Science programs use experiments to look at our natural environment and space.



Technology programs focus on digital literacy, robotics and coding by exploring simple machines.



Reading programs explore reading and writing through basic literacy skills.



Engineering programs look at understanding space, planning and design structures and movement.



Arts programs celebrate culture and creativity through music, storytelling and visual arts.



Math programs use shapes, patterns and counting to make numeracy fun.



Kids in Hamilton

We can increase our kids in Hamilton with cards and increase local early literacy outcomes

31,268

Active Children's Cards

October 2018

115,464

Children in Hamilton aged birth to eighteen

Statistics Canada, Census 2016

23,531

Children visited by HPL in Class Visits

By HPL staff in 2017

84,196

**Kids in Hamilton
who need
Library cards!**



Super Users

We have faithful and enthusiastic customers who love paying.

Last year 24,127 customers paid fines, these super users love using HPL.



HPL super users checked out

2,439,806 items in 2017.

That's nearly **50%** of our physical circulation for the whole year!

Our super users love to support the library.



Core Fundraising Principles

Comprehensive plan coming Q1 2019

- Generate non-levy funding
- Library promotion and awareness

The plan will include details about how HPL will manage and plan for:

- Individual donations
- Major gifts
- Planned giving
- Capital campaigns
- Sponsorship



HPL Store & Merchandise

Vision for HPL Store

- High quality local and library merchandise
- At reasonable costs

Funds raised from a store and fundraising efforts will support Hamilton Public Library to enhance programs, services and youth literacy.

An opportunity to promote Hamilton, literacy and our local communities both in an online store and in a sustainable and flexible manner.



Online Registration Update

- Finalizing the backend integration
- Testing workflows internally

Launch Planned
Q1 2019



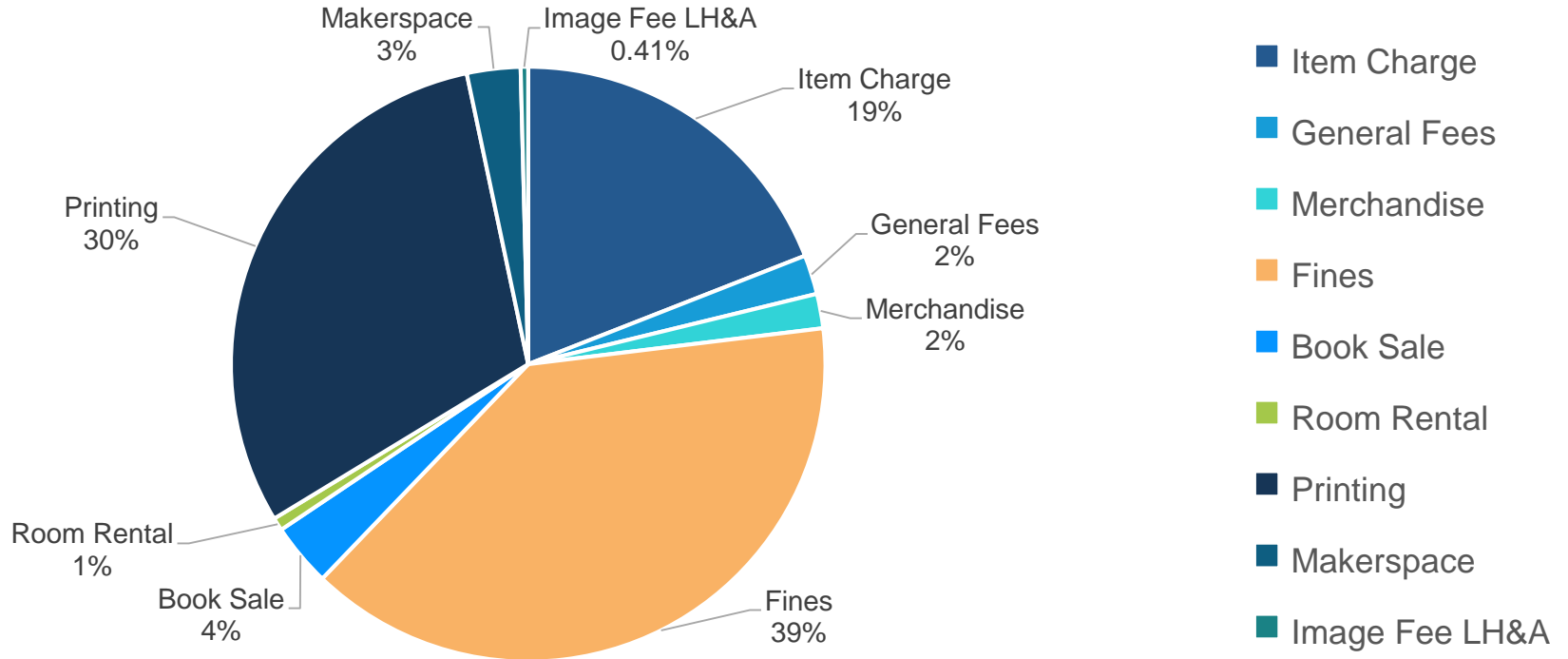
LibraryCard

SIGN UP HERE



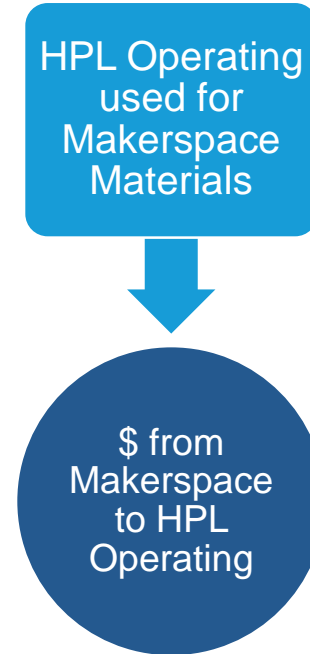
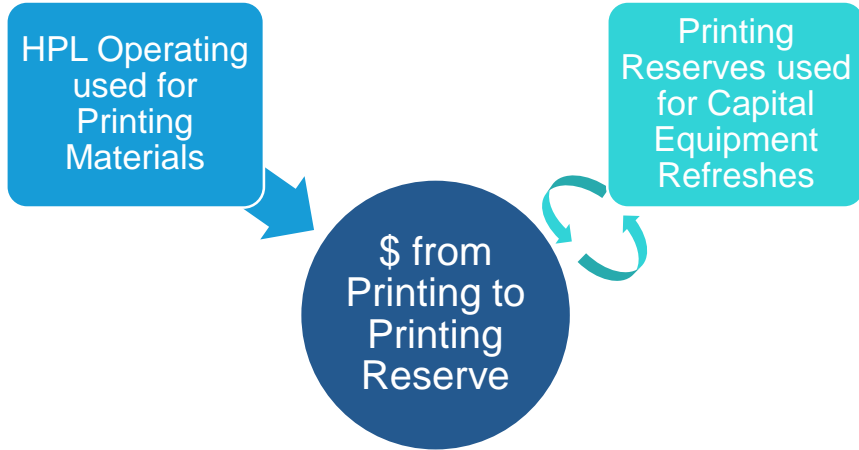
Self Generated Revenue

2017 Self Generated Revenue by Category





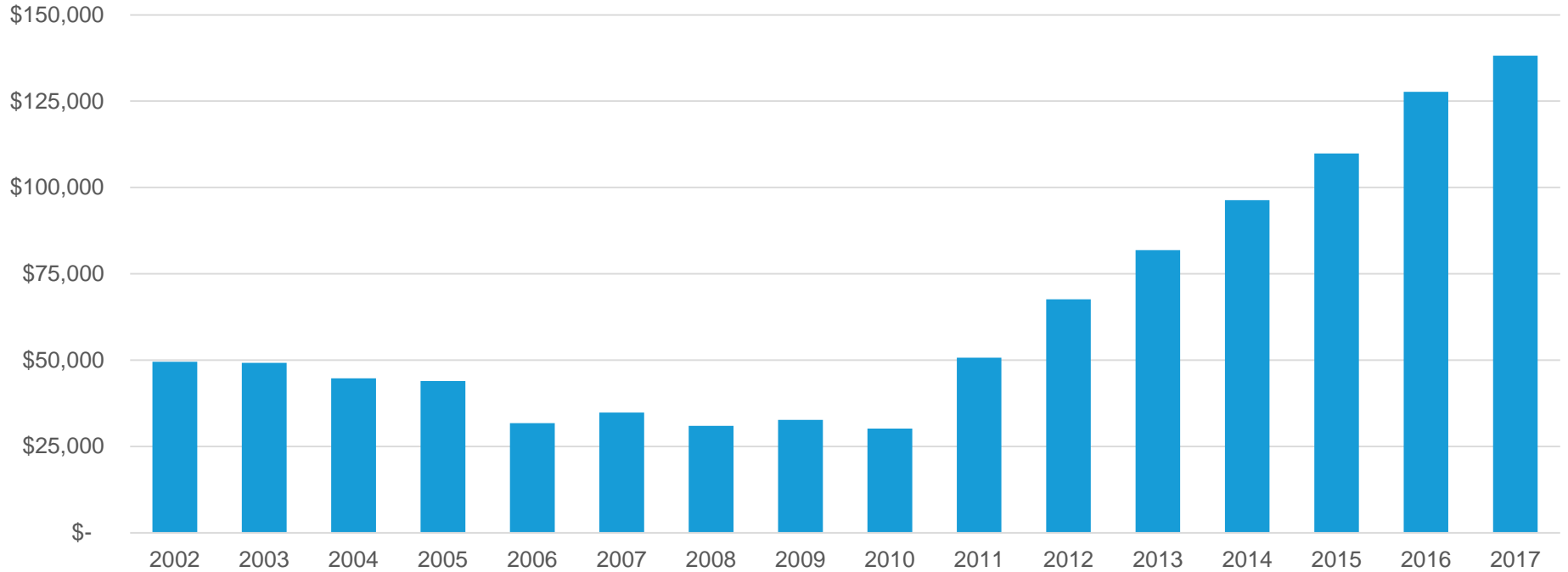
Revenue Generation





Photocopier Revenue

Photocopier Revenue





Next Steps

Customer Experience Taskforce returning in November

Proposals around :

- Auto-Renewal
- Updating the Fee Schedule
- Kids Fines
- Fresh Start Communication Plan

Find out more about other libraries' policies:

[Berkeley Public Library](#)

[Columbus Metropolitan Public Library](#)

[Enoch Pratt Free Library of Baltimore](#)

[Nashville Public Library](#)

[Salt Lake City Public Library](#)

[San Diego Public Library](#)

[Saint Paul Public Library](#)

Recommended Reading:

["Eliminating Late Fines: Improving Access to Your Library," presentation to the Library Board by Library Director Catherine Penkert \(2018\)](#)

["More libraries are going fine-free. That's good for everyone," Washington Post \(2018\)](#)

["Library that Eliminated Late Fines Says Borrowers Return More," U.S. News and World Report \(2018\)](#)

["Imagining a Fine-Free Future," American Public Libraries Magazine \(2018\)](#)

["Doing Fine\(s\)?," Library Journal \(2018\)](#)

["Baltimore's Pratt Library goes fine free for overdue books," Baltimore Sun \(2018\)](#)

["Long Overdue: Why public libraries are finally eliminating the late-return fine," Slate \(2017\)](#)

["Salt Lake City Library moves to make reading really free," Salt Lake City Tribune \(2017\)](#)

["Eliminating late fines simply makes sense," Deseret News \(2017\)](#)

["Removing Barriers to Access," Colorado Department of Education \(2016\)](#)

["The Case Against Library Fines – According to the head of the New York Public Library," Quartz \(2017\)](#)

Thank you