

## Appendix B – KPI Definition and Rationale Chart

Indicator	Score Card	Strategic Plan	Rationale	Definition
<b>Customer Satisfaction Score</b> (New in 2017)	CES	Services	A new metric to be developed engaging the customer directly on how satisfied they were with their most recent experience at OPL. Responses will be collected through branch and web-site based experiences.	The customer satisfaction score is based on a 1-5 scale where 1 represents Very Unsatisfied and 5 represents Very Satisfied. Results will reflect the number of 4 and 5 responses as a percentage of the total responses.
<b>Physical and digital circulation</b> (Retained)	CES	Services	A metric looking at the various offerings of OPL. Increased circulation would indicate customers are satisfied with the products offered by OPL.	Total of In-Branch Circulation, All Renewals, All Digital Downloads and New Streaming Services.
<b>% Physical Materials Checked Out</b> (New KPI)	OE	Success	A metric looking at the health and responsiveness of our collection.	The average # of items currently checked out divided by total items for at each Branch.
<b>% Available Meeting Room Hours Booked</b>	CES	Spaces	A metric looking at the physical spaces offered to the community by OPL and whether they are meeting the needs of customers.	The total sum of meeting room hours booked by community members for OPL meeting rooms divided by the total available hours.
<b>Electronic visits</b> (Retained)	CES	Spaces	A metric looking specifically at electronic visits to OPL's digital spaces such as databases, website, and catalogue.	The total sessions for our Website, Children's Site, Overdrive, BiblioCommons, MaBiblio, and mobile users.

**Legend:**

CES – Customer and Employee Satisfaction

OE – Operational Effectiveness

FS – Financial Stewardship

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<b>Total Cardholders Active - Last 12 Months</b>	CES	Success	A metric measuring customer retention and growth.	A metric measuring how many cardholders used their cards in the last 12 months.
<b>Communications</b> (New in 2017)	CES	Success	A metric to be developed for 2017 looking at the reach and perceived value of OPL's communication activities.	Coming in 2017.
<b>Hold Time to Availability</b> (New in 2017)	OE	Services	For 2017, a measure indicating the average time requested materials take to become available.	Coming in 2017.
<b>Total Program Attendance - Per Square Foot</b> (New KPI)	OE	Spaces	A metric taking into account program attendance and also whether spaces are being utilized efficiently. It will account for unavailability (even temporary) or additions of space and how those spaces are being used.	The total in-branch event attendance divided by the ft <sup>2</sup> of all available OPL programming space.
<b>Cost per library use</b> (Retained)	FS	All	A metric looking not only at raw costs of operations, but how those costs relate to usage. Will include – circulation, program attendance, and electronic visits.	Total operating cost \ total use (circulation, including downloads, program attendance and e-visits). Does not include public pc use, wireless, and database searches to avoid double counting.

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