



Hamilton
Public
Library

Freelton Pilot - Extended Access Hours

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FREEDOM TO DISCOVER

HPL.CA



Pilot project

- **Increase access to the Freelton branch from 17 to 60 hours per week to better meet customer needs.**
- **Ensure staff are present for core service hours each day.**
- **Utilize technology to extend branch hours, support customers and ensure safety and security.**
- **Demonstrate an improved Return on Investment for rural branches.**





Steps to success



Engaging staff,
board + customers
early, getting buy-in



Remote support for
users at rural
branches



Implementing
pre-registration





Space and equipment





Success - Pilot Outcomes



Increased hours
at Freelon Branch



52% increase in
gate counts



37% accessed branch
during open+ hours



40% increase in
computer usage



19% increase in
usage
compared to
overall system



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FREEDOM TO DISCOVER



Feedback from the Community

“The extended hours pilot project in Freelton is awesome.”



“I love the audiobooks. I am very happy about the new extended hours in Freelton.”





Lessons Learned and Next Steps

- **Taking time for planning and communication improved the outcomes.**
- **Pre-registration improves accountability.**
- **Positions the library as a strategic innovator.**
- **Recommend adoption as a rural service model.**
- **Continue service at Freelon and encourage more participation.**
- **Consider additional sites as part of 2018/19 Service Hours Review.**
- **Share results with other libraries.**

