



Sacramento Public Library Authority

December 11, 2013

Agenda Item 3.0: Director's Report

TO: Sacramento Public Library Authority Board

FROM: Rivkah K. Sass, Library Director

RE: Director's Report

RECOMMENDED ACTION: None - Information only.

Hagginwood Case Restitution

As the Board knows, Judge Allen Sumner ordered restitution in the amount of \$480,000 to Sacramento Public Library on Friday, November 15, 2013, consisting of proceeds from the sale of the home of Dennis Nilsson and various automobiles owned by Nilsson and co-defendants Jim Mayle and Janie Rankins-Mayle.

A check was presented to Authority Board Chair Phil Serna on Thursday, November 21, at the Sacramento Public Library, with news coverage by Channel 3 and Fox40.

Staff expect the Receiver to complete all work and claims on the issue within the next 30 to 45 days, at which point the Library will receive the balance of funds procured by the Receiver, estimated to be approximately \$20,000.

City of Sacramento Parcel Tax Measure

On November 2, 2004, City of Sacramento residents voted overwhelmingly (72.38% yes) to renew Measure X, the City of Sacramento assessment with a replacement special tax. The special assessment went into effect on July 1, 2007, and was to remain in place for 10 years. The assessment includes an annual Cost of Living Adjustment escalator tied to increases in the Consumer Price Index. The initial rate, \$26.60 per single-family residence, was adequate as long as the City was able to provide general-fund support above the maintenance of effort level of \$7,635,500.

Since voters approved the assessment in 2004, two events have occurred that affect the Sacramento Public Library Authority's ability to deliver quality library services to citizens served by the Library's 12 city locations. First, three new libraries were built and opened between August 2009 and August 2010. Second, the Great Recession impacted the Sacramento area, causing City of Sacramento general-fund support for library services to be reduced by more than 20%.

As a stop-gap measure, the Library continued operations through the use of fund balance, staffing reductions and various efficiencies. Based on current estimates, if no additional funding is secured, the fund balance will be depleted within the next two years.

Library staff, advocates for library services and City officials have discussed the pros and cons of taking a renewal of the parcel tax to voters in 2014 before the current assessment expires, and whether a June or November time frame is preferable. A report for the Sacramento City Council on the renewal of the library assessment will be presented on December 17. The City Council will be asked to provide direction on whether to place a measure on the ballot to renew the existing library assessment.



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Based on Council direction at that workshop, if the Council chooses to place a measure on the June 2014 ballot, the Council would have to approve a resolution placing the measure on the ballot no later than its meeting on January 28, 2014.

There are no Authority Board actions specifically relating to the above issues of placing measures on the ballot. However, assuming successful passage of any measure, the Authority Board would have the responsibility for allocating the use of the revenues generated by any of the measures.

GED Services

The Library's Adult Literacy Service provides tutoring to adults who need to improve their reading and writing skills. Last summer the program also began offering tutoring for adults who want to get their GED. Because the GED test is changing in January to a more challenging, computer-based test, many people who have already passed some of the five sections of the test are racing to complete their GED before the change takes place. Adult schools have been referring students who are on waiting lists for their GED classes, and library branches are letting people know about the services too.

The program has so far matched 30 GED students with individual tutors who help them review math, English, social studies, science and writing. These pairs are meeting at nine branches: Central, Arcade, Arden-Dimick, Carmichael, Martin Luther King, North and South Natomas, Southgate and Valley Hi-North Laguna. Some students will complete their exams this year and others will study for the new test that begins in 2014.

GED students range in age from 18 to 80. One student who is in his 50s came to the program because he has worked as a machinist for 30 years but was laid off and now cannot find a new job without a GED. Another gentleman has a good job offer from a utility company, but needs to get his GED in order to qualify. A woman from India wants to get her phlebotomy license to work in a medical setting, but the program won't accept her high school record from England, so she needs to complete her GED here in California. Some students want to go on to college and others want to enter job-training programs. Many are young people who are just entering the job market and realize that their prospects are limited without a GED or high school diploma.

In addition to individual tutoring, the Library has started GED classes at the Central Library, including "Writing for the GED" and "Math for the GED."

Also of note, Literacy staff reported that an adult learner who worked with a literacy volunteer recently passed his citizenship test with a score of 100%.

Galt Community Education Summit

Eighty representatives from community, regional and state organizations attended the Galt Community Education Summit in early November to discuss the \$10 million Race to the Top grant received by the Galt Joint Union Elementary School District to provide ideas and feedback that will be used to improve services for students during the next few years. School officials were very pleased with the level of participation. It is extremely impressive to see the energy being put into improving opportunities for students.

First Annual Sacramento Black Book Fair

Library Director Rivkah K. Sass met with Faye Kennedy recently to learn about plans for Sacramento's First Annual Black Book Fair to be held in Oak Park June 6-8, 2014. Ms. Kennedy has been meeting with



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many organizations throughout the community, including educational partners, museums, the Library, Friends of the Library and others who want to help.

Design Lab Helps Young Inventor

Cousins Nate Zavaleta, 24, and Alex Smith, 18, were trying to create a small versatile tool they could bring on snowboarding expeditions. Using the Design Spot at Sacramento Public Library's Arcade Library, they were able to design and print a prototype of a tool they call the Hex Flex. The Hex Flex contains 15 different tools, including multiple screwdrivers and wrenches, plus a bottle opener, box cutter and more in a single piece of solid steel measuring approximately 2-by-3 inches.

Once the prototype was developed, the cousins mounted a Kickstarter campaign with the goal of raising \$10,000 to produce the tool. Three weeks later, they had raised more than \$70,000 and their vision of a convenient adventure tool is much closer to reality.

Library staff are very pleased that this effort validates the role of the library as business incubator and resource for creativity, especially since the Design Spot was funded by a Library Services and Technology Act grant developed by Lori Easterwood.

Local Author Lauds Library

A recent article in the Valley Community News about Tahoe Park resident Alfred Guajardo contained generous praise for Sacramento Public Library staff who helped him improve his computer skills in order to get his children's book *Al the Green Rain Train* published and distributed through eBay, Amazon, Barnes & Noble and other online book sellers.

Friends Support Above and Beyond

As Friends of the Library President Bob Gorham reported to the Board in October, the Friends of Sacramento Public Library provided \$381,415.96 to libraries in 2012, and \$142,254 during the first six months of 2013. The System Friends Board allocates to the Library Director for various projects and programs. In addition, much of the support goes directly to branches through their branch affiliate Friends groups. It should be noted, however, that branch affiliates also provide generous support beyond their branches. In the past year, Friends branch affiliates from Arden-Dimick, Carmichael, Belle Cooledge, North Natomas, North Sacramento, Robbie Waters-Pocket Greenhaven and Southgate libraries provided more than \$30,000 to Sacramento Public Library collections, programs and services. They have purchased children's fiction and nonfiction collections, Sacramento's 2013 One Book, book-club-in-a-box collections, and books featuring world languages such as Vietnamese, Farsi and Arabic. In addition, the McClatchy Library Friends saw to it that the second floor of the Ella K. McClatchy house was renovated and the Friends of Belle Cooledge Library are providing support for a new floor in the library community room.

Saloons of Sacramento

Librarian James Scott recently completed a rewrite of a book he put together using Sacramento Room resources. *Sacramento's Gold Rush Saloons: El Dorado in a Shot Glass* will be published by the History Press in early 2014. This marks the third book that James put together highlighting resources and collections of the Sacramento Public Library.

Mid-Year Budget Planning

Library finance staff are in the planning stages of the mid-year budget adjustment to be presented to the Authority Board on February 27, 2014. Staff are developing plans for technology enhancements to



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increase efficiencies for checkout of library materials and are determining if there can be some relief regarding staff furloughs. Staff has been monitoring this monthly since July and will present a more detailed proposal regarding furloughs to the Board in February.

ATTACHMENT(S):

Attachment A: Public Services Statistics – October 2013

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

OCTOBER 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
 - Franklin (80.5%)
 - North Natomas (79.5%)
 - North Highlands (73.7%)
 - Elk Grove (73.1%)
 - Martin Luther King (69.1%)
- In October 2013, the Library offered 723 free programs to the public, a 22.8% increase over October 2012.
- FY 2013-14 year to date program attendance is 65,566 a 12.9 % increase from FY 2012-13.
- FY 2013-14 year to date branch volunteer hours total 23,693 a 10.2% increase from FY 2012-13.

**Sacramento Public Library Monthly Report
Summary**

October 2013	Oct 2012	Oct 2013	Change		YTD 2012-13	YTD 2013-14	Change	
			N	%			N	%
Customers & Circulation								
Items Circulated	637,400	614,840	-22,560	-3.5%	2,571,926	2,452,722	-119,204	-4.6%
Interlibrary Loan								
Loaned to Client Libraries	11,319	11,378	59	0.5%	48,748	47,548	-1,200	-2.5%
Borrowed from Client Libraries	9,269	9,735	466	5.0%	40,207	40,987	780	1.9%
Loaned to LINKPlus Libraries	3,766	3,519	-247	-6.6%	14,993	14,400	-593	-4.0%
Borrowed from LINKPlus Libraries	3,007	3,226	219	7.3%	12,053	11,781	-272	-2.3%
All Other Loans	91	14	-77	-84.6%	303	114	-189	-62.4%
New Customers Registered	5,527	6,570	1,043	18.9%	24,591	25,487	896	3.6%
Total Customers	674,541	673,431	-1,110	-0.2%	na	na	na	na
Adult	442,557	641,406	198,849	44.9%	na	na	na	na
Teen	na	91,634	na	na	na	na	na	na
Juvenile	180,635	104,171	-76,464	-42.3%	na	na	na	na
E-card Only	50,308	2,106	-48,202	-95.8%	na	na	na	na
Other	1,040	59,185	58,145	5590.9%	na	na	na	na
Total Customers as % of Total Population ¹	49.6%	49.0%	-0.5%	-1.1%	na	na	na	na
Library Visits	341,032	359,896	18,864	5.5%	1,353,870	1,425,065	71,195	5.3%
Programs								
TOTAL PROGRAMS - #	589	723	134	22.8%	2,186	2,395	209	9.6%
TOTAL ATTENDANCE	14,211	16,997	2,786	19.6%	58,063	65,566	7,503	12.9%
Family Programs - #	69	69	0	0.0%	262	270	8	3.1%
Family Programs - Attendance	2,681	3,492	811	30.2%	13,809	16,355	2,546	18.4%
Toddler Programs - #	126	143	17	13.5%	440	421	-19	-4.3%
Toddler Programs - Attendance	4,066	4,758	692	17.0%	14,305	13,627	-678	-4.7%
Preschool Programs - #	97	105	8	8.2%	372	327	-45	-12.1%
Preschool Programs - Attendance	2,511	3,204	693	27.6%	9,430	11,034	1,604	17.0%
School Age Programs - #	69	123	54	78.3%	291	407	116	39.9%
School Age Programs - Attendance	1,647	2,338	691	42.0%	9,182	13,250	4,068	44.3%
Teen Programs - #	77	74	-3	-3.9%	272	237	-35	-12.9%
Teen Programs - Attendance	1,028	1,134	106	10.3%	3,989	3,216	-773	-19.4%
Adult Programs - #	148	201	53	35.8%	535	709	174	32.5%
Adult Programs - Attendance	2,221	1,951	-270	-12.2%	7,141	7,684	543	7.6%
Senior Programs - #	3	8	5	166.7%	14	24	10	71.4%
Senior Programs - Attendance	57	120	63	110.5%	207	400	193	93.2%
Community								
Community Meeting/Meeting Room Use - #	313	309	-4	-1.3%	1,239	1,143	-96	-7.7%
Hours Used	1,076	1,046	-30	-2.8%	3,999	3,607	-392	-9.8%
Attendance	7,081	7,023	-58	-0.8%	25,462	25,801	339	1.3%
Community Meetings - # presentations by staff	64	72	8	12.5%	205	260	55	26.8%
Total Attendance	5,613	4,348	-1,265	-22.5%	15,939	20,600	4,661	29.2%
Attendance - Adults	2,127	1,304	-823	-38.7%	6,257	7,219	962	15.4%
Attendance - Youth	3,486	3,044	-442	-12.7%	9,977	13,381	3,404	34.1%
Community Group Visits to Library - #	109	275	166	152.3%	300	457	157	52.3%
Total Attendance	3,707	7,952	4,245	114.5%	11,009	12,097	1,088	9.9%
Attendance - Adults	1,081	1,205	124	11.5%	3,997	2,430	-1,567	-39.2%
Attendance - Youth	2,626	6,747	4,121	156.9%	7,012	9,667	2,655	37.9%
Internet Access Totals								
Total Reservations	66,180	62,797	-3,383	-5%	260,220	244,145	-16,075	-6%
Total Time (Hours)	59,118	59,402	284	0%	230,786	225,663	-5,123	-2%
Customer Self-Service								
Self-Check Circulation	279,157	265,024	-14,133	-5.1%	1,150,989	520,273	-630,716	-54.8%
% of All Circulation for System	43.8%	43.1%	-0.7%	-1.6%	44.8%	21.2%	-23.5%	-52.6%
Total Customer-Completed Renewals	96,856	127,693	30,837	31.8%	404,079	489,187	85,108	21.1%
Computer Renewal - External	89,753	120,927	31,174	34.7%	376,514	243,857	-132,657	-35.2%
Computer Renewal - Internal	3,460	3,734	274	7.9%	13,118	13,278	160	1.2%
Telephone Renewal	3,643	3,032	-611	-16.8%	14,447	6,093	-8,354	-57.8%

**Sacramento Public Library Monthly Report
Summary**

October 2013	Oct	Oct	Change		YTD	YTD	Change	
	2012	2013	N	%	2012-13	2013-14	N	%
% of All Circulation for System	0.6%	0.5%	-0.1%	-13.7%	0.6%	0.2%	-0.3%	-55.8%
Total Holds Placed	106,277	130,844	24,567	23.1%	502,896	507,242	4,346	0.9%
Customer-Placed Holds	91,211	115,887	24,676	27.1%	440,668	230,590	-210,078	-47.7%
% of All Holds Placed	85.8%	88.6%	2.7%	3.2%	87.6%	45.5%	-42.2%	-48.1%
Total Library Catalog Searches ²	1,014,664	1,443,532	428,868	42.3%	4,648,285	4,844,321	196,036	4.2%
Searches during open hours	589,735	903,953	314,218	53.3%	2,721,890	2,979,371	257,481	9.5%
Searches during closed hours	424,929	539,579	114,650	27.0%	1,926,395	1,018,785	-907,610	-47.1%
% of Total Searches	41.88%	37.4%	-4.5%	-10.7%	41.44%	21.0%	-20.4%	-49.3%
Subscription Database Searches ³	132,598	26,273	-106,325	-80.2%	2,928,396	525,135	-2,403,261	-82.1%
Web Page Visits	356,366	230,195	-126,171	-35.4%	1,461,026	458,688	-1,002,338	-68.6%
Digital Checkouts	24,585	36,411	11,826	48.1%	95,991	71,148	-24,843	-25.9%
Notices Sent for Holds and Overdues - Total	97,500	90,271	-7,229	-7.4%	406,291	174,577	-231,714	-57.0%
Delivered via E-mail	68,611	64,893	-3,718	-5.4%	291,085	126,089	-164,996	-56.7%
% of Total	70.4%	71.9%	2%	2.2%	71.6%	72.2%	0.6%	0.8%
Delivered via Automated Telephone System	28,889	25,378	-3,511	-12.2%	115,206	48,488	-66,718	-57.9%
% of Total	29.6%	28.1%	-1.5%	-5.1%	28.4%	27.8%	-0.6%	-2.0%
Resources								
Open Hours	4,238	4,335	97	2.3%	17,026	9,222	-7,804	-45.8%
Closed Hours	346	468	122	35.3%	1,213	565	-648	-53.4%
Staff FTE	186	180.0	-5.5	-3.0%	na	na	na	na
Extra Help Staff Total Hours Used	17,744	14,788	-2,956	-16.7%	25,859	150,785	124,926	483.1%
Oncall Hours	138	271	133	96.4%	774	32,578	31,804	4109.0%
Oncall Wages	\$11,225.00	\$7,955.00	-\$3,270	-29.1%	\$22,020.00	\$22,152.00	132	0.6%
Shelver Hours	6,381	6,562	181	2.8%	25,085	118,207	93,122	371.2%
Shelver Wages	56,090.00	53,157.00	-\$2,933	-5.2%	\$112,295.00	\$105,864.00	-6,431	-5.7%
Volunteers - #	793	1,035	242	30.5%	1,831	na	0	na
Volunteers - Hours	5,608	6,328	720	12.8%	21,499	23,693	2,194	10.2%
Items - Total	1,742,940	1,650,477	-92,463	-5.3%	na	na	na	na
Items Added	10,708	15,815	5,107	47.7%	33,103	54,543	21,440	64.8%
Titles - Total	494,267	485,837	-8,430	-1.7%	na	na	na	na
Titles Added	1,384	1,841	457	33.0%	5,393	4,023	-1,370	-25.4%
Ebook Copies - Total	na	40,510	na	na	na	na	na	na
Copies Added	na	2,279	na	na	na	6,063	na	na
Ebook Titles - Total	na	26,043	na	na	na	na	na	na
Titles Added	na	2,141	na	na	na	3,062	na	na

Notes:

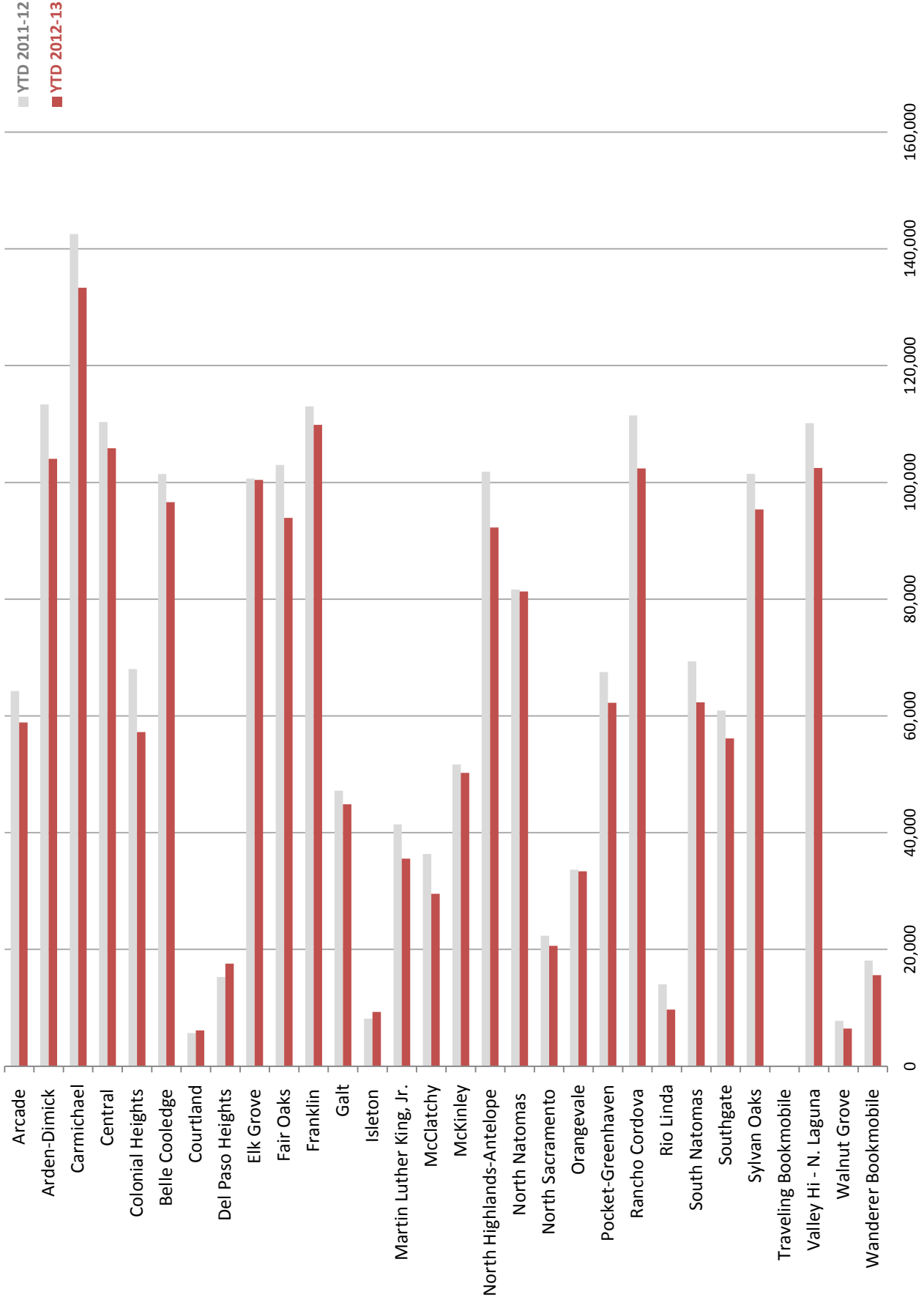
- ¹ The population estimates used are from the California Department of Finance.
 Last year = 1,360,874
 This year = 1,373,512
- ² The catalog search data was updated July 2011 to reflect searches performed during and outside of regular library hours
- ³ The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.
- ⁴ Starting March 2013, this number represents the number of unique pageviews.
 A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

Sacramento Public Library Monthly Report Customers

Branches	Monthly New Customers			Cumulative New Customers			Total Customers			
	Oct	Oct	%Change	YTD	YTD	Change	2012-13	2013-14	Change	
	2012	2013		2012-13	2013-14	N	N	N	%	
Totals	5,527	6,570	18.9%	24,591	25,487	896	674,541	673,431	-1,110	-0.2%
Arcade	150	147	-2.0%	602	647	45	21,746	23,220	1,474	6.8%
Arden-Dimick	177	227	28.2%	747	802	55	26,950	28,990	2,040	7.6%
Carmichael	193	181	-6.2%	937	878	-59	34,274	37,104	2,830	8.3%
Central	331	322	-2.7%	1,410	1,299	-111	52,534	55,276	2,742	5.2%
Colonial Heights	264	161	-39.0%	913	805	-108	26,503	28,439	1,936	7.3%
Belle Coolledge	172	164	-4.7%	643	587	-56	27,285	28,486	1,201	4.4%
Courtland	4	1	-75.0%	52	27	-25	926	996	70	7.6%
Del Paso Heights	76	82	7.9%	294	382	88	9,218	10,325	1,107	12.0%
Elk Grove	277	283	2.2%	1,213	1,256	43	42,981	45,858	2,877	6.7%
Fair Oaks	132	153	15.9%	668	688	20	27,656	29,489	1,833	6.6%
Franklin	162	284	75.3%	1,601	1,740	139	29,568	31,856	2,288	7.7%
Galt	81	89	9.9%	413	337	-76	15,048	16,253	1,205	8.0%
Isleton	7	15	114.3%	54	74	20	1,071	1,205	134	12.5%
Martin Luther King, Jr.	131	281	114.5%	655	717	62	21,831	23,405	1,574	7.2%
McClatchy	66	61	-7.6%	235	206	-29	4,041	4,536	495	12.2%
McKinley	119	69	-42.0%	450	353	-97	14,574	15,436	862	5.9%
North Highlands-Antelope	237	262	10.5%	1,050	1,101	51	34,784	48,211	13,427	38.6%
North Natomas	247	364	47.4%	1,597	1,856	259	45,341	26,327	-19,014	-41.9%
North Sacramento	59	47	-20.3%	249	220	-29	8,214	8,906	692	8.4%
Orangevale	105	82	-21.9%	355	376	21	9,927	10,955	1,028	10.4%
Pocket-Greenhaven	133	128	-3.8%	637	497	-140	6,782	8,435	1,653	24.4%
Rancho Cordova	252	256	1.6%	1,188	1,055	-133	34,166	37,136	2,970	8.7%
Rio Linda	24	222	825.0%	113	316	203	6,088	6,843	755	12.4%
South Natomas	401	227	-43.4%	1,178	910	-268	22,412	36,948	14,536	64.9%
Southgate	133	172	29.3%	602	638	36	23,533	25,355	1,822	7.7%
Sylvan Oaks	259	327	26.3%	1,045	1,174	129	36,682	39,455	2,773	7.6%
Traveling Bookmobile	0	0	0.0%	0	0	0	729	0	-729	-100.0%
Valley Hi - N. Laguna	393	348	-11.5%	1,819	1,544	-275	34,769	39,275	4,506	13.0%
Walnut Grove	5	8	60.0%	52	42	-10	1,506	1,570	64	4.2%
Wanderer Bookmobile	12	10	-16.7%	42	46	4	1,678	2,533	855	51.0%
Other Circulating Entities										
Books by Mail	0	0	0.0%	0	0	0	0	0	0	0.0%
ILL	4	2	-50.0%	6	6	0	574	585	11	1.9%
Misc Circ	921	1,595	73.2%	3,771	4,908	1,137	51,150	23	-51,127	-100.0%

Sacramento Public Library Monthly Report

Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

Branch	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
	Oct 2012	Oct 2013	% Change	Oct 2012	Oct 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	%
Totals	637,400	614,840	-3.5%	3,079	2,872	-6.7%	2,571,926	2,452,722	-119,204	-4.6%
Arcade	15,927	14,676	-7.9%	95	85	-11.1%	64,240	58,893	-5,347	-8.3%
Arden-Dimick	27,068	25,121	-7.2%	170	146	-14.2%	113,360	104,054	-9,306	-8.2%
Carmichael	34,396	33,024	-4.0%	181	171	-5.5%	142,542	133,337	-9,205	-6.5%
Central	26,713	26,316	-1.5%	142	135	-5.0%	110,349	105,838	-4,511	-4.1%
Colonial Heights	16,093	14,630	-9.1%	109	96	-12.7%	68,021	57,213	-10,808	-15.9%
Belle Coolidge	24,899	24,644	-1.0%	169	161	-4.9%	101,408	96,596	-4,812	-4.7%
Courtland	1,575	1,757	11.6%	16	17	6.2%	5,684	6,140	456	8.0%
Del Paso Heights	3,701	4,206	13.6%	26	27	7.0%	15,260	17,551	2,291	15.0%
Elk Grove	24,680	25,771	4.4%	148	143	-3.1%	100,673	100,410	-263	-0.3%
Fair Oaks	24,638	23,923	-2.9%	148	138	-6.8%	102,996	93,927	-9,069	-8.8%
Franklin	27,642	27,893	0.9%	170	163	-3.8%	113,030	109,840	-3,190	-2.8%
Galt	11,689	11,180	-4.4%	80	73	-8.1%	47,177	44,854	-2,323	-4.9%
Isleton	2,535	3,304	30.3%	31	38	21.3%	8,135	9,303	1,168	14.4%
Martin Luther King, Jr.	9,963	9,098	-8.7%	68	59	-12.3%	41,409	35,568	-5,841	-14.1%
McClatchy	8,555	3,461	-59.5%	56	48	-14.6%	36,339	29,529	-6,810	-18.7%
McKinley	12,254	13,620	11.1%	79	90	13.3%	51,677	50,259	-1,418	-2.7%
North Highlands-Antelope	24,112	21,398	-11.3%	144	124	-14.3%	101,841	92,273	-9,568	-9.4%
North Natomas	20,789	20,053	-3.5%	141	131	-7.3%	81,639	81,306	-333	-0.4%
North Sacramento	5,477	5,346	-2.4%	43	40	-7.5%	22,335	20,613	-1,722	-7.7%
Orangevale	8,591	8,269	-3.7%	60	54	-9.4%	33,680	33,383	-297	-0.9%
Pocket-Greenhaven	16,235	15,431	-5.0%	97	89	-8.2%	67,516	62,242	-5,274	-7.8%
Rancho Cordova	26,980	25,911	-4.0%	162	150	-7.3%	111,482	102,384	-9,098	-8.2%
Rio Linda	3,874	4,710	21.6%	30	37	25.4%	14,043	9,702	-4,341	-30.9%
South Natomas	16,231	15,668	-3.5%	110	102	-6.6%	69,363	62,339	-7,024	-10.1%
Southgate	14,737	13,210	-10.4%	88	76	-13.5%	60,928	56,156	-4,772	-7.8%
Sylvan Oaks	24,243	23,830	-1.7%	139	125	-9.9%	101,488	95,355	-6,133	-6.0%
Traveling Bookmobile	0	0	0.0%	na	na	na	0	0	0	0.0%
Valley Hi - N. Laguna	27,552	25,427	-7.7%	233	203	-12.9%	110,130	102,464	-7,666	-7.0%
Walnut Grove	2,242	2,083	-7.1%	19	56	196.3%	7,753	6,447	-1,306	-16.8%
Wanderer Bookmobile	4,597	3,458	-24.8%	124	93	-24.8%	18,103	15,590	-2,513	-13.9%
Other Circulating Entities										
Books by Mail	0	0	0.0%	na	na	na	0	0	0	0.0%
Borrower's Help Desk	0	0	0.0%	na	na	na	0	0	0	0.0%
ILL	7	10	42.9%	na	na	na	19	33	14	73.7%
Misc Circ	874	932	6.6%	na	na	na	3,801	3,478	-323	-8.5%
Tellis	2,043	2,321	13.6%	na	na	na	8,021	10,824	2,803	34.9%
Customer										
Online	138,260	124,716	-9.8%	na	na	na	527,046	490,592	-36,454	-6.9%
Telephone	3,643	3,032	-16.8%	na	na	na	14,447	12,009	-2,438	-16.9%
Digital Checkouts	24,585	36,411	48.1%	na	na	na	95,991	142,220	46,229	48.2%

Sacramento Public Library Monthly Report

Program Totals

Branch	Monthly Program Totals				Cumulative Program Totals				Monthly Attendance				Cumulative Attendance				
	Oct	Oct	% Change		YTD	YTD	Change	%	Oct	Oct	% Change	Avg.	YTD	YTD	Change	%	
	2012	2013		N	2012-13	2013-14	N		2012	2013		2009-10	2010-11	2012-13	2013-14		
Totals	589	723	22.8%		2,186	2,395	209	9.6%	14,211	16,997	19.6%	24.1	23.5	60,603	65,566	4,963	8.2%
Arcade	14	20	42.9%		68	80	12	17.6%	321	244	-24.0%	22.9	12.2	1,427	1,436	9	0.6%
Arden-Dimick	17	25	47.1%		79	93	14	17.7%	373	713	91.2%	21.9	28.5	2,448	2,729	281	11.5%
Carmichael	36	43	19.4%		159	124	-35	-22.0%	1,028	863	-16.1%	28.6	20.1	4,853	3,047	-1,806	-37.2%
Central	41	53	29.3%		149	143	-6	-4.0%	1,233	1,467	19.0%	30.1	27.7	4,307	3,242	-1,065	-24.7%
Colonial Heights	23	20	-13.0%		82	69	-13	-15.9%	839	543	-35.3%	36.5	27.2	2,095	2,022	-73	-3.5%
Belle Coolidge	32	30	-6.3%		134	110	-24	-17.9%	1,237	1,204	-2.7%	38.7	40.1	5,791	5,367	-424	-7.3%
Courtyard	16	11	-31.3%		59	46	-13	-22.0%	284	261	-8.1%	17.8	23.7	1,264	1,087	-177	-14.0%
Del Paso Heights	16	18	12.5%		59	56	-3	-5.1%	264	303	14.8%	16.5	16.8	1,207	1,086	-121	-10.0%
Elk Grove	16	31	93.8%		65	118	53	81.5%	554	949	71.3%	34.6	30.6	1,798	2,787	989	55.0%
Fair Oaks	15	27	80.0%		66	98	32	48.5%	509	729	43.2%	33.9	27.0	2,309	3,003	694	30.1%
Franklin	48	50	4.2%		111	128	17	15.3%	903	919	1.8%	18.8	18.4	4,361	3,248	-1,113	-25.5%
Galt	17	28	64.7%		86	76	-10	-11.6%	478	259	-45.8%	28.1	9.3	1,846	1,390	-456	-24.7%
Isleton	15	28	86.7%		51	74	23	45.1%	305	460	50.8%	20.3	16.4	878	1,332	454	51.7%
Martin Luther King, Jr.	15	16	6.7%		63	80	17	27.0%	263	283	7.6%	17.5	17.7	1,357	1,342	-15	-1.1%
McClatchy	13	4	-69.2%		59	27	-32	-54.2%	260	49	-81.2%	20.0	12.3	1,190	415	-775	-65.1%
McKinley	29	20	-31.0%		83	78	-5	-6.0%	726	590	-18.7%	25.0	29.5	2,123	2,007	-116	-5.5%
North Highlands-Antelope	30	12	-60.0%		115	113	-2	-1.7%	424	208	-50.9%	14.1	17.3	1,918	1,423	-495	-25.8%
North Natomas	26	33	26.9%		83	88	5	6.0%	484	1,044	115.7%	18.6	31.6	1,639	4,237	2,598	158.5%
North Sacramento	8	6	-25.0%		22	23	1	4.5%	107	65	-39.3%	13.4	10.8	506	381	-125	-24.7%
Orangevale	10	11	10.0%		30	52	22	73.3%	143	150	4.9%	14.3	13.6	1,213	1,485	272	22.4%
Pocket-Greenhaven	35	41	17.1%		130	126	-4	-3.1%	883	1,074	21.6%	25.2	26.2	4,291	3,687	-604	-14.1%
Rancho Cordova	24	37	54.2%		107	130	23	21.5%	574	988	72.1%	23.9	26.7	3,004	3,095	91	3.0%
Rio Linda	10	19	90.0%		39	35	-4	-10.3%	75	388	417.3%	7.5	20.4	454	1,314	860	189.4%
South Natomas	17	24	41.2%		84	57	-27	-32.1%	360	491	36.4%	21.2	20.5	1,840	1,601	-239	-13.0%
Southgate	27	20	-25.9%		80	80	0	0.0%	612	993	62.3%	22.7	49.7	2,734	3,452	718	26.3%
Sylvan Oaks	12	58	383.3%		46	145	99	215.2%	340	840	171.0%	25.8	14.5	1,497	2,878	1,381	92.3%
Valley Hi - N. Laguna	16	30	87.5%		44	116	72	163.6%	497	665	33.8%	31.1	22.2	1,898	5,662	3,764	198.3%
Walnut Grove	11	8	-27.3%		33	30	-3	-9.1%	165	255	54.5%	15.0	31.9	355	811	456	128.5%

Sacramento Public Library Monthly Report

Self-Check

Branch	Monthly Circulation				Cumulative Circulation					
	Oct	Oct	Change	%	YTD	YTD	Change	%		
	<u>2012</u>	<u>2013</u>	N	%	<u>2012-13</u>	<u>2013-14</u>	N	%		
Totals	279,157	265,024	-14,133	-5.1%	1,150,989	1,074,900	-76,089	-6.6%	43.1%	43.8%
Arcade	8,000	7,226	-774	-9.7%	32,350	29,169	-3,181	-9.8%	49.2%	49.5%
Arden-Dimick	15,839	14,686	-1,153	-7.3%	67,356	62,427	-4,929	-7.3%	58.5%	60.0%
Carmichael	21,514	21,168	-346	-1.6%	89,304	84,333	-4,971	-5.6%	64.1%	63.2%
Central	10,924	10,760	-164	-1.5%	44,197	42,755	-1,442	-3.3%	40.9%	40.4%
Colonial Heights	10,936	9,790	-1,146	-10.5%	48,166	40,867	-7,299	-15.2%	66.9%	71.4%
Belle Cooledge	13,409	13,535	126	0.9%	55,419	53,444	-1,975	-3.6%	54.9%	55.3%
Courtland	594	985	391	65.8%	2,421	3,293	872	36.0%	56.1%	53.6%
Del Paso Heights	1,065	1,159	94	8.8%	4,385	5,385	1,000	22.8%	27.6%	30.7%
Elk Grove	18,934	18,831	-103	-0.5%	78,593	75,647	-2,946	-3.7%	73.1%	75.3%
Fair Oaks	13,036	13,150	114	0.9%	54,979	51,369	-3,610	-6.6%	55.0%	54.7%
Franklin	22,140	22,458	318	1.4%	89,943	88,399	-1,544	-1.7%	80.5%	80.5%
Galt	4,226	4,539	313	7.4%	17,235	17,934	699	4.1%	40.6%	40.0%
Isleton	1,014	1,406	392	38.7%	2,545	3,807	1,262	49.6%	42.6%	40.9%
Martin Luther King, Jr.	6,706	6,288	-418	-6.2%	28,687	25,166	-3,521	-12.3%	69.1%	70.8%
McClatchy	4,880	2,107	-2,773	-56.8%	20,791	18,294	-2,497	-12.0%	60.9%	62.0%
McKinley	7,674	8,314	640	8.3%	33,114	31,033	-2,081	-6.3%	61.0%	61.7%
North Highlands	18,269	15,777	-2,492	-13.6%	77,334	68,069	-9,265	-12.0%	73.7%	73.8%
North Natomas	16,440	15,939	-501	-3.0%	62,718	66,121	3,403	5.4%	79.5%	81.3%
North Sacramento	2,239	1,832	-407	-18.2%	10,747	7,215	-3,532	-32.9%	34.3%	35.0%
Orangevale	3,525	3,257	-268	-7.6%	14,473	12,809	-1,664	-11.5%	39.4%	38.4%
Pocket-Greenhaven	9,737	8,970	-767	-7.9%	40,216	36,733	-3,483	-8.7%	58.1%	59.0%
Rancho Cordova	16,245	14,949	-1,296	-8.0%	60,462	58,184	-2,278	-3.8%	57.7%	56.8%
Rio Linda	1,466	2,295	829	56.5%	5,023	4,535	-488	-9.7%	48.7%	46.7%
South Natomas	11,128	10,571	-557	-5.0%	49,808	42,961	-6,847	-13.7%	67.5%	68.9%
Southgate	8,110	6,488	-1,622	-20.0%	34,378	28,106	-6,272	-18.2%	49.1%	50.0%
Sylvan Oaks	12,612	12,074	-538	-4.3%	52,513	48,794	-3,719	-7.1%	50.7%	51.2%
Valley Hi-North Laguna	18,263	16,470	-1,793	-9.8%	72,872	66,999	-5,873	-8.1%	64.8%	65.4%
Walnut Grove	232	364	132	56.9%	960	1,052	92	9.6%	17.5%	16.3%

Sacramento Public Library Monthly Report Virtual Self-Service

October 2013

	Oct <u>2012</u>	Oct <u>2013</u>	Change N	%	YTD <u>2012-13</u>	YTD <u>2013-14</u>	Change N	%
Total Renewals	96,856	127,693	30,837	31.8%	404,079	502,441	98,362	24.3%
External	89,753	120,927	31,174	34.7%	376,514	475,732	99,218	26.4%
Internal	3,460	3,734	274	7.9%	13,118	14,700	1,582	12.1%
Telephone	3,643	3,032	-611	-16.8%	14,447	12,009	-2,438	-16.9%
% of All Circulation	15.2%	20.8%	5.6%	36.7%	15.7%	20.5%	4.8%	30.4%
All Holds	174,144	130,844	-43,300	-24.9%	346,253	921,687	575,434	166.2%
Self-Placed	91,211	115,887	24,676	27.1%	440,668	477,294	36,626	8.3%
% of All Holds	52.4%	88.6%	36.2%	69.1%	127.3%	51.8%	-75.5%	-59.3%
Total Electronic Access	488,964	256,468	-232,496	-47.5%	9,133,698	7,158,258	-1,975,440	-21.6%
Catalog Searches	1,014,664	1,443,532	428,868	42.3%	4,648,285	5,991,507	1,343,222	28.9%
Subscription Database Use ¹	132,598	26,273	-106,325	-80.2%	2,928,396	87,149	-2,841,247	-97.0%
Library Web Site Visits	356,366	230,195	-126,171	-35.4%	1,461,026	937,382	-523,644	-35.8%
Download	24,585	36,411	11,826	48.1%	95,991	142,220	46,229	48.2%

Notes:

¹ The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions

no longer include databases automatically searched during a catalog search.

² Starting March 2013, this number represents the number of unique pageviews.

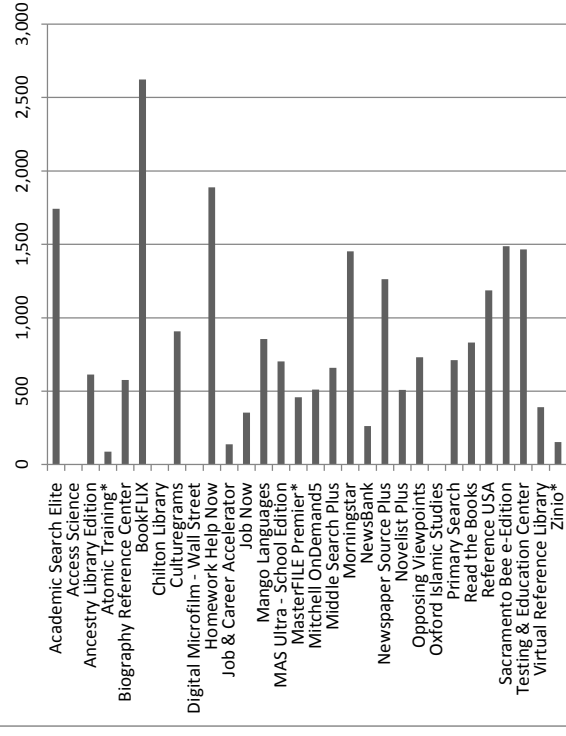
A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

Databases

October 2013

Usage Rank	Databases	Monthly Sessions	This Month, Last Year Sessions	Percent Change	Page Views or Titles	Annual Cost	Cost/ Session
3	Academic Search Elite	1,742	1,725	1%	6,057	4,000	0.19
#N/A	Access Science	614	229	-100%			
16	Ancestry Library Edition	88	610	1%	23,617	11,953	1.62
26	Atomic Training*	577	629	-8%	1,220	20,000	18.94
17	Biography Reference Center	2,623	715	267%	1,687	4,000	0.58
1	BookFLIX	907	1,376	-100%	2,692	15,955	0.51
#N/A	Chilton Library		645	41%	30,493	19,230	1.77
9	Culturegrams	1,887	169	-100%		4,050	#DIV/0!
#N/A	Digital Microfilm - Wall Street	138	1,893	0%		62,000	2.74
2	Homework Help Now	353	129	7%	626	4,000	2.42
25	Job & Career Accelerator	855	305	16%		36,322	8.57
22	Job Now	702	663	29%		29,664	2.89
10	Mango Languages	459	592	19%	2,462	1,000	0.12
14	MAS Ultra - School Edition	659	998	-54%	554	9,459	1.72
20	MasterFILE Premier*	512	524	-2%	3,557	16,838	2.74
18	Mitchell OnDemand5	1,453	643	126%	4,937	14,000	0.80
15	Middle Search Plus	262	257	2%	1,460	22,500	7.16
6	Morningstar	1,263	1,481	-15%	4,824	1,000	0.07
23	NewsBank	509	521	-2%	1,580	31,500	5.16
7	Newspaper Source Plus	730	836	-13%	2,836	17,500	2.00
19	Novelist Plus					grant funded	
12	Opposing Viewpoints	711	370	92%	2,151	1,000	0.12
#N/A	Oxford Islamic Studies	832	907	-8%	4,499	3,670	0.37
13	Primary Search	1,186	1,250	-5%	7,267	30,000	2.11
8	Reference USA	1,486	1,008	47%	4,969	1,360	0.08
4	Sacramento Bee e-Edition	1,466	897	63%		11,316	0.64
5	Testing & Education Center	391	439	-11%	850	600	0.13
21	Virtual Reference Library	154	254	0	3,426	23,620	12.78
24	Zinio*						
27 Total		22,559	20,599		114,185	413,515	1.53

Database Monthly Sessions



Sessions - Number of logins to database, website

Page Views - Number of full text articles accessed

Titles - Number of tests, courses, songs, or forms accessed

Note: Masterfile stats are no longer inflated by catalog integration. Zinio and Atomic Training track unique users.

eBooks - Overdrive and 3M Cloud Library

October 2013

Format	Monthly check outs	This month, last year	Percent change
OverDrive			
EPUB	10,553	8,490	24%
Kindle Book	10,119	8,317	22%
PDF	540	563	-4%
Other	102	30	240%
OverDrive Read	1139		
Total eBooks	22,453	17,400	29%
WMA audiobook	1,912	2,869	-33%
MP3 audiobook	6,883	2,662	159%
Total audiobooks	8,795	5,531	59%
Video	68	65	5%
Music	48	93	-48%
3M Cloud Library			
Total eBooks	5,047		
Total	36,411	23,089	58%

Patrons	Monthly Visits	This month, last year	Percent change
OverDrive			
New Registrations*	998	1,133	-12%
Total Unique Patrons w/ Checkouts	6,331	5,292	20%
3M Cloud Library			
New Registrations	820		

Overdrive and 3M Cloud Library Checkouts

