

Sacramento Public Library Authority

Agenda Item 5.0: Director's Report

TO: Sacramento Public Library Authority Board Members

FROM: Rivkah K. Sass, Library Director

RE: Director's Report

RECOMMENDED ACTION: None - Information Only.

Fair Oaks Library Repairs

Our beautiful Fair Oaks Library has been suffering from deferred maintenance for quite some time. We have been working with the County of Sacramento since 2002 to make repairing the siding a priority issue. In the meantime, the building has continued to deteriorate.

On April 28 Don Tucker, Rivkah Sass and Ted Wolter from Supervisor MacGlashan's office met at the branch to discuss needed action and cost estimates to do repairs that would prevent further deterioration.

We were pleased to hear that funds will be allocated to complete the necessary repairs during FY2010-11 and grateful to the Supervisor and her staff for the help they provided.

North Natomas Library Certified LEED Gold

Sacramento Public Library now has two LEED Gold buildings. On May 13 we received word that our North Natomas Library has achieved LEED Gold status, squeaking by with 39 points, the minimum required for this recognition.

Another first for Elk Grove – Automated Materials Handling

Elk Grove made history for Sacramento Public Library once again. As we all know, the city was the site of the state's first free county library, established in 1908, the city achieved a "first" this year with the installation of our library system's first Automated Materials Handling System, installed the week of May 3. Staff was excited by the possibilities the system offers to reduce repetitive motion injury and enable them to work with patrons more efficiently. To prepare for implementation, library staff did extensive analysis to establish baselines for measuring the difference the new system will make to efficiency. This was information that we could not find from other library systems so it appears that we are developing the benchmark.

Early indications are that both staff and patron responses to this new system will be overwhelmingly positive. Elk Grove staff members were amazed at how quietly the system operates. One young patron returning his books to the library declared the process was "Awesome!" with his mother commenting, "Now, we'll have to check out even more books so you can keep doing this!"

Testimony – House Subcommittee on Communications, Technology, and the Internet

It was an honor to be invited to submit remarks on behalf of the American Library Association the National Broadband Plan. The hearing, entitled "The National Broadband Plan: Promoting Broadband Adoption," examined recommendations in

April 29, 2010

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the National Broadband Plan for increasing broadband adoption, including ways to ensure that all Americans are able to subscribe to broadband as well as educating consumers about the benefits of broadband access.

I met with Rep. Matsui and staff on Wednesday, May 12 to talk about issues specific to Sacramento Public Library, including physical and virtual, and addressed the Subcommittee on Thursday, May 13. The five-minute opening statement is attached.

Robbie Waters Pocket Greenhaven Library Supervisor Announced

We are delighted that Brendle Wells, currently Branch Supervisor at our Fair Oaks Library, will be taking on the role supervising our newest library. Brendle brings to the position a true passion for serving children and young adults and excellent public service skills. Brendle will be involved with the selection of other staff for the branch. Interviews for the Youth Services Librarian and Circulation Supervisor will take place soon. We are still on track to take possession of the building in early June.

The Pocket-Greenhaven Friends were successful in their "Raley's Reach" campaign, netting a gift of \$7,500 for the new library! They plan to use the funds to purchase English and non-English teen and children's books.

Library Incident - Minor and R-Rated Movie

Library staff received a call about 4:30 Monday, May 17 from KCRA 3 news requesting an on-camera interview to answer questions about a 13-year old girl who checked out a rated R movie (Bruno with Sacha Baron Cohen) from the Carmichael Library on Sunday. Staff had received a call from the girl's mother earlier in the day. The mother expressed concern that her daughter had been able to check the movie out even though she wouldn't have been able to rent it from a video store or view it in a theater without an adult present. She questioned whether it was the Library's policy to allow minors to check out movies with agerestricted ratings.

Rivkah Sass met with Channel 3's reporter and did an on-camera interview, which aired with the story at the top of the 10 o'clock news on Channel 58, and the 11 o'clock news on Channel 3, reiterating that the Library does not restrict check out of library materials on minor records, as access restrictions are a slippery slope, and what one parent feels is inappropriate for her child, may not be considered inappropriate by another. The Library encourages parents to talk with their children and to decide what is appropriate based on their values and tolerances.

ATTACHMENTS

Attachment A: Public Services Statistics -April 2010

Attachment B: Opening Statement of Rivkah K. Sass - House Subcommittee on

Communications, Technology and the Internet



SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

April 2010

Key Points:

- Year-to-date circulation is up 4.6% compared to last year and is still on track to surpass 7.5 million items circulated for this fiscal year.
- The largest percent increases in circulation between FY 2008-09 and FY 2009-10 have occurred in the following branches:

Valley Hi-North Laguna (73.6%) North Natomas (50.7%) Courtland (49.9%)

- Total cardholders surpassed 625,000, which represents 46% of the Library's service population. This is 5 percentage points higher than the same month last year.
- The largest percent increases in cardholders between FY 2008-09 and FY 2009-10 have occurred in the following branches:

North Natomas (77.6%) Valley Hi-North Laguna (51.5%) McClatchy (18.4%)

- Self-check circulation continues to increase. Over 2.4 million items have been checked out using the self check machines, which represents just over one-third of total circulation.
- Branches with the highest percentage of circulation that is from self-check include:

Elk Grove (77.9%) Valley Hi-North Laguna (75.6%) Colonial Heights (71.1%) North Natomas (63.9%) North Highlands (60.9%)

Sacramento Public Library Monthly Report Summary

APRIL 2010	Apr <u>2009</u>	Apr <u>2010</u>	Chan <u>N</u>	ge <u>%</u>	YTD 2008-09	YTD 2009-10	Chan <u>N</u>	ge <u>%</u>
Customers & Circulation Items Circulated	645,708	649,026	3,318	0.5%	6,125,360	6,408,532	283,172	4.6%
Interlibrary Loan Loaned to Client Libraries Borrowed from Client Libraries	10,228 10,818	10,156 9,814	-72 -1,004	-0.7% -9.3%	91,227 104,755	102,165 102,452	na na	na na
All Other Loans	317	252	-65	-20.5%	2,224	1,445	na	na
New Customers Registered Total Customers ¹	6,590 548,125	5,935 625,943	-655 77,818	-9.9% 14.2%	71,757 na	68,715 na	-3,042 na	-4.2% na
Adult Juvenile	360,358	428,122	67,764	18.8%	na	na	na	na
E-card Only ¹	164,736 22,082	166,732 30,110	1,996 8,028	1.2% 36.4%	na na	na na	na na	na na
Other Total Customers as % of Total Population ²	959 40.5%	979 45.9%	20 5.4%	2.1% 13.3%	na na	na na	na na	na na
Library Visits	241,722	358,037	116,315	48.1%	2,382,732	2,852,099	469,367	19.7%
Reference Questions Answered	43,914	62,018	18,104	41.2%	418,638	558,380	139,742	33.4%
<u>Programs</u> TOTAL PROGRAMS - #	361	368	7	1.9%	3,130	2,804	-326	-10.4%
TOTAL ATTENDANCE	10,050	8,189	-1,861	-18.5%	90,623	64,136	-26,487	-29.2%
Family Programs - # Family Programs - Attendance	53 1,514	40 848	-13 -666	-24.5% -44.0%	383 15,160	389 16,236	6 1,076	1.6% 7.1%
Toddler Programs - # Toddler Programs - Attendance	57 2,284	54 1,592	-3 -692	-5.3% -30.3%	441 15,914	475 14,730	34 -1,184	7.7% -7.4%
Preschool Programs - # Preschool Programs - Attendance	98 3,101	88 2,472	-10 -629	-10.2% -20.3%	729 21,750	664 5,348	-65 -16,402	-8.9% -75.4%
School Age Programs - # School Age Programs - Attendance	52 1,803	49 1,694	-3 -109	-5.8% -6.0%	650 22,757	452 14,848	-198 -7,909	-30.5% -34.8%
Teen Programs - # Teen Programs - Attendance	47 566	46 672	-1 106	-2.1% 18.7%	447 7,957	399 6,790	-48 -1,167	-10.7% -14.7%
Adult Programs - # Adult Programs - Attendance	54 782	89 897	35 115	64.8% 14.7%	480 7,085	404 6,058	-76 -1,027	-15.8% -14.5%
Senior Programs - # Senior Programs - Attendance	0	2 14	2 14	na na	0	21 126	21 126	na na
Community								
Community Meeting/Meeting Room Use - # Hours Used	358 1,141	323 1,142	-35 1	-9.8% 0.1%	2,979 10,034	3,093 11,050	114 1,016	3.8% 10.1%
Attendance	6,150	7,171	1,021	16.6%	59,901	68,951	9,050	15.1%
Community Meetings - # presentations by staff Total Attendance	30	43	13	43.3%	389	282 12,578	-107	-27.5%
Attendance - Adults	1,751 640	1,777 535	26 -105	1.5% -16.4%	19,773 5,235	4,153	-7,195 -1,082	-36.4% -20.7%
Attendance - Youth	1,111	1,242	131	11.8%	14,538	8,425	-6,113	-42.0%
Community Group Visits to Library - # Total Attendance	35 1,058	30 784	-5 -274	-14.3% -25.9%	424 12,691	326 10,321	-98 -2,370	-23.1% -18.7%
Attendance - Adults	209	253	44	21.1%	2,845	2,218	-627	-22.0%
Attendance - Youth	849	531	-318	-37.5%	9,846	8,103	-1,743	-17.7%
Internet Access Totals Total Available Time	75 000				775 055			
Total Available Time Total Time Used	75,930 41,793	na na	na na	na na	775,955 455,187	na na	na na	na na
% of Available Time Used	55.0% 98.5%	na	na	na	58.7%	na	na	na
Booking Slots Used-% of Avail.	98.5%	na	na	na	na	na	na	na
<u>Customer Self-Service</u> Self-Check Circulation	140,227	274,410	134,183	95.7%	1,199,061	2,402,844	1,203,783	100.4%

Sacramento Public Library Monthly Report Summary

APRIL 2010	Apr 2009	Apr 2010	Char N	nge %	YTD 2008-09	YTD 2009-10	Chan N	ge <u>%</u>
% of All Circulation for Self-Check Branches % of All Circulation for System	33.8% 21.7%	69.6% 42.3%	35.8% 20.6%	105.8% 94.7%	30.3% 19.6%	59.2% 37.5%	28.9% 17.9%	95.3% 91.5%
Total Customer-Completed Renewals	126,944	130,491	3,547	2.8%	1,188,501	1,292,029	103,528	8.7%
Computer Renewal - External	115,872	121,138	5,266	4.5%	1,077,983	1,187,588	109.605	10.2%
Computer Renewal - Internal	6,302	5,802	-500	-7.9%	58,519	60,451	1,932	3.3%
Telephone Renewal	4,770	3,551	-1,219	-25.6%	51,999	43,990	-8,009	-15.4%
% of All Circulation for System	19.7%	20.1%	0.4%	2.3%	19.4%	20.2%	0.8%	3.9%
Total Holds Placed	160,300	162,935	2,635	1.6%	251,776	1,577,225	1,325,449	526.4%
Customer-Placed Holds	87,568	144,101	56,533	64.6%	1,087,461	1,397,133	309,672	28.5%
% of All Holds Placed	83.3%	88.4%	5.1%	6.1%	85.2%	88.6%	3.4%	4.0%
Total Library Catalog Searches	807,146	1,447,006	639,860	79.3%	9,051,164	10,760,927	1,709,763	18.9%
Encore Searches ⁶	na	541,873	na	na	na	2,669,839	na	na
Catalog Searches - External ³	486,824	588,433	101,609	20.9%	5,663,257	5,869,444	206,187	3.6%
% of Total Searches	60.3%	40.7%	-19.6%	-32.6%	62.6%	54.5%	-8.0%	-12.8%
Subscription Database Searches ⁴	64,145	68,461	4,316	6.7%	707,249	533,579	-173,670	-24.6%
Web Page Visits - External	256,177	0	-256,177	-100.0%	2,561,770	0	-2,561,770	-100.0%
Electronic Databases	41	40	-1	-2.4%	na	na	na	na
Download ⁵	4,365	5,785	1,420	32.5%	34,893	53,541	18,648	53.4%
Notices Sent for Holds and Overdues - Total	132,090	120,855	-11,235	-8.5%	1,138,898	1,252,672	113,774	10.0%
Delivered via E-mail	88,103	92,383	4,280	4.9%	716,020	900,143	184,123	25.7%
% of Total	66.7%	76.4%	10%	14.6%	62.9%	71.9%	9.0%	14.3%
Delivered via Automated Telephone System	34,929	28,472	-6,457	-18.5%	346,256	290,614	-55,642	-16.1%
% of Total	26.4%	23.6%	-2.9%	-10.9%	30.4%	23.2%	-7.2%	-23.7%
Delivered via Traditional Mail	9,058	0	-9,058	-100.0%	76,622	61,915	-14,707	-19.2%
% of Total	6.9%	0.0%	-6.9%	-100.0%	6.7%	4.9%	-1.8%	-26.5%
Resources								
Open Hours	4,581	4,320	-261	-5.7%	44,236	42,016	-2,220	-5.0%
Closed Hours	171	175	4	2.3%	2,648	3,361	713	26.9%
Staff FTE	199.5	189.0	-10.5	-5.3%	no	20	na	20
Stall FTE	199.5	109.0	-10.5	-5.5%	na	na	IId	na
Extra Help Staff Total Hours Used	8,620	7,820	-800	-9.3%	78,627	82,685	4,058	5.2%
Librarian Hours	551	434	-117	-21.2%	4,417	4,703	286	6.5%
Library Assistant Hours	2,339	1,906	-433	-18.5%	19,386	19,282	-104	-0.5%
Shelver Hours	5,730	5,480	-250	-4.4%	54,824	58,700	3,876	7.1%
Volunteers-#	576	532	-44	-7.6%	na	na	na	na
Volunteers - Hours	3,201	3,594	393	12.3%	30,087	35,522	5,435	18.1%
Items - Total	2,005,743	1,932,913	-72,830	-3.6%	na	na	na	na
Items Added	16,034	12,256	-3,778	-23.6%	118,804	115,695	-3,109	-2.6%
Titles - Total	475,008	494,963	19,955	4.2%			na	na
Titles Added	1,829	1,761	-68	-3.7%	18,517	17,225	-1,292	-7.0%
Bookable Public Access Internet PCs	379	na	na	na	na	na	na	na
Express Public Access Internet PCs	16	na	na	na	na	na	na	na

 $\frac{.}{http://www.dof.ca.gov/HTML/DEMOGRAP/ReportsPapers/Estimates/E1/documents/E-1table.xls}$

Last year = 1,351,825 This year = 1,362,619

[†] The distribution for total customer types began with the January 2007 report. E-Card data are a cumulative total that began in October 2007.

² The population estimates used are from the California Department of Finance.

 $^{^{\}rm 3}\,$ The external catalog search data do not include search statistics from Encore.

⁴ The subscription database searches refer to totals for the previous month.

 $^{^{\}rm 5}\,$ The download service began in August 2006.

⁶ Encore search statistics began for FY 2009-10.

Website visit statistics are not available for July 2009.

⁸ Computer usage statistics are not available for July 2009.

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Sacramento Public Library Monthly Report Customers

	Monthly	New Customers	tomers	Sm	Cumulative New Customers	v Custome	ers S		Total Customers	omers	
Branches	Apr 2009	Apr 2010	% Change	YTD 2008-09	YTD 2009-10	Change <u>N</u>	%	2008-09	2009-10	Change N	% %
Totals	062'9	5,935	%6.6-	71,757	68,715	-3,042	-4.2%	548,125	625,943	77,818	14.2%
Arcade	212	182	-14.2%	2,838	2,093	-745	-26.3%	18,402	20,656	2,254	12.2%
Arden-Dimick	278	258	-7.2%	2,705	2,583	-122	-4.5%	23,527	26,577	3,050	13.0%
Carmichael	273	280	2.6%	3,036	2,608	-428	-14.1%	27,729	31,316	3,587	12.9%
Central	524	458	-12.6%	5,868	4,607	-1,261	-21.5%	51,505	56,756	5,251	10.2%
Colonial Heights	241	213	-11.6%	2,860	2,296	-564	-19.7%	24,599	27,101	2,502	10.2%
Belle Cooledge ²	259	17	-93.4%	2,540	1,730	-810	-31.9%	28,562	30,315	1,753	6.1%
Courtland	0	80	na	74	93	19	25.7%	741	825	84	11.3%
Del Paso Heights	140	87	-37.9%	1,299	851	-448	-34.5%	7,864	8,889	1,025	13.0%
Elk Grove	681	345	-49.3%	4,966	4,738	-228	-4.6%	38,250	43,757	5,507	14.4%
Fair Oaks	238	210	-11.8%	2,436	2,322	-114	-4.7%	25,522	28,298	2,776	10.9%
Franklin	161	202	27.3%	3,647	2,997	-650	-17.8%	24,656	27,727	3,071	12.5%
Galt	145	108	-25.5%	1,353	1,294	-29	-4.4%	12,621	14,259	1,638	13.0%
Isleton	12	2	-58.3%	94	87	-7	-7.4%	910	1,004	94	10.3%
Martin Luther King	217	211	-2.8%	2,397	2,099	-298	-12.4%	20,903	23,033	2,130	10.2%
McClatchy	25	38	25.0%	283	313	30	10.6%	2,742	3,246	204	18.4%
McKinley	107	138	29.0%	1,273	1,165	-108	-8.5%	12,630	14,058	1,428	11.3%
North Highlands-Antelope	465	348	-25.2%	4,339	3,849	-490	-11.3%	41,478	46,174	4,696	11.3%
North Natomas	09	342	470.0%	1,296	4,937	3,641	280.9%	6,837	12,142	5,305	%9'./_
North Sacramento	77	48	-37.7%	792	999	-127	-16.0%	7,884	8,612	728	9.5%
Orangevale	94	79	-16.0%	1,035	861	-174	-16.8%	7,296	8,421	1,125	15.4%
Rancho Cordova	310	303	-2.3%	3,354	2,316	-1,038	-30.9%	30,190	32,960	2,770	9.5%
Rio Linda	54	46	-14.8%	621	497	-124	-20.0%	5,441	6,114	673	12.4%
South Natomas	378	253	-33.1%	3,824	3,326	-498	-13.0%	32,325	36,150	3,825	11.8%
Southgate	197	152	-22.8%	2,353	1,918	-435	-18.5%	22,396	24,712	2,316	10.3%
Sylvan Oaks	324	299	-7.7%	3,861	3,314	-547	-14.2%	31,804	35,945	4,141	13.0%
Traveling Bookmobile	29	7	-62.1%	121	99	-55	-45.5%	966	1,082	86	8.6%
Valley Hi - N. Laguna	160	470	193.8%	1,814	5,578	3,764	207.5%	13,597	20,600	7,003	51.5%
Walnut Grove	တ	2	-44.4%	116	26	-19	-16.4%	1,302	1,420	118	9.1%
Wanderer Bookmobile	1	10	-9.1%	69	107	38	55.1%	1,020	1,163	143	14.0%
Other Circulating Entities	0			0	0			0			
Books by Mail	_	_	%0.0	4	9	7	20.0%	161	149	-12	-7.5%
ILL	9	က	-20.0%	25	19	φ	-24.0%	629	653	24	3.8%
Misc Circ ¹	902	802	-11.1%	10,464	9,283	-1,181	-11.3%	23,606	31,829	8,223	34.8%

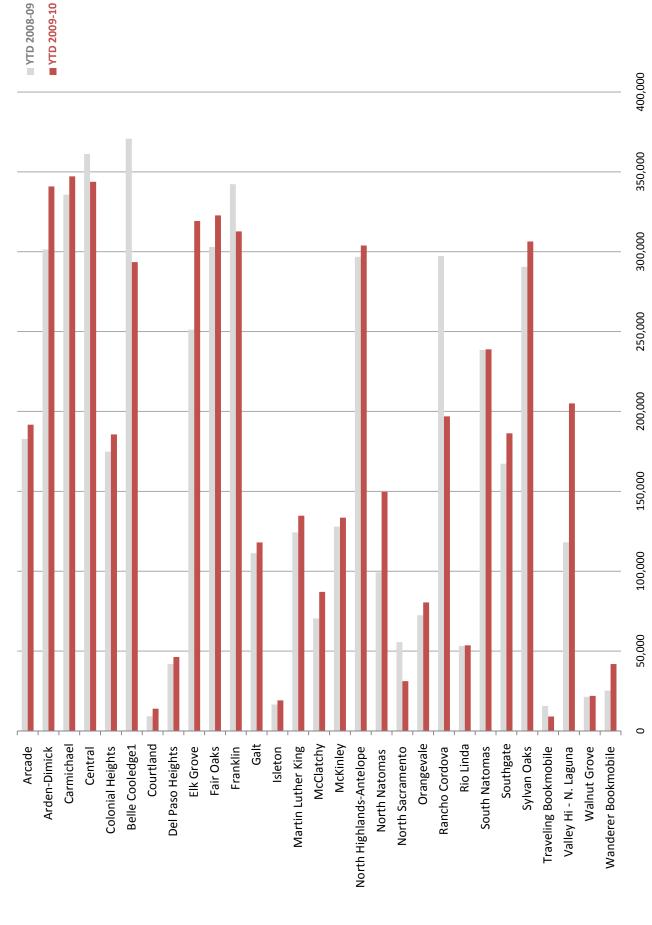
Notes

1 Count includes e-card customers as of 9/2007

2 Belle Cooledge was closed for remodelling work.

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Sacramento Public Library Monthly Report Circulation Comparison



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Sacramento Public Library Monthly Report Circulation

APRIL 2010	Mont	Monthly Circulation	ation	Monthly C	irc. per (Monthly Circ. per Open Hour	OI 	Cumulative Circulation	Sirculation	
Branch	Apr 2009	Apr 2010	% Change	Apr 2009	Apr 2010	% Change	YTD 2008-09	YTD 2009-10	Change <u>N</u>	% %
Totals	645,708	649,026	0.5%	2,919	2,998	2.7%	6,125,360	6,408,532	283,172	4.6%
Arcade	18,716	18,576	-0.7%	100	101	1.4%	182,819	191,743	8,924	4.9%
Arden-Dimick	32,432	31,845	-1.8%	173	174	%6.0	301,446	340,918	39,472	13.1%
Carmichael	34,173	34,633	1.3%	210	195	-7.2%	335,785	347,221	11,436	3.4%
Central	36,668	37,768	3.0%	167	177	2.9%	361,259	343,760	-17,499	-4.8%
Colonial Heights	18,417	20,475	11.2%	103	131	26.9%	174,839	185,639	10,800	6.2%
Belle Cooledge ¹	38,209	183	-99.5%	203	na	na	370,728	293,531	-77,197	-20.8%
Courtland	467	1,627	248.4%	na	14	na	9,256	13,878	4,622	49.9%
Del Paso Heights	4,107	4,261	3.7%	27	27	1.1%	41,971	46,308	4,337	10.3%
Elk Grove	33,985	28,958	-14.8%	181	157	-12.9%	251,216	319,225	68,009	27.1%
Fair Oaks	31,778	32,056	%6.0	169	174	3.1%	303,075	322,773	19,698	6.5%
Franklin	31,582	31,553	-0.1%	133	137	3.4%	342,289	312,796	-29,493	-8.6%
Galt	11,978	12,507	4.4%	26	82	-15.4%	111,310	117,977	6,667	%0'9
Isleton	1,873	2,474	32.1%	12	19	65.1%	16,548	19,143	2,595	15.7%
Martin Luther King	12,673	22,344	%6.9%	29	143	112.5%	124,296	134,769	10,473	8.4%
McClatchy	7,718	11,751	52.3%	51	75	48.4%	70,378	87,078	16,700	23.7%
McKinley	12,477	14,312	14.7%	73	92	25.0%	127,884	133,534	5,650	4.4%
North Highlands-Antelope	31,360	30,419	-3.0%	163	165	1.2%	296,857	303,956	7,099	2.4%
North Natomas	10,163	30,021	195.4%	26	192	242.7%	908'66	149,653	50,347	20.7%
North Sacramento	5,870	2,606	-55.6%	38	17	-55.9%	55,565	31,118	-24,447	-44.0%
Orangevale	7,558	8,541	13.0%	22	65	19.0%	72,415	80,418	8,003	11.1%
Rancho Cordova	29,953	27,862	-2.0%	169	151	-10.5%	297,292	196,899	-100,393	-33.8%
Rio Linda	5,760	5,346	-7.2%	47	42	-10.1%	53,174	53,566	392	0.7%
South Natomas	25,035	21,653	-13.5%	133	139	4.2%	238,515	238,961	446	0.2%
Southgate	17,634	17,716	0.5%	103	103	0.5%	167,318	186,346	19,028	11.4%
Sylvan Oaks	30,869	30,008	-2.8%	149	145	-2.8%	290,503	306,433	15,930	2.5%
Traveling Bookmobile	1,615	1,120	-30.7%	46	na	na	15,617	8,980	-6,637	-42.5%
Valley Hi - N. Laguna	11,899	20,895	%9:52	73	137	88.2%	118,111	205,034	86,923	73.6%
Walnut Grove	2,402	2,434	1.3%	18	20	8.6	21,372	21,914	542	2.5%
Wanderer Bookmobile	3,732	4,997	33.9%	104	122	17.6%	25,239	41,915	16,676	66.1%
Other Circulating Entitles	!	,							1	Ì
Books by Mail	1,155	1,134	-1.8%	na	na		11,210	11,405	195	1.7%
Borrower's Help Desk	0	0	%0.0	na	na		86	0		-100.0%
	317	252	-20.5%	na	na		2,224	1,213		-45.5%
Misc Circ	486	610	25.5%	na	na		3,754	5,038	1,284	34.2%
Telis	1,338	1,756	31.2%	na	na	na	7,755	9,763	2,008	25.9%
Customer	77	000	ò	9	9	9	0.7	0,00	7	ò
Online	122,174	126,997	3.9%	na	na !	na	1,136,516	1,248,096	111,580	9.8%
l elephone	4,770	3,551	-25.6%	na	na	na	52,527	43,990	-8,537	-16.3%
Download	4,365	5,785	32.5%	na	na	na	34,893	53,541	18,648	53.4%

Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes | Notes

Sacramento Public Library Monthly Report **Program Totals**

APRIL 2010	Month	Monthly Program Totals	n Totals	Cumuk	Cumulative Progr	gram Totals	otals		Mo	Monthly Attendance	ance			리	Cumulative Attendance	Attendance	asi.	
Branch	Apr 2009	Apr 2010	% Change	YTD 2008-09	YTD 2009-10	Change N	nge %	Apr 2009	Apr 2010	% Change	Avg. 2008-09	Avg. 2009-10	YTD 2008-09	YTD 2009-10	Change <u>N</u>	ige %	Avg. 2008-09	Avg. 2009-10
Totals	361	368	1.9%	3,130	2,804	-326	-10.4%	10,050	8,189	-18.5%	27.8	22.3	90,623	64,136	-26,487	-29.2%	29.0	22.9
Arcade	19	15	-21.1%	169	140	-29	-17.2%	366	199	-45.6%	19.3	13.3	2,936	1,935	-1,001	-34.1%	17.4	13.8
Arden-Dimick	7	12	9.1%	144	124	-20	-13.9%	202	384	-24.3%	46.1	32.0	5,407	5,208	-199	-3.7%	37.5	42.0
Carmichael	25	30	20.0%	210	243	33	15.7%	846	814	-3.8%	33.8	27.1	5,631	4,911	-720	-12.8%	26.8	20.2
Central	22	40	81.8%	277	327	20	18.1%	552	662	19.9%	25.1	16.6	8,416	5,756	-2,660	-31.6%	30.4	17.6
Colonial Heights	17	11	-35.3%	118	123	2	4.2%	400	203	-49.3%	23.5	18.5	2,524	2,312	-212	-8.4%	21.4	18.8
Belle Cooledge	31	0	-100.0%	180	116	-64	-35.6%	1,234	0	-100.0%	39.8	0.0	6,501	2,823	-3,678	-56.6%	36.1	24.3
Courtland	0	19	na	138	164	56	18.8%	0	116	na	0.0	6.1	2,732	3,153	421	15.4%	19.8	19.2
Del Paso Heights	1	6	-18.2%	29	122	63	106.8%	123	244	98.4%	11.2	27.1	925	3,247	2,322	251.0%	15.7	26.6
Elk Grove	17	_	-94.1%	101	101	0	%0.0	839	49	-94.2%	49.4	49.0	5,040	2,379	-2,661	-52.8%	49.9	23.6
Fair Oaks	16	23	43.8%	115	129	4	12.2%	521	757	45.3%	32.6	32.9	5,004	3,278	-1,726	-34.5%	43.5	25.4
Franklin	6	14	25.6%	92	114	38	20.0%	394	999	68.8%	43.8	47.5	4,012	2,771	-1,241	-30.9%	52.8	24.3
Galt	21	23	9.5%	180	124	-56	-31.1%	563	367	-34.8%	26.8	16.0	4,141	2,036	-2,105	-50.8%	23.0	16.4
Isleton	15	18	20.0%	137	06	-47	-34.3%	328	236	-28.0%	21.9	13.1	2,893	1,627	-1,266	-43.8%	21.1	18.1
Martin Luther King	15	7	-53.3%	111	73	-38	-34.2%	287	245	-14.6%	19.1	35.0	2,348	1,412	-936	-39.9%	21.2	19.3
McClatchy	80	2	-37.5%	88	22	-31	-35.2%	188	138	-26.6%	23.5	27.6	1,543	1,403	-140	-9.1%	17.5	24.6
McKinley	2	7	450.0%	81	26	16	19.8%	24	212	783.3%	12.0	19.3	3,567	2,143	-1,424	-39.9%	44.0	22.1
North Highlands-Antelope	15	12	-20.0%	92	86	ဝှ	-9.5%	279	276	-1.1%	18.6	23.0	2,278	4,879	2,601	114.2%	24.0	29.7
North Natomas	9	12	100.0%	92	101	22	32.9%	201	274	36.3%	33.5	22.8	1,666	2,352	989	41.2%	21.9	23.3
North Sacramento	2	9	20.0%	22	22	7	3.6%	208	38	-81.7%	41.6	6.3	1,996	206	-1,089	-54.6%	36.3	15.9
Orangevale	2	10	100.0%	28	89	40	142.9%	129	144	11.6%	25.8	14.4	1,083	1,502	419	38.7%	38.7	22.1
Rancho Cordova	25	21	-16.0%	160	88	-72	-45.0%	999	405	-39.1%	26.6	19.3	6,411	2,720	-3,691	-57.6%	40.1	30.9
Rio Linda	7	7	%0.0	61	22		-9.8%	73	89	-6.8%	10.4	9.7	792	893	101	12.8%	13.0	16.2
South Natomas	21	13	-38.1%	176	63	-113	-64.2%	484	220	13.6%	23.0	42.3	5,174	1,529	-3,645	-70.4%	29.4	24.3
Southgate	7	ර	28.6%	51	45	ဝှ	-17.6%	192	126	-34.4%	27.4	14.0	1,299	692	-607	-46.7%	25.5	16.5
Sylvan Oaks	12	7	-41.7%	136	40	96-	-20.6%	336	126	-62.5%	28.0	18.0	4,168	810	-3,358	-80.6%	30.6	20.3
Valley Hi - N. Laguna	80	12	20.0%	99	34	-32	-48.5%	114	538	371.9%	14.3	44.8	1,146	1,020	-126	-11.0%	17.4	30.0
Walnut Grove	7	21	%6:06	42	26	-16	-38.1%	197	353	79.2%	17.9	16.8	066	438	-552	-55.8%	23.6	16.8

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Notes

1 Belle Cooledge was closed for remodelling work.

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Sacramento Public Library Monthly Report Self-Check

<u>APRIL 2010</u>		Mont	Monthly Circulation	ation				Cumulative Circulation	Circulation	<u>on</u> % of Branch % of Branch	% of Branch
Branch	Apr 2009	Apr 2010	Change N	₩ W	% of Branch Circulation	YTD 2008-09	YTD 2009-10	Change <u>N</u>	% %	Circulation 2008-09	Circulation 2009-10
Totals	140,227	274,410	134,183	95.7%	%9.69	1,199,061	2,402,844	1,203,783	100.4%	30.3%	59.2%
Arcade	5,451	7,847	2,396	44.0%	42.2%	48,290	71,190	22,900	47.4%	26.4%	37.1%
Arden-Dimick	9,376	18,832	9,456	100.9%	59.1%	82,150	187,499	105,349	128.2%	27.3%	22.0%
Carmichael	19,019	20,667	1,648	8.7%	29.7%	180,089	204,789	24,700	13.7%	23.6%	29.0%
Central	9,784	15,365	5,581	22.0%	40.7%	93,576	107,566	13,990	15.0%	25.9%	31.3%
Colonial Heights	na	16,209	na	na	79.2%	na	132,015	na	na	na	71.1%
Belle Cooledge ²	9,056	0	-9,056	-100.0%	0.0%	83,695	118,865	35,170	42.0%	22.6%	40.5%
Courtland	na	937	na	na	%9'.29	na	5,891	na	na	na	42.4%
Del Paso Heights	na	2,085	na	na	48.9%	na	18,548	na	na	na	40.1%
Elk Grove	26,809	23,041	-3,768	-14.1%	%9.62	166,395	248,547	82,152	49.4%	66.2%	77.9%
Fair Oaks	9,429	17,747	8,318	88.2%	55.4%	92,600	160,499	62,899	73.3%	30.6%	49.7%
Franklin	4,480	17,217	12,737	284.3%	54.6%	28,286	135,426	107,140	378.8%	8.3%	43.3%
Galt	na	2,075	na	na	16.6%	na	8,067	na	na	na	9.8%
Isleton	na	871	na	na	35.2%	na	4,520	na	na	na	23.6%
Martin Luther King Jr.	na	12,043	na	na	53.9%	na	60,131	na	na	na	44.6%
McClatchy	na	na	na	na	na	na	na	na	na	na	na
McKinley	na	8,598	na	na	60.1%	na	75,676	na	na	na	26.7%
North Highlands	11,749	20,066	8,317	70.8%	%0.99	105,356	185,086	79,730	75.7%	35.5%	%6.09
North Natomas	4,103	23,254	19,151	466.8%	77.5%	37,533	95,648	58,115	154.8%	37.8%	63.9%
North Sacramento	na	na	na	na	na	na	na	na	na	na	na
Orangevale	na	2,579	na	na	30.2%	na	19,736	na	na	na	24.5%
Rancho Cordova	7,893	16,324	8,431	106.8%	28.6%	79,025	73,309	-5,716	-7.2%	26.6%	37.2%
Rio Linda	na	2,137	na	na	40.0%	na	20,874	na	na	na	39.0%
South Natomas	7,552	10,109.0	2,557	33.9%	46.7%	68,028	114,775	46,747	68.7%	28.5%	48.0%
Southgate	4,426	7,937.0	3,511	79.3%	44.8%	39,370	75,322	35,952	91.3%	23.5%	40.4%
Sylvan Oaks	8,184	14,305.0	6,121	74.8%	47.7%	74,525	123,891	49,366	66.2%	25.7%	40.4%
Valley Hi-North Laguna	2,916	14,165.0	11,249	385.8%	%8'29	20,143	154,974	134,831	669.4%	17.1%	75.6%
Walnut Grove	na	na	na	na	na	na	na	na	na	na	na

Nate:

Self Check machines were added to additional branches in Summer 2009.

Belle Cooledge was closed for remodelling work.

Note: ¹ Self Check machines were added to additional branches in Summer 2009.

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Sacramento Public Library Monthly Report Materials & Hours

<u>APRIL 2010</u>	<u>Items</u>	<u> </u>	Titles			Open Hours	ours			Closed Hours	Hours		
Branch	Apr 2009	Apr 2010	Apr 2009	Apr 2010	Apr 2010	YTD 2008-09	YTD 2009-10	% Change	Apr 2010	Reason	YTD 2008-09	YTD 2009-10	% <u>Change</u>
Totals	2,005,743	1,932,913	475,281	494,963	4,320	44,236	42,016	-2.0%	175		2,648	3,361	26.9%
Arcade	77,371	77,853	65,901	57,783	184	1,803	1,791	-0.7%	0	0 na	86	82	-1.2%
Arden-Dimick	85,653	906'62	83,603	68,956	183	1,805	1,720	-4.7%	_	Plumbing emergency	73	139	90.4%
Carmichael	124,934	122,663	110,916	102,366	178	1,768	1,789	1.2%	9	6 Holiday	9/	87	14.5%
Central	333,252	324,135	292,183	275,410	213	2,115	2,046	-3.3%	5	5 Holiday	78	98	10.3%
Colonial Heights	75,300	74,447	73,219	63,484	156	1,773	1,489	-16.0%	0	0 na	80	73	-8.8%
Belle Cooledge ¹	110,067	80,775	99,256	74,328	0	1,779	1,251	-29.7%	156	156 Closed for remodel	94	313	233.0%
Courtland	17,979	16,542	15,696	13,755	117	1,017	1,124	10.5%	0	0 na	173	43	-75.1%
Del Paso Heights	36,019	24,082	29,471	24,533	156	1,459	1,542	2.7%	0	0 na	29	61	3.4%
Elk Grove	63,948	68,194	66,388	59,023	184	1,452	1,765	21.6%	0	0 na	411	101	-75.4%
Fair Oaks	87,111	88,167	82,733	73,196	184	1,768	1,772	0.2%	0	0 na	86	87	-11.2%
Franklin	91,629	91,691	79,490	70,632	230	2,121	2,105	-0.8%	4	 EGUSD furlough day 	155	184	18.7%
Galt	44,161	41,715	44,941	39,194	153	1,431	1,446	1.0%	0	na	89	47	-30.9%
Isleton	17,157	16,101	17,839	14,859	128	1,320	1,254	-2.0%	0	na	61	115	88.5%
Martin Luther King	115,158	99,075	104,793		156	1,780	1,497	-15.9%	J	na na	91	83	-8.8%
McClatchy	25,943	22,695	23,384	21,927	156	1,420	1,499	2.6%	S	na	92	99	4.6%
McKinley	48,654	47,157	48,120	44,001	156	1,526	1,501	-1.6%	S	na	63	99	4.8%
North Highlands-Antelope	99,547	96,501	91,961		184	1,788	1,825	2.1%	0	na	94	99	-29.8%
North Natomas	26,957	79,082	28,160	77,760	156	1,654	1,343	-18.8%	0	na na	82	130	27.9%
North Sacramento	33,022	31,705	28,845	24,869	155	1,464	1,507	2.9%	0	na	22	99	1.8%
Orangevale	35,113	35,475	32,065		131	1,214	1,227	1.1%	0	na	54	33	-27.8%
Rancho Cordova	96,524	80,268	90,912		184	1,772	1,164	-34.3%	0	na	102	689	575.5%
Rio Linda	29,894	27,188	30,859		127	1,210	1,207	-0.2%	0	na	28	61	5.2%
South Natomas	84,661	79,245	73,460	65,433	156	1,793	1,539	-14.2%	0	na	88	72	-18.2%
Southgate	72,120	77,737	74,820	66,285	172	1,577	1,621	2.8%	0	na	143	93	-32.0%
Sylvan Oaks	96,039	93,596	96,265	83,663	207	1,977	1,982	0.3%	0	na	102	103	1.0%
Traveling Bookmobile	8,074	5,449	5,263	3,914	0	334	208	-37.7%	0	ına	7	7	-71.4%
Valley Hi - N. Laguna	40,541	24,178	38,922		153	1,549	1,222	-21.1%	က	Carpet replacement	63	320	455.6%
Walnut Grove	21,445	19,479	22,085	17,821	120	1,218	1,207	-0.9%	0	ı na	20	46	-8.0%
Wanderer Bookmobile	7,470	7,812	4,701	3,635	41	349	373	%6.9	J	na .	19	16	-15.8%

Notes

5/20/2010

¹ Belle Cooledge was closed for remodelling work.

Chairman Boucher, Ranking Member Stearns and Members of the Subcommittee, thank you for your invitation to testify on behalf of the American Library Association (ALA), the oldest and largest library association in the world with more than 65,000 members. My name is Rivkah Sass, and I am the Director of the Sacramento Public Library Authority, a 27-branch system serving the City and County of Sacramento.

Public libraries serve learners of every age and skill level and are a source for lifelong learning. In 71% of communities we are the only provider of no-fee Internet access. In rural areas, this number increases to nearly 80%. In California last year that more than 38 million Internet sessions were conducted on a mere 18,000 public access computers statewide; that equates to an Internet session for every resident of the state of California.

The fact is that our school, public and academic libraries across the country serve as first responders in providing internet access. Even with a 10 megabit connection, there are days at Sacramento Public Library when demand surpasses capacity. Without sufficient broadband connectivity, it is difficult for our staff to provide services to our patrons.

Without a healthy broadband ecosystem and sufficient connectivity, libraries and other anchor institutions would not be able to continue our work to improve broadband adoption.

I want to acknowledge the critical role that the E-rate program has played. I thank the members of this subcommittee for your support of the E-rate program which is essential to school and public libraries. Without the discounts provided to us I honestly do not know how Sacramento Public Library would cope. We depend on it.

Information is useless unless one knows how to access and apply it. Access to high-speed broadband, by itself, would not guarantee our nation will be equipped to thrive in a global information society. The FCC plan acknowledges this principle noting the importance of digital literacy as "a necessary life skill, much like the ability to read and write." We know that the access to broadband is a basic requirement for social and economic inclusion in our democratic society.

Improving broadband adoption requires the development of basic digital literacy skills –which is central to the mission of libraries. We are

viewed as the trusted intermediaries in our communities —rural, urban or suburban — and are ideally situated to help shape and lead national efforts to foster and increase digital literacy.

Public librarians play a key role in shrinking the digital divide by providing digital literacy training. We offer no-fee computer classes including e-mail basic, job searching skills, and genealogy research to name a few.

In these tough economic times, the most powerful example of what motivates individuals to come to the library seeking digital literacy skills has been to search for employment. Library staff at our Rancho Cordova Library recently helped a job seeker by helping him update his resume and upload it to a prospective employer's website. When he called to verify that his resume had been received, he was hired on the spot and directed to report the next day to work doing electrical construction. He told us he could not have done it without our help. I know my colleagues across the country can recount similar stories. Combined with our expertise in teaching digital literacy skills and providing no-fee access to the Internet, librarians are perfectly positioned in our communities to shape and implement local, state and national efforts to improve broadband adoption rates. I would like to thank Congresswoman Matsui who introduced the Broadband Affordability Act of 2009, addressing the very issue of affordability as a barrier to adoption. Such a bill would complement our work in libraries teaching digital literacy skills.

In addition, the ALA supports the recommendations in the National Broadband Plan that all Americans develop basic digital literacy skills and we support the creation of a Digital Literacy Corps.

The ALA respectfully suggests that this subcommittee introduce and consider legislation that would authorize and support the creation of such a corps as recommended by the FCC's plan. This is something we can really "sink our teeth into" because we would like to lead the effort to work collaboratively with others to develop the program.

As a nation we must be prepared to compete in a world in which digital literacy is essential and not a luxury. The Digital Literacy Corps would infuse into our communities the much needed resources targeted at increasing digital literacy skills and improve broadband adoption rates in

the home. Libraries are already well aware of the benefits of having access to the Internet and online resources. A digitally literate citizenry will result in a workforce prepared for the challenges of the 21st century market place.

My colleagues and I thank you for your leadership and support. Libraries would not be able to provide the services we do today without it. THIS PAGE INTENTIONALLY LEFT BLANK