Sacramento Public Library Authority

March 24, 2011 **Agenda Item 4.0: Director's Report**

TO: Sacramento Public Library Authority Board Members

FROM: Rivkah K. Sass, Library Director

RE: Director's Report

RECOMMENDED ACTION: Information only.

Authors on the Move – Success for Summer Reading

The Authors on the Move event held on March 5, 2011, was a rousing success. The sold-out event sponsored by the Sacramento Public Library Foundation brought together literature lovers from as far away as San Francisco to enjoy good food, great conversation, the opportunity to hear a mesmerizing talk by Robert Hirst, editor of the "Autobiography of Mark Twain,", a chance to meet Mark Twain (McAvoy Layne), and to meet a succession of authors who visited tables to discuss their inspiration and work. Foundation Director April Butcher reported to Library staff that the evening raised $150,000, of which nearly $40,000 will go to support the 2011 Summer Reading Program. Additional information will be provided to the Authority Board at a future meeting.

Southgate Library Family Place Opens

On Saturday, March 5, Southgate Library launched the newly developed Family Place in the children's area of the library. Families enjoyed the opportunity to explore developmental toys and celebrate the occasion with clowns, balloon animals and face-painting.

The newly developed Family Place at Southgate Community Library is center for healthy child development, early literacy and family support. By helping parents understand their role as their children's first teachers and by introducing them to the important role that libraries can play in their own and their children's lives, Southgate Family Place Library helps parents prepare children for success in life and school. Learn With Me: A Baby Play Date will bring infants, toddlers and parents together in an informal, interactive setting with child development professionals.

In preparation for Family Place at Southgate Library, Children's Librarian Nicole Powell has been reaching out to Head Starts and State Preschools in the immediate area of the Southgate community. Since October 2010, Nicole has served 249 preschoolers and their teachers with story time visits to their classrooms. Agencies served, or to be served, include Head Start programs in the Sacramento area and in Elk Grove, area preschools, and the St. John's Shelter for Women and Children.

Additional outreach programs include baby lap sit visits for the teen parents and pregnant students at William Daylor High School. The story time visits to preschools have been followed up with invitations for the Librarian to attend parent/teacher meetings at five of the agencies. So far Nicole has had the opportunity to speak with 125 parents of preschoolers and toddlers. Two of the agencies provided Spanish translators.

Beginning in March, Southgate will host a series of parenting workshops called Learn With Me: A Baby Play Date. Partnerships have been formed with SETA Head Start, Health Education Council, Sacramento County Office of Education and Birth & Beyond Family Resource Center. Resource specialists from these agencies will come to the library to work directly with parents of infants and toddlers.

Galt Library Makeover
The Galt Library closed for a week to streamline the service desk and reorganize the staff areas. Completed by the Library's Facilities staff, the result is a more efficient work space for staff, which results in better service for the public.

Fair Oaks Library Siding
Plans for providing new siding for the Fair Oaks Library are underway with the expectation that a contract will be in place by June 30 and the project substantially complete about 90 days after that.

The most recent delays on the project have been caused by the difficulty in finding 16' long redwood to replace the badly damaged portions of the south and west sides. This problem has been resolved by specifying finger-jointed boards that can be milled to almost any length.

The plan is still to prepare and paint the siding a grey color, similar to the small sections recently repaired by County maintenance staff. This plan was established after meeting on site with Ed Kado, the original architect of the building.

American Libraries' 2011 Library Design Showcase
Sacramento Public Library staff was notified that the Robbie Waters Pocket-Greenhaven and Belle Cooledge libraries will be featured in the Design Showcase produced by American Libraries, the official publication of the American Library Association. The Robbie Waters Pocket Greenhaven Library is being recognized for enhanced functionality as well as children's and teens' spaces.

The American Libraries' Library Design Showcase will be published in 11 sections: nine parts online at americanlibrariesmagazine.org/librarydesign11 starting March 17, and excerpts of the showcase will appear in the March/April issue of American Libraries and the American Libraries Spring Digital Supplement, which will be e-mailed to ALA members in early April.

Downtown Navigator at Central Library
Sacramento Public Library's partnership with the Downtown Sacramento Partnership has resulted in the Library receiving the services of a Downtown Navigator. Crystal Jordan is the homeless outreach worker and provides assistance to homeless clients with rebuilding their lives. Crystal works on building relationships with the homeless patrons who frequent the library, and gaining trust as she assists them with housing and other needs that they might have. Through her work she encounters the underlying issues that have contributed to their homelessness such as mental illness, job loss, and dependency issues. The goal of the DSP Navigator Program is to "navigate" through the social service programs to find the help and assistance that clients need.

Since Crystal began working at Central Library in January, she has begun the process of connecting some of the clients to services that are beneficial to them. Some have become disconnected from support systems, from their families and from the hope that they once had. There is no quick solution to many of the issues they face, but with the right motivation, consistency, and support from many partnerships, no situation is completely hopeless.

Crystal is currently working with several clients who frequent Central Library who have needs including housing, SSI assistance, mental health counseling, employment assistance, as well as many others. Crystal reports that she has received tremendous support from the entire Central Library staff as well as the Security team.

Sacramento Room adds Carnegie Corporation Correspondence to Archives

The most significant archival collection managed by the Sacramento Room is the records of the Sacramento Public Library (about 150 linear feet, 1857-present). While the records include some correspondence and clippings relating to the 1918 Carnegie library, until recently there were some gaps in the record. Missing were the application letter to the Carnegie Corporation and early correspondence that might shed light on how the City won funding for its new library building.

The Sacramento Room recently received through interlibrary loan a microfilm reel from Columbia University's Carnegie Corporation records that includes all material relating to the Sacramento City Library. The new material consists of over 100 pages of correspondence between the Carnegie Corporation and the Sacramento City Commission (1912-1918, 1948) including the initial application letter submitted by the Knights of Pythias, discussion of the necessity for a new building (including plans for a Civic Center, population statistics, collection size and the layout of the previous building), detailed monthly work and materials budgets submitted during construction, and follow-up correspondence after completion.

Some interesting highlights:

- Letter of application written by the Sacramento Knights of Pythias (December 28, 1912)
- Reference letter from the director of the Los Angeles Public Library, Everett Perry (December 16, 1913)
- Resolution of the City of Sacramento to construct a "Civic Center" between I and J Street from 8th to 11th Street, which would include the new Free Public Library, a City Auditorium, a Central Fire Station, and a relocated Crocker Art Museum (January 7, 1915)
- A letter detailing the service of the City Library – for a population of approximately 65,000 in the County, the City Library operated one central library, five branch libraries, 27 deposit stations and over 100 classroom libraries under contract with eleven school districts
- Letter informing the Carnegie Corporation that construction would be halted for a month because the Steiger Terra Cotta Co. had been destroyed by a disastrous fire. Gladding-McBean Co. would take over the contract (June 20, 1917)

Sacramento Room archivist-librarian Amanda Graham has done an outstanding job in identifying the gaps and following through on correspondence so that the Library has a complete record of this critical information relating to the history of the Central Library.

USA Today and National Public Radio Interview

Several months ago Deputy Director Denise Davis and Library Director Rivkah Sass were interviewed by Charles Compton of station WEKU in Lexington, KY. The interview centered on the current and future role of public libraries. The story, "Refocusing Free Public Libraries," can be heard at: http://www.publicbroadcasting.net/weku/news.newsmain/article/0/1/1767929/Central.and.Eastern.Kentucky/Refocusing.Free.Public.Libraries.

The interview aired just a few days after an article in USA Today ran which featured comments from Deputy Library Director Denise Davis: http://www.usatoday.com/news/nation/2011-02-25-elibrarybooks25_ST_N.htm?sms_ss=email&at_xt=4d67af1289b314f2%2C0

E-Reader Grant, E-Books in the News

The grant is moving forward at warp speed. A great team is working together to make sure that the roll out for this project coincides with National Library Week. Staff at Sacramento Public Library are excited to be on the bleeding edge of figuring out how libraries will succeed in loaning out e-readers. Deputy Library Director Denise Davis is working with a cross section of staff who are planning the delivery, loading, staff training and loaning of 100 Barnes & Noble Nooks. The grant of $100,000 comes via the California State Library, and $25,000 is being provided by the Friends of Sacramento Public Library.

The project includes a significant assessment that will provide information not only to Sacramento Public Library but to other libraries in California.

As the Library explores how to deliver e-books effectively to library users, the publishers are trying to determine what this new market looks like. Recently Harper Collins, a major publishing house decided that books provided to libraries would only circulate 26 times and then would disappear. This decision has been roundly criticized by librarians around the nation as arbitrary and harmful to libraries that are already under severe financial strain.

ATTACHMENTS

Attachment A: Public Services Statistics – February 2011

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

February 2011

Sacramento Public Library Monthly Report

Self-Check

FEBRUARY 2011	Monthly Circulation					Cumulative Circulation					
Branch	Feb 2010	Feb 2011	Change N	Change %	% of Branch Circulation	YTD 2009-10	YTD 2010-11	Change N	Change %	% of Circulation 2009-10	% of Circulation 2010-11
Totals	**254,893**	**266,779**	**11,886**	**4.7%**	**42.7%**	**1,828,255**	**2,302,548**	**474,293**	**25.9%**	**36.2%**	**43.4%**
Arcade	7,815	7,990	175	2.2%	45.4%	54,526	65,830	11,304	20.7%	35.9%	44.0%
Arden-Dimick	16,020	17,092	1,072	6.7%	60.1%	149,118	140,559	-8,559	-5.7%	54.1%	58.8%
Carmichael	21,021	23,457	2,436	11.6%	64.1%	162,396	179,053	16,657	10.3%	58.8%	63.0%
Central	2,877	12,838	9,961	346.2%	40.7%	76,786	112,990	36,204	47.1%	28.5%	41.1%
Colonial Heights	14,326	12,363	-1,963	-13.7%	72.3%	99,515	107,347	7,832	7.9%	69.3%	74.9%
Belle Cooledge	18,435	14,263	-4,172	-22.6%	56.7%	111,246	118,859	7,613	6.8%	39.9%	56.2%
Courtland	578	636	58	10.0%	55.8%	4,069	4,164	95	2.3%	38.2%	46.3%
Del Paso Heights	2,020	1,102	-918	-45.4%	27.5%	14,170	10,940	-3,230	-22.8%	38.0%	31.3%
Elk Grove	22,269	19,540	-2,729	-12.3%	79.4%	199,892	188,129	-11,763	-5.9%	77.8%	80.1%
Fair Oaks	18,187	15,745	-2,442	-13.4%	54.7%	123,732	133,179	9,447	7.6%	48.3%	53.5%
Franklin	15,183	14,172	-1,011	-6.7%	52.7%	99,903	136,178	36,275	36.3%	40.3%	56.8%
Galt	1,583	2,385	802	50.7%	20.3%	3,901	20,116	16,215	415.7%	4.2%	21.5%
Isleton	1,079	794	-285	-26.4%	29.1%	2,704	5,221	2,517	93.1%	19.4%	30.1%
Martin Luther King, Jr.	5,826	6,752	926	15.9%	55.1%	37,620	55,913	18,293	48.6%	41.0%	54.5%
McClatchy	na	na	na	na	na	na	na	na	na	na	na
McKinley	7,554	8,891	1,337	17.7%	69.7%	57,768	71,355	13,587	23.5%	55.5%	66.3%
North Highlands	17,995	19,148	1,153	6.4%	71.6%	143,345	158,977	15,632	10.9%	59.9%	68.3%
North Natomas	15,310	14,001	-1,309	-8.5%	71.9%	52,388	120,468	68,080	130.0%	56.6%	70.8%
North Sacramento	na	1,931	na	na	37.3%	na	17,275	na	na	na	42.3%
Orangevale	2,467	2,579	112	4.5%	31.6%	14,387	21,625	7,238	50.3%	22.9%	33.1%
Pocket-Greenhaven	na	9,705	na	na	58.5%	na	67,857	na	na	na	60.6%
Rancho Cordova	11,227	15,424	4,197	37.4%	57.9%	38,639	133,175	94,536	244.7%	28.1%	56.7%
Rio Linda	2,377	1,656	-721	-30.3%	34.7%	16,256	12,399	-3,857	-23.7%	38.5%	30.9%
South Natomas	11,006	9,587	-1,419	-12.9%	51.4%	93,510	77,965	-15,545	-16.6%	48.3%	49.8%
Southgate	7,397	3,282	-4,115	-55.6%	46.4%	58,716	62,449	3,733	6.4%	39.3%	47.5%
Sylvan Oaks	13,617	13,060	-557	-4.1%	48.0%	93,613	116,600	22,987	24.6%	38.5%	48.7%
Valley Hi-North Laguna	18,639	18,267	-372	-2.0%	66.7%	119,970	162,840	42,870	35.7%	77.2%	71.7%
Walnut Grove	85	119	34	40.0%	6.4%	85	1,085	1,000	1176.5%	0.5%	7.5%

Note:

[1] McClatchy does not have a self-check machine.

[2] Southgate closed for remodeling from February 14 to March 5, 2011.

Key Points:

- Year to date circulation for FY 2010-11 is 5.3 million, and is 5.0% above last year's year to date circulation.

- FY 2010-11 year to date self-check circulation is just over 2.3 million, a 25.9% increase from FY 2009-10. This also accounts for 43.4% of total circulation.

- Branches with the highest percentage of circulation that is from self-check include:
  - Elk Grove (80.1%)
  - Colonial Heights (74.9%)
  - Valley Hi-North Laguna (71.7%)
  - North Natomas (70.8%)

- In February 2011, the Library offered 460 free programs to the public, a 23.3% increase from February 2010.

- FY 2010-11 year to date program attendance is 82,843, a 18.6% increase from FY 2009-10

- FY 2010-11 year to date branch volunteer hours is 31,244 , a 12.6% increase from FY 2009-10

Sacramento Public Library Monthly Report
Summary

FEBRUARY 2011	Feb 2010	Feb 2011	Change N	Change %	YTD 2009-10	YTD 2010-11	Change N	Change %
Customers & Circulation								
Items Circulated	598,084	624,942	26,858	4.5%	5,050,083	5,304,467	254,384	5.0%
Interlibrary Loan								
Loaned to Client Libraries	9,741	10,618	877	9.0%	80,589	84,758	na	na
Borrowed from Client Libraries	9,310	10,306	996	10.7%	81,843	82,126	na	na
All Other Loans	215	73	-142	-66.0%	936	470	na	na
New Customers Registered	6,120	5,262	-858	-14.0%	55,857	51,333	-4,524	-8.1%
Total Customers[1]	614,006	614,214	208	0.0%	na	na	na	na
Adult	393,659	409,279	15,620	4.0%	na	na	na	na
Juvenile	190,440	164,560	-25,880	-13.6%	na	na	na	na
E-card Only[1]	28,893	36,723	na	27.1%	na	na	na	na
Other	1,014	920	-94	-9.3%	na	na	na	na
Total Customers as % of Total Population[2]	45.1%	44.7%	-0.4%	-0.8%	na	na	na	na
Library Visits	402,517	348,955	-53,562	-13.3%	2,149,756	2,891,927	742,171	34.5%
Programs								
TOTAL PROGRAMS - #	373	460	87	23.3%	2,426	3,264	838	34.5%
TOTAL ATTENDANCE	11,193	11,795	602	5.4%	69,824	82,843	13,019	18.6%
Family Programs - #	43	64	21	48.8%	365	331	-34	-9.3%
Family Programs - Attendance	2,713	2,289	-424	-15.6%	16,125	15,819	-306	-1.9%
Toddler Programs - #	71	76	5	7.0%	440	507	67	15.2%
Toddler Programs - Attendance	2,559	2,846	287	11.2%	15,089	15,719	630	4.2%
Preschool Programs - #	81	80	-1	-1.2%	545	580	35	6.4%
Preschool Programs - Attendance	2,435	2,530	95	3.9%	14,575	16,583	2,008	13.8%
School Age Programs - #	67	61	-6	-9.0%	401	481	80	20.0%
School Age Programs - Attendance	2,007	1,799	-208	-10.4%	13,017	17,043	4,026	30.9%
Teen Programs - #	41	64	23	56.1%	330	513	183	55.5%
Teen Programs - Attendance	588	937	349	59.4%	5,649	7,186	1,537	27.2%
Adult Programs - #	67	111	44	65.7%	325	838	513	157.8%
Adult Programs - Attendance	870	1,331	461	53.0%	5,266	10,380	5,114	97.1%
Senior Programs - #	3	4	1	33.3%	20	14	-6	-30.0%
Senior Programs - Attendance	21	63	42	200.0%	103	113	10	9.7%
Community								
Community Meeting/Meeting Room Use - #	355	360	5	1.4%	2,389	2,570	181	7.6%
Hours Used	1,028	1,055	27	2.6%	8,617	8,299	-318	-3.7%
Attendance	7,169	7,502	333	4.6%	53,759	57,362	3,603	6.7%
Community Meetings - # presentations by staff	15	49	34	226.7%	183	305	122	66.7%
Total Attendance	350	2,141	1,791	511.7%	9,007	14,059	5,052	56.1%
Attendance - Adults	89	1,142	1,053	1183.1%	3,287	6,209	2,922	88.9%
Attendance - Youth	261	999	738	282.8%	5,720	7,850	2,130	37.2%
Community Group Visits to Library - #	26	36	10	38.5%	268	303	35	13.1%
Total Attendance	1,209	1,013	-196	-16.2%	8,610	10,623	2,013	23.4%
Attendance - Adults	276	341	65	23.6%	1,706	2,089	383	22.5%
Attendance - Youth	933	672	-261	-28.0%	6,904	8,534	1,630	23.6%
Internet Access Totals								
Total Reservations	na	70,566	na	na	na	568,440	na	na
Total Time (Hours)	na	58,227	na	na	na	473,508	na	na
Customer Self-Service								
Self-Check Circulation	254,808	266,779	11,971	4.7%	1,828,255	2,302,548	474,293	25.9%

Sacramento Public Library Monthly Report
Summary

FEBRUARY 2011	Feb 2010	Feb 2011	Change N	Change %	YTD 2009-10	YTD 2010-11	Change N	Change %
% of All Circulation for System	42.6%	42.7%	0.1%	0.2%	36.2%	43.4%	7.2%	19.9%
Total Customer-Completed Renewals	120,428	129,602	9,174	7.6%	1,018,857	1,051,516	32,659	3.2%
Computer Renewal - External	110,966	120,077	9,111	8.2%	934,664	979,278	44,614	4.8%
Computer Renewal - Internal	5,799	5,241	-558	-9.6%	48,248	41,289	-6,959	-14.4%
Telephone Renewal	3,663	4,284	621	17.0%	35,945	30,949	-4,996	-13.9%
% of All Circulation for System	20.1%	20.7%	0.6%	3.0%	40.3%	19.8%	-20.5%	-50.8%
Total Holds Placed	152,070	159,822	7,752	5.1%	1,244,507	1,329,279	84,772	6.8%
Customer-Placed Holds	134,663	143,236	8,573	6.4%	1,102,006	1,192,154	90,148	8.2%
% of All Holds Placed	88.6%	89.6%	1.1%	1.2%	177.1%	89.7%	-87.4%	-49.4%
Total Library Catalog Searches	1,227,040	1,383,056	156,016	12.7%	8,086,881	10,790,721	2,703,840	33.4%
Encore Searches[6]	230,098	433,561	203,463	88.4%	1,897,868	3,284,369	na	na
Catalog Searches - External[3]	680,248	656,838	-23,410	-3.4%	4,600,763	5,288,080	687,317	14.9%
% of Total Searches	55.4%	47.5%	-7.9%	-14.3%	56.9%	49.0%	-7.9%	-13.9%
Subscription Database Searches[4]	62,334	333,261	270,927	434.6%	396,657	1,335,286	938,629	236.6%
Web Page Visits - External	na	327,911	na	na	na	2,688,292	na	na
Electronic Databases	41	27	-14	-34.1%	na	na	na	na
Download[5]	5,288	7,234	1,946	36.8%	41,826	54,348	12,522	29.9%
Notices Sent for Holds and Overdues - Total	104,668	98,781	-5,887	-5.6%	1,005,623	1,143,437	137,814	13.7%
Delivered via E-mail	80,393	68,277	-12,116	-15.1%	711,595	874,768	163,173	22.9%
% of Total	76.8%	69.1%	-8%	-10.0%	70.8%	76.5%	5.7%	8.1%
Delivered via Automated Telephone System	24,275	30,504	6,229	25.7%	232,113	268,669	36,556	15.7%
% of Total	23.2%	30.9%	7.7%	33.1%	23.1%	23.5%	0.4%	1.8%
Delivered via Traditional Mail	0	0	0	0.0%	61,915	0	-61,915	-100.0%
% of Total	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	-6.2%	-100.0%
Resources								
Open Hours	3,918	4,155	237	6.0%	33,045	34,939	1,894	5.7%
Closed Hours	294	203	-91	-31.0%	3,074	1,899	-1,175	-38.2%
Staff FTE	189.0	194.0	5.0	2.6%	na	na	na	na
Extra Help Staff Total Hours Used	7,869	8,313	444	5.6%	65,966	70,719	4,753	7.2%
Librarian Hours	415	439	24	5.8%	3,631	5,136	1,505	41.4%
Library Assistant Hours	1,855	1,682	-173	-9.3%	15,188	14,713	-475	-3.1%
Shelver Hours	5,599	6,192	593	10.6%	47,147	50,870	3,723	7.9%
Volunteers- #	502	560	58	11.6%	na	na	na	na
Volunteers - Hours	3,638	4,030	392	10.8%	27,739	31,244	3,505	12.6%
Items - Total	1,970,889	1,943,738	-27,151	-1.4%	na	na	na	na
Items Added	10,249	5,454	-4,795	-46.8%	90,662	72,365	-18,297	-20.2%
Titles - Total	495,029	494,634	-395	-0.1%	na		na	na
Titles Added	1,333	2,078	745	55.9%	13,777	13,404	-373	-2.7%

Notes:

[1] 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.

Last year = 1,362,619

This year = 1,373,874

[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.

[5] The download service began in August 2006.

[6] Encore search statistics began for FY 2009-10.

[7] Website visit statistics are not available for July 2009.

[8] Computer usage statistics are not available for July 2009.

Sacramento Public Library Monthly Report
Customers

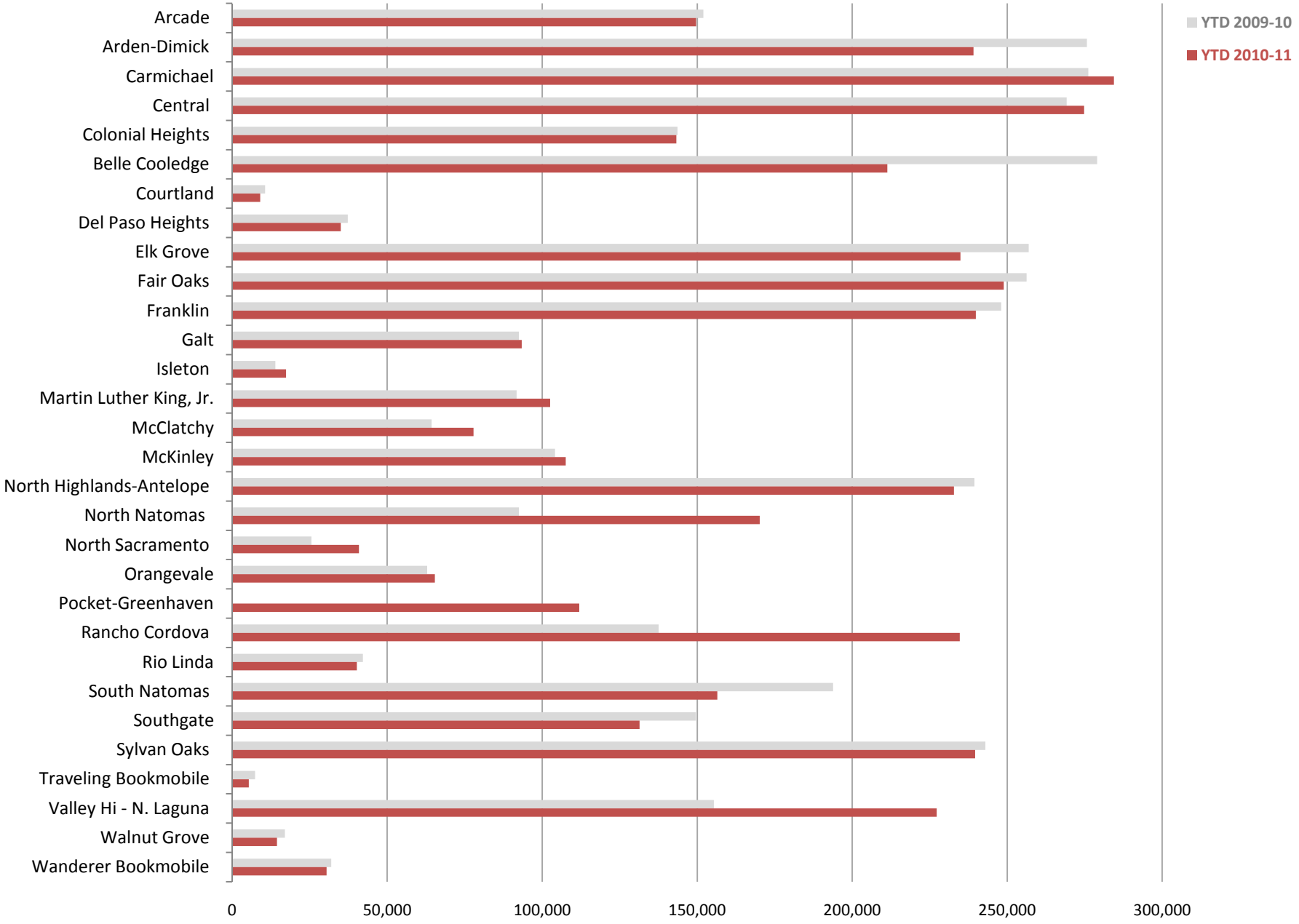
FEBRUARY 2011	Monthly New Customers			Cumulative New Customers				Total Customers			
Branches	Feb 2010	Feb 2011	% Change	YTD 2009-10	YTD 2010-11	Change N	Change %	2009-10	2010-11	Change N	Change %
Totals	**6,120**	**5,262**	**-14.0%**	**55,857**	**51,333**	**-4,524**	**-8.1%**	**614,006**	**614,214**	**208**	**0.0%**
Arcade	181	157	-13.3%	1,607	1,507	-100	-6.2%	20,230	20,465	235	1.2%
Arden-Dimick	191	200	4.7%	2,061	1,704	-357	-17.3%	26,093	25,425	-668	-2.6%
Carmichael	258	250	-3.1%	2,082	1,972	-110	-5.3%	30,751	30,393	-358	-1.2%
Central	414	340	-17.9%	3,663	3,180	-483	-13.2%	55,990	52,915	-3,075	-5.5%
Colonial Heights	234	161	-31.2%	1,856	1,785	-71	-3.8%	26,757	24,995	-1,762	-6.6%
Belle Cooledge	225	169	-24.9%	1,607	1,676	69	4.3%	30,399	27,434	-2,965	-9.8%
Courtland	6	1	-83.3%	76	64	-12	-15.8%	811	807	-4	-0.5%
Del Paso Heights	92	78	-15.2%	688	646	-42	-6.1%	8,723	8,373	-350	-4.0%
Elk Grove	400	282	-29.5%	3,999	2,860	-1,139	-28.5%	43,147	41,656	-1,491	-3.5%
Fair Oaks	213	199	-6.6%	1,868	1,618	-250	-13.4%	27,859	26,706	-1,153	-4.1%
Franklin	158	118	-25.3%	2,547	2,299	-248	-9.7%	27,430	27,697	267	1.0%
Galt	137	114	-16.8%	1,023	818	-205	-20.0%	14,025	13,950	-75	-0.5%
Isleton	4	11	175.0%	77	96	19	24.7%	993	984	-9	-0.9%
Martin Luther King, Jr.	178	183	2.8%	1,699	1,426	-273	-16.1%	22,707	21,318	-1,389	-6.1%
McClatchy	21	17	-19.0%	238	224	-14	-5.9%	3,120	3,273	153	4.9%
McKinley	87	91	4.6%	927	826	-101	-10.9%	13,818	13,428	-390	-2.8%
North Highlands-Antelope	331	308	-6.9%	3,078	2,657	-421	-13.7%	45,380	43,585	-1,795	-4.0%
North Natomas	365	148	-59.5%	4,164	3,522	-642	-15.4%	11,283	16,315	5,032	44.6%
North Sacramento	84	62	-26.2%	515	526	11	2.1%	8,491	7,855	-636	-7.5%
Orangevale	90	130	44.4%	691	755	64	9.3%	8,232	8,390	158	1.9%
Pocket-Greenhaven	0	140	na	0	1,554	1,554	na	0	2,615	2,615	na
Rancho Cordova	268	291	8.6%	1,638	2,496	858	52.4%	32,278	31,165	-1,113	-3.4%
Rio Linda	62	50	-19.4%	411	378	-33	-8.0%	6,016	5,816	-200	-3.3%
South Natomas	289	209	-27.7%	2,778	1,950	-828	-29.8%	35,668	33,308	-2,360	-6.6%
Southgate	152	94	-38.2%	1,599	1,316	-283	-17.7%	24,464	22,623	-1,841	-7.5%
Sylvan Oaks	326	275	-15.6%	2,624	2,469	-155	-5.9%	35,215	34,598	-617	-1.8%
Traveling Bookmobile	1	0	-100.0%	42	5	-37	-88.1%	1,049	848	-201	-19.2%
Valley Hi - N. Laguna	539	370	-31.4%	4,519	3,766	-753	-16.7%	19,158	25,837	6,679	34.9%
Walnut Grove	4	15	275.0%	83	106	23	27.7%	1,413	1,399	-14	-1.0%
Wanderer Bookmobile	13	7	-46.2%	90	66	-24	-26.7%	1,156	1,165	9	0.8%
Other Circulating Entities											
Books by Mail	1	0	-100.0%	5	1	-4	-80.0%	148	95	-53	-35.8%
ILL	4	2	-50.0%	15	7	-8	-53.3%	649	589	-60	-9.2%
Misc Circ[1]	792	790	-0.3%	7,587	7,058	-529	-7.0%	30,553	38,192	7,639	25.0%

Notes

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

[2] Southgate closed for remodeling from February 14 to March 5, 2011.

Sacramento Public Library Monthly Report
Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

FEBRUARY 2011	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
Branch	Feb 2010	Feb 2011	% Change	Feb 2010	Feb 2011	% Change	YTD 2009-10	YTD 2010-11	Change N	Change %
Totals	**598,084**	**624,942**	**4.5%**	**3,287**	**3,153**	**-4.1%**	**5,050,083**	**5,304,467**	**254,384**	**5.0%**
Arcade	18,341	17,589	-4.1%	114	107	-5.9%	152,013	149,686	-2,327	-1.5%
Arden-Dimick	26,890	28,439	5.8%	238	173	-27.1%	275,738	239,087	-36,651	-13.3%
Carmichael	34,069	36,608	7.5%	204	213	4.3%	276,119	284,435	8,316	3.0%
Central	21,130	31,559	49.4%	108	152	40.7%	269,188	274,838	5,650	2.1%
Colonial Heights	17,229	17,111	-0.7%	131	126	-3.6%	143,615	143,247	-368	-0.3%
Belle Cooledge	33,510	25,140	-25.0%	239	175	-27.1%	279,011	211,308	-67,703	-24.3%
Courtland	1,006	1,140	13.3%	9	11	13.3%	10,639	8,999	-1,640	-15.4%
Del Paso Heights	4,053	4,005	-1.2%	30	29	-1.2%	37,242	35,005	-2,237	-6.0%
Elk Grove	28,466	24,595	-13.6%	174	150	-13.6%	256,911	234,897	-22,014	-8.6%
Fair Oaks	30,972	28,773	-7.1%	194	175	-9.4%	256,247	248,875	-7,372	-2.9%
Franklin	27,898	26,909	-3.5%	131	126	-3.5%	248,047	239,890	-8,157	-3.3%
Galt	12,188	11,758	-3.5%	89	84	-5.6%	92,479	93,372	893	1.0%
Isleton	2,448	2,724	11.3%	19	21	11.3%	13,934	17,357	3,423	24.6%
Martin Luther King, Jr.	11,122	12,250	10.1%	82	90	10.1%	91,734	102,547	10,813	11.8%
McClatchy	8,251	9,526	15.5%	59	66	12.2%	64,311	77,862	13,551	21.1%
McKinley	12,520	12,760	1.9%	89	89	-0.2%	104,139	107,584	3,445	3.3%
North Highlands-Antelope	28,430	26,741	-5.9%	169	163	-3.6%	239,407	232,837	-6,570	-2.7%
North Natomas	21,210	19,469	-8.2%	152	135	-10.8%	92,495	170,158	77,663	84.0%
North Sacramento	2,442	5,176	112.0%	17	36	106.1%	25,577	40,872	15,295	59.8%
Orangevale	7,905	8,154	3.1%	68	70	3.1%	62,898	65,362	2,464	3.9%
Pocket-Greenhaven	0	16,602	na	0	101	na	0	111,914	111,914	na
Rancho Cordova	17,382	26,637	53.2%	207	162	-21.5%	137,560	234,685	97,125	70.6%
Rio Linda	4,976	4,767	-4.2%	43	41	-4.2%	42,174	40,190	-1,984	-4.7%
South Natomas	21,071	18,662	-11.4%	151	130	-13.9%	193,791	156,502	-37,289	-19.2%
Southgate	15,675	7,069	-54.9%	97	100	2.3%	149,553	131,381	-18,172	-12.2%
Sylvan Oaks	28,405	27,236	-4.1%	155	149	-4.1%	242,986	239,650	-3,336	-1.4%
Traveling Bookmobile	357	1,746	389.1%	na	na	na	7,349	5,330	-2,019	-27.5%
Valley Hi - N. Laguna	24,880	27,376	10.0%	173	190	10.0%	155,344	227,231	71,887	46.3%
Walnut Grove	2,403	1,861	-22.6%	20	16	-19.7%	16,968	14,466	-2,502	-14.7%
Wanderer Bookmobile	4,823	2,882	-40.2%	127	72	-43.2%	31,907	30,427	-1,480	-4.6%
Other Circulating Entities										
Books by Mail	953	0	-100.0%	na	na	na	9,155	3,737	-5,418	-59.2%
Borrower's Help Desk	0	0	0.0%	na	na	na	0	0	0	0.0%
ILL	0	73	na	na	na	na	704	470	-234	-33.2%
Misc Circ	470	610	29.8%	na	na	na	3,727	4,227	500	13.4%
Telis	893	2,159	141.8%	na	na	na	6,438	16,902	10,464	162.5%
Customer										
Online	116,765	125,318	7.3%	na	na	na	982,912	1,023,840	40,928	4.2%
Telephone	3,663	4,284	17.0%	na	na	na	35,945	30,949	-4,996	-13.9%
Download	5,288	7,234	36.8%	na	na	na	41,826	54,348	12,522	29.9%

Notes

[1] Southgate closed for remodeling from February 14 to March 5, 2011.

Sacramento Public Library Monthly Report

Program Totals

FEBRUARY 2011	Monthly Program Totals			Cumulative Program Totals				Monthly Attendance					Cumulative Attendance					
Branch	Feb 2010	Feb 2011	% Change	YTD 2009-10	YTD 2010-11	Change N	Change %	Feb 2010	Feb 2011	% Change	Avg. 2009-10	Avg. 2010-11	YTD 2009-10	YTD 2010-11	Change N	Change %	Avg. 2009-10	Avg. 2010-11
Totals	**373**	**460**	**23.3%**	**2,426**	**3,264**	**838**	**34.5%**	**11,193**	**11,795**	**5.4%**	**30.0**	**25.6**	**69,824**	**82,843**	**13,019**	**18.6%**	**28.8**	**25.4**
Arcade	16	19	18.8%	112	120	8	7.1%	341	379	11.1%	21.3	19.9	2,134	2,022	-112	-5.2%	19.1	16.9
Arden-Dimick	9	19	111.1%	102	131	29	28.4%	235	460	95.7%	26.1	24.2	3,740	4,192	452	12.1%	36.7	32.0
Carmichael	30	34	13.3%	189	227	38	20.1%	637	800	25.6%	21.2	23.5	4,595	5,245	650	14.1%	24.3	23.1
Central	49	52	6.1%	264	450	186	70.5%	912	969	6.3%	18.6	18.6	4,580	7,321	2,741	59.8%	17.3	16.3
Colonial Heights	13	15	15.4%	99	96	-3	-3.0%	245	261	6.5%	18.8	17.4	2,105	1,934	-171	-8.1%	21.3	20.1
Belle Cooledge	19	13	-31.6%	127	140	13	10.2%	984	640	-35.0%	51.8	49.2	6,410	5,204	-1,206	-18.8%	50.5	37.2
Courtland	24	0	-100.0%	116	89	-27	-23.3%	655	0	-100.0%	27.3	0.0	2,166	1,761	-405	-18.7%	18.7	19.8
Del Paso Heights	11	10	-9.1%	40	82	42	105.0%	283	218	-23.0%	25.7	21.8	1,260	2,022	762	60.5%	31.5	24.7
Elk Grove	17	21	23.5%	102	141	39	38.2%	699	696	-0.4%	41.1	33.1	4,289	4,612	323	7.5%	42.0	32.7
Fair Oaks	23	20	-13.0%	130	121	-9	-6.9%	1,019	672	-34.1%	44.3	33.6	5,616	4,809	-807	-14.4%	43.2	39.7
Franklin	11	22	100.0%	98	101	3	3.1%	376	544	44.7%	34.2	24.7	2,834	3,230	396	14.0%	28.9	32.0
Galt	18	19	5.6%	140	153	13	9.3%	339	358	5.6%	18.8	18.8	2,697	2,685	-12	-0.4%	19.3	17.5
Isleton	14	12	-14.3%	79	97	18	22.8%	212	607	186.3%	15.1	50.6	1,519	2,281	762	50.2%	19.2	23.5
Martin Luther King, Jr.	8	18	125.0%	52	95	43	82.7%	186	503	170.4%	23.3	27.9	1,111	2,530	1,419	127.7%	21.4	26.6
McClatchy	6	6	0.0%	46	47	1	2.2%	79	152	92.4%	13.2	25.3	847	989	142	16.8%	18.4	21.0
McKinley	7	18	157.1%	72	124	52	72.2%	295	589	99.7%	42.1	32.7	2,598	3,245	647	24.9%	36.1	26.2
North Highlands-Antelope	12	13	8.3%	102	106	4	3.9%	249	233	-6.4%	20.8	17.9	2,316	1,975	-341	-14.7%	22.7	18.6
North Natomas	10	29	190.0%	42	117	75	178.6%	513	517	0.8%	51.3	17.8	4,535	2,087	-2,448	-54.0%	108.0	17.8
North Sacramento	10	10	0.0%	48	73	25	52.1%	107	166	55.1%	10.7	16.6	921	1,179	258	28.0%	19.2	16.2
Orangevale	6	3	-50.0%	39	37	-2	-5.1%	66	40	-39.4%	11.0	13.3	987	1,007	20	2.0%	25.3	27.2
Pocket-Greenhaven	0	23	na	0	86	86	na	0	751	na	0.0	32.7	0	6,652	6,652	na	0.0	77.3
Rancho Cordova	4	25	525.0%	66	185	119	180.3%	1,249	699	-44.0%	312.3	28.0	3,322	4,882	1,560	47.0%	50.3	26.4
Rio Linda	8	8	0.0%	43	47	4	9.3%	184	80	-56.5%	23.0	10.0	525	306	-219	-41.7%	12.2	6.5
South Natomas	14	15	7.1%	106	118	12	11.3%	403	300	-25.6%	28.8	20.0	3,096	3,073	-23	-0.7%	29.2	26.0
Southgate	6	4	-33.3%	41	47	6	14.6%	103	115	11.7%	17.2	28.8	932	1,108	176	18.9%	22.7	23.6
Sylvan Oaks	14	14	0.0%	100	97	-3	-3.0%	321	554	72.6%	22.9	39.6	2,526	2,574	48	1.9%	25.3	26.5
Valley Hi - N. Laguna	12	13	8.3%	47	65	18	38.3%	479	455	-5.0%	39.9	35.0	1,694	2,924	1,230	72.6%	36.0	45.0
Walnut Grove	2	5	150.0%	24	72	48	200.0%	22	37	68.2%	11.0	7.4	469	994	525	111.9%	19.5	13.8

Notes

[1] Southgate closed for remodeling from February 14 to March 5, 2011.

Sacramento Public Library Monthly Report
Materials & Hours

FEBRUARY 2011	Items		Titles		Open Hours				Closed Hours				
Branch	Feb 2010	Feb 2011	Feb 2010	Feb 2011	Feb 2011	YTD 2009-10	YTD 2010-11	% Change	Feb 2011	Reason	YTD 2009-10	YTD 2010-11	% Change
Totals	**1,970,889**	**1,943,738**	**495,029**	**494,634**	**4,155**	**33,045**	**34,939**	**5.7%**	**203**		**3,074**	**1,899**	**-38.2%**
Arcade	77,391	75,226	57,142	59,507	164	1,411	1,425	1.0%	8	Holiday	85	72	-15.3%
Arden-Dimick	79,913	79,946	68,498	72,655	164	1,345	1,373	2.1%	8	Holiday	134	108	-19.4%
Carmichael	122,381	122,042	102,065	104,316	172	1,421	1,380	-2.9%	0	na	81	57	-29.6%
Central	323,478	316,378	274,387	279,030	208	1,613	1,705	5.7%	0	na	81	69	-14.8%
Colonial Heights	74,144	66,344	62,878	60,359	136	1,165	1,184	1.6%	8	Holiday	73	60	-17.8%
Belle Cooledge	88,566	71,186	78,252	67,130	144	1,183	1,146	-3.1%	0	na	65	96	47.7%
Courtland	17,117	17,221	13,812	15,365	108	887	889	0.2%	0	na	43	36	-16.3%
Del Paso Heights	23,951	24,156	24,336	25,744	136	1,184	1,178	-0.5%	8	Holiday	61	64	4.9%
Elk Grove	66,757	79,803	57,843	70,168	164	1,385	1,411	1.9%	8	Holiday	101	74	-26.7%
Fair Oaks	85,935	85,933	72,335	73,905	164	1,392	1,419	1.9%	8	Holiday	87	70	-19.5%
Franklin	90,704	69,687	69,527	58,660	213	1,657	1,715	3.5%	21	Holiday	164	162	-1.5%
Galt	41,902	40,551	39,296	40,248	140	1,142	1,169	2.4%	0	na	47	47	0.0%
Isleton	16,332	16,633	14,970	16,212	128	966	846	-12.4%	0	na	115	48	-58.3%
Martin Luther King, Jr.	103,397	91,563	89,473	81,663	136	1,173	1,186	1.1%	8	Holiday	83	58	-30.1%
McClatchy	21,743	22,261	21,323	22,804	144	1,183	1,174	-0.8%	0	na	68	50	-26.5%
McKinley	46,828	46,233	43,326	45,063	144	1,193	1,193	0.0%	0	na	66	58	-12.1%
North Highlands-Antelope	95,903	90,552	77,798	76,851	164	1,445	1,391	-3.7%	8	Holiday	66	75	13.6%
North Natomas	79,385	83,598	47,465	83,514	144	980	1,192	21.6%	0	na	130	52	-59.8%
North Sacramento	31,447	30,257	24,470	25,686	144	1,192	1,186	-0.5%	0	na	56	42	-25.0%
Orangevale	35,333	35,788	28,588	30,771	116	973	960	-1.3%	0	na	39	37	-5.1%
Pocket-Greenhaven	na	50,016	na	48,501	144	na	876	na	0	na	na	48	na
Rancho Cordova	77,146	71,602	67,840	72,756	164	784	1,417	80.7%	8	Holiday	689	73	-89.4%
Rio Linda	26,753	25,786	27,177	27,776	116	950	964	1.5%	0	na	61	37	-39.3%
South Natomas	79,559	70,570	65,171	65,664	144	1,223	1,194	-2.4%	0	na	72	54	-25.0%
Southgate	76,870	70,751	65,316	63,073	71	1,277	1,324	3.7%	101	Remodeling	93	165	77.4%
Sylvan Oaks	92,252	90,969	82,869	83,893	183	1,556	1,574	1.2%	9	Holiday	103	80	-22.3%
Traveling Bookmobile	5,665	5,376	3,679	3,892	na	208	na	na	0	na	2	na	na
Valley Hi - N. Laguna	61,653	66,155	56,699	61,391	144	909	1,198	31.8%	0	na	347	48	-86.2%
Walnut Grove	19,906	19,373	18,122	18,367	116	957	964	0.7%	0	na	46	33	-28.3%
Wanderer Bookmobile	8,478	7,782	3,718	4,268	40	291	306	5.2%	0	na	16	26	62.5%

Notes

Sacramento Public Library Monthly Report
Materials & Hours

[1] Southgate closed for remodeling from February 14 to March 5, 2011.