Sacramento Public Library Authority

June 17, 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.

Summer Reading -- Reading IS So Delicious

The Library's summer reading program is off to an incredible start. Kick-off events at libraries are setting records. Courtland, population approximately 350, drew 131 people to its event, and more than 1,000 people enjoyed ice cream at the Belle Cooledge Library. As of noon June 10, there were 12,617 people signed up for Summer Reading and they had already read 9,766 books.

Grow, Cook, Savor

The Tsakopoulos Galleria was transformed into Sacramento's version of the Food Network on June 1, with more than 150 people enjoying food and demonstrations by local chefs, an olive oil tasting hosted by Darrell Corti, an oyster-shucking demonstration, beer tasting by local brewmasters and several talks about food.

Spring Warren, author of "The Quarter-Acre Farm," presented a talk, thanks to a Book-to-Action grant developed by Programs and Partnerships Coordinator Lori Easterwood.

GED Drop in Center

The past several years have seen a vast reduction in Adult School services in both the city and county of Sacramento, resulting in reduction of services to adults of more than 70% throughout the region. Most adult schools have waiting lists for classes and class fees have increased dramatically to offset the loss of adult school funding.

In addition, a new version of the GED test will be introduced in January 2014, requiring all test-takers to complete the test on computers, necessitating fairly high-level computer skills such as the ability to drag and drop, use drop-down menus and more. The new test also places additional emphasis on writing ability and critical reading skills.

As a result of these changes, the Adult Literacy Service has been receiving an increasing number of calls from adults seeking help with GED preparation. In response to this increased demand for service, the Adult Literacy Service will be working with staff members at Central Library to create a Literacy/GED learning center at Central Library. The center will provide space and resources for individual tutoring, small-group instruction, targeted workshops and computer instruction. An area for independent study and laptop use also will be included. Tutoring and small-group instruction will be provided by community volunteers trained and supported by Adult Literacy staff.

Because of the looming deadline, staff are working to get the center up and running as soon as possible.

Rio Linda Library Construction Status

Work is continuing on the new branch at the closed Rio Linda Elementary School campus. This project will nearly double the size of the Rio Linda branch, from 4,000 square feet to almost 8,000. The

contractor, Peterson Development, is working with the Twin Rivers School District and is reporting an expected construction completion date of July 10. Library staff will begin to move in and organize the space after that, with an opening date targeted for Sept. 21 to coordinate with other community activities on that day.

The Friends of the Rio Linda Library have been very generous in their support of the renovation, providing $5,000 for Children's Room enhancements, as well as $600 for the Grand Opening and a promise of $1,500 for programs from September through December.

Library Development Impact Fees

Library staff is continuing to work with County Planning staff to bring this item back to the Board of Supervisors later this summer. If approved, these impact fees will generate about $60 million for Library capital costs by 2040. The Countywide fee will apply to all residential development in unincorporated areas of the County and will be a crucial source of funding to build or expand branches when and where the need arises.

Alt+Library Program

Library staff works hard to develop unusual and unique programs that appeal to a broad-range of ages and interests. McKinley Branch Supervisor Jessica Zaker and Programming and Partnerships Coordinator Lori Easterwood, recently a program that quite literally took the book club concept to a very different place.

On Wednesday, May 15th, alt+library book club took it to the streets. Since the selection that month was *Geography of Bliss*, about the happiest places on earth, staff invited the group to share their happiest places in Sacramento. Using the specially designed Downtown Grid map created for alt+library, the group mapped a walking route through about 3 miles of midtown that visited both reader-submitted and alt+library specific sites. While walking, the book was discussed and at each site the person who submitted gave a brief explanation of what that spot meant to them.

ATTACHMENT(S):

Attachment A: Public Services Statistics – May 2013

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

MAY 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
  - North Natomas (82.6%)
  - Franklin (79.3%)
  - Elk Grove (78.8%)
  - North Highlands (76.8%)
  - Colonial Heights (76.2%)

- In May 2013, the Library offered 583 free programs to the public, a 20.2% increase over May 2012.

- FY 2012-13 year to date program attendance is 146,082 a 6.5% increase from FY 2011-12.

- FY 2012-13 year to date branch volunteer hours total 60,111 a 11.1% increase from FY 2011-12.

Sacramento Public Library Monthly Report
Summary

MAY 2013	May 2012	May 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
Customers & Circulation								
Items Circulated	630,944	588,081	-42,863	-6.8%	6,991,641	6,720,970	-270,671	-3.9%
Interlibrary Loan								
Loaned to Client Libraries	10,517	11,022	505	4.8%	122,847	127,676	4,829	3.9%
Borrowed from Client Libraries	9,985	9,436	-549	-5.5%	115,598	103,027	-12,571	-10.9%
Loaned to LINKPlus Libraries	3,356	3,639	283	8.4%	40,262	40,360	98	0.2%
Borrowed from LINKPlus Libraries	2,853	2,726	-127	-4.5%	35,666	28,211	-7,455	-20.9%
All Other Loans	66	28	-38	-57.6%	1,213	666	-547	-45.1%
New Customers Registered	4,693	4,766	73	1.6%	72,287	56,753	-15,534	-21.5%
Total Customers	645,886	649,115	3,229	0.5%	na	na	na	na
Adult	425,598	516,124	90,526	21.3%	na	na	na	na
Juvenile	172,854	187,866	15,012	8.7%	na	na	na	na
E-card Only	46,415	1,788	-44,627	-96.1%	na	na	na	na
Other	998	54,897	53,899	5400.7%	na	na	na	na
Total Customers as % of Total Population[1]	47.5%	47.3%	-0.2%	-0.4%	na	na	na	na
Library Visits	353,855	370,250	16,395	4.6%	3,721,803	3,723,643	1,840	0.05%
Programs								
TOTAL PROGRAMS - #	485	601	116	23.9%	5,442	5,912	470	8.6%
TOTAL ATTENDANCE	11,871	15,613	3,742	31.5%	137,228	146,666	9,438	6.9%
Family Programs - #	56	55	-1	-1.8%	566	691	125	22.1%
Family Programs - Attendance	2,775	5,055	2,280	82.2%	26,770	36,062	9,292	34.7%
Toddler Programs - #	98	107	9	9.2%	968	1,139	171	17.7%
Toddler Programs - Attendance	2,799	3,328	529	18.9%	33,044	37,429	4,385	13.3%
Preschool Programs - #	85	83	-2	-2.4%	987	913	-74	-7.5%
Preschool Programs - Attendance	2,597	2,647	50	1.9%	27,449	23,416	-4,033	-14.7%
School Age Programs - #	44	94	50	113.6%	670	802	132	19.7%
School Age Programs - Attendance	895	1,622	727	81.2%	20,391	19,751	-640	-3.1%
Teen Programs - #	63	64	1	1.6%	791	695	-96	-12.1%
Teen Programs - Attendance	825	706	-119	-14.4%	10,320	9,151	-1,169	-11.3%
Adult Programs - #	132	191	59	44.7%	1,415	1,595	180	12.7%
Adult Programs - Attendance	1,803	2,167	364	20.2%	18,402	19,937	1,535	8.3%
Senior Programs - #	7	7	0	0.0%	45	77	32	71.1%
Senior Programs - Attendance	177	88	-89	-50.3%	852	920	68	8.0%
Community								
Community Meeting/Meeting Room Use - #	261	318	57	21.8%	3,621	3,385	-236	-6.5%
Hours Used	806	1,055	249	30.9%	11,431	11,806	375	3.3%
Attendance	5,352	7,377	2,025	37.8%	75,104	69,680	-5,424	-7.2%
Community Meetings - # presentations by staff	146	181	35	24.0%	680	730	50	7.4%
Total Attendance	14,331	22,873	8,542	59.6%	39,667	65,403	25,736	64.9%
Attendance - Adults	3,448	4,960	1,512	43.9%	13,203	28,327	15,124	114.5%
Attendance - Youth	10,883	17,913	7,030	64.6%	26,464	44,377	17,913	67.7%
Community Group Visits to Library - #	153	80	-73	-47.7%	939	905	-34	-3.6%
Total Attendance	4,893	2,623	-2,270	-46.4%	29,934	27,517	-2,417	-8.1%
Attendance - Adults	460	565	105	22.8%	5,387	7,063	1,676	31.1%
Attendance - Youth	4,433	2,058	-2,375	-53.6%	24,547	20,454	-4,093	-16.7%
Internet Access Totals								
Total Reservations	10,199	62,069	51,870	509%	666,560	681,302	14,742	2%
Total Time (Hours)	10,555	57,083	46,528	441%	583,290	610,940	27,650	5%
Customer Self-Service								
Self-Check Circulation	277,603	258,123	-19,480	-7.0%	3,224,948	2,987,624	-237,324	-7.4%

Sacramento Public Library Monthly Report
Summary

MAY 2013	May 2012	May 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
% of All Circulation for System	44.0%	43.9%	-0.1%	-0.2%	46.1%	44.5%	-1.7%	-3.6%
Total Customer-Completed Renewals	133,931	121,662	-12,269	-9.2%	1,455,592	1,270,179	-185,413	-12.7%
Computer Renewal - External	125,133	114,528	-10,605	-8.5%	1,362,541	1,193,071	-169,470	-12.4%
Computer Renewal - Internal	5,214	3,980	-1,234	-23.7%	52,027	40,722	-11,305	-21.7%
Telephone Renewal	3,584	3,154	-430	-12.0%	41,024	36,386	-4,638	-11.3%
% of All Circulation for System	0.6%	20.7%	20.1%	3542.0%	0.6%	0.5%	0.0%	-7.7%
Total Holds Placed	147,872	130,860	-17,012	-11.5%	1,747,601	1,427,015	-320,586	-18.3%
Customer-Placed Holds	132,506	117,313	-15,193	-11.5%	1,497,513	1,266,339	-231,174	-15.4%
% of All Holds Placed	89.6%	89.6%	0.0%	0.0%	85.7%	88.7%	0	3.6%
Total Library Catalog Searches[2]	1,100,696	1,332,098	231,402	21.0%	13,492,341	12,848,038	-644,303	-4.8%
Searches during open hours	722,791	828,957	106,166	14.7%	8,463,401	7,415,205	-1,048,196	-12.4%
Searches during closed hours	377,905	503,141	125,236	33.1%	5,028,940	5,432,833	403,893	8.0%
% of Total Searches	34.33%	37.8%	na	na	37.27%	42.3%	na	na
Subscription Database Searches[3]	1,300,095	26,694	-1,273,401	-97.9%	9,157,393	7,716,273	-1,441,120	-15.7%
Web Page Visits[4]	356,382	224,359	-132,023	-37.0%	3,897,143	3,396,755	-500,388	-12.8%
Download	19,840	31,852	12,012	60.5%	164,908	291,091	126,183	76.5%
Notices Sent for Holds and Overdues - Total	96,072	89,015	-7,057	-7.3%	1,095,665	1,018,046	-77,619	-7.1%
Delivered via E-mail	67,090	64,361	-2,729	-4.1%	767,629	729,775	-37,854	-4.9%
% of Total	69.8%	72.3%	2%	3.5%	70.1%	71.7%	1.6%	2.3%
Delivered via Automated Telephone System	28,982	24,654	-4,328	-14.9%	328,036	288,271	-39,765	-12.1%
% of Total	30.2%	27.7%	-2.5%	-8.2%	29.9%	28.3%	-1.6%	-5.4%
Resources								
Open Hours	4,472	4,519	47	1.1%	47,834	46,240	-1,594	-3.3%
Closed Hours	334	202	-132	-39.5%	2,647	3,399	752	28.4%
Staff FTE	186	185.5	0.0	0.0%	na	na	na	na
Extra Help Staff Total Hours Used	14,955	29,411	14,456	96.7%	85,943	71,563	-14,380	-16.7%
Oncall Hours	107	168	61	57.0%	3,011	1,418	-1,593	-52.9%
Oncall Wages	$8,089.00	$22,043.00	$13,954	172.5%	$16,072.00	$35,207.00	19,135	119.1%
Shelver Hours	6,759	7,200	441	6.5%	66,860	70,145	3,285	4.9%
Shelver Wages	54,974.00	$ 80,537.00	$25,563	46.5%	$109,235.00	$129,678.00	20,443	18.7%
Volunteers- #	786	821	35	4.5%	3,093	na	na	na
Volunteers - Hours	5,162	6,074	912	17.7%	54,094	60,331	6,237	11.5%
Items - Total	1,766,068	1,659,040	-107,028	-6.1%	na	na	na	na
Items Added	9,873	14,294	4,421	44.8%	121,127	112,197	-8,930	-7.4%
Titles - Total	495,135	479,653	-15,482	-3.1%	na	na	na	na
Titles Added	1,667	2,336	669	40.1%	14,632	16,132	1,500	10.3%

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.

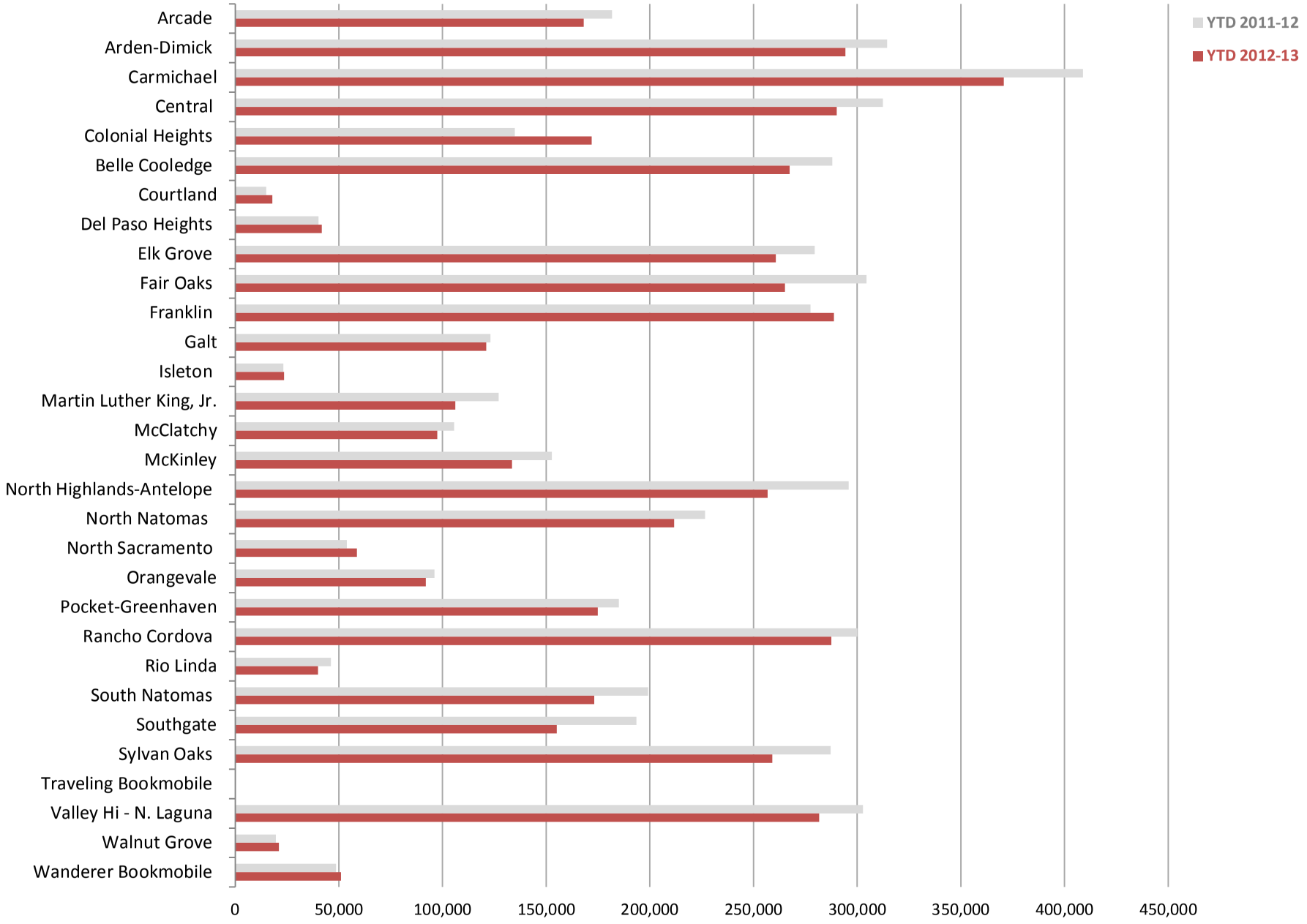
[4] Starting March 2013, this number represents the number of unique pageviews.

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

Sacramento Public Library Monthly Report
Customers

MAY 2013	Monthly New Customers			Cumulative New Customers				Total Customers			
	May	May		YTD	YTD	Change				Change	
Branches	2012	2013	% Change	2011-12	2012-13	N	%	2011-12	2012-13	N	%
Totals	**4,693**	**4,766**	**1.6%**	**72,602**	**56,753**	**-15,849**	**-21.8%**	**645,886**	**649,115**	**3,229**	**0.5%**
Arcade	119	132	10.9%	2,142	1,535	-607	-28.3%	21,070	22,607	1,537	7.3%
Arden-Dimick	161	154	-4.3%	2,476	1,829	-647	-26.1%	26,014	27,995	1,981	7.6%
Carmichael	203	151	-25.6%	2,814	2,290	-524	-18.6%	32,966	35,865	2,899	8.8%
Central	287	261	-9.1%	4,553	3,441	-1,112	-24.4%	51,300	54,066	2,766	5.4%
Colonial Heights	205	138	-32.7%	2,532	2,133	-399	-15.8%	25,445	27,591	2,146	8.4%
Belle Cooledge	132	120	-9.1%	2,326	1,505	-821	-35.3%	26,649	27,947	1,298	4.9%
Courtland	3	3	0.0%	87	84	-3	-3.4%	867	958	91	10.5%
Del Paso Heights	69	130	88.4%	944	912	-32	-3.4%	8,859	9,814	955	10.8%
Elk Grove	229	192	-16.2%	3,985	2,713	-1,272	-31.9%	41,704	44,339	2,635	6.3%
Fair Oaks	159	164	3.1%	2,340	1,736	-604	-25.8%	26,874	28,672	1,798	6.7%
Franklin	110	159	44.5%	2,863	2,465	-398	-13.9%	28,209	30,253	2,044	7.2%
Galt	144	235	63.2%	1,316	1,123	-193	-14.7%	14,475	15,785	1,310	9.1%
Isleton	4	8	100.0%	110	98	-12	-10.9%	1,003	1,118	115	11.5%
Martin Luther King, Jr.	130	138	6.2%	2,039	1,580	-459	-22.5%	21,110	22,627	1,517	7.2%
McClatchy	32	38	18.8%	363	457	94	25.9%	3,700	4,289	589	15.9%
McKinley	85	49	-42.4%	1,218	1,005	-213	-17.5%	14,047	15,035	988	7.0%
North Highlands-Antelope	233	207	-11.2%	3,832	2,688	-1,144	-29.9%	43,922	46,911	2,989	6.8%
North Natomas	173	287	65.9%	4,212	3,180	-1,032	-24.5%	20,252	24,136	3,884	19.2%
North Sacramento	54	63	16.7%	783	660	-123	-15.7%	7,896	8,645	749	9.5%
Orangevale	68	71	4.4%	1,237	911	-326	-26.4%	9,483	10,482	999	10.5%
Pocket-Greenhaven	73	70	-4.1%	1,983	1,116	-867	-43.7%	5,729	7,551	1,822	31.8%
Rancho Cordova	197	207	5.1%	3,516	2,664	-852	-24.2%	32,585	35,743	3,158	9.7%
Rio Linda	5	84	1580.0%	507	429	-78	-15.4%	5,994	6,428	434	7.2%
South Natomas	278	203	-27.0%	3,018	2,441	-577	-19.1%	33,596	35,871	2,275	6.8%
Southgate	128	132	3.1%	1,898	1,528	-370	-19.5%	22,839	24,530	1,691	7.4%
Sylvan Oaks	183	188	2.7%	3,515	2,453	-1,062	-30.2%	35,386	38,021	2,635	7.4%
Traveling Bookmobile	0	0	0.0%	13	0	-13	-100.0%	736	-	-736	-100.0%
Valley Hi - N. Laguna	400	290	-27.5%	5,268	3,994	-1,274	-24.2%	31,992	37,232	5,240	16.4%
Walnut Grove	5	5	0.0%	141	92	-49	-34.8%	1,450	1,539	89	6.1%
Wanderer Bookmobile	8	12	50.0%	104	107	3	2.9%	1,618	2,460	842	52.0%
Other Circulating Entities											
Books by Mail	0	0	0.0%	1	0	-1	-100.0%	0	0	0	0.0%
ILL	1	2	100.0%	15	11	-4	-26.7%	567	579	12	2.1%
Misc Circ	815	873	7.1%	10,451	9,573	-878	-8.4%	47,549	26	-47,523	-99.9%

Sacramento Public Library Monthly Report
Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

MAY 2013	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
	May	May		May	May		YTD	YTD	Change	
Branch	2012	2013	% Change	2012	2013	% Change	2011-12	2012-13	N	%
Totals	**630,944**	**588,081**	**-6.8%**	**2,867**	**2,637**	**-8.0%**	**6,991,641**	**6,720,970**	**-270,671**	**-3.9%**
Arcade	16,028	14,353	-10.5%	91	82	-10.5%	181,763	168,120	-13,643	-7.5%
Arden-Dimick	28,360	26,304	-7.2%	155	148	-4.6%	314,416	294,269	-20,147	-6.4%
Carmichael	35,042	31,737	-9.4%	183	171	-7.0%	408,907	370,723	-38,184	-9.3%
Central	27,932	25,331	-9.3%	147	136	-7.4%	312,359	290,156	-22,203	-7.1%
Colonial Heights	16,887	13,720	-18.8%	111	87	-21.8%	134,847	171,947	37,100	27.5%
Belle Cooledge	25,751	23,873	-7.3%	165	145	-12.3%	287,990	267,380	-20,610	-7.2%
Courtland	1,467	1,536	4.7%	15	14	-4.8%	14,948	17,867	2,919	19.5%
Del Paso Heights	3,308	3,662	10.7%	21	23	12.8%	40,184	41,760	1,576	3.9%
Elk Grove	24,411	22,409	-8.2%	139	127	-8.2%	279,556	260,747	-18,809	-6.7%
Fair Oaks	26,120	23,162	-11.3%	151	132	-12.8%	304,530	265,130	-39,400	-12.9%
Franklin	27,470	24,657	-10.2%	156	140	-10.2%	277,519	288,764	11,245	4.1%
Galt	10,901	11,043	1.3%	70	70	0.0%	123,078	121,082	-1,996	-1.6%
Isleton	2,328	2,088	-10.3%	27	22	-16.1%	23,181	23,553	372	1.6%
Martin Luther King, Jr.	11,070	9,501	-14.2%	71	60	-15.3%	127,044	106,148	-20,896	-16.4%
McClatchy	8,905	8,710	-2.2%	55	55	-0.3%	105,604	97,472	-8,132	-7.7%
McKinley	13,553	11,695	-13.7%	84	74	-12.1%	152,757	133,524	-19,233	-12.6%
North Highlands-Antelope	25,187	20,124	-20.1%	143	114	-20.1%	295,919	256,752	-39,167	-13.2%
North Natomas	19,388	18,676	-3.7%	119	118	-0.6%	226,673	211,706	-14,967	-6.6%
North Sacramento	5,139	5,455	6.1%	38	39	3.9%	53,829	58,673	4,844	9.0%
Orangevale	8,738	8,402	-3.8%	55	53	-2.6%	96,159	91,903	-4,256	-4.4%
Pocket-Greenhaven	16,037	14,676	-8.5%	88	83	-4.8%	184,998	174,825	-10,173	-5.5%
Rancho Cordova	27,755	25,186	-9.3%	152	143	-5.6%	300,081	287,504	-12,577	-4.2%
Rio Linda	1,589	3,764	136.9%	17	28	61.4%	46,206	39,951	-6,255	-13.5%
South Natomas	16,679	14,033	-15.9%	108	90	-16.4%	199,153	173,139	-26,014	-13.1%
Southgate	15,707	13,655	-13.1%	87	78	-10.6%	193,551	155,098	-38,453	-19.9%
Sylvan Oaks	24,465	22,230	-9.1%	132	120	-9.1%	287,236	259,017	-28,219	-9.8%
Traveling Bookmobile	0	-	0.0%	na	na	na	10	0	-10	-100.0%
Valley Hi - N. Laguna	27,599	23,256	-15.7%	177	145	-17.8%	302,838	281,629	-21,209	-7.0%
Walnut Grove	1,819	1,650	-9.3%	14	13	-7.9%	19,560	21,084	1,524	7.8%
Wanderer Bookmobile	4,249	5,478	28.9%	99	127	28.9%	48,616	51,001	2,385	4.9%
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	0	56	na	na	na	na	50	294	244	488.0%
Misc Circ	909	1,772	94.9%	na	na	na	8,412	10,042	1,630	19.4%
Telis	2,380	2,205	-7.4%	na	na	na	23,306	24,898	1,592	6.8%
Customer										
Online	130,347	118,676	-9.0%	na	na	na	1,410,429	1,376,700	-33,729	-2.4%
Telephone	3,584	3,154	-12.0%	na	na	na	41,024	37,021	-4,003	-9.8%
Download	19,840	31,852	60.5%	na	na	na	164,908	291,091	126,183	76.5%

Sacramento Public Library Monthly Report

Program Totals

MAY 2013	Monthly Program Totals			Cumulative Program Totals				Monthly Attendance					Cumulative Attendance					
Branch	May 2012	May 2013	% Change	YTD 2011-12	YTD 2012-13	Change N	Change %	May 2012	May 2013	% Change	Avg. 2009-10	Avg. 2010-11	YTD 2011-12	YTD 2012-13	Change N	Change %	Avg. 2011-12	Avg. 2012-13
Totals	**485**	**601**	**23.9%**	**5,442**	**5,852**	**410**	**7.5%**	**11,871**	**15,613**	**31.5%**	**24.5**	**26.0**	**137,228**	**149,205**	**11,977**	**8.7%**	**25.2**	**25.5**
Arcade	20	31	55.0%	196	196	0	0.0%	303	502	65.7%	15.2	16.2	3,446	4,062	616	17.9%	17.6	20.7
Arden-Dimick	21	23	9.5%	236	219	-17	-7.2%	605	850	40.5%	28.8	37.0	7,157	7,194	37	0.5%	30.3	32.8
Carmichael	21	38	81.0%	401	404	3	0.7%	296	536	81.1%	14.1	14.1	9,731	10,235	504	5.2%	24.3	25.3
Central	41	30	-26.8%	417	381	-36	-8.6%	699	602	-13.9%	17.0	20.1	8,564	9,171	607	7.1%	20.5	24.1
Colonial Heights	12	21	75.0%	128	177	49	38.3%	152	482	217.1%	12.7	23.0	2,494	4,242	1,748	70.1%	19.5	24.0
Belle Cooledge	26	21	-19.2%	336	351	15	4.5%	848	2,426	186.1%	32.6	115.5	12,701	15,479	2,778	21.9%	37.8	44.1
Courtland	13	15	15.4%	137	116	-21	-15.3%	260	347	33.5%	20.0	23.1	2,212	2,370	158	7.1%	16.1	20.4
Del Paso Heights	12	12	0.0%	118	155	37	31.4%	272	242	-11.0%	22.7	20.2	2,658	2,978	320	12.0%	22.5	19.2
Elk Grove	20	24	20.0%	196	202	6	3.1%	438	826	88.6%	21.9	34.4	5,815	5,776	-39	-0.7%	29.7	28.6
Fair Oaks	21	30	42.9%	202	213	11	5.4%	724	876	21.0%	34.5	29.2	7,932	6,953	-979	-12.3%	39.3	32.6
Franklin	20	22	10.0%	209	266	57	27.3%	492	367	-25.4%	24.6	16.7	5,406	9,136	3,730	69.0%	25.9	34.3
Galt	17	15	-11.8%	176	196	20	11.4%	261	312	19.5%	15.4	20.8	3,920	4,333	413	10.5%	22.3	22.1
Isleton	7	21	200.0%	130	164	34	26.2%	120	434	261.7%	17.1	20.7	2,524	3,124	600	23.8%	19.4	19.0
Martin Luther King, Jr.	11	22	100.0%	161	178	17	10.6%	250	392	56.8%	22.7	17.8	3,371	3,399	28	0.8%	20.9	19.1
McClatchy	11	6	-45.5%	96	99	3	3.1%	268	207	-22.8%	24.4	34.5	2,448	2,076	-372	-15.2%	25.5	21.0
McKinley	14	12	-14.3%	172	212	40	23.3%	197	248	25.9%	14.1	20.7	5,605	5,175	-430	-7.7%	32.6	24.4
North Highlands-Antelope	12	35	191.7%	233	331	98	42.1%	519	470	-9.4%	43.3	13.4	4,756	4,484	-272	-5.7%	20.4	13.5
North Natomas	14	30	114.3%	165	226	61	37.0%	295	1,330	350.8%	21.1	44.3	4,864	5,931	1,067	21.9%	29.5	26.2
North Sacramento	7	11	57.1%	110	77	-33	-30.0%	51	131	156.9%	7.3	11.9	1,296	1,192	-104	-8.0%	11.8	15.5
Orangevale	6	9	50.0%	52	111	59	113.5%	73	92	26.0%	12.2	10.2	1,337	2,129	792	59.2%	25.7	19.2
Pocket-Greenhaven	43	34	-20.9%	330	281	-49	-14.8%	1,232	925	-24.9%	28.7	27.2	8,530	10,109	1,579	18.5%	25.8	36.0
Rancho Cordova	26	31	19.2%	300	315	15	5.0%	1,290	658	-49.0%	49.6	21.2	9,653	7,459	-2,194	-22.7%	32.2	23.7
Rio Linda	4	14	250.0%	108	154	46	42.6%	35	182	420.0%	8.8	13.0	1,300	1,440	140	10.8%	12.0	9.4
South Natomas	25	18	-28.0%	236	186	-50	-21.2%	519	584	12.5%	20.8	32.4	5,275	4,469	-806	-15.3%	22.4	24.0
Southgate	25	27	8.0%	218	211	-7	-3.2%	468	685	46.4%	18.7	25.4	4,324	5,580	1,256	29.0%	19.8	26.4
Sylvan Oaks	17	22	29.4%	146	165	19	13.0%	545	454	-16.7%	32.1	20.6	3,788	4,272	484	12.8%	25.9	25.9
Valley Hi - N. Laguna	12	18	50.0%	142	169	27	19.0%	570	270	-52.6%	47.5	15.0	5,180	5,243	63	1.2%	36.5	31.0
Walnut Grove	7	9	28.6%	91	97	6	6.6%	89	183	105.6%	12.7	20.3	941	1,194	253	26.9%	10.3	12.3

Sacramento Public Library Monthly Report

Self-Check

MAY 2013	Monthly Circulation					Cumulative Circulation					
Branch	May 2012	May 2013	Change N	Change %	% of Branch Circulation	YTD 2011-12	YTD 2012-13	Change N	Change %	% of Circulation 2011-12	% of Circulation 2012-13
Totals	**277,603**	**258,123**	**-19,480**	**-7.0%**	**43.9%**	**3,224,948**	**2,988,301**	**-236,647**	**-7.3%**	**46.1%**	**44.5%**
Arcade	7,470	7,178	-292	-3.9%	50.0%	88,450	83,747	-4,703	-5.3%	48.7%	49.8%
Arden-Dimick	15,642	16,091	449	2.9%	61.2%	188,867	176,766	-12,101	-6.4%	60.1%	60.1%
Carmichael	21,081	19,808	-1,273	-6.0%	62.4%	260,638	230,770	-29,868	-11.5%	63.7%	62.2%
Central	10,210	9,569	-641	-6.3%	37.8%	145,130	114,395	-30,735	-21.2%	46.5%	39.4%
Colonial Heights	12,177	10,449	-1,728	-14.2%	76.2%	100,768	123,490	22,722	22.5%	74.7%	71.8%
Belle Cooledge	13,550	12,996	-554	-4.1%	54.4%	161,840	146,363	-15,477	-9.6%	56.2%	54.7%
Courtland	754	895	141	18.7%	58.3%	7,648	8,725	1,077	14.1%	51.2%	48.8%
Del Paso Heights	871	1,052	181	20.8%	28.7%	14,422	12,497	-1,925	-13.3%	35.9%	29.9%
Elk Grove	19,831	17,653	-2,178	-11.0%	78.8%	233,681	204,496	-29,185	-12.5%	83.6%	78.4%
Fair Oaks	12,953	12,307	-646	-5.0%	53.1%	163,273	142,194	-21,079	-12.9%	53.6%	53.6%
Franklin	21,459	19,541	-1,918	-8.9%	79.3%	201,617	230,606	28,989	14.4%	72.6%	79.9%
Galt	3,754	4,068	314	8.4%	36.8%	34,098	44,843	10,745	31.5%	27.7%	37.0%
Isleton	757	827	70	9.2%	39.6%	7,348	8,204	856	11.6%	31.7%	34.8%
Martin Luther King, Jr.	8,053	6,850	-1,203	-14.9%	72.1%	82,156	75,700	-6,456	-7.9%	64.7%	71.3%
McClatchy	4,970	5,539	569	11.4%	63.6%	32,618	58,029	25,411	77.9%	30.9%	59.5%
McKinley	8,468	7,608	-860	-10.2%	65.1%	105,784	85,491	-20,293	-19.2%	69.2%	64.0%
North Highlands	17,556	15,460	-2,096	-11.9%	76.8%	224,371	195,969	-28,402	-12.7%	75.8%	76.3%
North Natomas	15,018	15,425	407	2.7%	82.6%	173,803	168,599	-5,204	-3.0%	76.7%	79.6%
North Sacramento	2,896	1,826	-1,070	-36.9%	33.5%	27,514	24,027	-3,487	-12.7%	51.1%	41.0%
Orangevale	3,288	3,345	57	1.7%	39.8%	37,063	37,540	477	1.3%	38.5%	40.8%
Pocket-Greenhaven	8,996	8,896	-100	-1.1%	60.6%	112,544	104,199	-8,345	-7.4%	60.8%	59.6%
Rancho Cordova	16,205	14,552	-1,653	-10.2%	57.8%	188,191	162,893	-25,298	-13.4%	62.7%	56.7%
Rio Linda	0	1,374	1,374	na	36.5%	17,428	14,770	-2,658	-15.3%	37.7%	37.0%
South Natomas	12,170	10,669	-1,501	-12.3%	76.0%	137,776	126,298	-11,478	-8.3%	69.2%	72.9%
Southgate	8,321	7,291	-1,030	-12.4%	53.4%	111,168	83,049	-28,119	-25.3%	57.4%	53.5%
Sylvan Oaks	12,511	11,549	-962	-7.7%	52.0%	150,297	134,377	-15,920	-10.6%	52.3%	51.9%
Valley Hi-North Laguna	18,444	15,305	-3,139	-17.0%	65.8%	214,988	187,936	-27,052	-12.6%	71.0%	66.7%
Walnut Grove	198	206	8	4%	12.5%	1,467	2,328	861	58.7%	7.5%	11.0%

Sacramento Public Library Monthly Report
Virtual Self-Service

MAY 2013

	May 2012	May 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
Total Renewals	**133,931**	**121,662**	**-12,269**	**-9.2%**	**1,455,592**	**1,270,179**	**-185,413**	**-12.7%**
External	125,133	114,528	-10,605	-8.5%	1,362,541	1,193,071	-169,470	-12.4%
Internal	5,214	3,980	-1,234	-23.7%	52,027	40,722	-11,305	-21.7%
Telephone	3,584	3,154	-430	-12.0%	41,024	36,386	-4,638	-11.3%
% of All Circulation	21.2%	20.7%	-0.5%	-2.5%	20.8%	18.9%	-1.9%	-9.2%
All Holds	**174,144**	**130,860**	**-43,284**	**-24.9%**	**346,253**	**1,878,461**	**1,532,208**	**442.5%**
Self-Placed	132,506	117,313	-15,193	-11.5%	1,446,810	1,266,339	-180,471	-12.5%
% of All Holds	76.1%	89.6%	13.6%	17.8%	417.8%	67.4%	-350.4%	-83.9%
Total Electronic Access	**1,656,477**	**251,053**	**-1,405,424**	**-84.8%**	**26,711,785**	**23,940,132**	**-2,771,653**	**-10.4%**
Catalog Searches	1,100,696	1,332,098	231,402	21.0%	13,492,341	12,848,038	-644,303	-4.8%
Subscription Database Use[1]	1,300,095	26,694	-1,273,401	-97.9%	9,157,393	7,716,273	-1,441,120	-15.7%
Library Web Site Visits[2]	356,382	224,359	-132,023	-37.0%	3,897,143	3,084,730	-812,413	-20.8%
Download	19,840	31,852	12,012	60.5%	164,908	291,091	126,183	76.5%

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.

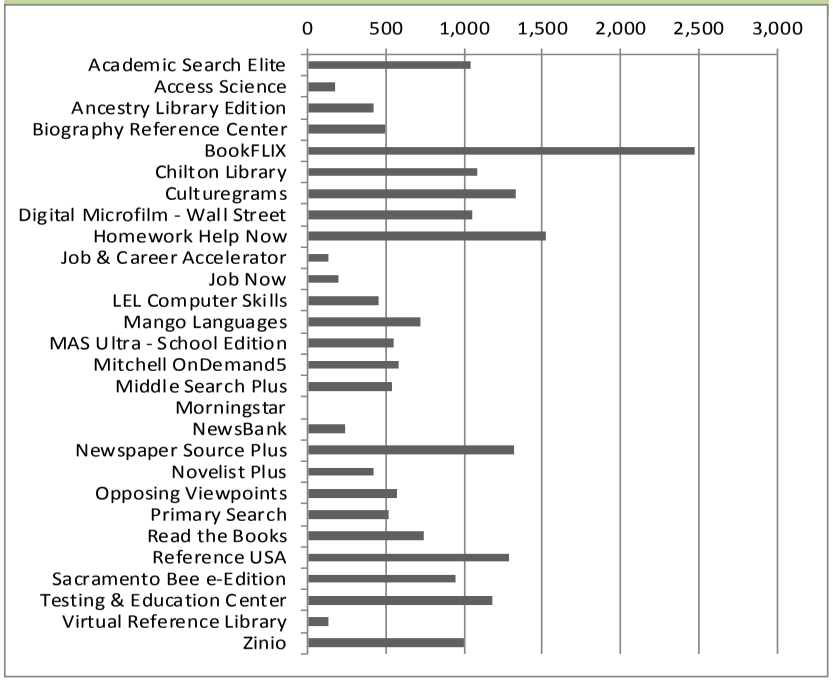
[2] Starting March 2013, this number represents the number of unique pageviews.
A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

Databases

April 2013

Usage Rank	Databases	Monthly Sessions	This Month, Last Year Sessions	Percent Change
10	Academic Search Elite	1,044	920	13%
26	Access Science	177		
22	Ancestry Library Edition	423	611	-31%
20	Biography Reference Center	499	435	15%
2	BookFLIX	2,472	450	449%
8	Chilton Library	1,087	727	50%
4	Culturegrams	1,331	944	41%
9	Digital Microfilm - Wall Street	1,051	195	439%
3	Homework Help Now	1,520	1,064	43%
27	Job & Career Accelerator	135	95	42%
25	Job Now	194	320	-39%
21	LEL Computer Skills	450	258	74%
14	Mango Languages	723	621	16%
17	MAS Ultra - School Edition	554	953	-42%
1	MasterFILE Premier	5,564	1,023,495	-99%
15	Mitchell OnDemand5	586	402	46%
18	Middle Search Plus	539	388	39%
	Morningstar	t available	461	
24	NewsBank	234	501	-53%
5	Newspaper Source Plus	1,316	1,222	8%
23	Novelist Plus	416	787	-47%
16	Opposing Viewpoints	568	481	18%
29	Oxford Islamic Studies	0		
19	Primary Search	519	786	-34%
13	Read the Books	744	500	49%
6	Reference USA	1,284	1,140	13%
12	Sacramento Bee e-Edition	946		
7	Testing & Education Center	1,185	568	109%
28	Virtual Reference Library	131	112	17%
11	Zinio	1,002		
27	**Total**	**26,694**	**1,038,436**	

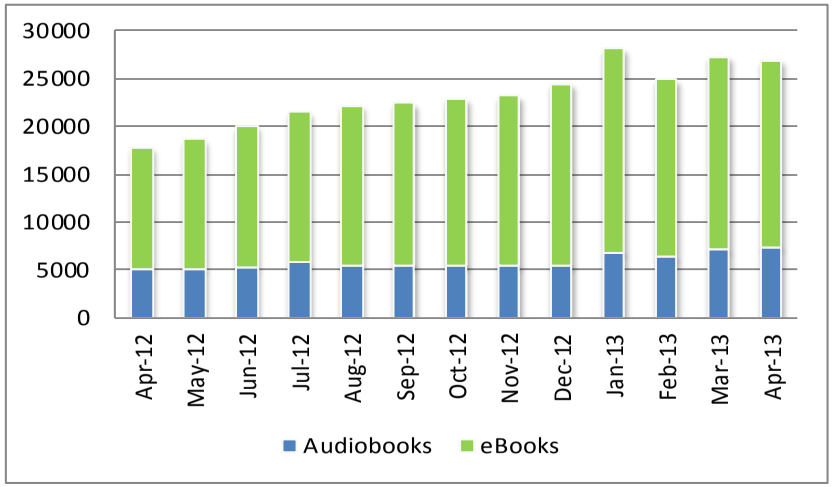
Database Monthly Sessions - Excluding catalog-searched



eBooks - Overdrive and 3M Cloud Library

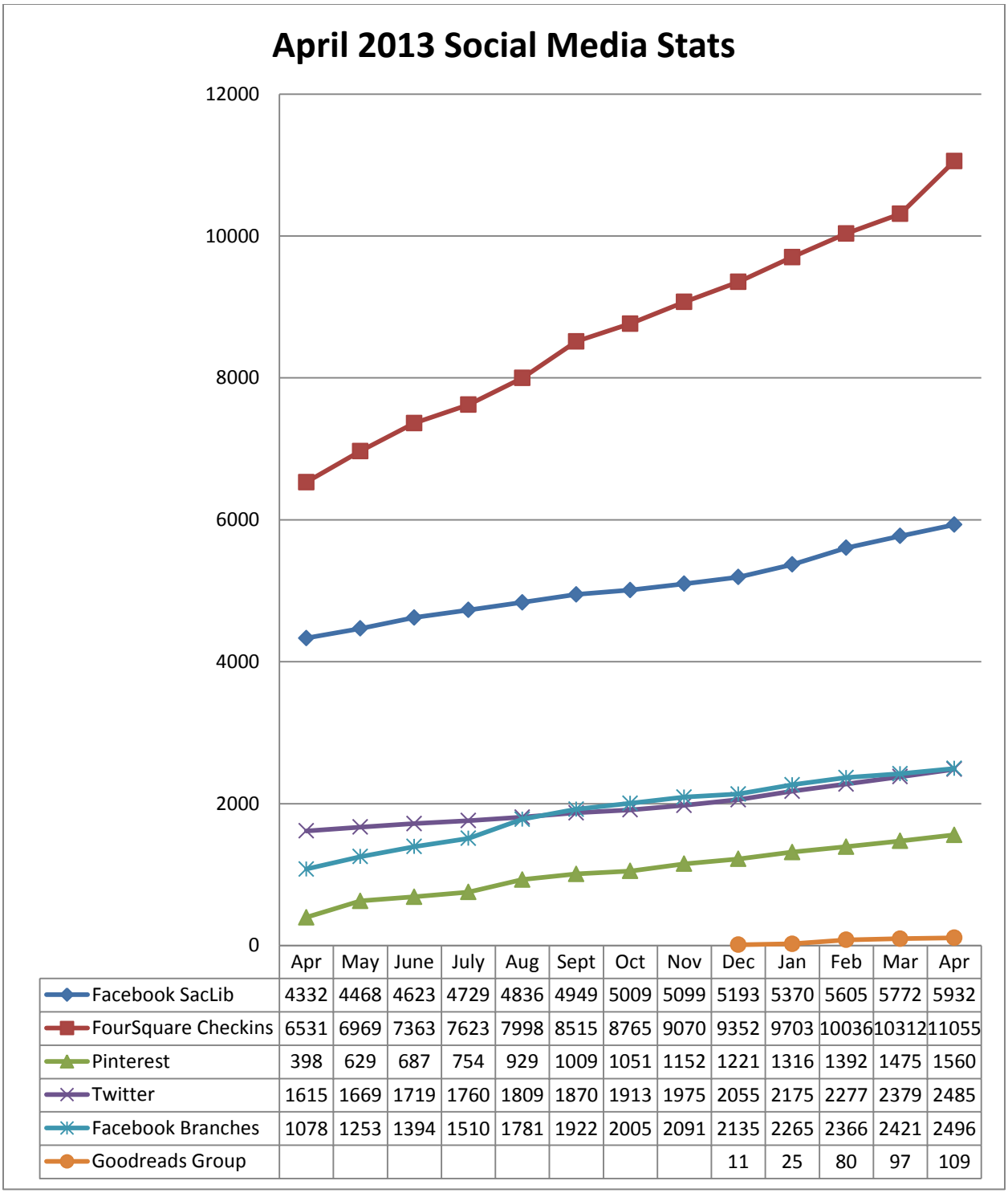
April 2013

Format	Monthly check outs	This month, last year	Percent Change
EPUB	9,699	5,929	64%
Kindle Book	8,970	6,132	46%
PDF	610	645	-5%
Other	194	24	708%
Total eBooks	**19,473**	**12,730**	**53%**
WMA audio book	2,262	3,081	-27%
MP3 audio book	5,216	2,682	94%
Total audio books	**7,478**	**5,763**	**30%**
Video	44	55	-20%
Music	54	53	2%
Total	**27,049**	**18,601**	**45%**



Patrons	Monthly Visits	This month, last year	Percent change
New Registrations	963	657	47%
Total Unique Patrons w/ Checkouts	5,591	4,061	38%

3M Cloud Library	
Loans	2729
New Accounts	689
Total Unique Patrons w/ Checkouts	1042



	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Facebook SacLib	4332	4468	4623	4729	4836	4949	5009	5099	5193	5370	5605	5772	5932
FourSquare Checkins	6531	6969	7363	7623	7998	8515	8765	9070	9352	9703	10036	10312	11055
Pinterest	398	629	687	754	929	1009	1051	1152	1221	1316	1392	1475	1560
Twitter	1615	1669	1719	1760	1809	1870	1913	1975	2055	2175	2277	2379	2485
Facebook Branches	1078	1253	1394	1510	1781	1922	2005	2091	2135	2265	2366	2421	2496
Goodreads Group									11	25	80	97	109