



Sacramento Public Library Authority

April 25, 2013

Agenda Item 5.0: Director's Report

TO: Sacramento Public Library Authority Board

FROM: Rivkah K. Sass, Library Director

RE: Director's Report

RECOMMENDED ACTION: None - Information only.

Juvenile Detention Facility Partnership

In 2011, the Library coordinated a donation of about 500 books from the Friends of Sacramento Public Library to provide access to books for youth residing in the Sacramento County Youth Detention Facility. That donation drove the facility to dedicate a space and some staff time to try to develop a library.

Programming and Partnerships Coordinator Lori Easterwood has continued to meet with facility staff and to encourage them to more fully develop their library. While funding precludes any sort of regular presence from Sacramento Public Library staff, the Library is committed to helping the facility expand and extend their services to youth. The residents, who have an average reading level of fourth grade, must improve their reading skills in order to improve their ability to learn other subjects.

A new partnership is being piloted because the facility receives many donations of materials that aren't suitable, whether due to format, reading level, or interest. The Friends of Sacramento Public Library has allocated funds to allow staff to purchase age- and interest-appropriate materials for the facility. In exchange, donated materials will be given to the Friends to sell in the Book Den and Warehouse.

In addition, the Library's Youth Materials Selector will work with YDF staff to select appropriate materials and to help organize the collection to make it as appealing as possible.

2013 marks the third year that Library staff will provide resources and activities as part of the Summer Reading Program.

South Natomas Early Literacy Celebration

The final phase of the transformation of the South Natomas Early Learning Space is almost complete. The Board will remember that in October 2012, \$5,000 was provided by News10 as part of Make a Difference Day, an initiative of the Gannett Corporation, along with \$8,000 by the Friends of South Natomas Library and \$1,500 from Sacramento City Council District 3. In December, the Sacramento Public Library Foundation received an out-of-cycle grant of \$7,252 from First 5 Sacramento. The final phase of the project is being completed April 15-29 and a grand reopening celebration will be held on Saturday, May 11, at 2:00 p.m.

Vice-Chair Ashby Guest Editorial -- Foundation Newsletter

The April-May issue of the Sacramento Public Library Foundation newsletter featured a guest editorial by Authority Board Vice-Chair Angelique Ashby outlining the budgetary challenges the library faces currently and moving forward. (Attachment B: Guest Editorial by Vice-Mayor Angelique Ashby.)

Courtland Library

The Courtland Branch has a new Branch Supervisor as of April 6. Erica Naranjo transferred from a librarian position at the Arden-Dimick Branch. Erica brings her fluency in Spanish to the Delta, as well as a sincere desire to work in a small community.

Elk Grove City Council Presentation

Rivkah Sass and Rick Mercer, Elk Grove Friends President, gave an informational presentation to the Elk Grove City Council on April 10, highlighting the value that the Library brings to the Elk Grove community.

Día de los Niños, Día de los Libros

The Galt community's 4th annual Día de los Niños, Día de los Libros will be celebrated in front of the Galt-Marian O. Lawrence Library on Saturday, April 27, 2013, from 10:00 a.m. to 2:00 p.m. This is a significant library and community event. Last year, the Friends of the Galt library gave away 400 books to children at this event!

Martin Luther King, Jr. Library Passport to Summer

The Martin Luther King, Jr., library will participate with an information booth at Senator Darrell Steinberg's "Passport to Summer and Your Future" on Saturday, May 18, 2013 from 11:00 a.m. to 3:00 p.m. at the Pannell Meadowview Community Center.

Design Spot

The Library's "makerspace" grant is under way. Equipment has been ordered and received, and two "Maker-in-Residence" staff members have been hired. Project Manager Lori Easterwood is busy testing the equipment and has printed several items, including a comb, nut and bolt, and other items. The staff at the Hacker Lab has been very helpful in working with the library on this cutting-edge initiative.

The Design Spot will be located at the Arcade Library.

Two More Cool Librarians

Flavorwire, an information site that connects people, events, art, books, music, and pop culture the world over, recently ran a feature on the "10 Coolest Librarians Alive." By popular demand, they just named Jessica Zaker, Supervisor at the McKinley Library, and Lori Easterwood, Programming & Partnerships Coordinator, to their list of ["10 More of the Coolest Librarians Alive."](#)

County-wide Development Library Impact Fee

Sacramento County Department of Community Development staff have been working with the Library and building-industry groups to propose a countywide Library fee that would be collected for all new residential development. The fee for a single-family home, \$784 per dwelling unit, would be charged to all new development, from a single home to a large planned development. The fees generated from this program are projected to generate a Library impact fee fund total of \$60 million for capital projects by 2040. This item tentatively is scheduled to go to the County Board of Supervisors on May 21.

Branch Rickey Bible

At the April Friends of the Library meeting, the Friends decided to turn the Branch Rickey Bible over to the Library and to allow Library staff to determine where the bible's home should be. Sacramento Room Archivist Amanda Graham is investigating options. In the meantime, Mr. Morton from the Portsmouth Murals Project has been in touch with library staff and is making a strong pitch to have the bible returned to Branch Rickey's hometown.

Staff will report a resolution to the matter at the next Authority Board meeting.

ATTACHMENTS

Attachment A: Public Services Statistics – March 2013

Attachment B: Guest Editorial by Vice Mayor Angelique Ashby

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

MARCH 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
 - North Natomas (81.8%)
 - Franklin (80.1%)
 - Colonial Heights (78.8%)
 - Elk Grove (78.7%)
 - North Highlands (77.7%)

- In March 2013, the Library offered 576 free programs to the public, a 5.9% decrease over March 2012.

- FY 2012-13 year to date program attendance is 117,605 a 5.3% increase from FY 2011-12.

- FY 2012-13 year to date branch volunteer hours total 48,136 a 10.3% increase from FY 2011-12.

**Sacramento Public Library Monthly Report
Summary**

MARCH 2013	Mar 2012	Mar 2013	Change		YTD 2011-12	YTD 2012-13	Change	
			N	%			N	%
Customers & Circulation								
Items Circulated	692,294	606,579	-85,715	-12.4%	5,749,157	5,516,813	-232,344	-4.0%
Interlibrary Loan								
Loaned to Client Libraries	13,199	11,742	-1,457	-11.0%	104,286	104,653	367	0.4%
Borrowed from Client Libraries	10,861	9,270	-1,591	-14.6%	97,002	84,385	-12,617	-13.0%
Loaned to LINKPlus Libraries	3,970	3,638	-332	-8.4%	33,256	33,438	182	0.5%
Borrowed from LINKPlus Libraries	3,203	2,818	-385	-12.0%	29,958	22,833	-7,125	-23.8%
All Other Loans	76	47	-29	-38.2%	1,051	593	-458	-43.6%
New Customers Registered	5,497	4,922	-575	-10.5%	62,931	47,676	-15,255	-24.2%
Total Customers	637,223	696,376	59,153	9.3%	na	na	na	na
Adult	419,776	456,386	36,610	8.7%	na	na	na	na
Juvenile	171,256	185,130	13,874	8.1%	na	na	na	na
E-card Only	45,201	53,782	8,581	19.0%	na	na	na	na
Other	989	1,077	88	8.9%	na	na	na	na
Total Customers as % of Total Population ¹	46.8%	50.7%	3.9%	8.4%	na	na	na	na
Library Visits	350,469	348,784	-1,685	-0.5%	3,042,642	2,949,158	-93,484	-3.1%
Programs								
TOTAL PROGRAMS - #	612	576	-36	-5.9%	4,442	4,718	276	6.2%
TOTAL ATTENDANCE	15,295	14,611	-684	-4.5%	111,704	117,605	5,901	5.3%
Family Programs - #	50	65	15	30.0%	460	575	115	25.0%
Family Programs - Attendance	2,899	3,627	728	25.1%	21,041	28,225	7,184	34.1%
Toddler Programs - #	115	107	-8	-7.0%	775	939	164	21.2%
Toddler Programs - Attendance	3,711	3,736	25	0.7%	26,823	30,602	3,779	14.1%
Preschool Programs - #	118	89	-29	-24.6%	820	759	-61	-7.4%
Preschool Programs - Attendance	3,199	2,793	-406	-12.7%	22,576	18,441	-4,135	-18.3%
School Age Programs - #	61	75	14	23.0%	575	612	37	6.4%
School Age Programs - Attendance	1,717	1,669	-48	-2.8%	18,049	16,381	-1,668	-9.2%
Teen Programs - #	90	62	-28	-31.1%	644	559	-85	-13.2%
Teen Programs - Attendance	1,331	770	-561	-42.1%	8,213	7,633	-580	-7.1%
Adult Programs - #	175	169	-6	-3.4%	1,137	1,231	94	8.3%
Adult Programs - Attendance	2,369	1,869	-500	-21.1%	14,397	15,571	1,174	8.2%
Senior Programs - #	3	9	6	200.0%	31	43	12	38.7%
Senior Programs - Attendance	69	147	78	113.0%	605	752	147	24.3%
Community								
Community Meeting/Meeting Room Use - #	494	314	-180	-36.4%	3,051	2,756	-295	-9.7%
Hours Used	1,463	1,132	-331	-22.6%	9,623	9,875	252	2.6%
Attendance	12,875	5,989	-6,886	-53.5%	63,232	55,729	-7,503	-11.9%
Community Meetings - # presentations by staff	47	55	8	17.0%	448	477	29	6.5%
Total Attendance	2,571	2,107	-464	-18.0%	20,252	37,181	16,929	83.6%
Attendance - Adults	1,008	830	-178	-17.7%	7,903	20,971	13,068	165.4%
Attendance - Youth	1,563	1,277	-286	-18.3%	12,349	13,626	1,277	10.3%
Community Group Visits to Library - #	70	72	2	2.9%	690	671	-19	-2.8%
Total Attendance	1,449	2,075	626	43.2%	20,285	20,513	228	1.1%
Attendance - Adults	351	361	10	2.8%	4,526	6,154	1,628	36.0%
Attendance - Youth	1,098	1,714	616	56.1%	15,759	14,359	-1,400	-8.9%
Internet Access Totals								
Total Reservations	70,090	61,321	-8,769	-12.5%	594,701	559,429	-35,272	-5.9%
Total Time (Hours)	63,259	55,260	-7,999	-12.6%	516,281	498,273	-18,008	-3.5%
Customer Self-Service								
Self-Check Circulation	329,129	273,967	-55,162	-16.8%	2,664,070	2,458,937	-205,133	-7.7%

**Sacramento Public Library Monthly Report
Summary**

MARCH 2013	Mar	Mar	Change		YTD	YTD	Change	
	<u>2012</u>	<u>2013</u>	<u>N</u>	<u>%</u>	<u>2011-12</u>	<u>2012-13</u>	<u>N</u>	<u>%</u>
% of All Circulation for System	47.5%	45.2%	-2.4%	-5.0%	46.3%	44.6%	-1.8%	-3.8%
Total Customer-Completed Renewals	136,800	125,072	-11,728	-8.6%	1,187,911	1,017,403	-170,508	-14.4%
Computer Renewal - External	128,167	118,211	-9,956	-7.8%	1,111,866	955,077	-156,789	-14.1%
Computer Renewal - Internal	4,750	3,748	-1,002	-21.1%	42,576	32,493	-10,083	-23.7%
Telephone Renewal	3,883	3,113	-770	-19.8%	33,469	29,833	-3,636	-10.9%
% of All Circulation for System	2.8%	2.5%	-0.3%	-12.3%	2.8%	2.9%	0.11%	4.1%
Total Holds Placed	163,986	137,447	-26,539	-16.2%	1,454,968	1,164,372	-290,596	-20.0%
Customer-Placed Holds	145,778	121,672	-24,106	-16.5%	1,235,228	1,032,017	-203,211	-16.5%
% of All Holds Placed	88.9%	88.5%	-0.4%	-0.4%	84.9%	88.6%	3.7%	4.4%
Total Library Catalog Searches ²	1,239,923	1,136,863	-103,060	-8.3%	11,290,949	10,196,168	-1,094,781	-9.7%
Searches during open hours	780,109	597,006	-183,103	-23.5%	7,017,819	5,831,855	-1,185,964	-16.9%
Searches during closed hours	459,814	539,857	80,043	17.4%	4,273,130	4,364,313	91,183	2.1%
% of Total Searches	37.08%	47.49%	-77.67%	-209.43%	37.85%	42.8%	-8.3%	-22.0%
Subscription Database Searches ³	1,308,222	1,553,067	244,845	18.7%	6,552,595	7,666,283	1,113,688	17.0%
Web Page Visits	375,594	220,125	-155,469	-41.4%	3,201,837	2,952,523	-249,314	-7.8%
Download	18,512	27,503	8,991	48.6%	126,443	229,461	103,018	81.5%
Notices Sent for Holds and Overdues - Total	116,812	91,315	-25,497	-21.8%	899,544	841,496	-58,048	-6.5%
Delivered via E-mail	83,825	65,902	-17,923	-21.4%	630,912	602,675	-28,237	-4.5%
% of Total	71.8%	72.2%	0.4%	0.6%	70.1%	71.6%	1.5%	2.1%
Delivered via Automated Telephone System	32,987	25,413	-7,574	-23.0%	268,632	238,821	-29,811	-11.1%
% of Total	28.2%	27.8%	-0.4%	-1.4%	29.9%	28.4%	-1.5%	-5.0%
Resources								
Open Hours	4,630	4,447	-183	-4.0%	39,081	37,521	-1,560	-4.0%
Closed Hours	36	184	148	411.1%	2,230	3,044	814	36.5%
Staff FTE	186	185.5	0.0	0.0%	na	na	na	na
Extra Help Staff Total Hours Used	6,480	14,717	8,237	127.1%	56,387	57,180	793	1.4%
Oncall Hours	45	40	-5	-11.1%	2,783	1,088	-1,695	-60.9%
Oncall Wages	\$8,418.00	\$8,644.00	\$226	2.7%	\$14,603.00	\$13,045.00	-1,558	-10.7%
Shelver Hours	6,435	6,033	-402	-6.2%	53,604	56,092	2,488	4.6%
Shelver Wages	53,387.00	51,274.00	-\$2,113	-4.0%	\$106,762.00	\$101,024.00	-5,738	-5.4%
Volunteers- #	867	840	-27	-3.1%	na	na	na	na
Volunteers - Hours	5,374	6,276	902	16.8%	43,628	48,136	4,508	10.3%
Items - Total	1,771,921	1,667,328	-104,593	-5.9%	na	na	na	na
Items Added	12,193	11,256	-937	-7.7%	97,408	82,941	-14,467	-14.9%
Titles - Total	495,881	482,771	-13,110	-2.6%	na	na	na	na
Titles Added	1,731	1,400	-331	-19.1%	11,143	11,659	516	4.6%

Notes:

¹ The population estimates used are from the California Department of Finance.

Last year = 1,362,619

This year = 1,373,874

² The catalog search data was updated July 2011 to reflect searches performed during and outside of regular library hours

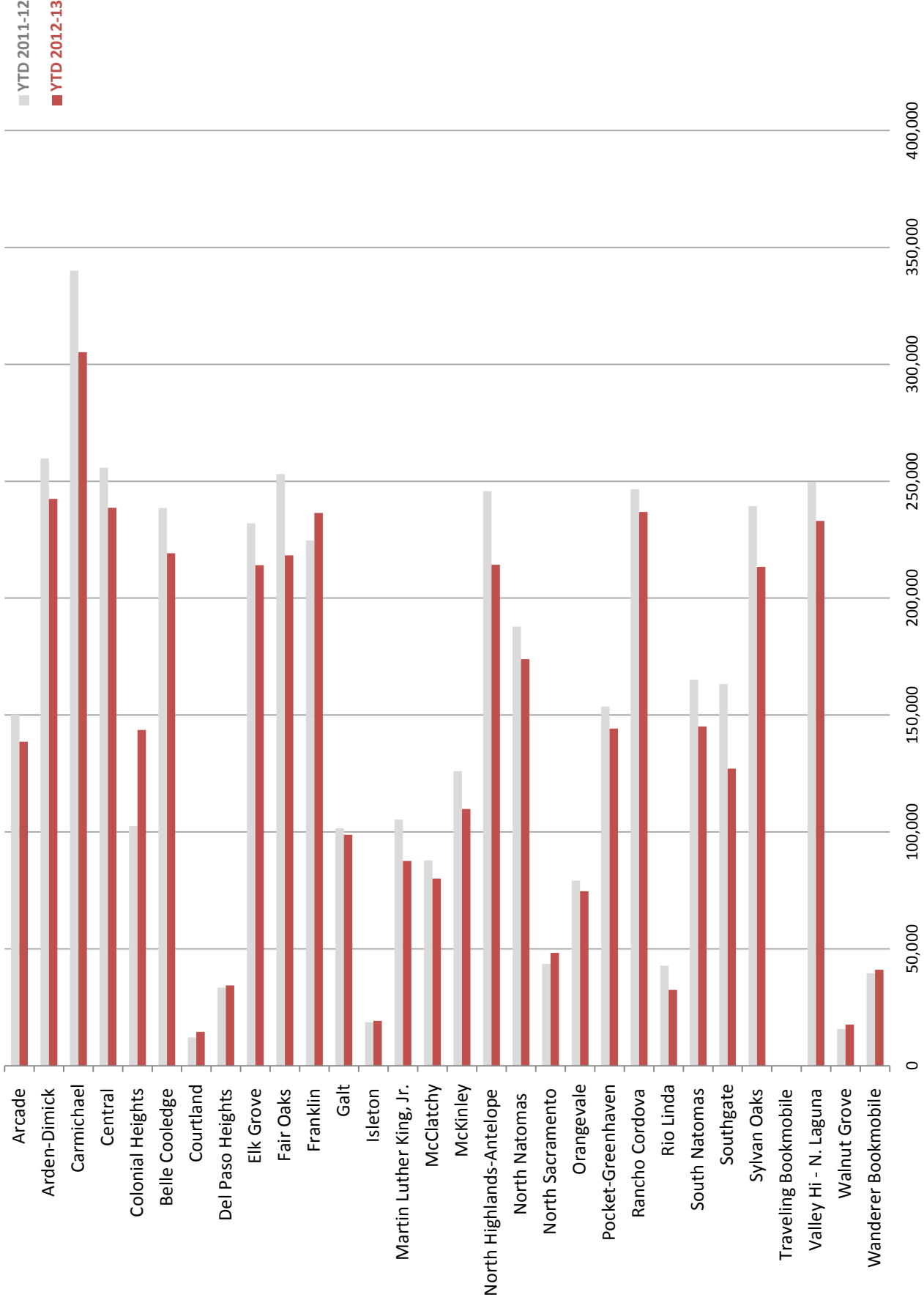
³ The subscription database searches refer to totals for the previous month.

Sacramento Public Library Monthly Report Customers

Branches	Monthly New Customers			Cumulative New Customers			Total Customers			
	Mar	Mar	% Change	YTD	YTD	Change	2011-12	2012-13	Change	
	2012	2013		2011-12	2012-13	N	N	N	%	
Totals	5,497	4,922	-10.5%	62,931	47,676	-15,255	637,223	696,376	59,153	9.3%
Arcade	144	113	-21.5%	1,833	1,264	-569	20,876	22,338	1,462	7.0%
Arden-Dimick	180	154	-14.4%	2,135	1,524	-611	25,704	27,706	2,002	7.8%
Carmichael	244	221	-9.4%	2,473	1,949	-524	32,520	35,451	2,931	9.0%
Central	321	320	-0.3%	3,892	2,907	-985	50,816	53,701	2,885	5.7%
Colonial Heights	275	238	-13.5%	2,302	1,805	-497	25,054	27,312	2,258	9.0%
Belle Cooleidge	146	130	-11.0%	2,035	1,271	-764	26,479	27,761	1,282	4.8%
Courtland	5	1	-80.0%	71	80	9	851	953	102	12.0%
Del Paso Heights	81	81	0.0%	818	686	-132	8,745	9,604	859	9.8%
Elk Grove	276	249	-9.8%	3,491	2,339	-1,152	41,289	43,969	2,680	6.5%
Fair Oaks	201	178	-11.4%	2,016	1,441	-575	26,589	28,370	1,781	6.7%
Franklin	103	107	3.9%	2,578	2,168	-410	28,056	29,986	1,930	6.9%
Galt	126	124	-1.6%	1,045	821	-224	14,219	15,488	1,269	8.9%
Isleton	3	5	66.7%	102	87	-15	991	1,110	119	12.0%
Martin Luther King, Jr.	133	149	12.0%	1,727	1,319	-408	20,921	22,406	1,485	7.1%
McClatchy	27	23	-14.8%	288	396	108	3,648	4,207	559	15.3%
McKinley	97	68	-29.9%	1,022	870	-152	13,829	14,935	1,106	8.0%
North Highlands-Antelope	301	250	-16.9%	3,302	2,219	-1,083	43,466	46,469	3,003	6.9%
North Natomas	257	176	-31.5%	3,956	2,713	-1,243	19,886	23,644	3,758	18.9%
North Sacramento	59	59	0.0%	657	549	-108	7,798	8,513	715	9.2%
Orangevale	95	77	-18.9%	1,023	775	-248	9,347	10,347	1,000	10.7%
Pocket-Greenhaven	97	76	-21.6%	1,787	983	-804	5,483	7,337	1,854	33.8%
Rancho Cordova	301	236	-21.6%	3,126	2,252	-874	32,134	35,302	3,168	9.9%
Rio Linda	52	44	-15.4%	463	310	-153	5,982	6,301	319	5.3%
South Natomas	237	176	-25.7%	2,453	2,082	-371	33,104	35,562	2,458	7.4%
Southgate	197	133	-32.5%	1,662	1,269	-393	22,580	24,241	1,661	7.4%
Sylvan Oaks	266	224	-15.8%	3,095	2,069	-1,026	34,982	37,673	2,691	7.7%
Traveling Bookmobile	0	0	0.0%	8	0	-8	737	-	-737	-100.0%
Valley Hi - N. Laguna	331	369	11.5%	4,528	3,420	-1,108	31,110	36,628	5,518	17.7%
Walnut Grove	10	2	-80.0%	133	78	-55	1,440	1,529	89	6.2%
Wanderer Bookmobile	14	13	-7.1%	92	87	-5	1,595	2,446	851	53.4%
Other Circulating Entities										
Books by Mail	0	0	0.0%	1	0	-1	0	1	1	na
ILL	0	0	0.0%	10	9	-1	564	577	13	2.3%
Misc Circ	918	926	0.9%	8,807	7,934	-873	46,428	54,509	8,081	17.4%

Sacramento Public Library Monthly Report

Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

Branch	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
	Mar 2012	Mar 2013	% Change	Mar 2012	Mar 2013	% Change	YTD 2011-12	YTD 2012-13	Change	
Totals	692,294	606,579	-12.4%	3,146	2,789	-11.3%	5,749,157	5,516,813	-232,344	-4.0%
Arcade	18,551	14,871	-19.8%	103	86	-16.1%	150,259	138,574	-11,685	-7.8%
Arden-Dimick	28,545	26,928	-5.7%	192	157	-18.3%	259,810	242,463	-17,347	-6.7%
Carmichael	40,163	32,850	-18.2%	201	171	-14.8%	340,056	305,221	-34,835	-10.2%
Central	31,083	26,533	-14.6%	158	140	-11.0%	255,810	238,649	-17,161	-6.7%
Colonial Heights	17,028	14,838	-12.9%	104	95	-8.4%	102,547	143,657	41,110	40.1%
Belle Cooledge	29,004	24,475	-15.6%	177	157	-11.3%	238,508	219,224	-19,284	-8.1%
Courtland	1,620	1,839	13.5%	14	17	18.7%	12,118	14,505	2,387	19.7%
Del Paso Heights	3,888	3,969	2.1%	24	25	7.3%	33,477	34,369	892	2.7%
Elk Grove	28,700	24,351	-15.2%	159	142	-11.2%	232,029	214,055	-17,974	-7.7%
Fair Oaks	29,318	23,326	-20.4%	163	136	-16.7%	253,104	218,298	-34,806	-13.8%
Franklin	30,504	26,140	-14.3%	168	152	-9.3%	224,668	236,386	11,718	5.2%
Galt	12,720	11,168	-12.2%	78	72	-7.7%	101,644	98,798	-2,846	-2.8%
Isleton	2,526	2,435	-3.6%	26	26	0.5%	18,634	19,279	645	3.5%
Martin Luther King, Jr.	12,742	9,043	-29.0%	78	58	-25.4%	105,330	87,638	-17,692	-16.8%
McClatchy	10,837	9,042	-16.6%	66	58	-12.3%	87,840	80,058	-7,782	-8.9%
McKinley	15,931	11,595	-27.2%	97	74	-23.5%	125,938	109,894	-16,044	-12.7%
North Highlands-Antelope	28,081	22,111	-21.3%	156	129	-17.6%	245,777	214,285	-31,492	-12.8%
North Natomas	23,212	19,273	-17.0%	142	124	-12.7%	187,840	173,934	-13,906	-7.4%
North Sacramento	5,727	5,248	-8.4%	39	37	-4.4%	43,618	48,288	4,670	10.7%
Orangevale	9,635	8,674	-10.0%	59	56	-5.4%	79,136	74,683	-4,453	-5.6%
Pocket-Greenhaven	18,893	15,651	-17.2%	105	91	-13.3%	153,662	144,195	-9,467	-6.2%
Rancho Cordova	30,383	26,131	-14.0%	169	152	-10.0%	246,502	236,817	-9,685	-3.9%
Rio Linda	5,294	3,924	-25.9%	39	30	-21.9%	42,781	32,439	-10,342	-24.2%
South Natomas	19,213	15,265	-20.5%	117	98	-16.5%	165,138	145,089	-20,049	-12.1%
Southgate	16,705	13,678	-18.1%	93	80	-14.3%	163,221	127,032	-36,189	-22.2%
Sylvan Oaks	28,319	22,981	-18.8%	149	128	-14.3%	239,332	213,402	-25,930	-10.8%
Traveling Bookmobile	0	-	0.0%	na	na	na	10	0	-10	-100.0%
Valley Hi - N. Laguna	30,125	26,882	-10.8%	184	172	-6.2%	249,688	232,987	-16,701	-6.7%
Walnut Grove	2,307	1,852	-19.7%	17	15	-15.3%	15,767	17,646	1,879	11.9%
Wanderer Bookmobile	2,631	4,484	70.4%	71	112	57.6%	39,636	41,096	1,460	3.7%
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	na	0	na	na
ILL	0	86	100.0%	na	na	na	50	155	105	210.0%
Misc Circ	941	697	-25.9%	na	na	na	6,401	7,425	1,024	16.0%
Tells	2,356	2,268	-3.7%	na	na	na	18,611	19,955	1,344	7.2%
Customer										
Online	132,917	122,720	-7.7%	na	na	na	1,150,303	1,126,388	-23,915	-2.1%
Telephone	3,883	3,748	-3.5%	na	na	na	33,469	30,468	-3,001	-9.0%
Download	18,512	27,503	48.6%	na	na	na	126,443	229,461	103,018	81.5%

Sacramento Public Library Monthly Report

Program Totals

MARCH 2013	Monthly Program Totals				Cumulative Program Totals				Monthly Attendance				Cumulative Attendance					
	Mar	Mar	% Change	YTD	YTD	Change	N	%	Mar	Mar	% Change	Avg.	YTD	YTD	Change	N	%	Avg.
	2012	2013			2011-12	2012-13			2010-11	2012	2013	2009-10		2010-11	2011-12			2012-13
Branch	612	576	-5.9%	4,442	4,658	216	4.9%	15,295	14,611	-4.5%	25.0	25.4	111,704	120,144	8,440	7.6%	25.1	
Arcade	24	16	-33.3%	155	147	-8	-5.2%	429	406	-5.4%	17.9	25.4	2,894	3,187	293	10.1%	18.7	
Arden-Dimick	18	18	0.0%	196	175	-21	-10.7%	502	742	47.8%	27.9	41.2	5,984	5,789	-195	-3.3%	30.5	
Carmichael	40	38	-5.0%	336	327	-9	-2.7%	1,033	859	-16.8%	25.8	22.6	8,369	8,627	258	3.1%	24.9	
Central	30	32	6.7%	343	314	-29	-8.5%	836	614	-26.6%	27.9	19.2	7,023	8,032	1,009	14.4%	20.5	
Colonial Heights	14	14	0.0%	93	138	45	48.4%	310	349	12.6%	22.1	24.9	1,805	3,424	1,619	89.7%	19.4	
Belle Cooleidge	35	35	0.0%	284	301	17	6.0%	1,633	1,493	-8.6%	46.7	42.7	10,864	11,631	767	7.1%	38.3	
Courtland	14	8	-42.9%	112	93	-19	-17.0%	285	200	-29.8%	20.4	25.0	1,752	1,865	113	6.4%	15.6	
Del Paso Heights	18	24	33.3%	92	125	33	35.9%	432	449	3.9%	24.0	18.7	2,115	2,407	292	13.8%	23.0	
Elk Grove	20	25	25.0%	165	163	-2	-1.2%	675	958	41.9%	33.8	38.3	5,086	4,715	-371	-7.3%	30.8	
Fair Oaks	19	10	-47.4%	164	153	-11	-6.7%	804	597	-25.7%	42.3	59.7	6,541	5,294	-1,247	-19.1%	39.9	
Franklin	24	31	29.2%	171	212	41	24.0%	599	725	21.0%	25.0	23.4	4,433	7,821	3,388	76.4%	25.9	
Galt	23	18	-21.7%	143	162	19	13.3%	338	311	-8.0%	14.7	17.3	2,576	3,252	676	26.2%	18.0	
Isleton	21	19	-9.5%	112	123	11	9.8%	340	548	61.2%	16.2	28.8	2,161	2,387	226	10.5%	19.3	
Martin Luther King, Jr.	14	18	28.6%	136	138	2	1.5%	245	306	24.9%	17.5	17.0	2,678	2,726	48	1.8%	19.7	
McClatchy	12	5	-58.3%	73	86	13	17.8%	298	100	-66.4%	24.8	20.0	1,888	1,751	-137	-7.3%	25.9	
McKinley	17	23	35.3%	138	177	39	28.3%	562	512	-8.9%	33.1	22.3	4,938	4,395	-543	-11.0%	35.8	
North Highlands-Antelope	31	34	9.7%	190	264	74	38.9%	598	472	-21.1%	19.3	13.9	3,656	3,681	25	0.7%	19.2	
North Natomas	24	8	-66.7%	127	178	51	40.2%	709	380	-46.4%	29.5	47.5	4,094	4,401	307	7.5%	32.2	
North Sacramento	33	8	-75.8%	98	63	-35	-35.7%	598	112	-81.3%	18.1	14.0	1,191	1,007	-184	-15.4%	12.2	
Orangevale	4	17	325.0%	41	80	39	95.1%	77	188	144.2%	19.3	11.1	1,175	1,824	649	55.2%	28.7	
Pocket-Greenhaven	38	28	-26.3%	252	226	-26	-10.3%	717	1,059	47.7%	18.9	37.8	6,281	8,482	2,201	35.0%	24.9	
Rancho Cordova	37	36	-2.7%	245	255	10	4.1%	998	864	-13.4%	27.0	24.0	7,522	6,249	-1,273	-16.9%	30.7	
Rio Linda	13	18	38.5%	102	123	21	20.6%	180	183	1.7%	13.8	10.2	1,243	1,063	-180	-14.5%	12.2	
South Natomas	26	19	-26.9%	190	160	-30	-15.8%	817	541	-33.8%	31.4	28.5	4,383	3,756	-627	-14.3%	23.1	
Southgate	28	17	-39.3%	173	164	-9	-5.2%	446	415	-7.0%	15.9	24.4	3,387	4,175	788	23.3%	19.6	
Sylvan Oaks	15	18	20.0%	116	109	-7	-6.0%	336	500	48.8%	22.4	27.8	2,785	3,089	304	10.9%	24.0	
Valley Hi - N. Laguna	14	31	121.4%	118	124	6	5.1%	452	622	37.6%	32.3	20.1	4,098	4,305	207	5.1%	34.7	
Walnut Grove	6	8	33.3%	77	78	1	1.3%	46	106	130.4%	7.7	13.3	782	809	27	3.5%	10.2	

Sacramento Public Library Monthly Report

Self-Check

Branch	MARCH 2013				<u>Monthly Circulation</u>				<u>Cumulative Circulation</u>				
	Mar	Mar	Change	%	YTD	YTD	Change	%	YTD	YTD	Change	%	
	2012	2013	N	%	2011-12	2012-13	N	%	2011-12	2012-13	N	%	
Totals	329,129	273,967	-55,162	-16.8%	2,664,070	2,459,243	-204,827	-7.7%	2,664,070	2,459,243	-204,827	-7.7%	44.6%
Arcade	9,315	7,247	-2,068	-22.2%	73,341	68,864	-4,477	-6.1%	73,341	68,864	-4,477	-6.1%	48.8%
Arden-Dimick	17,520	16,275	-1,245	-7.1%	157,133	145,203	-11,930	-7.6%	157,133	145,203	-11,930	-7.6%	60.5%
Carmichael	25,805	20,337	-5,468	-21.2%	217,904	189,765	-28,139	-12.9%	217,904	189,765	-28,139	-12.9%	64.1%
Central	12,442	10,341	-2,101	-16.9%	123,014	94,683	-28,331	-23.0%	123,014	94,683	-28,331	-23.0%	48.1%
Colonial Heights	12,537	11,685	-852	-6.8%	77,031	101,856	24,825	32.2%	77,031	101,856	24,825	32.2%	75.1%
Belle Cooleidge	16,067	13,772	-2,295	-14.3%	134,440	120,185	-14,255	-10.6%	134,440	120,185	-14,255	-10.6%	56.4%
Courtland	974	1,074	100	10.3%	6,221	6,715	494	7.9%	6,221	6,715	494	7.9%	51.3%
Del Paso Heights	1,216	1,333	117	9.6%	12,413	10,257	-2,156	-17.4%	12,413	10,257	-2,156	-17.4%	37.1%
Elk Grove	23,972	19,167	-4,805	-20.0%	194,414	168,098	-26,316	-13.5%	194,414	168,098	-26,316	-13.5%	83.8%
Fair Oaks	15,901	12,407	-3,494	-22.0%	136,703	117,147	-19,556	-14.3%	136,703	117,147	-19,556	-14.3%	54.0%
Franklin	23,531	20,945	-2,586	-11.0%	160,031	188,890	28,859	18.0%	160,031	188,890	28,859	18.0%	71.2%
Galt	4,286	4,156	-130	-3.0%	26,392	36,508	10,116	38.3%	26,392	36,508	10,116	38.3%	26.0%
Isleton	771	972	201	26.1%	5,798	6,502	704	12.1%	5,798	6,502	704	12.1%	31.1%
Martin Luther King, Jr.	8,549	6,829	-1,720	-20.1%	66,199	62,077	-4,122	-6.2%	66,199	62,077	-4,122	-6.2%	62.8%
McClatchy ¹	6,401	5,671	-730	-11.4%	22,182	47,155	24,973	112.6%	22,182	47,155	24,973	112.6%	25.3%
McKinley	11,043	7,431	-3,612	-32.7%	88,029	70,349	-17,680	-20.1%	88,029	70,349	-17,680	-20.1%	69.9%
North Highlands	21,226	17,186	-4,040	-19.0%	187,906	163,332	-24,574	-13.1%	187,906	163,332	-24,574	-13.1%	76.5%
North Natomas	18,177	15,760	-2,417	-13.3%	145,496	137,639	-7,857	-5.4%	145,496	137,639	-7,857	-5.4%	77.5%
North Sacramento	3,189	2,048	-1,141	-35.8%	21,716	20,534	-1,182	-5.4%	21,716	20,534	-1,182	-5.4%	49.8%
Orangevale	3,776	3,425	-351	-9.3%	30,356	30,545	189	0.6%	30,356	30,545	189	0.6%	38.4%
Pocket-Greenhaven	11,557	9,623	-1,934	-16.7%	94,278	85,784	-8,494	-9.0%	94,278	85,784	-8,494	-9.0%	61.4%
Rancho Cordova	18,169	15,403	-2,766	-15.2%	155,555	134,003	-21,552	-13.9%	155,555	134,003	-21,552	-13.9%	63.1%
Rio Linda	2,061	1,435	-626	-30.4%	16,802	11,888	-4,914	-29.2%	16,802	11,888	-4,914	-29.2%	39.3%
South Natomas	14,380	11,825	-2,555	-17.8%	112,317	104,574	-7,743	-6.9%	112,317	104,574	-7,743	-6.9%	68.0%
Southgate	9,863	7,139	-2,724	-27.6%	94,200	68,298	-25,902	-27.5%	94,200	68,298	-25,902	-27.5%	57.7%
Sylvan Oaks	15,009	12,061	-2,948	-19.6%	125,007	110,726	-14,281	-11.4%	125,007	110,726	-14,281	-11.4%	52.2%
Valley Hi-North Laguna	21,196	18,420	-2,776	-13.1%	178,110	155,709	-22,401	-12.6%	178,110	155,709	-22,401	-12.6%	71.3%
Walnut Grove	196	169	-27	-13.8%	1,082	1,957	875	80.9%	1,082	1,957	875	80.9%	6.9%

Sacramento Public Library Monthly Report Virtual Self-Service

MARCH 2013

	Mar 2012		Mar 2013		Change		YTD 2011-12		YTD 2012-13		Change	
	N	%	N	%	N	%	N	%	N	%	N	%
Total Renewals	136,800		125,072	-8.6%	-11,728	-8.6%	1,187,911		1,017,403	-170,508	-14.4%	
External	128,167		118,211	-7.8%	-9,956	-7.8%	1,111,866		955,077	-156,789	-14.1%	
Internal	4,750		3,748	-21.1%	-1,002	-21.1%	42,576		32,493	-10,083	-23.7%	
Telephone	3,883		3,113	-19.8%	-770	-19.8%	33,469		29,833	-3,636	-10.9%	
% of All Circulation	19.8%		20.6%	4.3%	0.9%	4.3%	20.7%		18.4%	-2.2%	-10.7%	
All Holds	174,144		137,447	-21.1%	-36,697	-21.1%	346,253		1,592,415	1,246,162	359.9%	
Self-Placed	145,778		121,672	-16.5%	-24,106	-16.5%	1,184,525		1,032,017	-152,508	-12.9%	
% of All Holds	83.7%		88.5%	5.7%	4.8%	5.7%	342.1%		64.8%	-277.3%	-81.1%	
Total Electronic Access	1,683,816		1,773,192	5.3%	89,376	5.3%	21,171,824		20,732,410	-439,414	-2.1%	
Catalog Searches	1,239,923		1,136,863	-8.3%	-103,060	-8.3%	11,290,949		10,196,168	-1,094,781	-9.7%	
Subscription Database Use ¹	1,308,222		1,553,067	18.7%	244,845	18.7%	6,552,595		7,666,283	1,113,688	17.0%	
Library Web Site Visits ²	375,594		220,125	-41.4%	-155,469	-41.4%	3,201,837		2,640,498	-561,339	-17.5%	
Download	18,512		27,503	48.6%	8,991	48.6%	126,443		229,461	103,018	81.5%	

Notes:

¹ The subscription database searches refer to totals for the previous month.

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.

Guest Editorial

Vice Mayor Angelique Ashby, City of Sacramento;

Vice Chair, Sacramento Public Library Authority •••••



The best part about being on the Library Authority Board is getting to work with community members, volunteers, organizers and educators who give so much of their time, talents and resources to make sure Sacramento’s library system continues to provide opportunities to read, learn and explore in neighborhoods throughout our region. I have had the pleasure of serving on a committee with one of my

colleagues from the Library Authority and two members of the Library Foundation for the past several months. The group was formed primarily to work on securing a bright future for our treasured libraries. Those meetings have been incredibly helpful, productive and inspiring. There are many amazing and talented people involved with the libraries through the administration, the Foundation and the Friends groups. We can only succeed in our endeavors; though it will be no easy or simple task to confront the electorate in 2014 as we look for stability through increased revenues by way of a ballot initiative. Without the renewed commitment of voters, the library system as we know it will cease to exist. The challenges of funding for this year and next are dire. We will be hard pressed just to make it through without losing significant components to our system. Beyond that time frame the library's fate is completely reliant on the support of voters. As grim as that projection sounds (and it is) I have to say I was reminded of the generosity supporters have graciously bestowed on our libraries for many years when I attended the incredible *Authors on the Move* dinner in early March. What a fantastic night! I watched in awe as one by one people just gave and gave – seemingly endlessly – to support the Summer Reading program, the library collection, services and literacy in general. The night, in all of its perfection, was quite symbolic of where the library sits right now... on the precipice of greatness built on the most solid of foundations – partnership, a need for education and a desire to serve selflessly. We have every reason to be hopeful as we move forward, together.