Sacramento Public Library Authority

August 22, 2013 **Agenda Item 4.0: Director's Report**

TO: **Sacramento Public Library Authority Board**

FROM: **Rivkah K. Sass, Library Director**

RE: **Director's Report**

RECOMMENDED ACTION(S): None - Information only.

BRANCH LIBRARY NEWS

Carmichael Bequest

A $5,000 gift was left to the Carmichael Library by a Mr. Harry Griffith in his will. Mr. Griffith passed away late last year.

Courtland Pear Fair

About 240 people stopped by the Library booth to get good info and of course play the "Pick a Pear" game. We gave away a lot of prizes, including several books. The Friends of the Library were also in attendance, helping the Courtland Friends in their book sale efforts. The sale was a success, bringing in more than $700.

Fair Oaks Library Juvenile Detention Outreach

Fair Oaks Teen Services Librarian Jennifer Hall provided Summer Reading outreach to the Youth Detention Facility, including a custom version of the Teen Activities sheet, since these participants cannot visit a library. Materials were given to 183 youths and 47 adults so that all could participate in the program. In addition, Jennifer did two programs and will make an end-of-summer prize book delivery as well. Staff are very proud of these efforts to serve incarcerated youth.

Isleton Farmers' Market

On July 13, about 35 people came to the Farmers' Market at the Isleton Library. Supervisor Natalie Beaver declared it a total success. Participants brought canned goods for the Delta Food Bank and Delta Farm Trail gave out 4-packs of fresh eggs, brochures and coupons. A local honey producer provided samples and bottles of Isleton honey and a local Master Gardener came with "worm poop," brochures and lots of gardening advice.

The Delta Food Bank picked up all of the non-perishables and a nice amount of produce to quickly distribute.

North Natomas Library Mobile Food Truck Event

On the evening of Thursday, July 25, Sacramento Mobile Food Events, or Sacto MoFo, held an event in partnership with the North Natomas Library, the Friends of the North Natomas Library, and Sacramento Food Bank and Family Services to celebrate the library's summer reading theme, "Reading is so Delicious." While families enjoyed free DJ music, a balloon artist and food from popular trucks, including Krush Burger and Drewski's Hot Rod Kitchen, library staff signed up participants for summer reading. The Friends of the Library sold donated cookbooks and Sacramento Food Bank staff accepted donations of non-perishable food. Attendance estimates range from 700 to 800 for the event, with additional events scheduled on a monthly basis through October.

Rio Linda Library Tour

On July 17th Library staff were delighted to be able to show off the progress on the "new" Rio Linda Library. Supervisor Roberta MacGlashan and her District Director Ted Wolter visited, along with dozens

of community members and Friends of the Library. The space is warm and welcoming and everyone is invited to the grand opening celebration on September 21st. More information to come.

Robbie Waters-Pocket Greenhaven Build Your Own Library Programs

This phenomenon is taking off in Sacramento and the Library is part of it. Thirteen people attended a Build Your Own Library program at the Robbie Waters-Pocket Greenhaven Library presented by students Alison Yamamoto and JasMin Khoe in June. The two of them worked hard to build and install several Little Libraries in the Pocket neighborhood and are getting ready to head to college this fall (Columbia University and Loyola Marymount).

FOOD BANK OUTREACH

For several years, the Library has partnered with Sacramento Food Bank and Family Services to offer its Summer Reading Program. This year, on July 24, the Library held a Summer Reading Celebration at the Food Bank to make sure those taking advantage of SFBFS services have all the support they need to join and complete the Summer Reading Program.

California Food Literacy was on hand to get kids to try a new food and make healthy eating fun. Sacramento Food Bank and Family Services volunteers led tours of their marvelous garden, while library staff did Summer Reading signups and encouraged participants to complete elements of this year's game card. A face painter and balloon-tying artist also were on hand to entertain. Every participant left with armfuls of books donated to the Food Bank by Love-Talk-Read, a book drive initiative started by CSUS Professor Celeste Roseberry-McKibbin, and parents learned that reading just five books over the course of the summer can halt the "Summer Slide." Teen volunteers compiling a multimedia project this summer also received this message as they interviewed library staff about Summer Reading and learned why the Library was doing this event at Sacramento Food Bank and Family Services. This library event was made possible by a bequest from the Reva Camiel estate. Funds were used to pay performers and provide healthy snacks and lots of bottled water (it was a 100-degree day).

The Sacramento Bee, KCRA 3 and News10 provided wonderful press coverage. Amanda was interviewed by Channel 3 and *The Sacramento Bee* published an excellent article.

JOB COACH PROGRAM

Several Branches are getting queries from patrons on where to go for Job Coaching. Those Branches that host the program need to know where to refer patrons in case their program is impacted. Ten branches currently provide this service and we hope to expand in the fall.

PLAY SUMMIT

Plans are continuing for Sacramento's first Play Summit, held in partnership with Fairytale Town and sponsored by ScholarShare Speaks. The Library is grateful to ScholarShare for their generous support of this endeavor.

SCHOLARSHARE GIFT

ScholarShare will be generously supporting early literacy efforts in most Sacramento Public Library branches. A gift of $20,000 will allow the Library to purchase toys and furnishings to enhance the children's areas.

STAFFING CHANGES

Malcolm Maclachlan is the Library's new Public Information Coordinator, replacing Don Burns, who retired in April.

Walnut Grove Supervisor Alan Candee retired after nearly 29 years of service. Alan will be missed by staff and community members alike.

VIRTUAL BRANCH – THE FIRST SIX MONTHS

An important component of the Library's 2012-15 Strategic Plan was to open the Virtual Branch. In its first six months, the library's Web presence has been transformed. In May, total eBook and eAudiobook circulation surpassed 30,000 checkouts per month for the first time ever, which means that the Virtual Branch is now the second-highest circulating "Branch" in the system.

In addition, a mobile-friendly historical walking tour of downtown was launched. This can be viewed and listened to on a mobile device when walking on K Street.

The Library has an active presence on social media channels, including Facebook, Twitter and Yelp. This allows staff to better communicate with patrons who reach out to the Library online with feedback and suggestions.

Virtual Branch staff members Amy Calhoun and Matt Hill reclaimed all library locations on Yelp and standardized the listings, resulting in a 61% increase in views of libraries on Yelp compared to June of last year.

The social media team recently launched a "Meet …" element on the Library's website. This resulted in terrific feedback from a patron who was helped by Amy Calhoun:

"I just saw the brief 'Meet Amy' in the SPL Newsletter with your comment... 'My goal is to make the online experience just as easy and friendly as the experience you'd have in one of our library buildings.' Just thought I'd mention that you met your goal in my case. Your reply is just what I was looking for. Thanks!"

Another similar article about Sacramento Room Archivist Amanda Graham produced very similar results, with someone visiting the Sacramento Room after reading about Amanda.

BOOK TRAVELS HOME FROM JAPAN

Library staff were delighted when a package from Japan arrived containing a Sacramento Public Library book and the following note:

> "I found and picked the book Eyewitness Travel Japan near Ueno Station, Tokyo, Japan. And I saw that the book was borrow from Sacramento Public Library. So I would like to send this book to the place that was borrow. Best Regards, Minn"

Staff then posted a photo of the book and the note on the Library's Facebook page. Within 24-hours the item had been "liked" by nearly 500 people and the post had received more than 8,000 views.

SUMMER READING PROGRAM

All previous records have been broken, with nearly 31,000 participants. As of August 9, 100,000 books had been read. Library staff are working very hard and the competition is fierce, with the Rancho Cordova Library surpassing all others with more than 3,000 people registered for the program.

Elk Grove Mayor Gary Davis and First District Supervisor Phil Serna have made guest appearances in libraries as celebrity readers, both receiving rave reviews from their audiences.

ATTACHMENT(S):

Attachment A: Public Services Statistics – June 2013
Attachment B: Public Services Statistics – July 2013

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

JUNE 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
  - North Natomas (85.0%)
  - Franklin (82.2%)
  - Colonial Heights (78.7%)
  - Elk Grove (77.7%)
  - North Highlands (77.2%)

- In June 2013, the Library offered 660 free programs to the public, a 18.9% increase over June 2012.

- FY 2012-13 year to date program attendance is 170,103 a 9.9% increase from FY 2011-12.

- FY 2012-13 year to date branch volunteer hours total 66,328 a 11.3% increase from FY 2011-12.

Sacramento Public Library Monthly Report
Summary

JUNE 2013	Jun 2012	Jun 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
Customers & Circulation								
Items Circulated	656,504	608,615	-47,889	-7.3%	7,648,145	7,329,585	-318,560	-4.2%
Interlibrary Loan								
Loaned to Client Libraries	10,517	10,800	283	2.7%	133,364	138,476	5,112	3.8%
Borrowed from Client Libraries	9,985	9,126	-859	-8.6%	125,583	112,153	-13,430	-10.7%
Loaned to LINKPlus Libraries	3,266	3,640	374	11.5%	43,528	44,000	472	1.1%
Borrowed from LINKPlus Libraries	0	2,778	2,778	na	35,666	30,989	-4,677	-13.1%
All Other Loans	82	22	-60	-73.2%	1,295	688	-607	-46.9%
New Customers Registered	5,801	5,441	-360	-6.2%	78,088	62,194	-15,894	-20.4%
Total Customers	651,370	710,008	58,638	9.0%	na	na	na	na
Adult	428,975	464,843	35,868	8.4%	na	na	na	na
Juvenile	174,317	188,306	13,989	8.0%	na	na	na	na
E-card Only	47,064	55,768	8,704	18.5%	na	na	na	na
Other	1,012	1,091	79	7.8%	na	na	na	na
Total Customers as % of Total Population[1]	47.9%	51.7%	3.8%	8.0%	na	na	na	na
Library Visits	331,886	331,110	-776	-0.2%	4,053,689	4,062,724	9,035	0.2%
Programs								
TOTAL PROGRAMS - #	555	660	105	18.9%	5,997	6,572	575	9.6%
TOTAL ATTENDANCE	17,589	23,437	5,848	33.2%	154,817	170,103	15,286	9.9%
Family Programs - #	80	89	9	11.3%	646	780	134	20.7%
Family Programs - Attendance	5,160	6,358	1,198	23.2%	31,930	42,420	10,490	32.9%
Toddler Programs - #	87	130	43	49.4%	1,055	1,269	214	20.3%
Toddler Programs - Attendance	2,579	4,268	1,689	65.5%	35,623	41,697	6,074	17.1%
Preschool Programs - #	90	95	5	5.6%	1,077	1,008	-69	-6.4%
Preschool Programs - Attendance	3,654	3,772	118	3.2%	31,103	27,188	-3,915	-12.6%
School Age Programs - #	86	107	21	24.4%	756	909	153	20.2%
School Age Programs - Attendance	3,789	5,602	1,813	47.8%	24,180	25,353	1,173	4.9%
Teen Programs - #	75	68	-7	-9.3%	866	763	-103	-11.9%
Teen Programs - Attendance	971	1,165	194	20.0%	11,291	10,316	-975	-8.6%
Adult Programs - #	135	164	29	21.5%	1,550	1,759	209	13.5%
Adult Programs - Attendance	1,406	2,167	761	54.1%	19,808	22,104	2,296	11.6%
Senior Programs - #	2	7	5	250.0%	47	84	37	78.7%
Senior Programs - Attendance	30	105	75	250.0%	882	1,025	143	16.2%
Community								
Community Meeting/Meeting Room Use - #	281	276	-5	-1.8%	3,902	3,661	-241	-6.2%
Hours Used	884	1,085	201	22.7%	12,315	12,891	576	4.7%
Attendance	4,740	4,782	42	0.9%	79,844	74,462	-5,382	-6.7%
Community Meetings - # presentations by staff	95	100	5	5.3%	775	830	55	7.1%
Total Attendance	20,439	9,996	-10,443	-51.1%	60,106	75,399	15,293	25.4%
Attendance - Adults	16,699	2,105	-14,594	-87.4%	29,902	30,432	530	1.8%
Attendance - Youth	3,740	7,891	4,151	111.0%	30,204	38,095	7,891	26.1%
Community Group Visits to Library - #	23	41	18	78.3%	962	946	-16	-1.7%
Total Attendance	961	1,108	147	15.3%	30,895	28,625	-2,270	-7.3%
Attendance - Adults	233	373	140	60.1%	5,620	7,436	1,816	32.3%
Attendance - Youth	728	735	7	1.0%	25,275	21,189	-4,086	-16.2%
Internet Access Totals								
Total Reservations	62,323	55,057	-7,266	-12%	728,883	736,359	7,476	1%
Total Time (Hours)	58,024	51,730	-6,294	-11%	641,314	662,670	21,356	3%
Customer Self-Service								
Self-Check Circulation	309,672	280,623	-29,049	-9.4%	3,534,620	3,268,247	-266,373	-7.5%

Sacramento Public Library Monthly Report
Summary

JUNE 2013	Jun 2012	Jun 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
% of All Circulation for System	47.2%	46.1%	-1.1%	-2.3%	46.2%	44.6%	-1.6%	-3.5%
Total Customer-Completed Renewals	117,545	113,812	-3,733	-3.2%	1,573,137	1,383,991	-189,146	-12.0%
Computer Renewal - External	110,290	107,688	-2,602	-2.4%	1,472,831	1,300,759	-172,072	-11.7%
Computer Renewal - Internal	4,002	3,549	-453	-11.3%	56,029	44,271	-11,758	-21.0%
Telephone Renewal	3,253	2,575	-678	-20.8%	44,277	38,961	-5,316	-12.0%
% of All Circulation for System	0.5%	18.7%	18.2%	3674.0%	0.6%	0.5%	0.0%	-8.2%
Total Holds Placed	151,598	132,210	-19,388	-12.8%	1,899,199	1,559,225	-339,974	-17.9%
Customer-Placed Holds	136,049	118,964	-17,085	-12.6%	1,633,562	1,385,303	-248,259	-15.2%
% of All Holds Placed	89.7%	90.0%	0.2%	0.3%	86.0%	88.8%	0	3.3%
Total Library Catalog Searches[2]	1,158,731	1,460,658	301,927	26.1%	14,651,072	14,308,696	-342,376	-2.3%
Searches during open hours	719,160	952,717	233,557	32.5%	9,182,561	8,367,922	-814,639	-8.9%
Searches during closed hours	439,571	507,941	68,370	15.6%	5,468,511	5,940,774	472,263	8.6%
% of Total Searches	37.94%	34.8%	na	na	37.32%	41.5%	na	na
Subscription Database Searches[3]	1,197,729	27,445	-1,170,284	-97.7%	10,355,122	7,743,718	-2,611,404	-25.2%
Web Page Visits[4]	355,307	224,970	-130,337	-36.7%	4,252,450	3,621,725	-630,725	-14.8%
Download	21,353	32,883	11,530	54.0%	186,261	323,974	137,713	73.9%
Notices Sent for Holds and Overdues - Total	103,000	88,139	-14,861	-14.4%	1,198,665	1,106,185	-92,480	-7.7%
Delivered via E-mail	73,472	64,936	-8,536	-11.6%	841,101	794,711	-46,390	-5.5%
% of Total	71.3%	73.7%	2%	3.3%	70.2%	71.8%	1.7%	2.4%
Delivered via Automated Telephone System	29,528	23,203	-6,325	-21.4%	357,564	311,474	-46,090	-12.9%
% of Total	28.7%	26.3%	-2.3%	-8.2%	29.8%	28.2%	-1.7%	-5.6%
Resources								
Open Hours	4,255	4,354	99	2.3%	52,089	50,594	-1,495	-2.9%
Closed Hours	192	196	4	2.1%	2,839	3,595	756	26.6%
Staff FTE	186	185.5	0.0	0.0%	na	na	na	na
Extra Help Staff Total Hours Used	19,385	25,408	6,023	31.1%	97,345	79,157	-18,188	-18.7%
Oncall Hours	82	515	433	528.0%	3,093	1,933	-1,160	-37.5%
Oncall Wages	$12,905.00	$17,814.00	$4,909	38.0%	$20,994.00	$39,857.00	18,863	89.8%
Shelver Hours	6,398	7,079	681	10.6%	73,258	77,224	3,966	5.4%
Shelver Wages	85,842.00	59,449.00	-$26,393	-30.7%	$140,816.00	$139,986.00	-830	-0.6%
Volunteers- #	974	758	-216	-22.2%	4,067	na	na	na
Volunteers - Hours	5,490	5,997	507	9.2%	59,584	66,328	6,744	11.3%
Items - Total	1,855,435	1,678,340	-177,095	-9.5%	na	na	na	na
Items Added	17,829	16,285	-1,544	-8.7%	138,956	128,482	-10,474	-7.5%
Titles - Total	495,170	476,240	-18,930	-3.8%	na	na	na	na
Titles Added	3,005	1,775	-1,230	-40.9%	17,637	17,907	270	1.5%

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

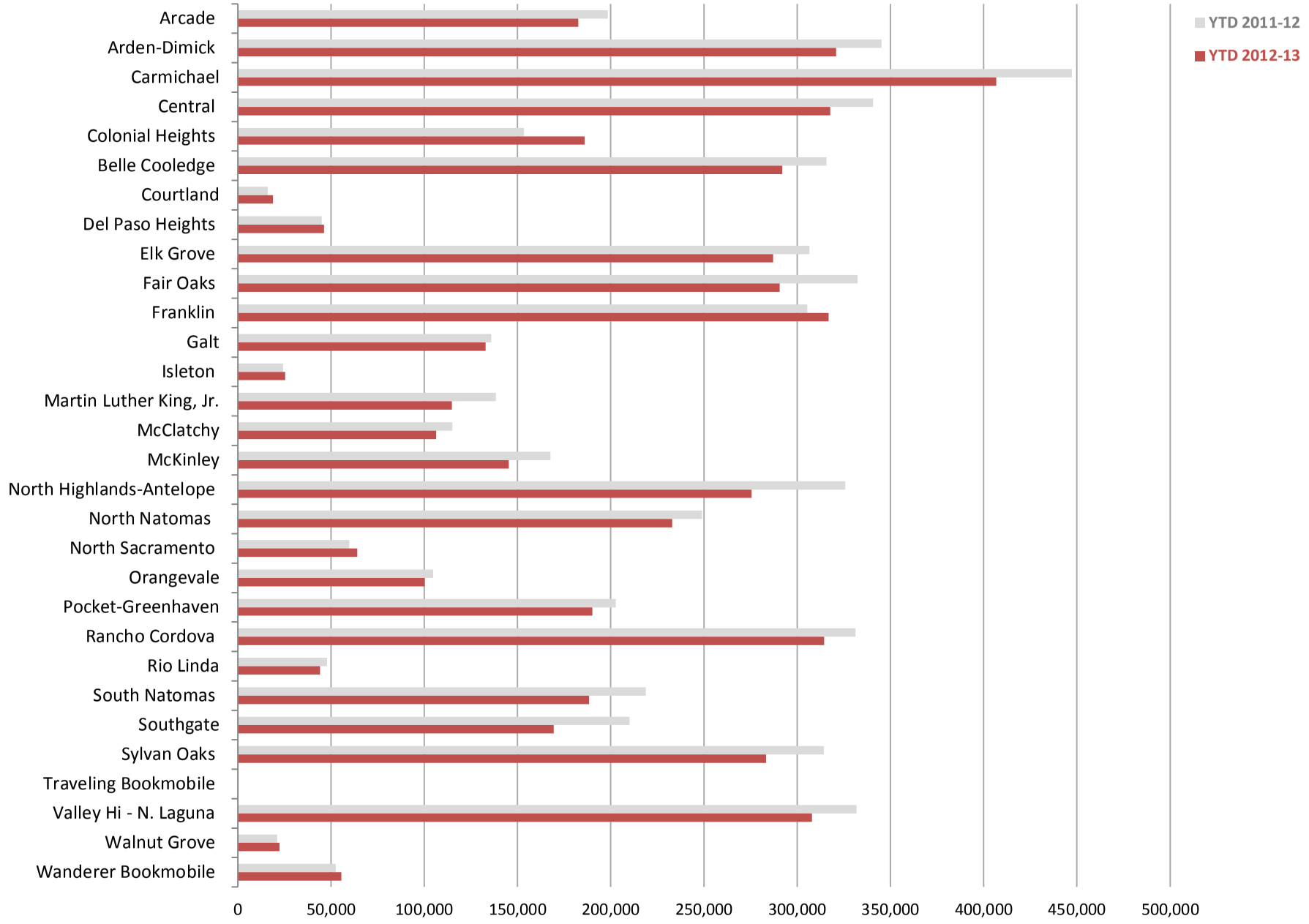
[3] The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.

[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

JUNE 2013	Monthly New Customers			Cumulative New Customers				Total Customers			
	Jun	Jun		YTD	YTD	Change				Change	
Branches	2012	2013	% Change	2011-12	2012-13	N	%	2011-12	2012-13	N	%
Totals	**5,801**	**5,441**	**-6.2%**	**78,403**	**62,194**	**-16,209**	**-20.7%**	**651,370**	**710,008**	**58,638**	**9.0%**
Arcade	149	118	-20.8%	2,291	1,653	-638	-27.8%	21,198	22,689	1,491	7.0%
Arden-Dimick	220	220	0.0%	2,696	2,049	-647	-24.0%	26,229	28,198	1,969	7.5%
Carmichael	216	231	6.9%	3,030	2,521	-509	-16.8%	33,207	36,128	2,921	8.8%
Central	330	309	-6.4%	4,883	3,750	-1,133	-23.2%	51,524	54,292	2,768	5.4%
Colonial Heights	232	174	-25.0%	2,764	2,307	-457	-16.5%	25,658	27,761	2,103	8.2%
Belle Cooledge	175	109	-37.7%	2,501	1,614	-887	-35.5%	26,777	28,015	1,238	4.6%
Courtland	4	1	-75.0%	91	85	-6	-6.6%	875	959	84	9.6%
Del Paso Heights	97	154	58.8%	1,041	1,066	25	2.4%	8,944	9,962	1,018	11.4%
Elk Grove	298	341	14.4%	4,283	3,054	-1,229	-28.7%	41,945	44,664	2,719	6.5%
Fair Oaks	165	192	16.4%	2,505	1,928	-577	-23.0%	27,030	28,871	1,841	6.8%
Franklin	137	187	36.5%	3,000	2,652	-348	-11.6%	28,310	30,423	2,113	7.5%
Galt	132	117	-11.4%	1,448	1,240	-208	-14.4%	14,605	15,906	1,301	8.9%
Isleton	16	9	-43.8%	126	107	-19	-15.1%	1,019	1,126	107	10.5%
Martin Luther King, Jr.	226	150	-33.6%	2,265	1,730	-535	-23.6%	21,290	22,756	1,466	6.9%
McClatchy	31	41	32.3%	394	498	104	26.4%	3,740	4,337	597	16.0%
McKinley	161	89	-44.7%	1,379	1,094	-285	-20.7%	14,195	15,116	921	6.5%
North Highlands-Antelope	353	238	-32.6%	4,185	2,926	-1,259	-30.1%	44,283	47,143	2,860	6.5%
North Natomas	284	254	-10.6%	4,496	3,434	-1,062	-23.6%	20,555	24,416	3,861	18.8%
North Sacramento	63	58	-7.9%	846	718	-128	-15.1%	7,963	8,697	734	9.2%
Orangevale	93	96	3.2%	1,330	1,007	-323	-24.3%	9,583	10,582	999	10.4%
Pocket-Greenhaven	122	84	-31.1%	2,105	1,200	-905	-43.0%	5,917	7,678	1,761	29.8%
Rancho Cordova	325	287	-11.7%	3,841	2,951	-890	-23.2%	32,939	36,038	3,099	9.4%
Rio Linda	5	63	1160.0%	512	492	-20	-3.9%	5,989	6,505	516	8.6%
South Natomas	245	255	4.1%	3,263	2,696	-567	-17.4%	33,821	36,096	2,275	6.7%
Southgate	139	157	12.9%	2,037	1,685	-352	-17.3%	22,985	24,723	1,738	7.6%
Sylvan Oaks	300	261	-13.0%	3,815	2,714	-1,101	-28.9%	35,674	38,274	2,600	7.3%
Traveling Bookmobile	0	0	0.0%	13	0	-13	-100.0%	736	-	-736	-100.0%
Valley Hi - N. Laguna	451	363	-19.5%	5,719	4,357	-1,362	-23.8%	32,600	37,615	5,015	15.4%
Walnut Grove	12	7	-41.7%	153	99	-54	-35.3%	1,459	1,546	87	6.0%
Wanderer Bookmobile	14	18	28.6%	118	125	7	5.9%	1,630	2,483	853	52.3%
Other Circulating Entities											
Books by Mail	0	0	0.0%	1	0	-1	-100.0%	1	0	-1	-100.0%
ILL	1	0	-100.0%	16	11	-5	-31.3%	568	579	11	1.9%
Misc Circ	805	858	6.6%	11,256	10,431	-825	-7.3%	48,121	56,430	8,309	17.3%

Sacramento Public Library Monthly Report
Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

JUNE 2013	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
Branch	Jun 2012	Jun 2013	% Change	Jun 2012	Jun 2013	% Change	YTD 2011-12	YTD 2012-13	Change N	Change %
Totals	**656,504**	**608,615**	**-7.3%**	**3,269**	**2,881**	**-11.8%**	**7,648,145**	**7,329,585**	**-318,560**	**-4.2%**
Arcade	16,677	14,485	-13.1%	100	84	-15.7%	198,440	182,605	-15,835	-8.0%
Arden-Dimick	30,761	26,599	-13.5%	184	157	-14.6%	345,177	320,868	-24,309	-7.0%
Carmichael	38,456	35,973	-6.5%	206	183	-11.2%	447,363	406,696	-40,667	-9.1%
Central	28,354	27,562	-2.8%	155	145	-6.4%	340,713	317,718	-22,995	-6.7%
Colonial Heights	18,605	14,040	-24.5%	123	91	-26.0%	153,452	185,987	32,535	21.2%
Belle Cooledge	27,769	24,607	-11.4%	184	160	-13.1%	315,759	291,987	-23,772	-7.5%
Courtland	1,138	1,032	-9.3%	11	10	-4.8%	16,086	18,899	2,813	17.5%
Del Paso Heights	4,813	4,457	-7.4%	32	29	-9.2%	44,997	46,217	1,220	2.7%
Elk Grove	27,026	26,318	-2.6%	162	153	-5.5%	306,582	287,065	-19,517	-6.4%
Fair Oaks	27,911	25,460	-8.8%	167	148	-11.4%	332,441	290,590	-41,851	-12.6%
Franklin	27,911	28,131	0.8%	167	167	0.2%	305,430	316,895	11,465	3.8%
Galt	12,860	11,858	-7.8%	85	77	-9.6%	135,938	132,940	-2,998	-2.2%
Isleton	1,070	1,887	76.4%	13	22	70.3%	24,251	25,440	1,189	4.9%
Martin Luther King, Jr.	11,359	8,737	-23.1%	77	57	-26.1%	138,403	114,885	-23,518	-17.0%
McClatchy	9,480	8,962	-5.5%	63	58	-7.3%	115,084	106,434	-8,650	-7.5%
McKinley	14,950	11,867	-20.6%	96	78	-18.5%	167,707	145,391	-22,316	-13.3%
North Highlands-Antelope	29,910	18,852	-37.0%	179	143	-20.3%	325,829	275,604	-50,225	-15.4%
North Natomas	22,321	21,245	-4.8%	148	138	-6.7%	248,994	232,951	-16,043	-6.4%
North Sacramento	6,019	5,368	-10.8%	45	40	-10.8%	59,848	64,041	4,193	7.0%
Orangevale	8,598	8,297	-3.5%	57	54	-5.4%	104,757	100,200	-4,557	-4.4%
Pocket-Greenhaven	17,756	15,335	-13.6%	106	89	-15.6%	202,754	190,160	-12,594	-6.2%
Rancho Cordova	31,254	27,000	-13.6%	186	157	-15.6%	331,335	314,504	-16,831	-5.1%
Rio Linda	1,702	4,233	148.7%	21	34	59.9%	47,908	44,184	-3,724	-7.8%
South Natomas	19,591	15,289	-22.0%	130	99	-23.5%	218,744	188,428	-30,316	-13.9%
Southgate	16,575	14,392	-13.2%	99	84	-15.7%	210,126	169,490	-40,636	-19.3%
Sylvan Oaks	27,086	24,295	-10.3%	155	135	-12.8%	314,322	283,312	-31,010	-9.9%
Traveling Bookmobile	0	-	0.0%	na	na	na	10	0	-10	-100.0%
Valley Hi - N. Laguna	28,909	26,323	-8.9%	191	171	-10.7%	331,747	307,952	-23,795	-7.2%
Walnut Grove	1,590	1,366	-14.1%	13	11	-14.8%	21,150	22,450	1,300	6.1%
Wanderer Bookmobile	3,911	4,621	18.2%	115	107	-6.6%	52,527	55,622	3,095	5.9%
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	36	na	na	na	na	1,105	330	-775	-70.1%
Misc Circ	1,055	772	-26.8%	na	na	na	10,601	10,814	213	2.0%
Telis	2,189	2,521	15.2%	na	na	na	23,306	27,419	4,113	17.6%
Customer										
Online	114,292	111,237	-2.7%	na	na	na	1,524,721	1,487,937	-36,784	-2.4%
Telephone	3,253	2,575	-20.8%	na	na	na	44,277	39,596	-4,681	-10.6%
Download	21,353	32,883	54.0%	na	na	na	186,261	323,974	137,713	73.9%

Sacramento Public Library Monthly Report

Program Totals

JUNE 2013	Monthly Program Totals			Cumulative Program Totals				Monthly Attendance					Cumulative Attendance					
Branch	Jun 2012	Jun 2013	% Change	YTD 2011-12	YTD 2012-13	Change N	Change %	Jun 2012	Jun 2013	% Change	Avg. 2009-10	Avg. 2010-11	YTD 2011-12	YTD 2012-13	Change N	Change %	Avg. 2011-12	Avg. 2012-13
Totals	**555**	**660**	**18.9%**	**5,997**	**6,512**	**515**	**8.6%**	**17,589**	**23,437**	**33.2%**	**31.7**	**35.5**	**154,817**	**172,642**	**17,825**	**11.5%**	**25.8**	**26.5**
Arcade	20	20	0.0%	216	216	0	0.0%	463	502	8.4%	23.2	25.1	3,909	4,564	655	16.8%	18.1	21.1
Arden-Dimick	21	22	4.8%	257	241	-16	-6.2%	698	586	-16.0%	33.2	26.6	7,855	7,780	-75	-1.0%	30.6	32.3
Carmichael	34	39	14.7%	435	443	8	1.8%	1,175	1,304	11.0%	34.6	33.4	10,906	11,539	633	5.8%	25.1	26.0
Central	42	34	-19.0%	459	415	-44	-9.6%	789	891	12.9%	18.8	26.2	9,353	10,062	709	7.6%	20.4	24.2
Colonial Heights	24	14	-41.7%	152	191	39	25.7%	528	505	-4.4%	22.0	36.1	3,022	4,747	1,725	57.1%	19.9	24.9
Belle Cooledge	26	30	15.4%	362	381	19	5.2%	1,208	1,342	11.1%	46.5	44.7	13,909	16,821	2,912	20.9%	38.4	44.1
Courtland	16	10	-37.5%	153	126	-27	-17.6%	370	199	-46.2%	23.1	19.9	2,582	2,569	-13	-0.5%	16.9	20.4
Del Paso Heights	22	28	27.3%	140	183	43	30.7%	441	887	101.1%	20.0	31.7	3,099	3,865	766	24.7%	22.1	21.1
Elk Grove	12	23	91.7%	208	225	17	8.2%	447	1,266	183.2%	37.3	55.0	6,262	7,042	780	12.5%	30.1	31.3
Fair Oaks	19	33	73.7%	221	246	25	11.3%	842	1,276	51.5%	44.3	38.7	8,774	8,229	-545	-6.2%	39.7	33.5
Franklin	21	34	61.9%	230	300	70	30.4%	754	1,418	88.1%	35.9	41.7	6,160	10,554	4,394	71.3%	26.8	35.2
Galt	24	20	-16.7%	200	216	16	8.0%	590	607	2.9%	24.6	30.4	4,510	4,940	430	9.5%	22.6	22.9
Isleton	10	7	-30.0%	140	171	31	22.1%	179	242	35.2%	17.9	34.6	2,703	3,366	663	24.5%	19.3	19.7
Martin Luther King, Jr.	16	28	75.0%	177	206	29	16.4%	406	555	36.7%	25.4	19.8	3,777	3,954	177	4.7%	21.3	19.2
McClatchy	10	10	0.0%	106	109	3	2.8%	335	169	-49.6%	33.5	16.9	2,783	2,245	-538	-19.3%	26.3	20.6
McKinley	0	28	na	172	240	68	39.5%	0	769	na	0.0	27.5	5,605	5,944	339	6.0%	32.6	24.8
North Highlands-Antelope	28	31	10.7%	258	362	104	40.3%	750	594	-20.8%	26.8	19.2	5,506	5,078	-428	-7.8%	21.3	14.0
North Natomas	25	21	-16.0%	191	247	56	29.3%	1,068	1,094	2.4%	42.7	52.1	5,932	7,025	1,093	18.4%	31.1	28.4
North Sacramento	14	9	-35.7%	123	86	-37	-30.1%	88	157	78.4%	6.3	17.4	1,384	1,349	-35	-2.5%	11.3	15.7
Orangevale	12	12	0.0%	62	123	61	98.4%	568	807	42.1%	47.3	67.3	1,905	2,936	1,031	54.1%	30.7	23.9
Pocket-Greenhaven	33	31	-6.1%	366	312	-54	-14.8%	1,179	1,350	14.5%	35.7	43.5	9,709	11,459	1,750	18.0%	26.5	36.7
Rancho Cordova	29	30	3.4%	328	345	17	5.2%	1,057	1,039	-1.7%	36.4	34.6	10,710	8,498	-2,212	-20.7%	32.7	24.6
Rio Linda	6	17	183.3%	113	171	58	51.3%	76	375	393.4%	12.7	22.1	1,376	1,815	439	31.9%	12.2	10.6
South Natomas	22	17	-22.7%	260	203	-57	-21.9%	739	498	-32.6%	33.6	29.3	6,014	4,967	-1,047	-17.4%	23.1	24.5
Southgate	24	26	8.3%	244	237	-7	-2.9%	688	798	16.0%	28.7	30.7	5,012	6,378	1,366	27.3%	20.5	26.9
Sylvan Oaks	19	30	57.9%	161	195	34	21.1%	732	1,087	48.5%	38.5	36.2	4,520	5,359	839	18.6%	28.1	27.5
Valley Hi - N. Laguna	15	43	186.7%	160	212	52	32.5%	1,240	2,948	137.7%	82.7	68.6	6,420	8,191	1,771	27.6%	40.1	38.6
Walnut Grove	11	13	18.2%	103	110	7	6.8%	179	172	-3.9%	16.3	13.2	1,120	1,366	246	22.0%	10.9	12.4

Sacramento Public Library Monthly Report

Self-Check

JUNE 2013	Monthly Circulation					Cumulative Circulation					
Branch	Jun 2012	Jun 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	**309,672**	**280,623**	**-29,049**	**-9.4%**	**46.1%**	**3,534,620**	**3,269,103**	**-265,517**	**-7.5%**	**46.2%**	**44.6%**
Arcade	8,006	7,529	-477	-6.0%	52.0%	96,456	91,276	-5,180	-5.4%	48.6%	50.0%
Arden-Dimick	18,080	16,321	-1,759	-9.7%	61.4%	206,947	193,087	-13,860	-6.7%	60.0%	60.2%
Carmichael	23,315	22,422	-893	-3.8%	62.3%	283,953	253,192	-30,761	-10.8%	63.5%	62.3%
Central	11,731	11,088	-643	-5.5%	40.2%	156,861	125,483	-31,378	-20.0%	46.0%	39.5%
Colonial Heights	13,261	11,048	-2,213	-16.7%	78.7%	114,029	134,538	20,509	18.0%	74.3%	72.3%
Belle Cooledge	15,266	14,032	-1,234	-8.1%	57.0%	177,106	160,395	-16,711	-9.4%	56.1%	54.9%
Courtland	520	589	69	13.3%	57.1%	8,168	9,314	1,146	14.0%	50.8%	49.3%
Del Paso Heights	1,704	1,359	-345	-20.2%	30.5%	16,126	13,856	-2,270	-14.1%	35.8%	30.0%
Elk Grove	21,661	20,458	-1,203	-5.6%	77.7%	255,342	224,954	-30,388	-11.9%	83.3%	78.4%
Fair Oaks	14,217	13,400	-817	-5.7%	52.6%	177,490	155,594	-21,896	-12.3%	53.4%	53.5%
Franklin	22,424	23,128	704	3.1%	82.2%	224,041	253,734	29,693	13.3%	73.4%	80.1%
Galt	4,626	4,743	117	2.5%	40.0%	38,724	49,586	10,862	28.0%	28.5%	37.3%
Isleton	367	1,009	642	174.9%	53.5%	7,715	9,213	1,498	19.4%	31.8%	36.2%
Martin Luther King, Jr.	7,832	6,549	-1,283	-16.4%	75.0%	89,988	82,249	-7,739	-8.6%	65.0%	71.6%
McClatchy	5,453	5,617	164	3.0%	62.7%	38,071	63,646	25,575	67.2%	33.1%	59.8%
McKinley	9,494	7,490	-2,004	-21.1%	63.1%	115,278	92,981	-22,297	-19.3%	68.7%	64.0%
North Highlands	21,796	14,558	-7,238	-33.2%	77.2%	246,167	210,527	-35,640	-14.5%	75.6%	76.4%
North Natomas	17,908	18,063	155	0.9%	85.0%	191,711	186,662	-5,049	-2.6%	77.0%	80.1%
North Sacramento	3,352	1,833	-1,519	-45.3%	34.1%	30,866	25,860	-5,006	-16.2%	51.6%	40.4%
Orangevale	3,742	3,116	-626	-16.7%	37.6%	40,805	40,656	-149	-0.4%	39.0%	40.6%
Pocket-Greenhaven	9,847	9,519	-328	-3.3%	62.1%	122,391	113,718	-8,673	-7.1%	60.4%	59.8%
Rancho Cordova	17,989	15,831	-2,158	-12.0%	58.6%	206,180	178,724	-27,456	-13.3%	62.2%	56.8%
Rio Linda	0	1,679	1,679	na	39.7%	17,428	16,449	-979	-5.6%	36.4%	37.2%
South Natomas	14,354	11,250	-3,104	-21.6%	73.6%	152,130	137,548	-14,582	-9.6%	69.5%	73.0%
Southgate	9,228	7,469	-1,759	-19.1%	51.9%	120,396	90,518	-29,878	-24.8%	57.3%	53.4%
Sylvan Oaks	13,987	12,996	-991	-7.1%	53.5%	164,284	147,373	-16,911	-10.3%	52.3%	52.0%
Valley Hi-North Laguna	19,277	17,527	-1,750	-9.1%	66.6%	234,265	205,463	-28,802	-12.3%	70.6%	66.7%
Walnut Grove	235	179	-56	-23.8%	13.1%	1,702	2,507	805	47.3%	8.0%	11.2%

Sacramento Public Library Monthly Report
Virtual Self-Service

JUNE 2013

	Jun 2012	Jun 2013	Change N	Change %	YTD 2011-12	YTD 2012-13	Change N	Change %
Total Renewals	**117,545**	**113,812**	**-3,733**	**-3.2%**	**1,573,137**	**1,383,991**	**-189,146**	**-12.0%**
External	110,290	107,688	-2,602	-2.4%	1,472,831	1,300,759	-172,072	-11.7%
Internal	4,002	3,549	-453	-11.3%	56,029	44,271	-11,758	-21.0%
Telephone	3,253	2,575	-678	-20.8%	44,277	38,961	-5,316	-12.0%
% of All Circulation	17.9%	18.7%	0.8%	4.4%	20.6%	18.9%	-1.7%	-8.2%
All Holds	**151,598**	**132,210**	**-19,388**	**-12.8%**	**346,253**	**2,031,409**	**1,685,156**	**486.7%**
Self-Placed	136,049	118,964	-17,085	-12.6%	1,582,859	1,385,303	-197,556	-12.5%
% of All Holds	89.7%	90.0%	0.2%	0.3%	457.1%	68.2%	-388.9%	-85.1%
Total Electronic Access	**1,553,036**	**252,415**	**-1,300,621**	**-83.7%**	**29,444,905**	**25,686,088**	**-3,758,817**	**-12.8%**
Catalog Searches	1,158,731	**1,460,658**	301,927	26.1%	14,651,072	14,308,696	-342,376	-2.3%
Subscription Database Use[1]	1,197,729	27,445	-1,170,284	-97.7%	10,355,122	7,743,718	-2,611,404	-25.2%
Library Web Site Visits[2]	355,307	224,970	-130,337	-36.7%	4,252,450	3,309,700	-942,750	-22.2%
Download	21,353	32,883	11,530	54.0%	186,261	323,974	137,713	73.9%

Notes:

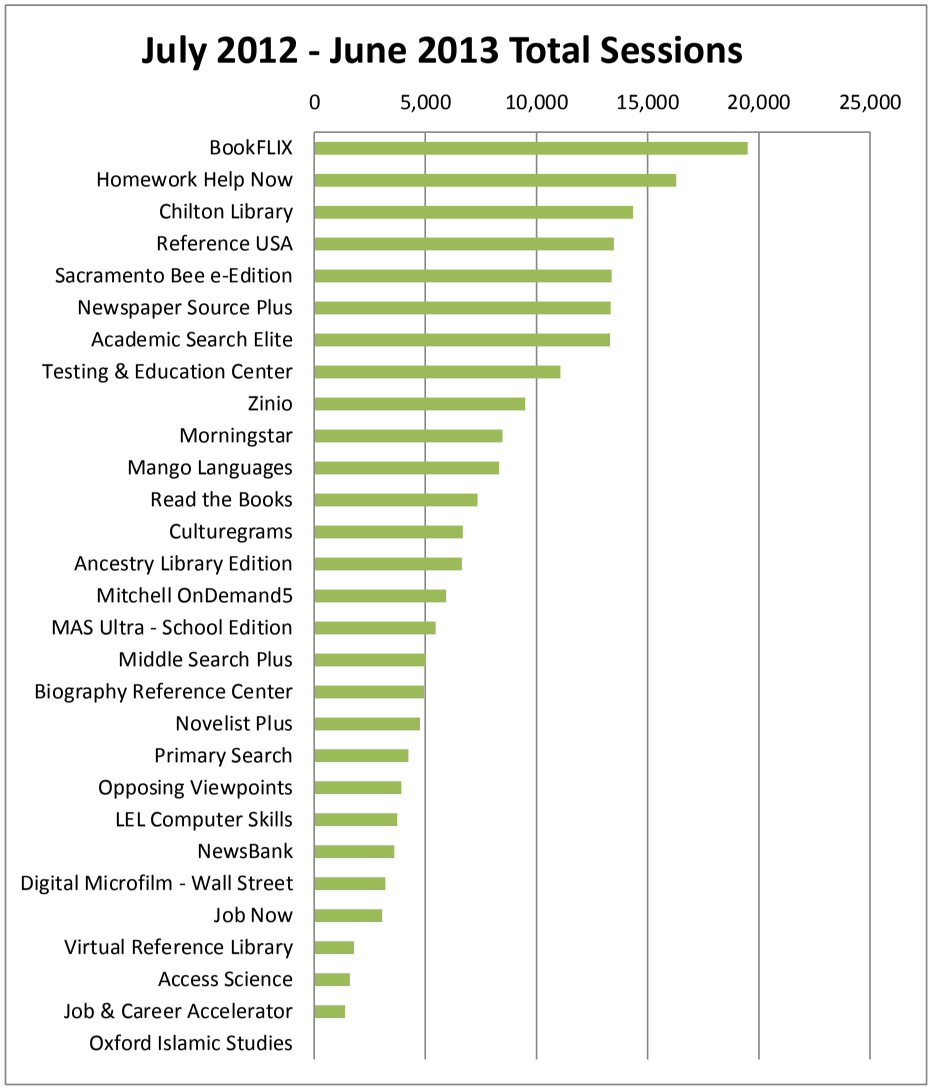
[1] The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.

[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

July 2012 - Jun 2013

Usage Rank	Databases	Sessions
1	MasterFILE Premier	2,712,847
2	Overdrive	413,271
3	Novelist Select	344,968
4	BookFLIX	19,498
5	Homework Help Now	16,280
6	Chilton Library	14,346
7	Reference USA	13,484
8	Sacramento Bee e-Edition	13,371
9	Newspaper Source Plus	13,338
10	Academic Search Elite	13,311
11	Testing & Education Center	11,075
12	Zinio	9,485
13	Morningstar	8,467
14	Mango Languages	8,308
15	Read the Books	7,348
16	Culturegrams	6,683
17	Ancestry Library Edition	6,636
18	Mitchell OnDemand5	5,931
19	MAS Ultra - School Edition	5,463
20	Middle Search Plus	5,027
21	Biography Reference Center	4,941
22	Novelist Plus	4,760
23	Primary Search	4,240
24	Opposing Viewpoints	3,927
25	LEL Computer Skills	3,735
26	NewsBank	3,606
27	Digital Microfilm - Wall Street	3,204
28	Job Now	3,056
29	Virtual Reference Library	1,787
30	Access Science	1,610
31	Job & Career Accelerator	1,392
32	Oxford Islamic Studies	34

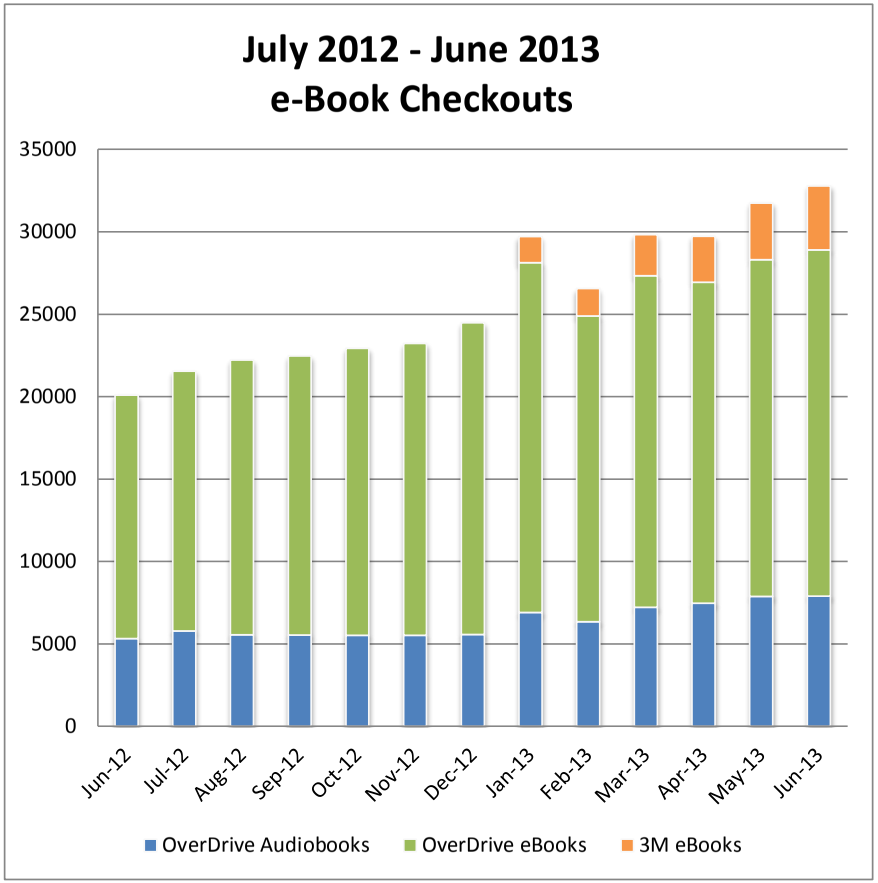


The top three databases MasterFILE Premier, Overdrive and Novelist Select are not included in the above chart.

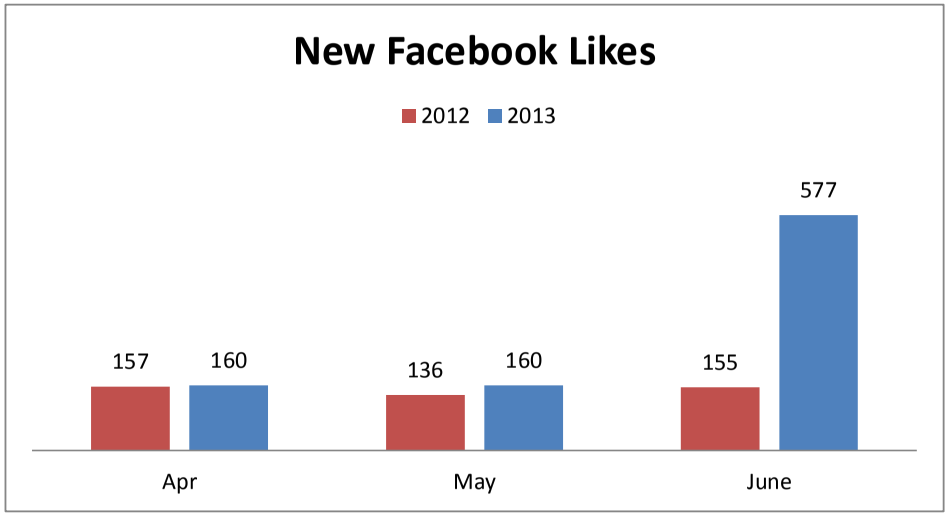
e-Books

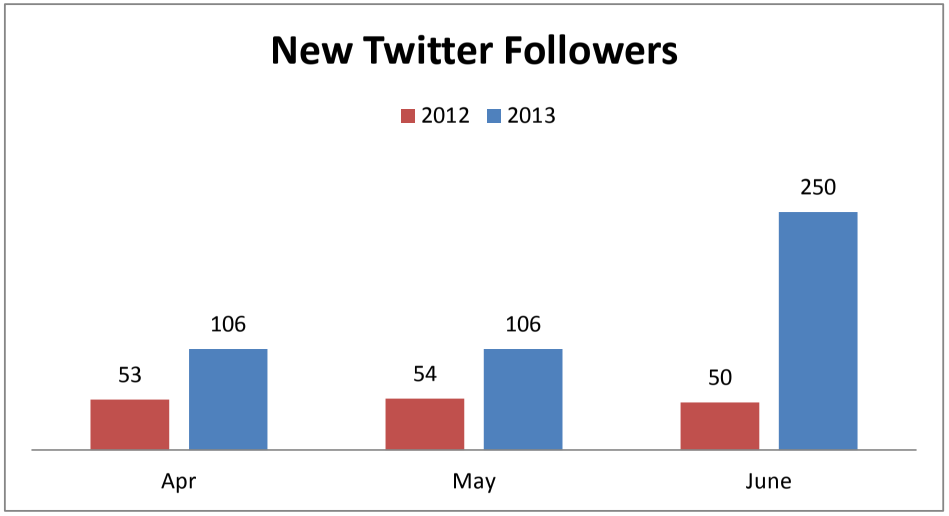
July 2012 - Jun 2013

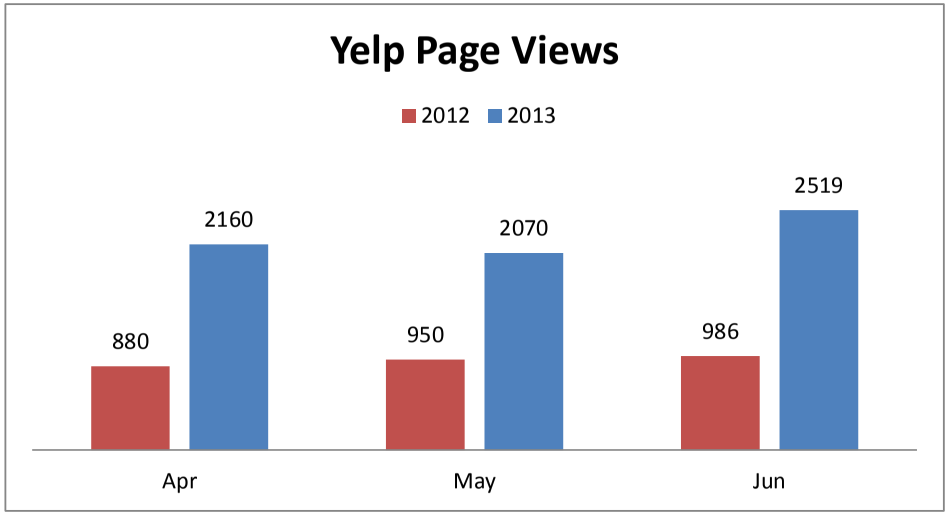
Monthly Checkouts	Overdrive Audiobooks	Overdrive e-Books	3-M e-Books
June 13	7902	21012	3875
May 13	7882	20427	3444
April 13	7478	19473	2789
March 13	7231	20102	2498
February 13	6355	18551	1653
January 13	6910	21214	1585
December 12	5570	18923	
November 12	5522	17706	
October 12	5531	17400	
September 12	5545	16920	
August 12	5564	16655	
July 12	5784	15763	

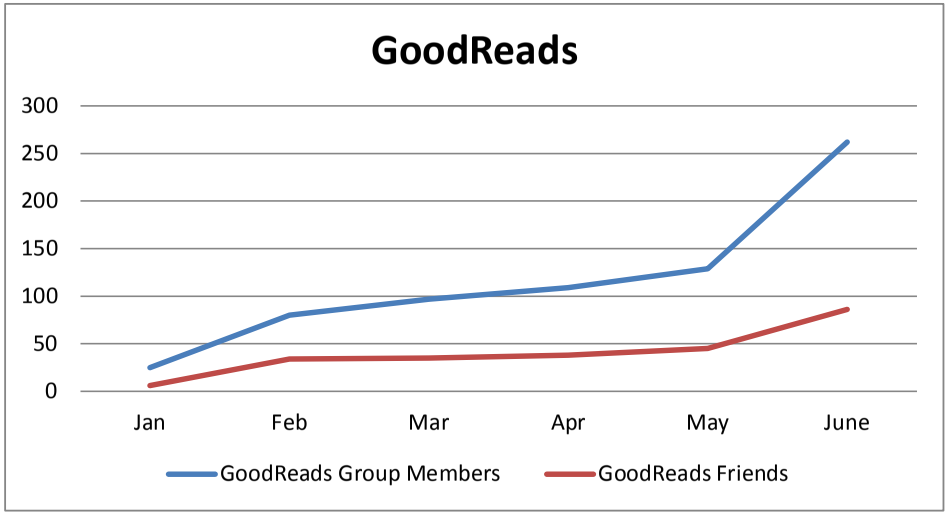


Social Media April - June 2013









SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

JULY 2013

Key Points:

- Branches with the highest percentage of circulation that is from self-check include:
  - North Natomas (82.5%)
  - Franklin (82.3%)
  - Elk Grove (75.6%)
  - Colonial Heights (74.5%)
  - North Highlands (73.0%)

- In July 2013, the Library offered 666 free programs to the public, a 26.9% increase over July 2012.

- FY 2013-14 year to date program attendance is 21,293 a 41.9% increase from FY 2012-13.

- FY 2013-14 year to date branch volunteer hours total 6,568 a 17.4% increase from FY 2012-13.

Sacramento Public Library Monthly Report
Summary

JULY 2013	Jul 2012	Jul 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
Customers & Circulation								
Items Circulated	627,778	647,023	19,245	3.1%	627,778	647,023	19,245	3.1%
Interlibrary Loan								
Loaned to Client Libraries	11,671	12,498	827	7.1%	11,671	12,498	827	7.1%
Borrowed from Client Libraries	9,983	10,860	877	8.8%	9,983	10,860	877	8.8%
Loaned to LINKPlus Libraries	3,693	3,454	-239	-6.5%	3,693	3,454	-239	-6.5%
Borrowed from LINKPlus Libraries	3,075	2,861	-214	-7.0%	3,075	2,861	-214	-7.0%
All Other Loans	96	84	-12	-12.5%	96	84	-12	-12.5%
New Customers Registered	4,825	5,566	741	15.4%	4,825	5,566	741	15.4%
Total Customers	655,972	715,256	59,284	9.0%	na	na	na	na
Adult	432,152	468,635	36,483	8.4%	na	na	na	na
Teen	na	85,452	na	na	na	na	na	na
Juvenile	175,128	103,566	-71,562	-40.9%	na	na	na	na
E-card Only	47,673	56,524	8,851	18.6%	na	na	na	na
Other	1,017	1,079	62	6.1%	na	na	na	na
Total Customers as % of Total Population[1]	48.2%	52.1%	3.9%	8.0%	na	na	na	na
Library Visits	306,380	409,829	103,449	33.8%	306,380	409,829	103,449	33.8%
Programs								
TOTAL PROGRAMS - #	525	666	141	26.9%	525	666	141	26.9%
TOTAL ATTENDANCE	15,004	21,293	6,289	41.9%	15,004	21,293	6,289	41.9%
Family Programs - #	65	85	20	30.8%	65	85	20	30.8%
Family Programs - Attendance	2,738	5,334	2,596	94.8%	2,738	5,334	2,596	94.8%
Toddler Programs - #	99	103	4	4.0%	99	103	4	4.0%
Toddler Programs - Attendance	3,006	3,470	464	15.4%	3,006	3,470	464	15.4%
Preschool Programs - #	84	91	7	8.3%	84	91	7	8.3%
Preschool Programs - Attendance	2,785	3,695	910	32.7%	2,785	3,695	910	32.7%
School Age Programs - #	93	127	34	36.6%	93	127	34	36.6%
School Age Programs - Attendance	4,308	6,266	1,958	45.5%	4,308	6,266	1,958	45.5%
Teen Programs - #	71	67	-4	-5.6%	71	67	-4	-5.6%
Teen Programs - Attendance	1,023	753	-270	-26.4%	1,023	753	-270	-26.4%
Adult Programs - #	109	187	78	71.6%	109	187	78	71.6%
Adult Programs - Attendance	1,085	1,675	590	54.4%	1,085	1,675	590	54.4%
Senior Programs - #	4	6	2	50.0%	4	6	2	50.0%
Senior Programs - Attendance	59	100	41	69.5%	59	100	41	69.5%
Community								
Community Meeting/Meeting Room Use - #	225	265	40	17.8%	225	265	40	17.8%
Hours Used	928	707	-221	-23.8%	928	707	-221	-23.8%
Attendance	4,098	4,645	547	13.3%	4,098	4,645	547	13.3%
Community Meetings - # presentations by staff	58	68	10	17.2%	58	68	10	17.2%
Total Attendance	679	3,986	3,307	487.0%	679	3,986	3,307	487.0%
Attendance - Adults	629	1,200	571	90.8%	629	1,200	571	90.8%
Attendance - Youth	50	2,786	2,736	5472.0%	50	2,786	2,736	5472.0%
Community Group Visits to Library - #	50	46	-4	-8.0%	50	46	-4	-8.0%
Total Attendance	1,610	1,328	-282	-17.5%	1,610	1,328	-282	-17.5%
Attendance - Adults	435	412	-23	-5.3%	435	412	-23	-5.3%
Attendance - Youth	1,175	916	-259	-22.0%	1,175	916	-259	-22.0%
Internet Access Totals								
Total Reservations	55,287	58,911	3,624	7%	55,287	58,911	3,624	7%
Total Time (Hours)	50,534	55,356	4,822	10%	50,534	55,356	4,822	10%
Customer Self-Service								

Sacramento Public Library Monthly Report

Summary

JULY 2013	Jul 2012	Jul 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
Self-Check Circulation	281,436	287,706	6,270	2.2%	281,436	287,706	6,270	2.2%
% of All Circulation for System	44.8%	44.5%	-0.4%	-0.8%	44.8%	44.5%	-0.4%	-0.8%
Total Customer-Completed Renewals	135,302	130,741	-4,561	-3.4%	135,302	130,741	-4,561	-3.4%
Computer Renewal - External	127,541	124,089	-3,452	-2.7%	127,541	124,089	-3,452	-2.7%
Computer Renewal - Internal	3,945	3,570	-375	-9.5%	3,945	3,570	-375	-9.5%
Telephone Renewal	3,816	3,082	-734	-19.2%	3,816	3,082	-734	-19.2%
% of All Circulation for System	0.6%	20.2%	19.6%	3224.2%	0.6%	0.5%	-0.1%	-21.6%
Total Holds Placed	152,755	138,253	-14,502	-9.5%	152,755	138,253	-14,502	-9.5%
Customer-Placed Holds	138,254	123,215	-15,039	-10.9%	138,254	123,215	-15,039	-10.9%
% of All Holds Placed	90.5%	89.1%	-1.4%	-1.5%	90.5%	89.1%	na	-1.5%
Total Library Catalog Searches[2]	1,141,892	1,588,864	446,972	39.1%	1,141,892	1,588,864	446,972	39.1%
Searches during open hours	666,010	1,023,106	357,096	53.6%	666,010	1,023,106	357,096	53.6%
Searches during closed hours	475,882	565,758	89,876	18.9%	475,882	565,758	89,876	18.9%
% of Total Searches	41.67%	35.6%	na	na	41.67%	35.6%	na	na
Subscription Database Searches[3]	1,267,311	19,879	-1,247,432	-98.4%	1,267,311	19,879	-1,247,432	-98.4%
Web Page Visits	347,655	237,662	-109,993	-31.6%	347,655	237,662	-109,993	-31.6%
Digital Checkouts	22,848	34,652	11,804	51.7%	22,848	34,652	11,804	51.7%
Notices Sent for Holds and Overdues - Total	93,551	94,937	1,386	1.5%	93,551	94,937	1,386	1.5%
Delivered via E-mail	67,301	68,652	1,351	2.0%	67,301	68,652	1,351	2.0%
% of Total	71.9%	72.3%	0%	0.5%	71.9%	72.3%	0.4%	0.5%
Delivered via Automated Telephone System	26,250	26,285	35	0.1%	26,250	26,285	35	0.1%
% of Total	28.1%	27.7%	-0.4%	-1.3%	28.1%	27.7%	-0.4%	-1.3%
Resources								
Open Hours	3,663	4,234	571	15.6%	3,663	4,234	571	15.6%
Closed Hours	684	350	-334	-48.8%	684	350	-334	-48.8%
Staff FTE	171	185.5	14.5	8.5%	na	na	na	na
Extra Help Staff Total Hours Used	6,335	21,450	15,115	238.6%	6,335	7,143	808	12.8%
Oncall Hours	84	404	320	381.0%	84	404	320	381.0%
Oncall Wages	$7,501.00	$14,307.00	$6,806	90.7%	$7,501.00	$14,307.00	6,806	90.7%
Shelver Hours	6,251	6,739	488	7.8%	6,251	6,739	488	7.8%
Shelver Wages	56,864.00	48,978.00	-$7,886	-13.9%	$56,864.00	$48,978.00	-7,886	-13.9%
Volunteers - #	763	922	159	20.8%	763	na	0	na
Volunteers - Hours	5,596	6,568	972	17.4%	5,596	6,568	972	17.4%
Items - Total	1,754,341	1,668,736	-85,605	-4.9%	na	na	na	na
Items Added	12,646	11,620	-1,026	-8.1%	12,646	11,620	-1,026	-8.1%
Titles - Total	495,240	488,100	-7,140	-1.4%	na	na	na	na
Titles Added	1,264	1,315	51	4.0%	1,264	1,315	51	4.0%
Ebook Copies - Total	na	35,738	na	na	na	na	na	na
Copies Added	na	1,453	na	na	na	1,453	na	na
Ebook Titles - Total	na	22,892	na	na	na	na	na	na
Titles Added	na	980	na	na	na	980	na	na

Notes:

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

Last year = 1,360,874

This year = 1,373,512

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

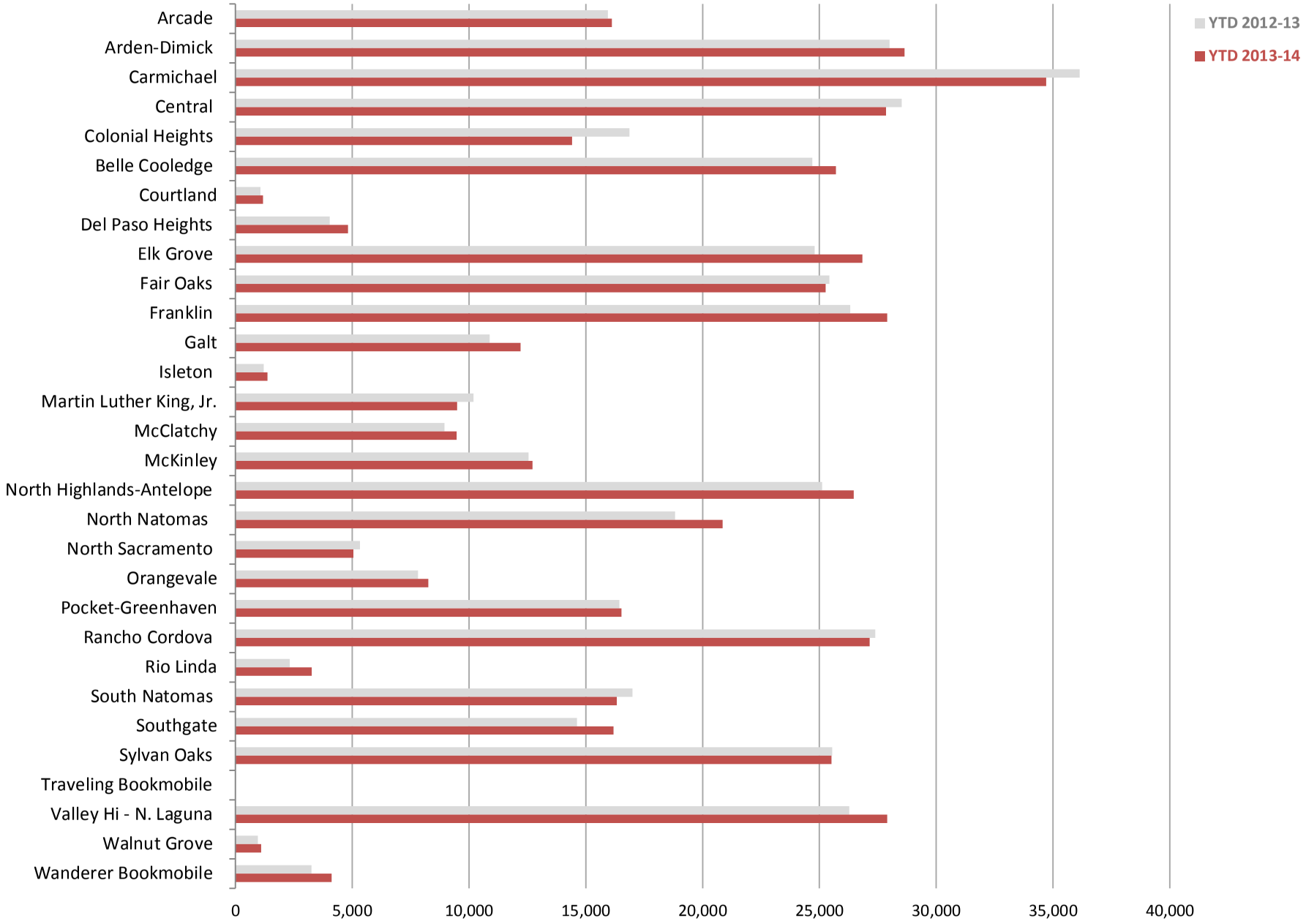
[3] The subscription database searches refer to totals for the previous month. Starting May 2013, the total number of sessions no longer include databases automatically searched during a catalog search.

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

Sacramento Public Library Monthly Report
Customers

JULY 2013	Monthly New Customers			Cumulative New Customers				Total Customers			
	Jul	Jul		YTD	YTD	Change				Change	
Branches	2012	2013	% Change	2012-13	2013-14	N	%	2012-13	2013-14	N	%
Totals	**4,825**	**5,566**	**15.4%**	**4,825**	**5,566**	**741**	**15.4%**	**655,972**	**715,256**	**59,284**	**9.0%**
Arcade	128	198	54.7%	128	198	70	54.7%	21,316	22847	1,531	7.2%
Arden-Dimick	155	196	26.5%	155	196	41	26.5%	26,347	28401	2,054	7.8%
Carmichael	229	222	-3.1%	229	222	-7	-3.1%	33,478	36383	2,905	8.7%
Central	324	336	3.7%	324	336	12	3.7%	51,740	54554	2,814	5.4%
Colonial Heights	189	196	3.7%	189	196	7	3.7%	25,848	27915	2,067	8.0%
Belle Cooledge	133	164	23.3%	133	164	31	23.3%	26,891	28132	1,241	4.6%
Courtland	4	1	-75.0%	4	1	-3	-75.0%	879	958	79	9.0%
Del Paso Heights	72	96	33.3%	72	96	24	33.3%	9,008	10053	1,045	11.6%
Elk Grove	291	323	11.0%	291	323	32	11.0%	42,202	44962	2,760	6.5%
Fair Oaks	144	166	15.3%	144	166	22	15.3%	27,175	29024	1,849	6.8%
Franklin	123	170	38.2%	123	170	47	38.2%	28,428	30568	2,140	7.5%
Galt	93	86	-7.5%	93	86	-7	-7.5%	14,710	16000	1,290	8.8%
Isleton	6	13	116.7%	6	13	7	116.7%	1,025	1140	115	11.2%
Martin Luther King, Jr.	138	174	26.1%	138	174	36	26.1%	21,417	22935	1,518	7.1%
McClatchy	31	39	25.8%	31	39	8	25.8%	3,777	4376	599	15.9%
McKinley	96	121	26.0%	96	121	25	26.0%	14,289	15228	939	6.6%
North Highlands-Antelope	224	278	24.1%	224	278	54	24.1%	44,537	47420	2,883	6.5%
North Natomas	231	225	-2.6%	231	225	-6	-2.6%	20,809	24664	3,855	18.5%
North Sacramento	53	59	11.3%	53	59	6	11.3%	8,017	8739	722	9.0%
Orangevale	59	71	20.3%	59	71	12	20.3%	9,635	10645	1,010	10.5%
Pocket-Greenhaven	87	82	-5.7%	87	82	-5	-5.7%	6,053	7848	1,795	29.7%
Rancho Cordova	259	279	7.7%	259	279	20	7.7%	33,206	36308	3,102	9.3%
Rio Linda	18	35	94.4%	18	35	17	94.4%	6,002	6523	521	8.7%
South Natomas	227	213	-6.2%	227	213	-14	-6.2%	34,035	36318	2,283	6.7%
Southgate	145	158	9.0%	145	158	13	9.0%	23,114	24879	1,765	7.6%
Sylvan Oaks	205	270	31.7%	205	270	65	31.7%	35,862	38543	2,681	7.5%
Traveling Bookmobile	0	0	0.0%	0	0	0	0.0%	735	0	-735	-100.0%
Valley Hi - N. Laguna	381	406	6.6%	381	406	25	6.6%	33,082	38073	4,991	15.1%
Walnut Grove	5	6	20.0%	5	6	1	20.0%	1,462	1551	89	6.1%
Wanderer Bookmobile	5	12	140.0%	5	12	7	140.0%	1,633	2502	869	53.2%
Other Circulating Entities											
Books by Mail	0	0	0.0%	0	0	0	0.0%	1	0	-1	-100.0%
ILL	0	1	na	0	1	1	na	568	580	12	2.1%
Misc Circ	770	970	26.0%	770	970	200	26.0%	48,691	57,187	8,496	17.4%

Sacramento Public Library Monthly Report
Circulation Comparison



Sacramento Public Library Monthly Report

Circulation

JULY 2013	Monthly Circulation			Monthly Circ. per Open Hour			Cumulative Circulation			
Branch	Jul 2012	Jul 2013	% Change	Jul 2012	Jul 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	Change %
Totals	**627,778**	**647,023**	**3.1%**	**3,702**	**3,059**	**-17.4%**	**627,778**	**647,023**	**19,245**	**3.1%**
Arcade	15,946	16,113	1.0%	112	96	-13.5%	15,946	16,113	167	1.0%
Arden-Dimick	28,004	28,641	2.3%	196	176	-10.3%	28,004	28,641	637	2.3%
Carmichael	36,141	34,704	-4.0%	207	186	-10.1%	36,141	34,704	-1,437	-4.0%
Central	28,527	27,856	-2.4%	158	155	-1.8%	28,527	27,856	-671	-2.4%
Colonial Heights	16,865	14,416	-14.5%	131	98	-25.0%	16,865	14,416	-2,449	-14.5%
Belle Cooledge	24,694	25,711	4.1%	191	175	-8.6%	24,694	25,711	1,017	4.1%
Courtland	1,072	1,180	10.1%	12	12	-0.9%	1,072	1,180	108	10.1%
Del Paso Heights	4,037	4,821	19.4%	31	33	4.8%	4,037	4,821	784	19.4%
Elk Grove	24,790	26,841	8.3%	173	161	-7.3%	24,790	26,841	2,051	8.3%
Fair Oaks	25,422	25,265	-0.6%	178	151	-14.9%	25,422	25,265	-157	-0.6%
Franklin	26,322	27,901	6.0%	182	172	-5.1%	26,322	27,901	1,579	6.0%
Galt	10,881	12,207	12.2%	84	83	-1.6%	10,881	12,207	1,326	12.2%
Isleton	1,218	1,370	12.5%	16	17	4.3%	1,218	1,370	152	12.5%
Martin Luther King, Jr.	10,196	9,489	-6.9%	79	65	-18.3%	10,196	9,489	-707	-6.9%
McClatchy	8,952	9,467	5.8%	69	62	-10.2%	8,952	9,467	515	5.8%
McKinley	12,547	12,722	1.4%	92	82	-11.6%	12,547	12,722	175	1.4%
North Highlands-Antelope	25,120	26,472	5.4%	173	159	-8.5%	25,120	26,472	1,352	5.4%
North Natomas	18,824	20,857	10.8%	146	135	-7.8%	18,824	20,857	2,033	10.8%
North Sacramento	5,329	5,052	-5.2%	47	40	-15.0%	5,329	5,052	-277	-5.2%
Orangevale	7,813	8,263	5.8%	61	56	-7.2%	7,813	8,263	450	5.8%
Pocket-Greenhaven	16,434	16,523	0.5%	115	99	-13.9%	16,434	16,523	89	0.5%
Rancho Cordova	27,393	27,145	-0.9%	192	163	-15.1%	27,393	27,145	-248	-0.9%
Rio Linda	2,326	3,265	40.4%	24	29	18.2%	2,326	3,265	939	40.4%
South Natomas	16,996	16,322	-4.0%	132	111	-15.7%	16,996	16,322	-674	-4.0%
Southgate	14,618	16,183	10.7%	110	97	-11.8%	14,618	16,183	1,565	10.7%
Sylvan Oaks	25,548	25,518	-0.1%	169	148	-12.8%	25,548	25,518	-30	-0.1%
Traveling Bookmobile	0	-	0.0%	na	na	na	0	0	0	0.0%
Valley Hi - N. Laguna	26,280	27,902	6.2%	204	190	-6.8%	26,280	27,902	1,622	6.2%
Walnut Grove	958	1,099	14.7%	12	9	-23.2%	958	1,099	141	14.7%
Wanderer Bookmobile	3,258	4,121	26.5%	407	103	-74.7%	3,258	4,121	863	26.5%
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	16	na	na	na	na	0	16	16	na
Misc Circ	937	839	-10.5%	na	na	na	937	839	-98	-10.5%
Telis	2,180	3,346	53.5%	na	na	na	2,180	3,346	1,166	53.5%
Customer										
Online	131,486	127,662	-2.9%	na	na	na	131,486	127,662	-3,824	-2.9%
Telephone	3,816	3,082	-19.2%	na	na	na	3,816	3,082	-734	-19.2%
Digital Checkouts	22,848	34,652	51.7%	na	na	na	22,848	34,652	11,804	51.7%

Sacramento Public Library Monthly Report

Program Totals

JULY 2013	Monthly Program Totals			Cumulative Program Totals				Monthly Attendance					Cumulative Attendance					
Branch	Jul 2012	Jul 2013	% Change	YTD 2012-13	YTD 2013-14	Change N	Change %	Jul 2012	Jul 2013	% Change	Avg. 2009-10	Avg. 2010-11	YTD 2012-13	YTD 2013-14	Change N	Change %	Avg. 2012-13	Avg. 2013-14
Totals	**525**	**666**	**26.9%**	**525**	**666**	**141**	**26.9%**	**15,004**	**21,293**	**41.9%**	**28.6**	**32.0**	**17,544**	**21,293**	**3,749**	**21.4%**	**33.4**	**32.0**
Arcade	19	21	10.5%	19	21	2	10.5%	384	417	8.6%	20.2	19.9	483	417	-66	-13.7%	25.4	19.9
Arden-Dimick	24	34	41.7%	24	34	10	41.7%	889	988	11.1%	37.0	29.1	913	988	75	8.2%	38.0	29.1
Carmichael	36	32	-11.1%	36	32	-4	-11.1%	1,011	1,110	9.8%	28.1	34.7	1,164	1,110	-54	-4.6%	32.3	34.7
Central	32	28	-12.5%	32	28	-4	-12.5%	570	554	-2.8%	17.8	19.8	1,052	554	-498	-47.3%	32.9	19.8
Colonial Heights	20	18	-10.0%	20	18	-2	-10.0%	346	506	46.2%	17.3	28.1	415	506	91	21.9%	20.8	28.1
Belle Cooledge	35	29	-17.1%	35	29	-6	-17.1%	1,244	1,728	38.9%	35.5	59.6	1,815	1,728	-87	-4.8%	51.9	59.6
Courtland	15	12	-20.0%	15	12	-3	-20.0%	298	227	-23.8%	19.9	18.9	390	227	-163	-41.8%	26.0	18.9
Del Paso Heights	17	21	23.5%	17	21	4	23.5%	470	452	-3.8%	27.6	21.5	470	452	-18	-3.8%	27.6	21.5
Elk Grove	16	36	125.0%	16	36	20	125.0%	565	789	39.6%	35.3	21.9	565	789	224	39.6%	35.3	21.9
Fair Oaks	20	30	50.0%	20	30	10	50.0%	731	1,078	47.5%	36.6	35.9	731	1,078	347	47.5%	36.6	35.9
Franklin	19	32	68.4%	19	32	13	68.4%	567	1,003	76.9%	29.8	31.3	627	1,003	376	60.0%	33.0	31.3
Galt	24	20	-16.7%	24	20	-4	-16.7%	641	584	-8.9%	26.7	29.2	656	584	-72	-11.0%	27.3	29.2
Isleton	8	11	37.5%	8	11	3	37.5%	145	258	77.9%	18.1	23.5	145	258	113	77.9%	18.1	23.5
Martin Luther King, Jr.	17	26	52.9%	17	26	9	52.9%	542	469	-13.5%	31.9	18.0	557	469	-88	-15.8%	32.8	18.0
McClatchy	12	8	-33.3%	12	8	-4	-33.3%	394	107	-72.8%	32.8	13.4	394	107	-287	-72.8%	32.8	13.4
McKinley	15	18	20.0%	15	18	3	20.0%	239	421	76.2%	15.9	23.4	239	421	182	76.2%	15.9	23.4
North Highlands-Antelope	25	40	60.0%	25	40	15	60.0%	569	504	-11.4%	22.8	12.6	569	504	-65	-11.4%	22.8	12.6
North Natomas	18	17	-5.6%	18	17	-1	-5.6%	454	1,149	153.1%	25.2	67.6	454	1,149	695	153.1%	25.2	67.6
North Sacramento	7	6	-14.3%	7	6	-1	-14.3%	212	134	-36.8%	30.3	22.3	315	134	-181	-57.5%	45.0	22.3
Orangevale	9	20	122.2%	9	20	11	122.2%	460	769	67.2%	51.1	38.5	482	769	287	59.5%	53.6	38.5
Pocket-Greenhaven	32	34	6.3%	32	34	2	6.3%	1,095	1,151	5.1%	34.2	33.9	1,360	1,151	-209	-15.4%	42.5	33.9
Rancho Cordova	25	29	16.0%	25	29	4	16.0%	805	846	5.1%	32.2	29.2	925	846	-79	-8.5%	37.0	29.2
Rio Linda	9	11	22.2%	9	11	2	22.2%	166	214	28.9%	18.4	19.5	166	214	48	28.9%	18.4	19.5
South Natomas	18	13	-27.8%	18	13	-5	-27.8%	452	523	15.7%	25.1	40.2	539	523	-16	-3.0%	29.9	40.2
Southgate	18	29	61.1%	18	29	11	61.1%	437	774	77.1%	24.3	26.7	538	774	236	43.9%	29.9	26.7
Sylvan Oaks	12	36	200.0%	12	36	24	200.0%	540	819	51.7%	45.0	22.8	540	819	279	51.7%	45.0	22.8
Valley Hi - N. Laguna	15	42	180.0%	15	42	27	180.0%	690	3,368	388.1%	46.0	80.2	952	3,368	2,416	253.8%	63.5	80.2
Walnut Grove	8	13	62.5%	8	13	5	62.5%	88	351	298.9%	11.0	27.0	88	351	263	298.9%	11.0	27.0

Sacramento Public Library Monthly Report

Self-Check

JULY 2013	Monthly Circulation					Cumulative Circulation					
Branch	Jul 2012	Jul 2013	Change N	Change %	% of Branch Circulation	YTD 2012-13	YTD 2013-14	Change N	Change %	% of Circulation 2012-13	% of Circulation 2013-14
Totals	**281,436**	**287,706**	**6,270**	**2.2%**	**44.5%**	**281,436**	**287,913**	**6,477**	**2.3%**	**44.8%**	**44.5%**
Arcade	7,953	8,129	176	2.2%	50.4%	7,953	8,129	176	2.2%	49.9%	50.4%
Arden-Dimick	16,608	17,416	808	4.9%	60.8%	16,608	17,416	808	4.9%	59.3%	60.8%
Carmichael	22,828	21,593	-1,235	-5.4%	62.2%	22,828	21,593	-1,235	-5.4%	63.2%	62.2%
Central	11,407	11,356	-51	-0.4%	40.8%	11,407	11,356	-51	-0.4%	40.0%	40.8%
Colonial Heights	12,064	10,741	-1,323	-11.0%	74.5%	12,064	10,741	-1,323	-11.0%	71.5%	74.5%
Belle Cooledge	13,178	14,152	974	7.4%	55.0%	13,178	14,152	974	7.4%	53.4%	55.0%
Courtland	399	589	190	47.6%	49.9%	399	589	190	47.6%	37.2%	49.9%
Del Paso Heights	1,202	1,784	582	48.4%	37.0%	1,202	1,784	582	48.4%	29.8%	37.0%
Elk Grove	19,713	20,289	576	2.9%	75.6%	19,713	20,289	576	2.9%	79.5%	75.6%
Fair Oaks	13,464	13,808	344	2.6%	54.7%	13,464	13,808	344	2.6%	53.0%	54.7%
Franklin	21,235	22,956	1,721	8.1%	82.3%	21,235	22,956	1,721	8.1%	80.7%	82.3%
Galt	3,926	4,890	964	24.6%	40.1%	3,926	4,890	964	24.6%	36.1%	40.1%
Isleton	437	595	158	36.2%	43.4%	437	595	158	36.2%	35.9%	43.4%
Martin Luther King, Jr.	7,509	6,686	-823	-11.0%	70.5%	7,509	6,686	-823	-11.0%	73.6%	70.5%
McClatchy	5,182	5,844	662	12.8%	61.7%	5,182	5,844	662	12.8%	57.9%	61.7%
McKinley	7,901	7,934	33	0.4%	62.4%	7,901	7,934	33	0.4%	63.0%	62.4%
North Highlands	19,606	19,334	-272	-1.4%	73.0%	19,606	19,334	-272	-1.4%	78.0%	73.0%
North Natomas	12,494	17,207	4,713	37.7%	82.5%	12,494	17,207	4,713	37.7%	66.4%	82.5%
North Sacramento	3,057	1,962	-1,095	-35.8%	38.8%	3,057	1,962	-1,095	-35.8%	57.4%	38.8%
Orangevale	3,515	3,178	-337	-9.6%	38.5%	3,515	3,178	-337	-9.6%	45.0%	38.5%
Pocket-Greenhaven	9,575	9,673	98	1.0%	58.5%	9,575	9,673	98	1.0%	58.3%	58.5%
Rancho Cordova	16,502	14,928	-1,574	-9.5%	55.0%	16,502	14,928	-1,574	-9.5%	60.2%	55.0%
Rio Linda	560	1,392	832	148.6%	42.6%	560	1,392	832	148.6%	24.1%	42.6%
South Natomas	12,494	11,577	-917	-7.3%	70.9%	12,494	11,577	-917	-7.3%	73.5%	70.9%
Southgate	8,224	8,319	95	1.2%	51.4%	8,224	8,319	95	1.2%	56.3%	51.4%
Sylvan Oaks	13,031	13,182	151	1.2%	51.7%	13,031	13,182	151	1.2%	51.0%	51.7%
Valley Hi-North Laguna	17,208	18,192	984	5.7%	65.2%	17,208	18,192	984	5.7%	65.5%	65.2%
Walnut Grove	164	207	43	26.2%	18.8%	164	207	43	26.2%	17.1%	18.8%

Sacramento Public Library Monthly Report
Virtual Self-Service

JULY 2013

	Jul 2012	Jul 2013	Change N	Change %	YTD 2012-13	YTD 2013-14	Change N	Change %
Total Renewals	**135,302**	**130,741**	**-4,561**	**-3.4%**	**135,302**	**130,741**	**-4,561**	**-3.4%**
External	127,541	124,089	-3,452	-2.7%	127,541	124,089	-3,452	-2.7%
Internal	3,945	3,570	-375	-9.5%	3,945	3,570	-375	-9.5%
Telephone	3,816	3,082	-734	-19.2%	3,816	3,082	-734	-19.2%
% of All Circulation	21.6%	20.2%	-1.3%	-6.2%	21.6%	20.2%	-1.3%	-6.2%
All Holds	**152,755**	**138,253**	**-14,502**	**-9.5%**	**346,253**	**464,758**	**118,505**	**34.2%**
Self-Placed	138,254	123,215	-15,039	-10.9%	138,254	123,215	-15,039	-10.9%
% of All Holds	90.5%	89.1%	-1.4%	-1.5%	39.9%	26.5%	-13.4%	-33.6%
Total Electronic Access	**1,614,966**	**257,541**	**-1,357,425**	**-84.1%**	**2,779,706**	**1,881,057**	**-898,649**	**-32.3%**
Catalog Searches	1,141,892	1,588,864	446,972	39.1%	1,141,892	1,588,864	446,972	39.1%
Subscription Database Use[1]	1,267,311	19,879	-1,247,432	-98.4%	1,267,311	19,879	-1,247,432	-98.4%
Library Web Site Visits [2]	347,655	237,662	-109,993	-31.6%	347,655	237,662	-109,993	-31.6%
Download	22,848	34,652	11,804	51.7%	22,848	34,652	11,804	51.7%

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.

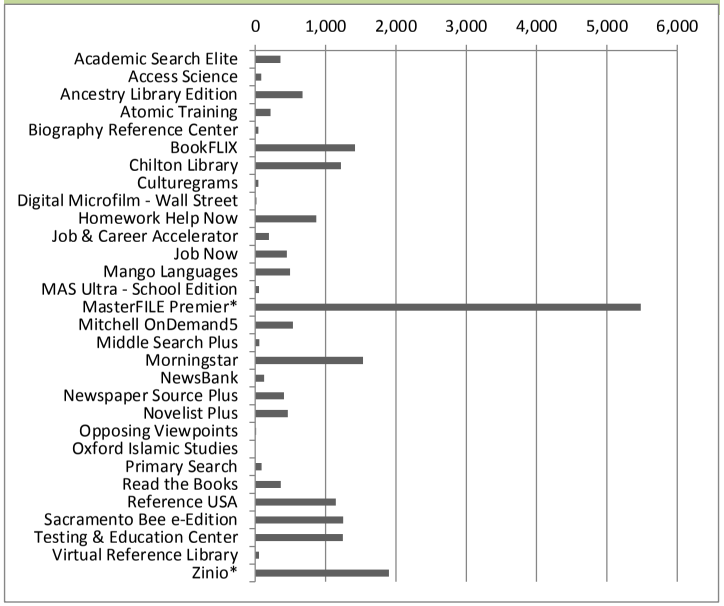
[2] Starting March 2013, this number represents the number of unique pageviews.
A unique **pageview** aggregates pageviews that are generated by the same user during the same session.

Databases

July 2013

Usage Rank	Databases	Monthly Sessions	This Month, Last Year Sessions	Percent Change	Page Views or Titles
17	Academic Search Elite	360	526	-32%	1,307
22	Access Science	88			114
10	Ancestry Library Edition	675	666	1%	31,668
18	Atomic Training	219			
27	Biography Reference Center	45	77	-42%	139
4	BookFLIX	1,421	538	164%	1,698
7	Chilton Library	1,218	1,216	0%	
26	Culturegrams	46	34	35%	418
28	Digital Microfilm - Wall Street	17	11	55%	
9	Homework Help Now	868	549	58%	
19	Job & Career Accelerator	197	63	213%	744
14	Job Now	450	227	98%	
12	Mango Languages	495	316	57%	495
25	MAS Ultra - School Edition	54	57	-5%	150
1	MasterFILE Premier*	5,483	1,582	247%	3,202
11	Mitchell OnDemand5	536	516	4%	4,489
23	Middle Search Plus	57	49	16%	150
3	Morningstar	1,533	573	168%	5,842
20	NewsBank	127	251	-49%	706
15	Newspaper Source Plus	408	475	-14%	1,646
13	Novelist Plus	463	616	-25%	1,630
29	Opposing Viewpoints	15	38	-61%	43
#N/A	Oxford Islamic Studies				
21	Primary Search	90	109	-17%	232
16	Read the Books	364	331	10%	2,228
8	Reference USA	1,147	1,374	-17%	9,146
5	Sacramento Bee e-Edition	1,250	1,426	-12%	4,065
6	Testing & Education Center	1,247	773	61%	
24	Virtual Reference Library	56	75	-25%	239
2	Zinio*	1,900			
27	**Total**	**20,829**	**12,468**		**70,351**

Database Monthly Sessions



Sessions - Number of logins to database, website
Page Views - Number of full text articles accessed
Titles - Number of tests, courses, songs, or forms accessed
Note:
Masterfile stats are no longer inflated by catalog integration.

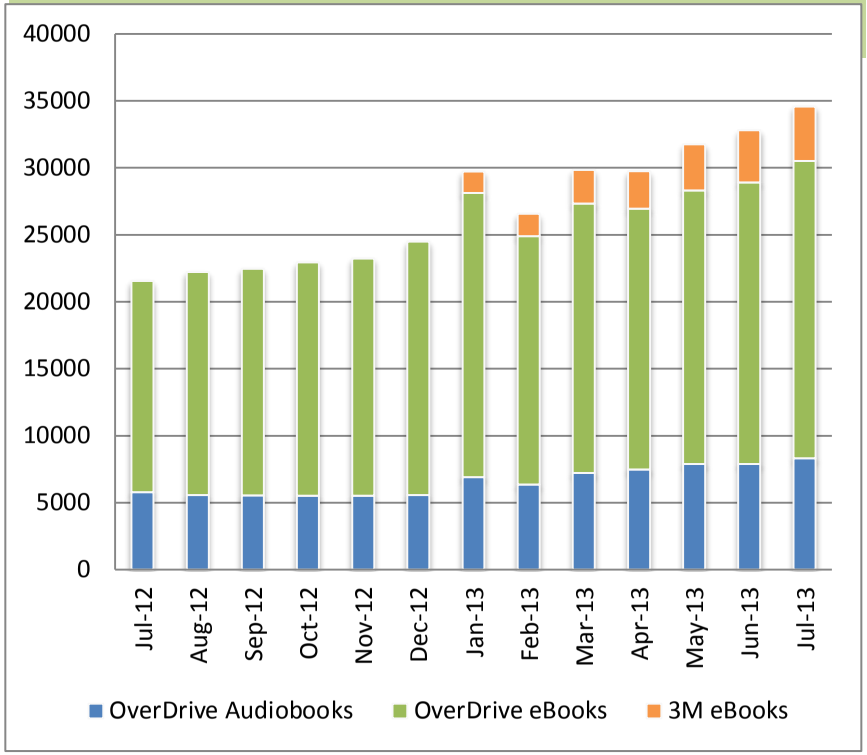
eBooks - Overdrive and 3M Cloud Library

July 2013

Format	Monthly check outs	This month, last year	Percent Change
OverDrive			
EPUB	10,608	7,493	42%
Kindle Book	10,463	7,606	38%
PDF	546	656	-17%
Other	129	8	1513%
OverDrive Read	456		
Total eBooks	**22,202**	**15,763**	**41%**
WMA audiobook	2,050	2,977	-31%
MP3 audiobook	6,259	2,807	123%
Total audiobooks	**8,309**	**5,784**	**44%**
Video	36	113	-68%
Music	38	39	-3%
3M Cloud Library			
Total eBooks	4,067		
Total	**34,652**	**21,699**	**60%**

Patrons	Monthly Visits	This month, last year	Percent change
OverDrive			
New Registrations*	1,258	980	28%
Total Unique Patrons w/ Checkouts	6,385	4,664	37%
3M Cloud Library			
New Registrations	1,072		

Overdrive Checkouts



Social Media - July 2013

Social Media (Counted statistic)	# New for month	# New Last Year this month	% Increase new from last year	# Total	# Total Last Year This Month	% Increase Total Growth from last year
Facebook (Page Likes)	304	106	65%	6973	4729	32%
FourSquare (Check-ins/Mon)	216	260	20%	10887	7623	30%
Pinterest (Friends)	47	67	43%	1749	754	57%
Twitter (Followers)	210	41	80%	3051	1760	42%
GoodReads (Friends)	17			103		100%
GoodReads (Group Members)	57			319		100%

Yelp	# New for month	Total Last Year This Month	% Increase from last year	Yelp Definitions
Business Views	2835	1027	64%	**Views**: # of people who have opened and viewed a page.
Business Leads	476	222	53%	

Library Galleria	# New for month	Total Last Year This Month	% Increase from last year	
Business Views	414	140	66%	**Leads**: # of people who have taken action on a page. (ex. Reviews, directions, call from mobile, check-ins, click to site)
Business Leads	164	50	70%	

Twitter Top Tweets

Goodreads reveals the top 5 most abandoned books and the reasons why. What makes you stop reading a book? http://ow.ly/mNFmB

- 45 clicks
- 4 retweets

Twitter Top Tweets

Celebrating libraries and bookish design, LIBRARIES GIVE US POWER BOOKS MAKE US FREE is gorgeous: http://ow.ly/n95c3

- 25 clicks

GoodReads Top Group Discussion

What Are You Reading: July 201

- 22 Comments
- 39 Views

Facebook Top Posts

Don't know what to read next? Post the last 3 books you've enjoyed, and our expert library staff will give you custom book recommendations.
https://www.facebook.com/101813659292/posts/10151707270929293

- 2 shares
- 37 Likes

Facebook Top Posts

What book do you wish you could unread so that you could read it for the first time again?
https://www.facebook.com/101813659292/posts/10151711447099293

- 19 Likes