

Sacramento Public Library Authority

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.

Dia de Los Niños

Children's Book Day was celebrated at 14 libraries during the latter part of April with puppet shows, craft programs and book giveaways. Diane Christensen, Branch Supervisor at the Galt Library, provided this detailed report:

Reverend Rick Keiser of Family Life Christian Church in Galt organized a fabulous group of 25 adults and teens through Love Galt. They arrived early Saturday morning and were able to set up 18 popup canopies, 20 tables, and over 100 chairs. Once Día began at 10 a.m., every booth was full of happy adults and engaged children who participated in the many activities and crafts and were happy to find food and beverages available to them. About 350 children chose new books to take, thanks to the Friends of the Galt-Marian O. Lawrence Library, with special thanks to Treasurer Carole Myrick, who organized the purchase of books and, with the help of other Friends, set up the Friends' booth. About 140 children read to the four lovable Paws to Read dogs. Every child attending received a Dr. Seuss "Reading is My Thing" bag, thanks to the Galt Friends, and adults and children were totally engaged with the reading aloud of giant books by Galt Elementary School District staff member Jennifer Collier and the entertainment of Felipe Ferraz and his wife, Joanne, who also provided an activity for children between performances, and Cascada de flores with their wonderful "The Tree and the Donkey Who Wanted to Sing" musical story. Dozens of teen volunteers helped in the various booths, including the two Welcome Tables, Face Painting, the Sacramento Public Library booth and in the many other organizational booths present.

Discover and Go

Thanks to a \$2,500 grant to cover set-up and initiation fees, Sacramento Public Library will be joining a consortium of libraries and museums as part of a program called Discover & Go California. Discover & Go provides access to museum passes that can be printed online. Each Discover & Go pass expires immediately after the reservation date — no returns required and no possibility for overdue fines!

This unique program allows library users to make reservations online by date or by venue and immediately print out a pass or print later for free at any library. Customers without Internet access can reserve a pass by telephone or in person. More information will be forthcoming later this summer about this exciting program.

Youth and Community Services Manager Christie Hamm is reaching out to area museums to partner in this wonderful initiative.

For more information, see http://discoversupport.ccclib.org//

South Natomas Early Literacy Celebration

The grand reopening celebration was held at 2:00 p.m. Saturday, May 11. Notable guests included Assembymember Roger Dickinson, City Councilmember Steven Cohn, First 5 Board member Scott Moak, Foundation President Nancy Lawrence, and South Natomas Friends President Randee Tavarez.

Library of the Year

Sacramento Public Library staff believes that the Library is becoming a national model for service and innovation. To that end, staff applied for recognition as "Library of the Year" from *Library Journal*, a publication that has been serving libraries for nearly 140 years. While the Library did not win this prestigious honor, staff received notification that the decision was a difficult one. Editor Mike Kelley sent Director Rivkah Sass a very kind message stating:

"It was very close this year and coming in second is quite an achievement considering the competition, which included some of the top libraries in the country. I hope you will be able to leverage the recognition to further the fine work you are doing. If you have any questions, please let me know. Best wishes and congratulations, Rivkah."

Literacy Services Update

There have been several additions in services to the Library's basic Adult Literacy Program during the past several months. These services were added in response to an increase in patron requests for specific services, due in part to the reductions in local Adult School hours and locations.

Literacy staff have trained 39 tutors since February in Math, ESL (English as a second language) and GED tutoring and are in the process of matching students and tutors.

Literacy Coordinator Stephanie Allen, American River College (ARC) Reading Center Coordinator Judy Roller, and Tammy Montgomery, Dean of the ARC English Department, will present a workshop at the California Library Association Conference in November, talking about STEP UP, the collaboration between the Library and American River College that provides literacy support for community college students.

Library Adult Literacy Service staff will host a Tutor Web Conference in the West Meeting Room of the Tsakopoulos Library Galleria, open to all tutors in the Regional Literacy Network (Central Valley Library Literacy Network). Conference workshops will be presented by two nationally recognized literacy professionals, Kathy St. John and Jayme Adelson-Goldstein. In the afternoon, a panel of adult learners from across the Central Valley will share their experiences in library Adult Literacy programs, and offer their insights for "best practices."

Design Lab Soft Opening

The Library's Design Lab was launched at the Arcade Branch Library on Saturday, May 11. Everyone who attended loved seeing the machine in action. Project Coordinator Lori Easterwood reported that kids at the library just wanted to watch the machine all day and regular Arcade patrons were enthralled. Prior to the opening, Lori emailed the people who had contacted the library about the machine through TELIS and several of them came and brought friends – they were incredibly enthusiastic. One participant was a graphic designer wanting to expand his skill set to include 3D modeling and another was the coordinator of Sacramento TechWeek who wants to include the Library in next year's TechWeek event.

McKinley to McClatchy Fairy Hunt

Parents and children were on the hunt for fairies from the McKinley Library to the Ella K. McClatchy Library on Saturday, May 4. The 167 participants started the program at McKinley making fairy houses in the park with supplies donated by Rust Florist. On their walk, they were able to stop at local

businesses and pick up clues and treats. Branch Supervisor Jessica Zaker convinced La Bombe, Peets Coffee and other businesses along the route to make the 1.9-mile trek fun and refreshing.

Once participants arrived at McClatchy, they were treated to a magic show performed by a fairy and more treats. They also had a chance to hang wishes on a fairy tree, thanks to Branch Supervisor Debra Conlin.

2013 Sacramento Play Summit - Save the Date

The Library is thrilled to partner with Fairytale Town in creating a one-day summit devoted to this very serious issue. Play is a critical component in the five early literacy skills that are essential to preparing young children to learn to read.

Scheduled for September 7, 2013, in the Library Galleria, the summit will include keynote talks by experts in play and creativity, as well as breakout sessions for a small-group experience.

Passport Services

Since the Library instituted passport services at the Central Library in March, more than 250 passport applications have been processed and more than 100 photos taken for total revenue of \$8,505. With initial start-up costs of just under \$3,000 and expenditures of \$471 for paper, postage and photo supplies, it is clear that this is already a valued library service.

Four Library employees are staffing the center, which is open 20 hours per week. So far, about 80 percent of the people taking advantage of the service make appointments, with the other 20 percent dropping in. When not processing appointments or walk-ins, agents work on contact email and answer general questions from patrons who stop by the office. There has been very little down time.

At the beginning of June, the Library will have completed three months of service and will re-evaluate whether or not to staff the office or have agents called when patrons need service.

Newest Honorary Authority Board Member

Authority Board Vice Chair Angelique Ashby and her family welcomed Alia Trinity Ashby into the world on May 9. She weighed 6 lbs., 11 oz.



ATTACHMENTS

Attachment A:

Public Services Statistics – April 2013

SACRAMENTO PUBLIC LIBRARY

MONTHLY PUBLIC SERVICES STATISTICS

APRIL 2013

Key Points:

· Branches with the highest percentage of circulation that is from self-check include:

North Natomas (81.4%) Franklin (80.0%) South Natomas (78.9%) Elk Grove (77.2%) North Highlands (76.9%)

- In April 2013, the Library offered 593 free programs to the public, a 15.1% increase over April 2012.
- FY 2012-13 year to date program attendance is 131,053 a 4.5% increase from FY 2011-12.
- FY 2012-13 year to date branch volunteer hours total 54,257 a 10.9% increase from FY 2011-12.

Sacramento Public Library Monthly Report Summary

APRIL 2013	Apr	Apr	Chan		YTD	YTD	Chan	-
Customers & Circulation	<u>2012</u>	<u>2013</u>	<u>N</u>	<u>%</u>	<u>2011-12</u>	<u>2012-13</u>	<u>N</u>	<u>%</u>
Items Circulated	611,540	616,076	4,536	0.7%	6,360,697	6,132,889	-227,808	-3.6%
Interlibrary Loan								
Loaned to Client Libraries	8,044	12,001	3,957	49.2%	112,330	116,654	4,324	3.8%
Borrowed from Client Libraries	8,611	9,206	595	6.9%	105,613	93,591	-12,022	-11.4%
Loaned to LINKPlus Libraries	3,650	3,283	-367	-10.1%	36,906	36,721	-185	-0.5%
Borrowed from LINKPlus Libraries	2,855	2,652	-203	-7.1%	32,813	25,485	-7,328	-22.3%
All Other Loans	96	45	-51	-53.1%	1,147	638	-509	-44.4%
New Customers Registered	4,663	4,311	-352	-7.5%	67,594	51,987	-15,607	-23.1%
Total Customers	641,567	700,461	58,894	9.2%	na	na	na	na
Adult Juvenile	422,726	459,009	36,283	8.6%	na	na	na	na
E-card Only	172,087 45,750	185,955 54,416	13,868 8,666	8.1% 18.9%	na na	na na	na na	na na
Other	968	1,081	113	11.7%	na	na	na	na
Total Customers as % of Total Population ¹	47.1%	51.0%	3.9%	8.3%	na	na	na	na
Library Visits	325,306	404,235	78,929	24.3%	3,367,948	3,353,393	-14,555	-0.4%
Programs								
TOTAL PROGRAMS - #	515	593	78	15.1%	4,957	5,311	354	7.1%
TOTAL ATTENDANCE	13,653	13,448	-205	-1.5%	125,357	131,053	5,696	4.5%
Family Programs - #	50	61	11	22.0%	510	636	126	24.7%
Family Programs - Attendance	2,954	2,782	-172	-5.8%	23,995	31,007	7,012	29.2%
Toddler Programs - #	95	93	-2	-2.1%	870	1,032	162	18.6%
Toddler Programs - Attendance	3,422	3,499	77	2.3%	30,245	34,101	3,856	12.7%
Preschool Programs - #	82	71	-11	-13.4%	902	830	-72	-8.0%
Preschool Programs - Attendance	2,276	2,328	52	2.3%	24,852	20,769	-4,083	-16.4%
School Age Programs - #	51	96	45	88.2%	626	708	82	13.1%
School Age Programs - Attendance	1,447	1,748	301	20.8%	19,496	18,129	-1,367	-7.0%
Teen Programs - #	84	72	-12	-14.3%	728	631	-97	-13.3%
Teen Programs - Attendance	1,282	812	-470	-36.7%	9,495	8,445	-1,050	-11.1%
Adult Programs - #	146	173	27	18.5%	1,283	1,404	121	9.4%
Adult Programs - Attendance	2,202	2,199	-3	-0.1%	16,599	17,770	1,171	7.1%
Senior Programs - #	7	27	20	285.7%	38	70	32	84.2%
Senior Programs - Attendance	70	80	10	14.3%	675	832	157	23.3%
Community								
Community Meeting/Meeting Room Use - #	309	311	2	0.6%	3,360	3,067	-293	-8.7%
Hours Used	1,002	876	-126	-12.6%	10,625	10,751	126	1.2%
Attendance	6,520	6,574	54	0.8%	69,752	62,303	-7,449	-10.7%
Community Mackings # presentations by staff	96	72	14	16 39/	F24	E40	15	2 00/
Community Meetings - # presentations by staff Total Attendance	86 5,084	72 5,349	-14 265	-16.3% 5.2%	534 25,336	549 42,530	15 17,194	2.8% 67.9%
Attendance - Adults	1,852	2,396	544	29.4%	9,755	23,367	13,612	139.5%
Attendance - Youth	3,232	2,953	-279	-8.6%	15,581	18,534	2,953	19.0%
Community Group Visits to Library - #	96	154	58	60.4%	786	825	39	5.0%
Total Attendance	4,756	4,381	-375	-7.9%	25,041	24,894	-147	-0.6%
Attendance - Adults	401	344	-57	-14.2%	4,927	6,498	1,571	31.9%
Attendance - Youth	4,355	4,037	-318	-7.3%	20,114	18,396	-1,718	-8.5%
Internet Access Totals								
Total Reservations	61,660	59,804	-1,856	-3%	656,361	619,233	-37,128	-6%
Total Time (Hours)	56,454	55,584	-870	-2%	572,735	553,857	-18,878	-3%
Customer Self-Service								
Self-Check Circulation	283,275	270,564	-12,711	-4.5%	2,947,345	2,729,501	-217,844	-7.4%

Sacramento Public Library Monthly Report Summary

APRIL 2013	Apr	Apr	Char	nge	YTD	YTD	Chan	go.
AT THE 2013	2012	2013	N Cital	%	2011-12	2012-13	N Chan	<u>%</u>
% of All Circulation for System	46.3%	43.9%	-2.4%	-5.2%	46.3%	44.5%	-1.8%	-4.0%
70 of 7th chediation for System	40.570	43.370	-2.470	-3.270	40.570	44.570	-1.070	-4.070
Total Customer-Completed Renewals	133.750	131.114	-2.636	-2.0%	1,321,661	1,148,517	-173,144	-13.1%
Computer Renewal - External	125,542	123,466	-2,076	-1.7%	1,237,408	1,078,543	-158,865	-12.8%
Computer Renewal - Internal	4,237	4,249	12	0.3%	46,813	36,742	-10,071	-21.5%
Telephone Renewal	3,971	3,399	-572	-14.4%	37,440	33,232	-4,208	-11.2%
% of All Circulation for System	0.6%	21.3%	20.6%	3177.5%	0.6%	0.5%	0.0%	-7.9%
Total Holds Placed	144,761	131,783	-12,978	-9.0%	1,599,729	1,296,155	-303,574	-19.0%
Customer-Placed Holds	129,779	117,009	-12,770	-9.8%	1,365,007	1,149,026	-215,981	-15.8%
% of All Holds Placed	89.7%	88.8%	-0.9%	-1.0%	85.3%	88.6%	0	3.9%
Total Library Catalog Searches ²	1,100,696	1,319,772	219,076	19.9%	12,391,645	11,515,940	-875,705	-7.1%
Searches during open hours	722,791	754,393	31,602	4.4%	7,740,610		-1,154,362	-14.9%
Searches during closed hours	377,905	565,379	187,474	49.6%	4,651,035	4,929,692	278,657	6.0%
% of Total Searches	34.33%	42.8%	85.6%	249.2%	37.53%	42.8%	-31.8%	-84.8%
Subscription Database Searches ³	1,304,703	23 296	-1,281,407	-98.2%	7,857,298	7,689,579	-167,719	-2.1%
Web Page Visits ⁴	338,924	219,873	-119,051	-35.1%	3,540,761	3,172,396	-368,365	-10.4%
Web Page Visits	330,924	219,673	-119,051	-33.1%	3,340,761	3,172,390	-300,303	-10.4%
Download	18,625	29,778	11,153	59.9%	145,068	259,239	114,171	78.7%
Notices Sent for Holds and Overdues - Total	100,049	87,535	-12,514	-12.5%	999,593	929,031	-70,562	-7.1%
Delivered via E-mail	69,627	62,739	-6,888	-9.9%	700,539	665,414	-35,125	-5.0%
% of Total	69.6%	71.7%	2%	3.0%	70.1%	71.6%	1.5%	2.2%
Delivered via Automated Telephone System	30,422	24,796	-5,626	-18.5%	299,054	263,617	-35,437	-11.8%
% of Total	30.4%	28.3%	-2.1%	-6.8%	29.9%	28.4%	-1.5%	-5.2%
Resources				4.00/	40.050			0.00/
Open Hours	4,281	4,200	-81	-1.9%	43,362	41,721	-1,641	-3.8%
Closed Hours	83	153	70	84.3%	2,313	3,197	884	38.2%
Chaff ETF	100	105.5	0.0	0.00/				
Staff FTE	186	185.5	0.0	0.0%	na	na	na	na
Extra Help Staff Total Hours Used	14,601	20,179	5,578	38.2%	126,507	64,195	-62,312	-49.3%
Oncall Hours	14,601	162	5,576 41	33.9%	2,904	1,250	-02,512	-49.5% -57.0%
Oncall Wages	\$7,983.00	\$13,164.00	\$5,181	64.9%	\$63,502.00	\$26,209.00	-37,293	-58.7%
Shelver Hours	6,497	6,853	356	5.5%	60,101	62,945	2,844	4.7%
Shelver Hours Shelver Wages	54,261.00	49,141.00	-\$5,120	-9.4%	\$526,233.00	\$150,165.00	-376,068	4.7% -71.5%
Volunteers-#	790	1,090	-\$5,120 300	-9.4% 38.0%	2,307	\$150,165.00 na	-376,068 na	-71.5% na
Volunteers - Hours	5,304	6,121	817	15.4%	48,932	54,257	5,325	10.9%
volunteers - Hours	3,304	0,121	017	13.470	40,332	34,237	3,323	10.5/0
Items - Total	1,768,356	1,710,681	-57,675	-3.3%	na	na	na	na
Items Added	13,846	14,962	1,116	8.1%	111,254	97,903	-13,351	-12.0%
Titles - Total	495,634	481,294	-14,340	-2.9%	na	na	na	na
Titles Added	1,822	2,137	315	17.3%	12,965	13,796	831	6.4%
	-,5	_,,	223	/0	,505			

Notes

Last year = 1,362,619 This year = 1,373,874

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

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

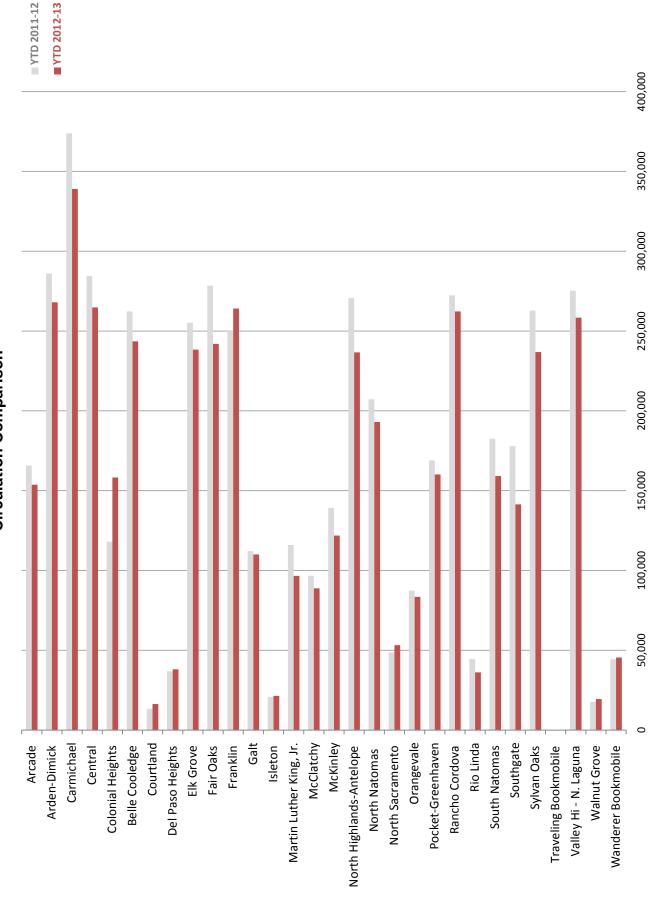
 $[\]ensuremath{^3}$ The subscription database searches refer to totals for the previous month.

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

APRIL 2013	Month	Monthly New Customers	tomers	<u>S</u>	Cumulative New Customers	w Custome	SI		Total Customers	mers	
	Apr	Apr		YTD	YTD	Change	ge			Change	e Se
<u>Branches</u>	<u>2012</u>	2013	% Change	2011-12	<u>2012-13</u>	ZI	%	2011-12	2012-13	ZI	%
Totals	4,663	4,311	-7.5%	67,594	51,987	-15,607	-23.1%	641,567	700,461	58,894	9.5%
Arcade	116	139	19.8%	1,949	1,403	-546	-28.0%	20,989	22,489	1,500	7.1%
Arden-Dimick	149	151	1.3%	2,284	1,675	609-	-26.7%	25,870	27,829	1,959	7.6%
Carmichael	203	190	-6.4%	2,676	2,139	-537	-20.1%	32,743	35,690	2,947	%0.6
Central	349	273	-21.8%	4,241	3,180	-1,061	-25.0%	51,092	53,894	2,802	5.5%
Colonial Heights	215	190	-11.6%	2,517	1,995	-522	-20.7%	25,243	27,485	2,242	8.9%
Belle Cooledge	128	114	-10.9%	2,163	1,385	-778	-36.0%	26,564	27,874	1,310	4.9%
Courtland	14	1	-92.9%	85	81	-4	-4.7%	864	926	95	10.6%
Del Paso Heights	28	96	65.5%	876	782	-94	-10.7%	8,787	9,684	897	10.2%
Elk Grove	246	182	-26.0%	3,737	2,521	-1,216	-32.5%	41,497	44,148	2,651	6.4%
Fair Oaks	150	131	-12.7%	2,166	1,572	-594	-27.4%	26,724	28,499	1,775	%9.9
Franklin	105	138	31.4%	2,683	2,306	-377	-14.1%	28,149	30,109	1,960	7.0%
Galt	115	29	-41.7%	1,160	888	-272	-23.4%	14,331	15,556	1,225	8.5%
Isleton	2	3	-40.0%	107	06	-17	-15.9%	66	1,112	115	11.5%
Martin Luther King, Jr.	140	123	-12.1%	1,867	1,442	-425	-22.8%	21,027	22,501	1,474	7.0%
McClatchy	27	23	-14.8%	315	419	104	33.0%	3,677	4,233	226	15.1%
McKinley	126	98	-31.7%	1,148	926	-192	-16.7%	13,956	15,001	1,045	7.5%
North Highlands-Antelope	219	262	19.6%	3,521	2,481	-1,040	-29.5%	43,683	46,718	3,035	%6.9
North Natomas	164	180	88.6	4,120	2,893	-1,227	-29.8%	20,057	23,839	3,782	18.9%
North Sacramento	61	48	-21.3%	718	297	-121	-16.9%	7,839	8,571	732	9.3%
Orangevale	70	65	-7.1%	1,093	840	-253	-23.1%	9,418	10,413	995	10.6%
Pocket-Greenhaven	73	63	-13.7%	1,860	1,046	-814	-43.8%	2,607	7,447	1,840	32.8%
Rancho Cordova	253	205	-19.0%	3,379	2,457	-922	-27.3%	32,402	35,519	3,117	%9.6
Rio Linda	6	35	288.9%	472	345	-127	-26.9%	2,990	6,338	348	2.8%
South Natomas	242	156	-35.5%	2,695	2,238	-457	-17.0%	33,339	35,691	2,352	7.1%
Southgate	118	127	%9'.	1,780	1,396	-384	-21.6%	22,715	24,394	1,679	7.4%
Sylvan Oaks	197	196	-0.5%	3,292	2,265	-1,027	-31.2%	35,184	37,852	2,668	%9.7
Traveling Bookmobile	0	0	%0:0	∞	0	∞-	-100.0%	737	•	-737	100.0%
Valley Hi - N. Laguna	302	284	%6:9-	4,833	3,704	-1,129	-23.4%	31,485	36,937	5,452	17.3%
Walnut Grove	6	6	%0:0	142	87	-55	-38.7%	1,446	1,534	88	6.1%
Wanderer Bookmobile	S	80	%0.09	97	95	-2	-2.1%	1,603	2,454	851	53.1%
Other Circulating Entities											
Books by Mail	0	0	%0.0	1	0	-1	-100.0%	1	0	<u>+</u>	-100.0%
ILL	2	0	-100.0%	12	6	-3 -3	-25.0%	266	277	11	1.9%
Misc Circ	790	992	-3.0%	9,597	8,700	-897	-9.3%	46,985	55,117	8,132	17.3%



Sacramento Public Library Monthly Report Circulation

APRIL 2013	Mon	Monthly Circulation	tion	Monthly	Monthly Circ. per Open Hour	pen Hour	O 1	Cumulative Circulation	Circulation	
	Apr	Apr		Apr	Apr		ΔT	TD	Change	е
Branch	2012	2013	% Change	2012	2013	% Change	2011-12	2012-13	zi	%
Totals	611,540	616,076	0.7%	2,888	2,916	1.0%	6,360,697	6,132,889	-227,808	-3.6%
Arcade	15,476	15,193	-1.8%	91	92	1.1%	165,735	153,767	-11,968	-7.2%
Arden-Dimick	26,246	25,502	-2.8%	156	159	2.0%	286,056	267,965	-18,091	-6.3%
Carmichael	33,809	33,765	-0.1%	178	183	7.6%	373,865	338,986	-34,879	-9.3%
Central	28,617	26,176	-8.5%	150	145	-2.9%	284,427	264,825	-19,602	-6.9%
Colonial Heights	15,413	14,570	-5.5%	101	66	-2.3%	117,960	158,227	40,267	34.1%
Belle Cooledge	23,731	24,283	2.3%	156	165	5.8%	262,239	243,507	-18,732	-7.1%
Courtland	1,363	1,826	34.0%	13	18	40.7%	13,481	16,331	2,850	21.1%
Del Paso Heights	3,399	3,729	9.7%	22	25	13.4%	36,876	38,098	1,222	3.3%
Elk Grove	23,116	24,283	2.0%	136	147	8.2%	255,145	238,338	-16,807	-6.6%
Fair Oaks	25,306	23,670	-6.5%	149	143	-3.6%	278,410	241,968	-36,442	-13.1%
Franklin	25,381	27,721	9.5%	149	168	12.5%	250,049	264,107	14,058	2.6%
Galt	10,533	11,241	%2'9	69	9/	10.4%	112,177	110,039	-2,138	-1.9%
Isleton	2,219	2,186	-1.5%	26	28	4.7%	20,853	21,465	612	2.9%
Martin Luther King, Jr.	10,644	600'6	-15.4%	70	61	-12.5%	115,974	96,647	-19,327	-16.7%
McClatchy	8,859	8,704	-1.7%	28	29	1.6%	669'96	88,762	-7,937	-8.2%
McKinley	13,266	11,935	-10.0%	87	81	-2.0%	139,204	121,829	-17,375	-12.5%
North Highlands-Antelope	24,955	22,343	-10.5%	147	135	-7.8%	270,732	236,628	-34,104	-12.6%
North Natomas	19,445	19,096	-1.8%	128	132	2.9%	207,285	193,030	-14,255	%6:9-
North Sacramento	5,072	4,930	-2.8%	38	39	3.4%	48,690	53,218	4,528	9.3%
Orangevale	8,285	8,818	6.4%	22	09	10.1%	87,421	83,501	-3,920	-4.5%
Pocket-Greenhaven	15,299	15,954	4.3%	06	6	7.4%	168,961	160,149	-8,812	-5.2%
Rancho Cordova	25,824	25,501	-1.3%	152	155	1.7%	272,326	262,318	-10,008	-3.7%
Rio Linda	1,836	3,748	104.1%	35	31	-11.3%	44,617	36,187	-8,430	-18.9%
South Natomas	17,336	14,017	-19.1%	114	95	-16.4%	182,474	159,106	-23,368	-12.8%
Southgate	14,623	14,411	-1.4%	98	87	1.5%	177,844	141,443	-36,401	-20.5%
Sylvan Oaks	23,439	23,385	-0.2%	132	135	2.7%	262,771	236,787	-25,984	%6.6-
Traveling Bookmobile	0		%0:0	na	na	na	10	0	-10	-100.0%
Valley Hi - N. Laguna	25,551	25,386	-0.6%	168	173	2.7%	275,239	258,373	-16,866	-6.1%
Walnut Grove	1,974	1,788	-9.4%	16	15	-2.6%	17,741	19,434	1,693	9.5%
Wanderer Bookmobile	4,731	4,427	-6.4%	115	111	-4.1%	44,367	45,523	1,156	7.6%
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
긥	0	83	na	na	na	na	50	238	188	376.0%
Misc Circ	1,102	845	-23.3%	na	na	na	7,503	8,270	797	10.2%
Telis	2,315	2,738	18.3%	na	na	na	20,926	22,693	1,767	8.4%
Customer										
Online	129,779	131,636	1.4%	na	na	na	1,280,082	1,258,024	-22,058	-1.7%
Telephone	3,971	3,399	-14.4%	na	na	na	37,440	33,867	-3,573	-9.5%
Download	18,625	29,778	29.9%	na	na	na	145,068	259,239	114,171	78.7%

5/14/2013

Sacramento Public Library Monthly Report Program Totals

APRIL 2013	Month	Monthly Program Totals	1 Totals	Cumul	Cumulative Progr	gram Totals	tals		Mo	Monthly Attendance	<u>ance</u>			Ö	Cumulative Attendance	ttendance		
	Apr	Apr		ΔŦ	YTD	Change	nge	Apr	Apr		Avg.	Avg.	YTD	ΔĦ	Change	e.	Avg.	Avg.
Branch	2012	2013	% Change	2011-12	2012-13	Z	%	2012	2013	% Change 2	2009-10	2010-11	2011-12	2012-13	ZI	%	7	2012-13
Totals	515	593	15.1%	4,957	5,251	294	2.9%	13,653	13,448	-1.5%	26.5	22.7	125,357	133,592	8,235	%9.9	25.3	25.4
Arcade	21	18	-14.3%	176	165	-11	-6.3%	249	373	49.8%	11.9	20.7	3,143	3,560	417	13.3%	17.9	21.6
Arden-Dimick	19	21	10.5%	215	196	-19	-8.8%	268	555	-2.3%	29.9	26.4	6,552	6,344	-208	-3.2%	30.5	32.4
Carmichael	44	39	-11.4%	380	366	-14	-3.7%	1,066	1,072	%9:0	24.2	27.5	9,435	669'6	264	2.8%	24.8	26.5
Central	33	37	12.1%	376	351	-25	%9.9-	842	537	-36.2%	25.5	14.5	7,865	8,569	704	9.0%	20.9	24.4
Colonial Heights	23	18	-21.7%	116	156	40	34.5%	537	336	-37.4%	23.3	18.7	2,342	3,760	1,418	60.5%	20.2	24.1
Belle Cooledge	26	29	11.5%	310	330	20	6.5%	686	1,422	43.8%	38.0	49.0	11,853	13,053	1,200	10.1%	38.2	39.6
Courtland	12	8	-33.3%	124	101	-23	-18.5%	200	158	-21.0%	16.7	19.8	1,952	2,023	71	3.6%	15.7	20.0
Del Paso Heights	14	18	28.6%	106	143	37	34.9%	271	329	21.4%	19.4	18.3	2,386	2,736	350	14.7%	22.5	19.1
Elk Grove	11	15	36.4%	176	178	2	1.1%	291	235	-19.2%	26.5	15.7	5,377	4,950	-427	-7.9%	30.6	27.8
Fair Oaks	17	30	76.5%	181	183	7	1.1%	299	783	17.4%	39.2	26.1	7,208	6,077	-1,131	-15.7%	39.8	33.2
Franklin	18	32	77.8%	189	244	22	29.1%	481	948	97.1%	26.7	29.6	4,914	8,769	3,855	78.4%	26.0	35.9
Galt	16	19	18.8%	159	181	22	13.8%	1,083	692	-29.0%	67.7	40.5	3,659	4,021	362	86.6	23.0	22.2
Isleton	11	20	81.8%	123	143	20	16.3%	243	303	24.7%	22.1	15.2	2,404	2,690	286	11.9%	19.5	18.8
Martin Luther King, Jr.	14	18	28.6%	150	156	9	4.0%	443	281	-36.6%	31.6	15.6	3,121	3,007	-114	-3.7%	20.8	19.3
McClatchy	12	7	-41.7%	82	93	∞	9.4%	292	118	-29.6%	24.3	16.9	2,180	1,869	-311	-14.3%	25.6	20.1
McKinley	20	23	15.0%	158	200	42	76.6%	470	532	13.2%	23.5	23.1	5,408	4,927	-481	-8.9%	34.2	24.6
North Highlands-Antelope	31	32	3.2%	221	296	75	33.9%	581	333	-42.7%	18.7	10.4	4,237	4,014	-223	-5.3%	19.2	13.6
North Natomas	24	18	-25.0%	151	196	45	29.8%	475	200	-57.9%	19.8	11.1	4,569	4,601	32	0.7%	30.3	23.5
North Sacramento	5	3	-40.0%	103	99	-37	-35.9%	54	54	0.0%	10.8	18.0	1,245	1,061	-184	-14.8%	12.1	16.1
Orangevale	2	22	340.0%	46	102	26	121.7%	88	213	139.3%	17.8	9.7	1,264	2,037	773	61.2%	27.5	20.0
Pocket-Greenhaven	35	21	-40.0%	287	247	-40	-13.9%	1,017	702	-31.0%	29.1	33.4	7,298	9,184	1,886	25.8%	25.4	37.2
Rancho Cordova	29	29	0.0%	274	284	10	3.6%	841	552	-34.4%	29.0	19.0	8,363	6,801	-1,562	-18.7%	30.5	23.9
Rio Linda	2	17	750.0%	104	140	36	34.6%	22	195	786.4%	11.0	11.5	1,265	1,258	-7	%9:0-	12.2	9.0
South Natomas	21	∞	-61.9%	211	168	-43	-20.4%	373	129	-65.4%	17.8	16.1	4,756	3,885	-871	-18.3%	22.5	23.1
Southgate	20	20	%0:0	193	184	6	-4.7%	469	720	53.5%	23.5	36.0	3,856	4,895	1,039	26.9%	20.0	56.6
Sylvan Oaks	13	34	161.5%	129	143	14	10.9%	458	729	59.2%	35.2	21.4	3,243	3,818	575	17.7%	25.1	26.7
Valley Hi - N. Laguna	12	27	125.0%	130	151	21	16.2%	512	899	30.5%	42.7	24.7	4,610	4,973	363	7.9%	35.5	32.9
Walnut Grove	7	10	42.9%	84	88	4	4.8%	70	202	188.6%	10.0	20.2	852	1,011	159	18.7%	10.1	11.5

Sacramento Public Library Monthly Report Self-Check

<u>APRIL 2013</u>		Mon	Monthly Circulation	tion				Cumulative Circulation	Circulation	cl	
										% of	% of
	Apr	Apr	Change		% of Branch	YTD	YTD	Change	a	Circulation	Circulation
<u>Branch</u>	<u>2012</u>	<u>2013</u>	ZI	%	Circulation	2011-12	<u>2012-13</u>	ZI	%	2011-12	2012-13
Totals	283,275	270,564	-12,711	-4.5%	43.9%	2,947,345	2,729,972	-217,373	-7.4%	46.3%	44.5%
Arcade	7,639	7,705	99	%6.0	20.7%	80,980	76,569	-4,411	-5.4%	48.9%	49.8%
Arden-Dimick	16,092	15,472	-620	-3.9%	%2'09	173,225	160,675	-12,550	-7.2%	%9.09	%0.09
Carmichael	21,653	21,197	-456	-2.1%	62.8%	239,557	210,962	-28,595	-11.9%	64.1%	62.2%
Central	11,906	10,143	-1,763	-14.8%	38.7%	134,920	104,826	-30,094	-22.3%	47.4%	39.6%
Colonial Heights	11,560	11,185	-375	-3.2%	%8'92	88,591	113,041	24,450	27.6%	75.1%	71.4%
Belle Cooledge	13,850	13,182	-668	-4.8%	54.3%	148,290	133,367	-14,923	-10.1%	26.5%	54.8%
Courtland	673	1,115	442	65.7%	61.1%	6,894	7,830	936	13.6%	51.1%	47.9%
Del Paso Heights	1,138	1,188	20	4.4%	31.9%	13,551	11,445	-2,106	-15.5%	36.7%	30.0%
Elk Grove	19,436	18,745	-691	-3.6%	77.2%	213,850	186,843	-27,007	-12.6%	83.8%	78.4%
Fair Oaks	13,617	12,740	-877	-6.4%	53.8%	150,320	129,887	-20,433	-13.6%	54.0%	53.7%
Franklin	20,127	22,175	2,048	10.2%	80.0%	180,158	211,065	30,907	17.2%	72.0%	79.9%
Galt	3,952	4,267	315	8.0%	38.0%	30,344	40,775	10,431	34.4%	27.1%	37.1%
Isleton	793	875	82	10.3%	40.0%	6,591	7,377	286	11.9%	31.6%	34.4%
Martin Luther King, Jr.	7,904	6,773	-1,131	-14.3%	75.2%	74,103	68,850	-5,253	-7.1%	63.9%	71.2%
McClatchy	5,466	5,335	-131	-2.4%	61.3%	27,648	52,490	24,842	86.68	28.6%	59.1%
McKinley	9,287	7,534	-1,753	-18.9%	63.1%	97,316	77,883	-19,433	-20.0%	%6.69	63.9%
North Highlands	18,909	17,177	-1,732	-9.2%	%6.92	206,815	180,509	-26,306	-12.7%	76.4%	76.3%
North Natomas	13,289	15,535	2,246	16.9%	81.4%	158,785	153,174	-5,611	-3.5%	%9'92	79.4%
North Sacramento	2,902	1,667	-1,235	-42.6%	33.8%	24,618	22,201	-2,417	-9.8%	20.6%	41.7%
Orangevale	3,419	3,650	231	%8.9	41.4%	33,775	34,195	420	1.2%	38.6%	41.0%
Pocket-Greenhaven	9,270	9,519	249	2.7%	29.7%	103,548	95,303	-8,245	-8.0%	61.3%	59.5%
Rancho Cordova	16,431	14,338	-2,093	-12.7%	26.2%	171,986	148,341	-23,645	-13.7%	63.2%	26.6%
Rio Linda	979	1,508	882	140.9%	40.2%	17,428	13,396	-4,032	-23.1%	39.1%	37.0%
South Natomas	13,289	11,055	-2,234	-16.8%	78.9%	125,606	115,629	-9,977	-7.9%	%8.89	72.7%
Southgate	8,647	7,460	-1,187	-13.7%	51.8%	102,847	75,758	-27,089	-26.3%	27.8%	23.6%
Sylvan Oaks	12,779	12,102	-677	-5.3%	51.8%	137,786	122,828	-14,958	-10.9%	52.4%	51.9%
Valley Hi-North Laguna	18,434	16,922	-1,512	-8.2%	%2'99	196,544	172,631	-23,913	-12.2%	71.4%	%8'99
Walnut Grove	187	165	-22	-11.8%	9.5%	1,269	2,122	823	67.2%	7.2%	10.9%

Sacramento Public Library Monthly Report Virtual Self-Service

APRIL 2013

Total Renewals 2012 2013 N % 2011-12 2012-13 Total Renewals 133,750 131,114 -2,636 -2.0% 1,321,661 1,148,517 External 125,542 123,466 -2,076 -1.7% 1,237,408 1,078,543 Internal 4,237 4,249 12 0.3% 46,813 36,742 Telephone 3,971 3,399 -572 -14.4% 37,440 33,232 % of All Circulation 21.3% 21.3% -0.6% -2.7% 20.8% 18.7% All Holds 174,14 131,783 -42,361 -2.43 346,253 1,731,512 Self-Placed 129,779 117,009 -12,770 -9.8% 1,149,026 6.4% % of All Holds 74.5% 88.8% 143.3% 19.1% 379.6% 149,026 Catalog Searches 1,100,696 1,319,772 219,076 19.9% 7,857,298 7,8857,298 Catalog Searches 1,304,703 23,296 -1		Apr	Apr	Change	ē.	ΔT	ΔTΛ	Change	a
ewals 133,750 131,114 -2,636 -2.0% 1,321,661 all 125,542 123,466 -2,076 -1.7% 1,237,408 l 4,237 4,249 12 0.3% 46,813 one 3,971 3,399 -572 -14.4% 37,440 l Circulation 21.9% 21.3% -0.6% -2.7% 20.8% red 129,779 117,009 -12,770 -9.8% 1,314,304 l Holds 74.5% 88.8% 14.3% 19.1% 379.6% stronic Access 1,643,627 243,169 -1,400,458 -85.2% 23,934,772 23,934 23,934,772 23,934 23,934		<u>2012</u>	<u>2013</u>	ZI	%	2011-12	2012-13	ZI	%
125,542 123,466 -2,076 -1.7% 1,237,408 1	Total Renewals	133,750	131,114	-2,636	-2.0%	1,321,661	1,148,517	-173,144	-13.1%
l 4,237 4,249 12 0.3% 46,813 one 3,971 3,399 -572 -14.4% 37,440 lCirculation 21.9% 21.3% -0.6% -2.7% 20.8% 1.40lds 129,779 117,009 -12,770 -9.8% 1,314,304 14.0lds 74.5% 88.8% 14.3% 19.1% 379.6% 1,100,696 1,319,772 219,076 19.9% 12,391,645 1,304,703 23,296 -1,281,407 -98.2% 7,857,298 Web Site Visits² 338,924 219,778 11,153 59.9% 145,068 145,068	External	125,542	123,466	-2,076	-1.7%	1,237,408	1,078,543	-158,865	-12.8%
one 3,971 3,399 -572 -14.4% 37,440 Circulation 21.9% 21.3% -0.6% -2.7% 20.8% Industrial 174,144 131,783 -42,361 -24.3% 346,253 red 129,779 117,009 -12,770 -9.8% 1,314,304 Holds 74.5% 88.8% 14.3% 19.1% 379.6% tronic Access 1,643,627 243,169 -1,400,458 -85.2% 23,934,772 2 spectron Database Use Introduction	Internal	4,237	4,249	12	0.3%	46,813	36,742	-10,071	-21.5%
Circulation 21.9% 21.3% -0.6% -2.7% 20.8% IT4,144 131,783 -42,361 -24.3% 346,253 red 129,779 117,009 -12,770 -9.8% 1,314,304 I Holds 74.5% 88.8% 14.3% 19.1% 379.6% stronic Access 1,643,627 243,169 -1,400,458 -85.2% 23,934,772 2 stearches 1,100,696 1,319,772 219,076 19.9% 1,2391,645 1 Web Site Visits² 338,924 219,873 -119,051 -35.1% 3,540,761 ad 18,625 29,778 11,153 59.9% 145,068	Telephone	3,971	3,399	-572	-14.4%	37,440	33,232	-4,208	-11.2%
reed 129,779 117,009 -12,770 -9.8% 1,314,304 140lds 74.5% 88.8% 14.3% 19.1% 379.6% 1,314,304 14.0% 1.00,696 1,400,458 85.2% 23,934,772 219,076 19.9% 1,391,645 11,00,696 1,319,772 219,076 19.9% 7,857,298 Web Site Visits² 338,924 219,873 -119,051 -95.2% 35,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,772 23,934,773 23,596 23,596 23,596 23,596 23,778 11,153 59.9% 145,068	% of All Circulation	21.9%	21.3%	%9:0-	-2.7%	20.8%	18.7%	-2.1%	-9.9%
129,779 117,009 -12,770 -9.8% 1,314,304 74.5% 88.8% 14.3% 19.1% 379.6% 1,643,627 243,169 -1,400,458 -85.2% 23,934,772 1,100,696 1,319,772 219,076 19.9% 12,391,645 1,304,703 23,296 -1,281,407 -98.2% 7,857,298 338,924 219,873 -119,051 -35.1% 3,540,761 18,625 29,778 11,153 59.9% 145,068	All Holds	174,144	131,783	-42,361	-24.3%	346,253	1,731,512	1,385,259	400.1%
74.5% 88.8% 14.3% 19.1% 379.6% 1,643,627 243,169 -1,400,458 -85.2% 23,934,772 1,100,696 1,319,772 219,076 19.9% 12,391,645 e Use ¹ 1,304,703 23,296 -1,281,407 -98.2% 7,857,298 s38,924 219,873 -119,051 -35.1% 3,540,761 18,625 29,778 11,153 59.9% 145,068	Self-Placed	129,779	117,009	-12,770	-9.8%	1,314,304	1,149,026	-165,278	-12.6%
1,643,627 243,169 -1,400,458 -85.2% 23,934,772 1,100,696 1,319,772 219,076 19.9% 12,391,645 e Use ¹ 1,304,703 23,296 -1,281,407 -98.2% 7,857,298 :s ² 338,924 219,873 -119,051 -35.1% 3,540,761 18,625 29,778 11,153 59.9% 145,068	% of All Holds	74.5%	88.8%	14.3%	19.1%	379.6%	66.4%	-313.2%	-82.5%
1,100,696 1,319,772 219,076 19.9% lbase Use ¹ 1,304,703 23,296 -1,281,407 -98.2% Visits ² 338,924 219,873 -119,051 -35.1% 18,625 29,778 11,153 59.9%	Total Electronic Access	1,643,627		-1,400,458	-85.2%	23,934,772	22,325,129	-1,609,643	-6.7%
1,304,703 23,296 -1,281,407 -98.2% 7,857,298 338,924 219,873 -119,051 -35.1% 3,540,761 18,625 29,778 11,153 59.9% 145,068	Catalog Searches	1,100,696	1,319,772	219,076	19.9%	12,391,645	11,515,940	-875,705	-7.1%
338,924 219,873 -119,051 -35.1% 3,540,761 2, 18,625 29,778 11,153 59.9% 145,068	Subscription Database Use ¹	1,304,703	23,296	-1,281,407	-98.2%	7,857,298	7,689,579	-167,719	-2.1%
18,625 29,778 11,153 59.9% 145,068	Library Web Site Visits ²	338,924	219,873	-119,051	-35.1%	3,540,761	2,860,371	-680,390	-19.2%
	Download	18,625	29,778	11,153	29.9%	145,068	259,239	114,171	78.7%

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.

 $^{^{\}rm 1}\,$ The subscription database searches refer to totals for the previous month.