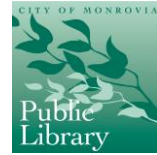




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services
Library Division

MEETING DATE: August 27, 2015

PREPARED BY: Julie Gallardo,
Library Office Supervisor

AGENDA LOCATION: AR-2

TITLE: 2014-15 Circulation Statistics Annual Evaluation

OBJECTIVE: To provide the Library Board with an update on the Library's circulation statistics for fiscal year 2014-15.

BACKGROUND: Staff has provided the Library Board with an annual circulation statistics report since opening the new library in 2009. Previous reports have compared up to five years. Staff has found that comparing the most recent fiscal years, paints a clearer picture as the statistics have, as expected, leveled off since the reopening in 2009. This report lists the last three fiscal years and compares the last two fiscal years. The report outlines statistics for circulation, reference and computer use for 2014-15 and compares this information to the previous year's operation.

The circulation statistics are separated from the Adult collection and Youth collection, then further broken down into each respective collection according to printed materials, books on CD/MP3, DVDs, Music CDs and eBooks. Adult and Youth computer usage and Adult and Youth reference questions are also calculated.

ANALYSIS: There was an overall increase of 2% in the Adult Circulation. The major increase was 81% in DVD rentals. The Library Board approved the \$1 rental fee reduction in 2014 compared to the previous year's \$2 fee. The Board also approved increasing the check-out limit from three items to 20 items. Popularity increased more when Staff implemented the 7-day checkout compared to the previous year's 3-day check out. This popularity helped Children's DVD circulation with an astonishing 148% increase from the previous year. Print material noticed a slight decrease of 4%. Staff attributes the decrease to the school district no longer supporting the Accelerated Reader program.

Computer usage decreased by 15% and reference questions decreased by 3%. Staff attributes the decreases to the following factors:

- Although still not able to track, Staff has noticed a substantial increase in patrons using the Library's Wi-Fi service with not only one, but multiple devices. Staff anticipates an increase in computer usage next year due to the installation of the new computers and software donated by the Monrovia Library Foundation.
- Decrease in statistical data indicates the newness of the Library has, as expected, slowly declined as new patrons become fewer. Staff anticipates circulation statistics will level off and become fairly consistent in the coming years.

AR-2

Three Year Comparison	2012-13	2013-14	2014-15	FY 13-14 & FY 14-15 Comparison
ADULT CIRCULATION				
Adult Print Materials	41,909	36,821	35,199	4%
Adult Books on CD/MP3	3,670	3,396	3,305	3%
Adult DVD	2,845	2,834	5,135	81%
Adult Music CD	3,012	1,867	2,117	13%
Adult eBooks	1,355	3,535	3,563	1%
Annual Adult Circulation	52,791	48,453	49,319	2%
CHILDREN'S CIRCULATION				
Children's Print Materials	105,140	109,171	103,687	5%
Children's Bks on CD/MP3	1,085	1067	873	18%
Children's DVD	1,001	847	2,099	148%
Children's Music CD	494	441	679	54%
Children's eBooks	N/A	469	540	15%
Young Adult eBooks	N/A	420	552	31%
YA Print Materials	8,189	8,061	7,035	13%
Annual Children's Circulation	115,909	120,476	115,465	4%
Annual Total for Circulation	168,700	168,929	164,784	2%
Adult Computer Usage	23,822	20,827	18,834	10%
Homework Computer Usage	134	118	92	22%
Stand-Up Computer Usage	6,235	5,250	3,743	29%
Teen Computer Usage	3,713	3,058	1,270	58%
Children Computer Usage	7,593	6,432	6,562	2%
Total Computer Usage	41,497	35,685	30,501	15%
Adult Reference Questions	15,351	12,671	11,950	6%
Youth Reference Questions	16,736	15,129	15,094	0%
Total Reference Questions	32,087	27,800	27,044	3%
Entry into the Library	195,081	186,077	184,581	1%

The percentages in red are a decrease from fiscal year 2013-14 and 2014-15 and green shows increases.

FISCAL IMPACT: There is no fiscal impact associated with this report.

Staff will continue to monitor circulation statistics along with computer usage and reference questions on a monthly basis, and provide the Library Board with an annual evaluation.

RECOMMENATION: Staff recommends the Library Board move to receive and file AR-2 2014-15 Circulation Statistics Annual Evaluation.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs the appropriate action would be a motion to: *Receive and file, AR-2 2014-15 Circulation Statistic Annual Evaluation.*

AR-2