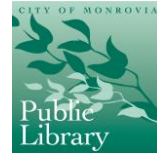




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services  
Library Division

**MEETING DATE:** August 25, 2016

**PREPARED BY:** Julie Gallardo,  
Management Analyst

**AGENDA LOCATION:** AR- 2

**TITLE:** 2015-16 Circulation Statistics Annual Evaluation

**OBJECTIVE:** To provide the Library Board with an update on the Library's circulation statistics for fiscal year 2015-16.

**BACKGROUND:** Staff has provided the Library Board with an annual circulation statistics report since opening the new library 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 2015-16 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. This year, Wi-Fi connections were also tracked.

**ANALYSIS:** The Library statistics indicated a slight decrease in several areas. According to the Public Library Data Statistics (PLDS) 2015 Statistical Report, the declines are a growing trend and are not unusual since materials such as CDs and DVDS are being gradually phased out in favor of downloadable formats.

The 38,331 Wi-Fi connections tracked is an indicator that patrons are using their mobile devices as an alternative to the public computers. Staff attributes the decrease in the public computer usage to this growing trend.

Circulation of material was down 7%. Based on Staff's observations, there was an increase of material usage inside the library. Circulation statistics should reflect this for next year's evaluation as staff started tracking in-house material as of June 2016.

The staff have discussed various ways to help increase circulation, including: strategic use and expansion of book displays, reconsideration of checkout limits, creating "book bundles" for checkout on a single subject (popular with Children's items), and relocation of some collections to more highly visible areas. We will also be working with the Strategic Plan consultants and using feedback from the community to see how we can improve our collection and increase overall circulation.

Ultimately, today's service in public libraries is no longer limited to the library building. Staff began programming in new off-site areas such as Station Square and Friday Night Street Fair. This year's Summer Reading Kick-off and weekly summer programs such as Family Dance Party were held at Station Square. Staff also provided pop-up storytimes at the Friday Night Fair this summer.

**AR-2**

These programs were well attended and Staff will continue to offer library services off-site for the community in the coming year. Staff will also be reaching out to groups we may have missed in the past and taking the library experience to them with innovative new programs and services. With the library's new Apollo software, Staff is able to circulate materials and create library cards off-site, a function our previous ILS did not allow. We think that this expanded service delivery along with new programming will give our overall circulation numbers a boost that we will start seeing in the coming months.

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

Staff will continue to monitor circulation statistics along with computer and Wi-Fi 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 2015-16 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 2015-16 Circulation Statistic Annual Evaluation.***

**AR-2**

<b>Three Fiscal Year Comparison</b>	2013-14	2014-15	2015-16	%
<b>Adult Circulation</b>				
Adult Print Materials	33,647	32,151	29,198	-9%
Adult Books on CD/MP3	3,154	3,029	2,459	-19%
Adult DVD	2,568	4,681	3,981	-15%
Adult Music CD	1,730	1,907	1,523	-20%
OverDrive Downloadables	3,847	4,308	3,966	-8%
<b>Annual Adult Circulation</b>	<b>44,946</b>	<b>46,076</b>	<b>41,127</b>	<b>11%</b>
<b>Children's Circulation</b>				
Children's Print Materials	97,689	92,919	89,576	-4%
Children's Bks on CD	969	785	715	-9%
Children's DVD	774	1,879	2,007	7%
Children's Music CD	400	594	535	-10%
YA Print Materials	7,172	6,271	4,635	-26%
<b>Annual Children's Circulation</b>	<b>107,004</b>	<b>102,448</b>	<b>97,468</b>	<b>-5%</b>
<b>TOTAL CIRCULATION</b>	<b>151,950</b>	<b>148,524</b>	<b>138,595</b>	<b>-7%</b>
<b>Reference Questions</b>				
Adult Reference Questions	11,739	11,950	12,430	4%
Children's Reference Questions	13,282	15,094	12,158	-19%
<b>Total Reference Questions</b>	<b>25,021</b>	<b>27,044</b>	<b>24,588</b>	<b>-9%</b>
<b>COMPUTER USAGE</b>				
Adult Computer Usage	20,827	18,834	15,260	-19%
Homework Computer Usage	118	92	73	-21%
Stand-Up Computer Usage	5,250	3,743	2,859	-24%
Teen Computer Usage	3,058	1,270	750	-41%
Children Computer Usage	6,432	6,562	5,007	-24%
<b>Total Computer Usage</b>	<b>35,685</b>	<b>30,501</b>	<b>23,949</b>	<b>-21%</b>
<b>Wi-Fi Connections (started tracking September 2016)</b>			<b>38,331</b>	
<b>Total Library Visits</b>	<b>176,723</b>	<b>165,430</b>	<b>162,777</b>	<b>-2%</b>

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