THE GIODONE LIBRARY

THE TODDLER STAGE

★

REPORT OVERVIEW

- BRANCH GOALS
- OPPORTUNITIES FOR DEVELOPMENT
- VISION FOR THE FUTURE

BRANCH GOALS

- STRENGTHEN COMMUNITY PARTNERSHIPS
- BRIDGE THE DIGITAL DIVIDE
- SERVE THE WHOLE FAMILY
- CREATE YOUNG READERS

STRENGTHEN COMMUNITY PARTNERSHIPS

- ACTIVIDADES DE VERANO EN LA BIBLIOTECA – OUTCOMES:
  - EMPLOYEES FROM D70 RAN PROGRAM
  - WE PROVIDED CRAFT AND SNACKS
  - PROMOTED LITERACY & LIBRARY SKILLS
  - 4 PROGRAMS – 76 TOTAL ATTENDANCE
- EL PUEBLO HISTORY MUSEUM
- VOLUNTEERS
- 37 PROGRAMS – 261 ATTENDANCE

BRIDGE THE DIGITAL DIVIDE

- STEM AND COMPUTER PROGRAMS OFFERED -45
- TOTAL ATTENDANCE -747
- OUTCOMES – FUN, LEARNING, EXPOSURE

1st Teen Science Café with Diana Hall inventor of ActivArmor – 27 teens attended

SERVE THE WHOLE FAMILY

- ALAYNA – DEPARTMENT OF CORRECTIONS PRESENTATION
- LORINA – SURVIVOR SERIES/ CRAFTS
- JOE – DRAWING CLASS
- JEFF – TECH ASSISTANCE, PINK FLOYD LIVE IN POMPEII, MINECRAFT
- PAULA – OUTREACH, CHAPTER BOOK CLUB
- DEB – BOOK & FRENCH CLUB

CREATE YOUNG READERS

- ASCENSION PRE-SCHOOL – SPELL GRANT
- LOS POBRES STORY TIME – MONTHLY IN SUMMER
- CHAPTER BOOK CLUB
- OUTREACH
- 129 PROGRAMS – 1635 ATTENDANCE

OPPORTUNITIES FOR DEVELOPMENT

- CONTINUE TO MAKE NEW COMMUNITY PARTNERSHIPS
  - TEEN SCIENCE CAFÉ PROVIDES WONDERFUL OPPORTUNITIES TO CONNECT TO SCHOOLS AND COMMUNITY
- CONTINUE TO SEEK OUT COMMUNITY INPUT
  - SURVEYS, FOCUS GROUPS, INFORMAL DISCUSSIONS
- PARTICIPATE IN COMMUNITY GROUPS
  - ONE COMMUNITY PUEBLO, JUNIOR LEAGUE, MEETING ROOM USERS
- STAFF – MY STAFF COMPLETED 54 TRAININGS/WEBINARS

VISION FOR THE FUTURE

- LOWEST STAFF TURNOVER FOR THE ENTIRE DISTRICT
- REPUTATION FOR THE FRIENDLIEST CUSTOMER SERVICE
- CUSTOMER'S LEAVE FEELING ENGAGED IN LEARNING, EXPOSED TO NEW IDEAS, AND PRIDE IN THEIR LIBRARY BRANCH

AMENDMENT VIII

Letter Agreement for Courier Service

Pueblo City-County Library District (District)

and

R&S Delivery Servicer (Contractor)

1. This document amends the Courier Service Agreement signed by Randy Medina September 26, 2008 and signed by PCCLD on September 29, 2008 which is incorporated by this reference.

2. All terms, conditions and provisions remain the same as in the original agreement referenced in 1 above, except:

   1. **TERM:**   January 1, 2017 through December 31, 2017.
   2. **INSURANCE:**   Contractor represents it has, or is not required to have Workers' Compensation Insurance because the appropriate waivers have been filed. Contractor will have Public Liability, Property Damage and Automobile Liability Insurance with policy limits of $ 1,000,000 (one million dollars) per person and $ 1,000,000 (one million dollars) per incident and will provide PCCLD with evidence of said coverage within 30 days of the execution of this agreement.
   3. **SCOPE OF WORK:**   See attached Courier Flow document.
   4. **FEES:**   The weekly fee for performance of service is $1,105.00 per week, beginning January 1, 2017, then effective for the remainder of the contract year 2017.

   Except as specifically amended herein, the agreement entered into in September 2008 set forth in the first paragraph above remains in full force and effect.

Executed this _____ day of _____ 2016.

_____
Randy Medina, Owner
R&S Delivery Service

_____
Jon Walker, Executive Director
Pueblo City-County Library District

Updated Courier Route as of June 2016

1. Start at LAMB (2525 S. Pueblo Blvd.) Approx. 4:00 am
2. Arrive at RAWLINGS (100 E. Abriendo Ave.)
   Circulation and Tech Services
3. Arrive at GIODONE (25655 E. U.S. Highway 50)
4. Arrive at LUCERO (1315 E. 7th Street)
5. Arrive at BARKMAN (1300 Jerry Murphy Rd.)
6. Arrive at PUEBLO WEST (298 Joe Martinez Blvd.)
7. Arrive at LIBRARY @ THE Y (3200 Spaulding)
8. Arrive at RAWLINGS (100 E. Abriendo Ave.)
   Circulation and Tech Services
9. Arrive at GREENHORN VALLEY (4801 Cibola Rd.)
10. Arrive at LAMB (2525 S. Pueblo Blvd.) 8:30 am at the latest
11. Arrive at RAWLINGS (100 E. Abriendo Ave.)
    Leave all undelivered totes in the basement "Quiet Room"
    to pick up the next day.

The entire route takes approximately 4.5 hours and it is approximately 100 miles.

*If weather conditions are too severe or the roads are closed, Greenhorn Valley may be delayed or even postponed for another day.

PCCLD Key Results

A look at where we are in Aug-2016 in comparison to 2015.

Key Results

Library Visits (Sara Rose)

Circulation (Jill Deulen)

Digital Use (Charles Hutchins)
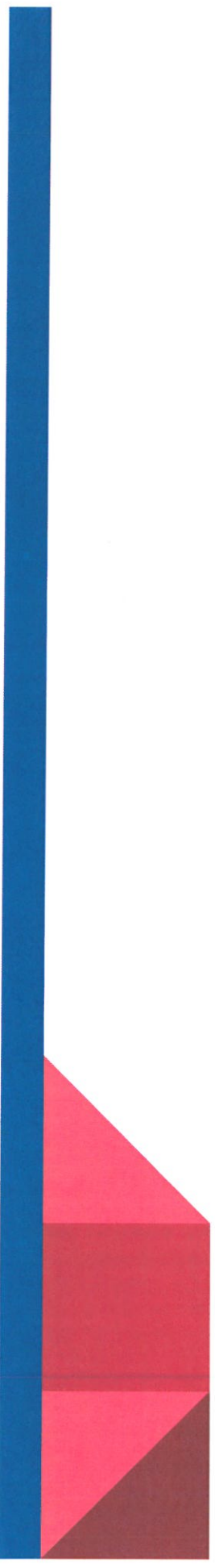
Program Attendance (Midori Clark & Janina Goodwin)

Visits - Why people love to come to the library

- Check-out Materials
- Archives, Exhibits
- E-Resources /Digital Resources
- Computers, E-Resources, Wi-Fi
- Programs, Movies, Events
- Meeting Rooms
- Comfortable Place to Relax, Read, Study
- Great Staff!!!!
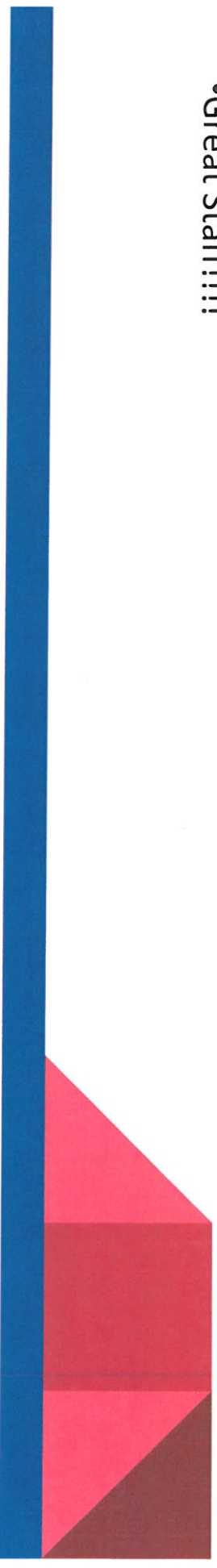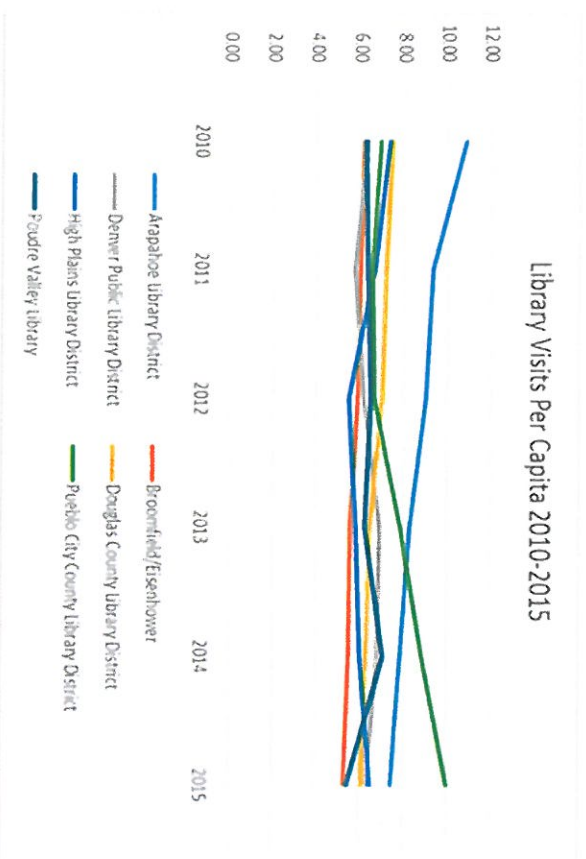
Capturing Visits Data

- Historical data – Optical Gate Counter
- 2013– Bibliotheca installed with RFID gates

   Staff retrieves & adjusts data
- 2015 –Smart Admin web based interface

   Dual collection 4 months

   100% Smart Admin by 11/15

Visits per Capita - Peer Comparison

Library Visits Per Capita 2010-2015

Legend:
- Arapahoe Library District
- Denver Public Library District
- High Plains Library District
- Poudre Valley Library
- Broomfield/Eisenhower
- Douglas County Library District
- Pueblo City County Library District

Y-axis: 0.00, 2.00, 4.00, 6.00, 8.00, 10.00, 12.00

X-axis: 2010, 2011, 2012, 2013, 2014, 2015
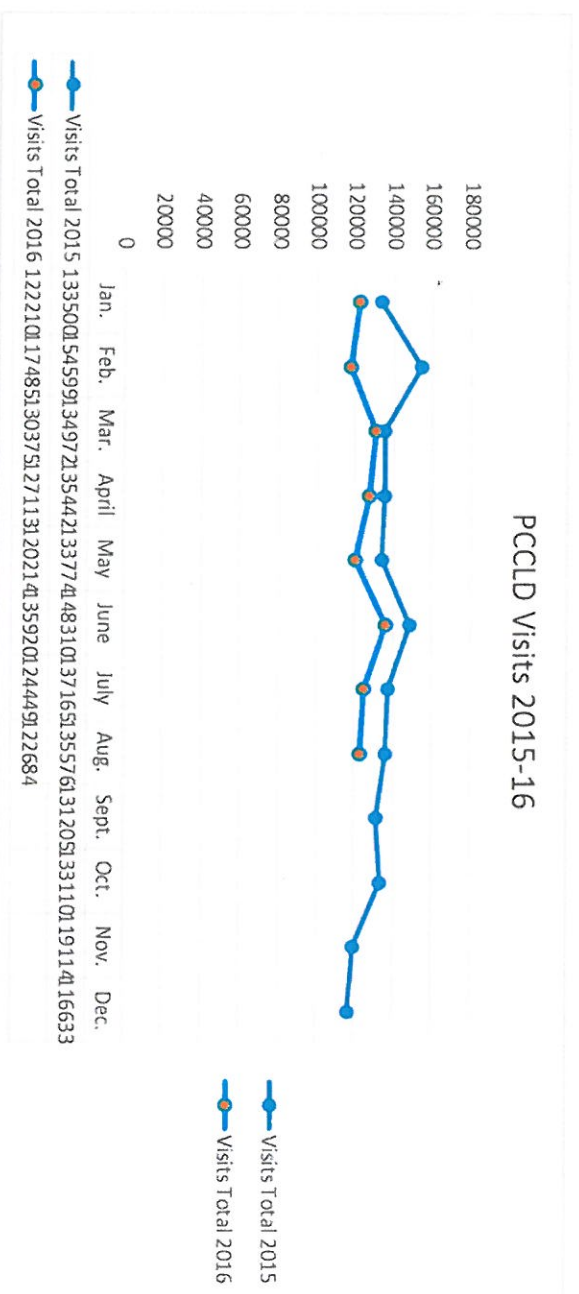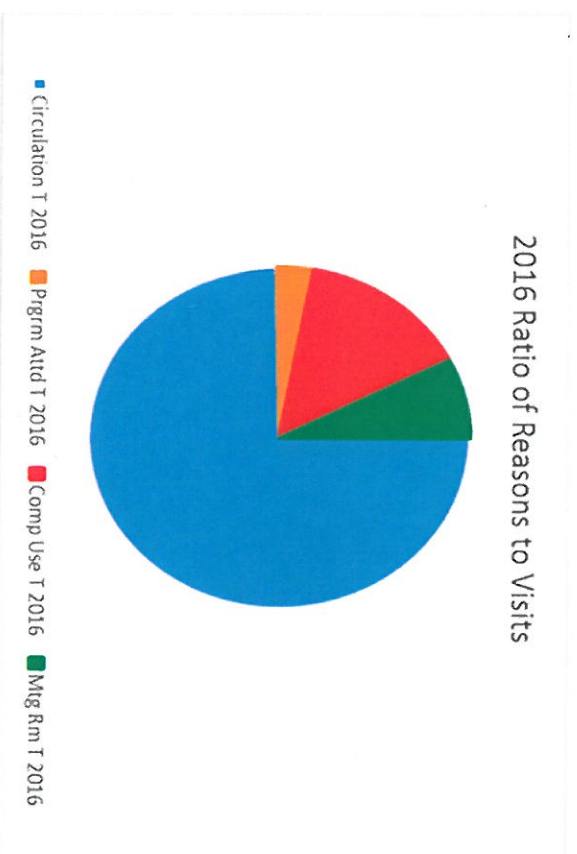
- Trend – libraries decline in visits
- PCCLD 2015 overall visits up
- New Libraries
- Increase in Key Results

PCCLD Visits Decline -10.3%

PCCLD Visits 2015-16

180000
160000
140000
120000
100000
80000
60000
40000
20000
0

Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec.

—●— Visits Total 2015
—●— Visits Total 2016

Visits Total 2015 133501 54599 134972 135442 133774 148310 137165 135576 131312 051 33110 191141 16633
Visits Total 2016 122210 174851 130375 127113 120214 35920 124449 122684

Impact of Circulations to Visits

2016 Ratio of Reasons to Visits

- Circulation T 2016
- Prgrm Attd T 2016
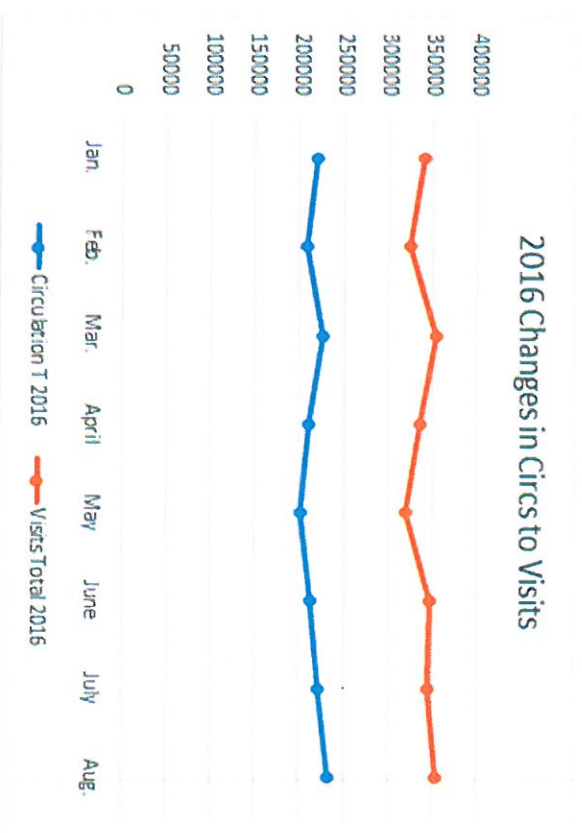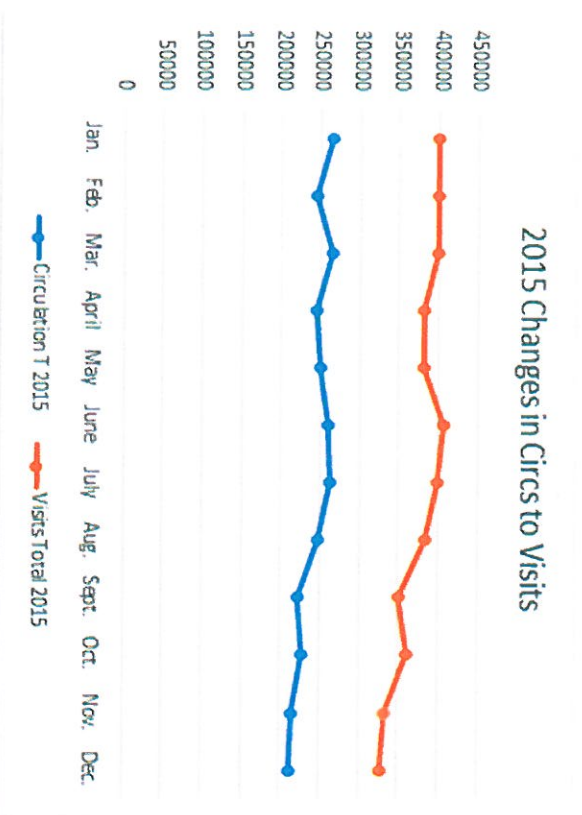- Comp Use T 2016
- Mtg Rm T 2016

__August 2016 YTD Visits = 999,765__

- Circulations = 1,730,288
- Computer Use = 452,189
- Meeting Room Attendance = 175,137
- Program Attendance = 167,323
- E-Resources = 56,941
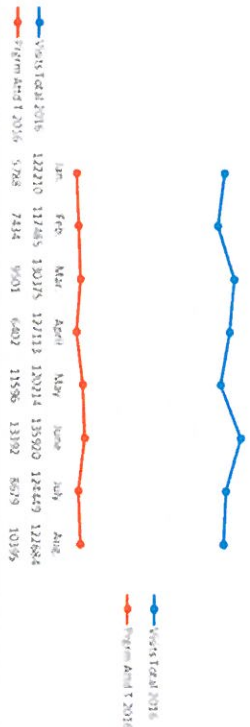
Circulations to Visits

Circulations YTD -15.2%
Visits YTD -10.3%

2015 Changes in Circs to Visits

Legend: Circulation T 2015, Visits Total 2015

Y-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000, 350000, 400000, 450000

X-axis: Jan., Feb., Mar., April, May, June, July, Aug., Sept., Oct., Nov., Dec.

2016 Changes in Circs to Visits

Legend: Circulation T 2016, Visits Total 2016

Y-axis: 0, 50000, 100000, 150000, 200000, 250000, 300000, 350000, 400000

X-axis: Jan., Feb., Mar., April, May, June, July, Aug.

Comparison to Other Key Results

2016 Program Attendance to Visits

-4.0%

Legend: Visits Total 2016, Prgrm Attnd T 2016

	Jan	Feb	Mar	April	May	June	July	Aug
Visits Total 2016	122210	117485	130375	127113	120214	135920	124449	122684
Prgrm Attnd T 2016	5788	7434	9501	6402	11596	13392	8679	10396

2016 Computer, E-Resources & Wireless to Visits

+4.1%

Legend: Visits Total 2016, E-R/Wireless 2016, Comp Use T 2016

	Jan	Feb	Mar	Aplr	May	June	July	Aug
Visits Total 2016	122210	117485	130375	127113	120214	135920	124449	122684
E-R/Wireless 2016	25352	23294	21275	21255	19636	18656	19849	21882
Comp Use T 2016	42870	39650	43686	40421	40751	41911	42185	46256
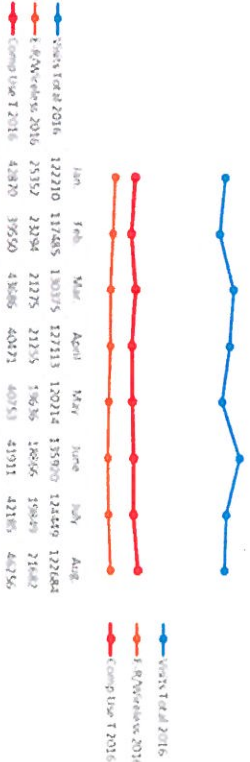
2016 Meeting Room Use to Visits

+18.2%

Legend: Visits Total 2016, Mtg Rm T 2016

	Jan	Feb	Mar	April	May	June	July	Aug
Visits Total 2016	122210	117485	130375	127113	120214	135920	124449	122684
Mtg Rm T 2016	18689	21601	23902	25663	20984	29302	19130	15666

0
20000
40000
60000
80000
100000
120000
140000
160000
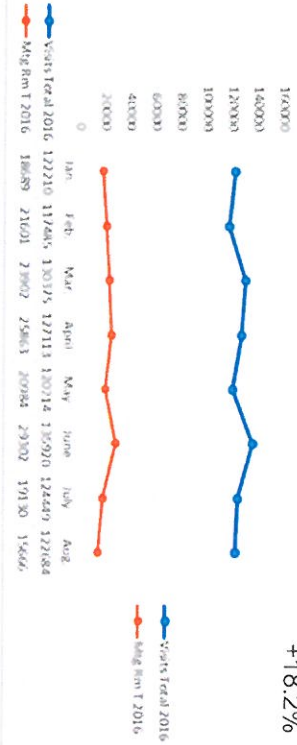
Circulation

Comprised of:

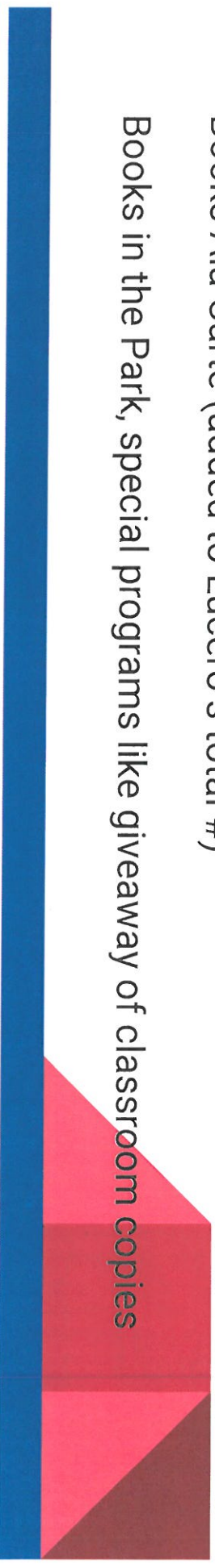Checkout Item- items checked out in physical library

Renewal- items either auto renewed by Sirsi or physically renewed by staff

E Content- downloadable checkouts and streams of Freegal, Freading, Hoopla, Cloud Library (added to Rawlings total #)
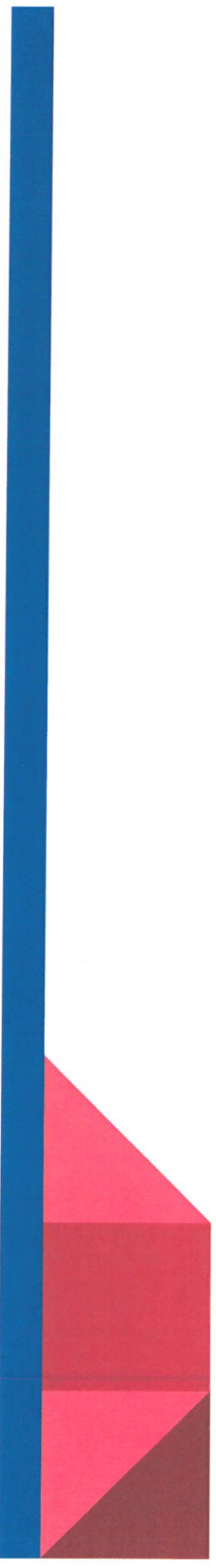
Books Ala Carte (added to Lucero's total #)

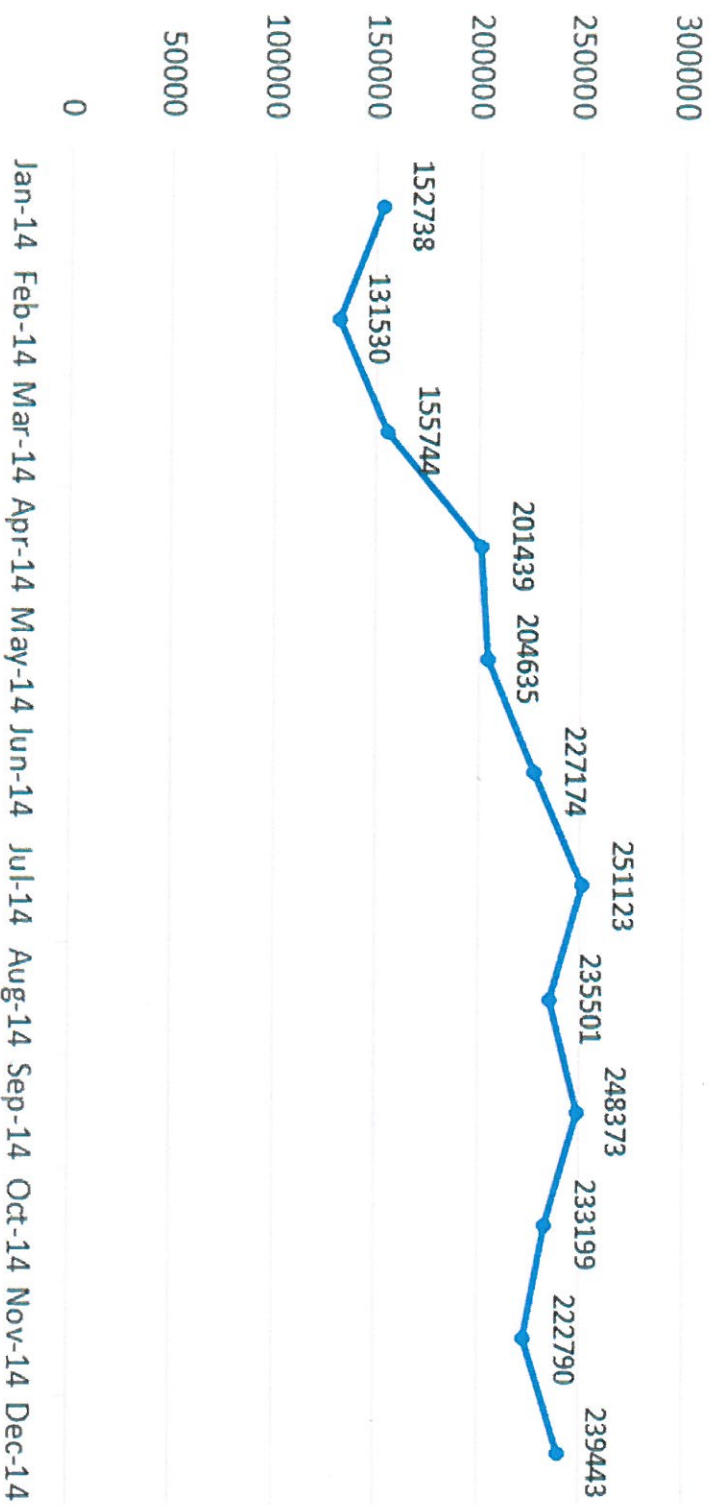Books in the Park, special programs like giveaway of classroom copies

Circulation- Background in 2014

- DVD circulations account for 65% of district's total circulation.
- In spring of 2014 we changed circulation policies to allow 15 DVD checkouts per customer. This was an increase from 5 high demand and 5 non high demand checkouts.
- At the same time we began auto renewing items one time if there is no hold.
- Collection Development spent an all time high of $500,000 on media items for existing 5 locations.
- An additional $300,000 was spent on media to open the three new libraries.

2014 Overall Circulations-2,503,689

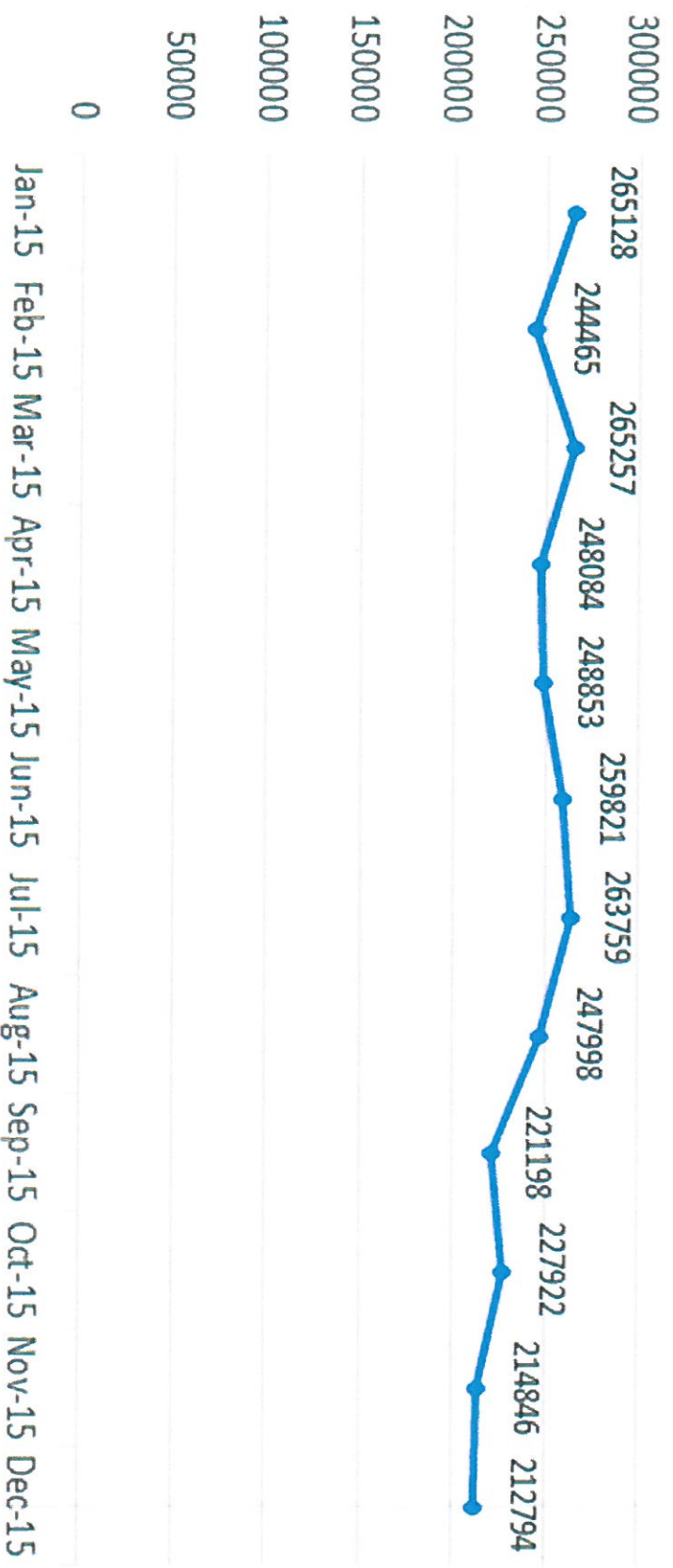| Month	Value
Jan-14	152738
Feb-14	131530
Mar-14	155744
Apr-14	201439
May-14	204635
Jun-14	227174
Jul-14	251123
Aug-14	235501
Sep-14	248373
Oct-14	233199
Nov-14	222790
Dec-14	239443

Circulation-2015

$800,000 spent on media in 2014 sustained high circs through mid 2015.

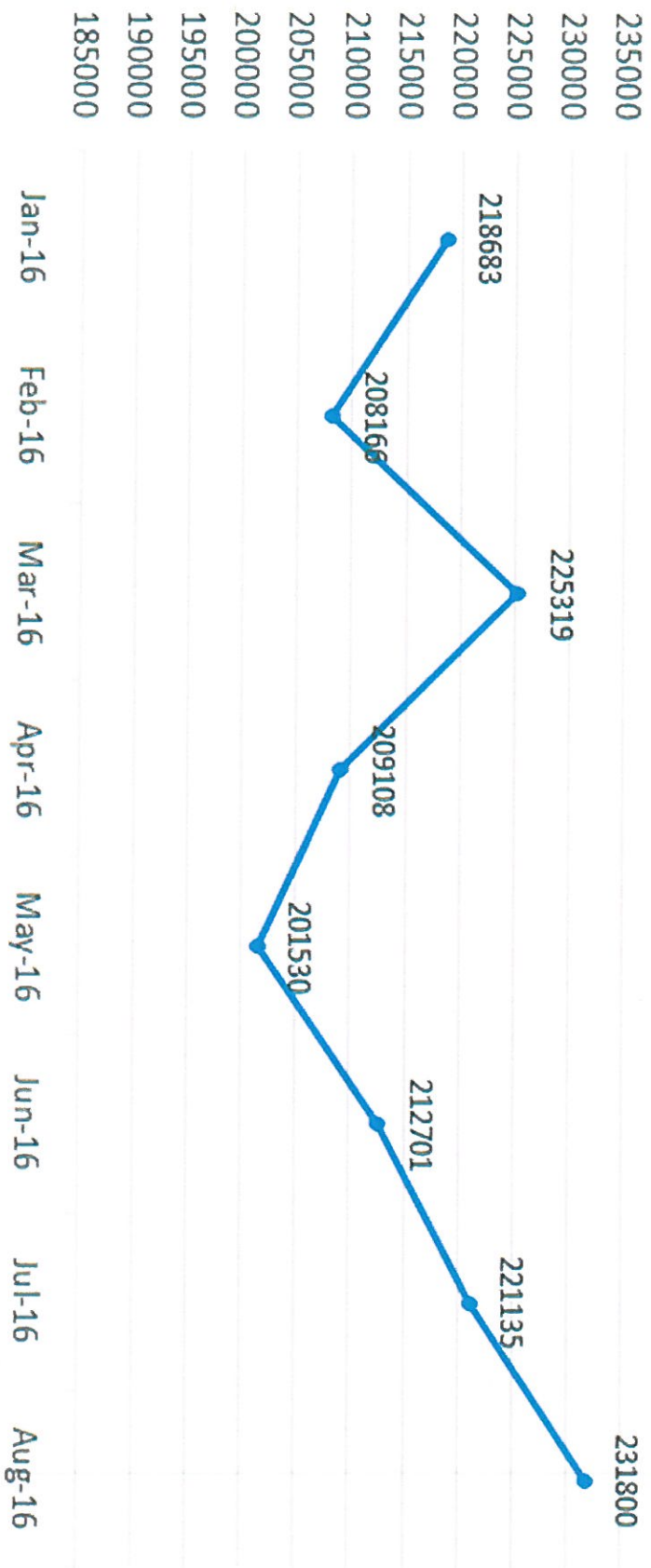Media budget for 2015 was reduced to $450,000 to be spread through 8 locations.

Fewer copies of high demand titles were purchased which had a large impact on circulation.

2015 Overall Circulations 2,920,125

Month	Circulation
Jan-15	265128
Feb-15	244465
Mar-15	265257
Apr-15	248084
May-15	248853
Jun-15	259821
Jul-15	263759
Aug-15	247998
Sep-15	221198
Oct-15	227922
Nov-15	214846
Dec-15	212794

2016 Circulations 1,728,442
on pace for 2,592,663

235000
230000
225000
220000
215000
210000
205000
200000
195000
190000
185000

Jan-16 Feb-16 Mar-16 Apr-16 May-16 Jun-16 Jul-16 Aug-16

218683
208166
225319
209108
201530
212701
221135
231800

Circulation Recommendations

We need more copies of high demand titles. Must maximize spending by reallocating materials budget.

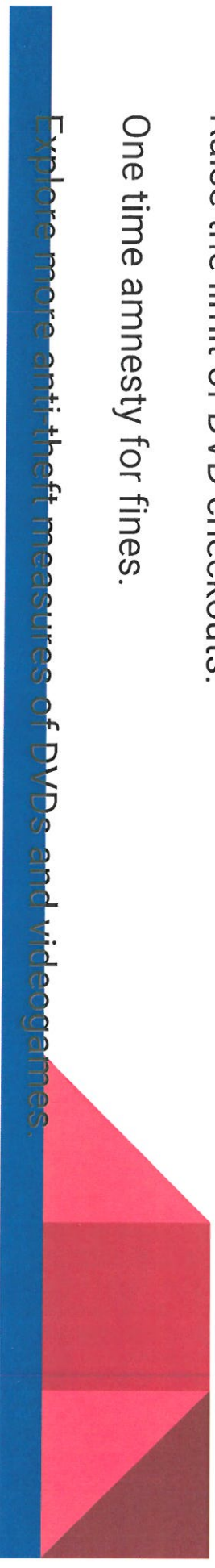Stop purchasing high cost, low use items such as laptops and launchpads.

Must evaluate our subscription databases to determine ROI.

Continue to invest in streaming media services.

Raise the limit of DVD checkouts.

One time amnesty for fines.

Explore more anti-theft measures of DVDs and videogames.

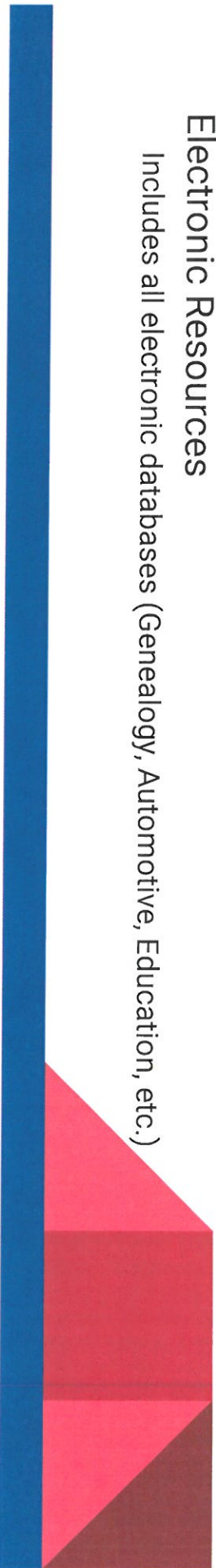# Digital Use

Comprised of:

Public Computer Usage

Includes all in-Library use Desktops and laptops. Report pulled from SAM software.
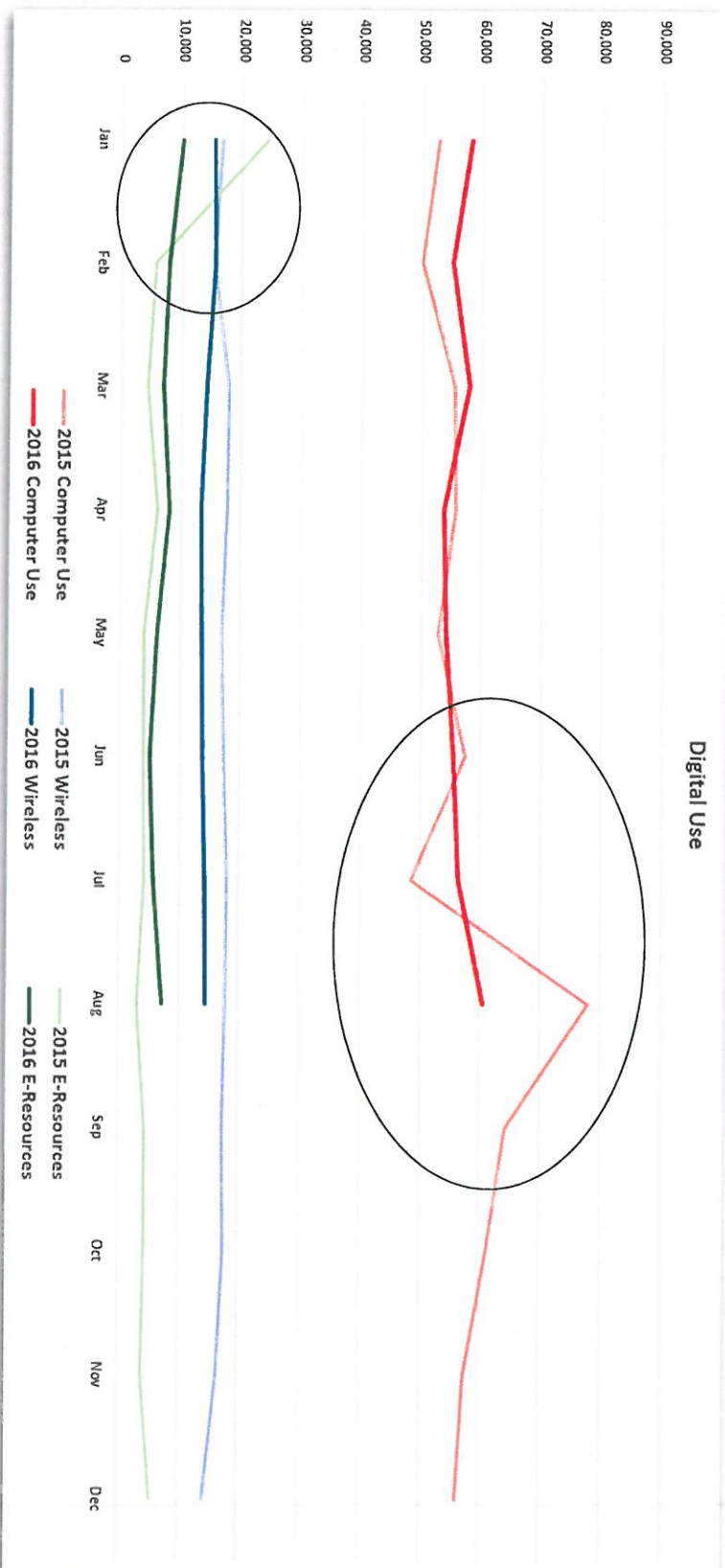
Wireless Usage

Includes all wireless devices used with the Library WiFi network.

Electronic Resources

Includes all electronic databases (Genealogy, Automotive, Education, etc.)
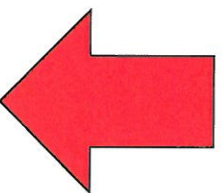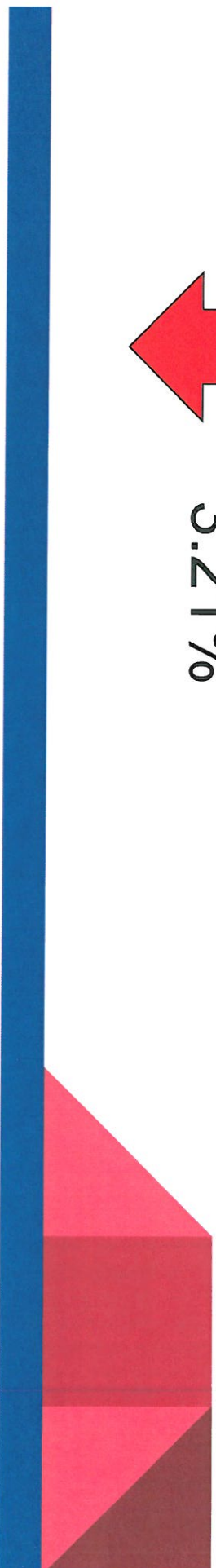
Digital Use

Digital Use

Legend:
- 2015 Computer Use
- 2016 Computer Use
- 2015 Wireless
- 2016 Wireless
- 2015 E-Resources
- 2016 E-Resources

Y-axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000, 70,000, 80,000, 90,000

X-axis: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Digital Use

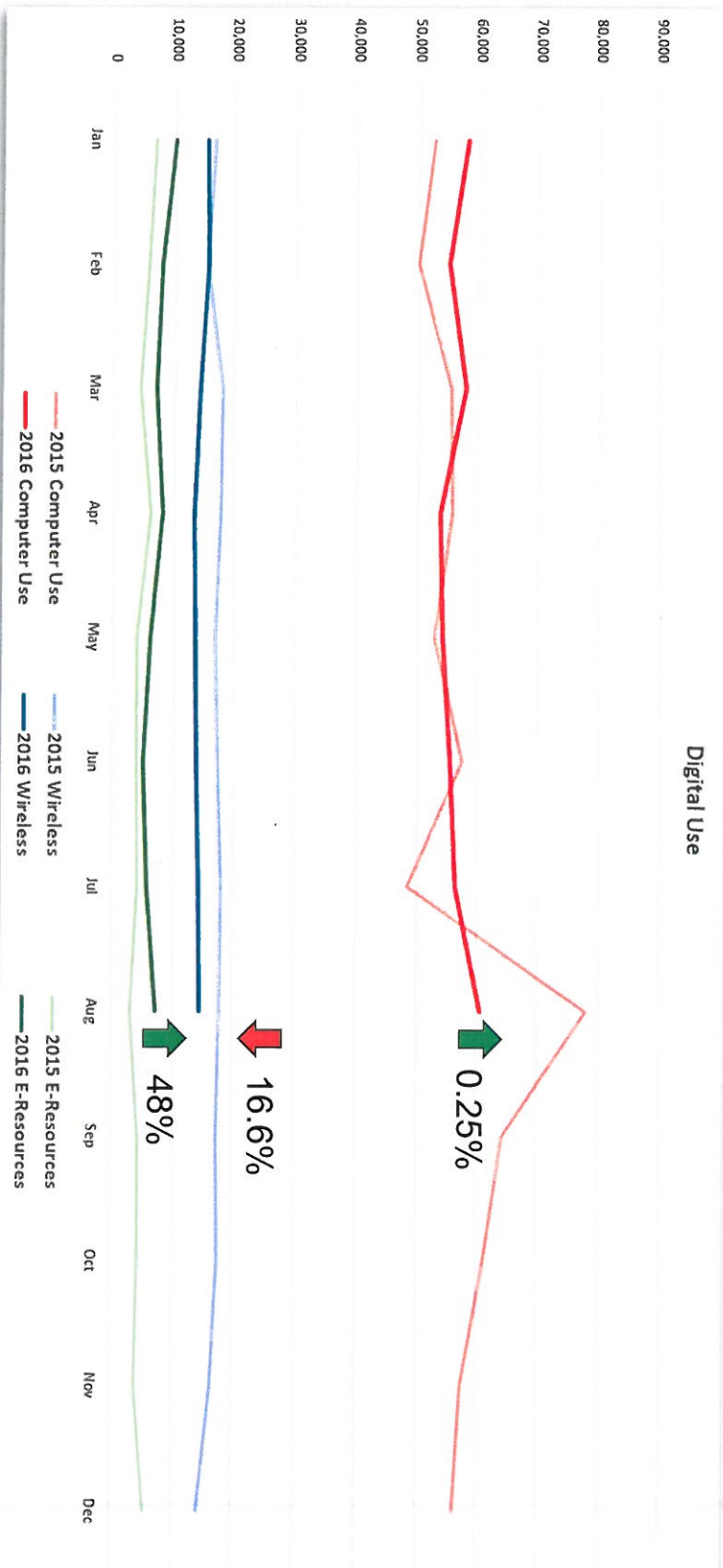|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015 Computer Use	52,723	50,059	55,660	55,670	52,900	57,581	48,471	77,992	64,401	61,216	57,530	56,206	690,409
2015 Wireless	16,689	15,326	17,860	17,718	16,879	17,187	17,877	17,767	17,219	17,609	16,369	14,289	202,789
2015 E-Resources	24,383	5,602	4,480	6,187	4,048	3,988	4,136	3,117	4,452	4,332	3,983	5,396	74,104
	93,795	70,987	78,000	79,575	73,827	78,756	70,484	98,876	86,072	83,157	77,882	75,891	967,302
2016 Computer Use	58,241	55,056	58,006	53,898	54,291	55,654	56,368	60,675					452,189
2016 Wireless	15,371	15,506	14,320	13,427	13,538	13,743	14,183	14,419					114,507
2016 E-Resources	9,981	7,788	6,955	8,067	6,098	5,123	5,666	7,263					56,941
	83,593	78,350	79,281	75,392	73,927	74,520	76,217	82,357					623,637

3.21%

Digital Use

Data Abnormalities:

Computer Use - During the months of July - Oct in 2015, IT was upgrading our SAM software to version 10.0. During which reporting from version 9 & 10 had some reporting inconsistencies that had to be worked out with the vendor.

E-Resources - For Jan 2015 an inaccurate session number for our World Value Line database was reported. The stat was corrected in Sept 2015 but Key Data figures were not updated. Correct value was 6883.
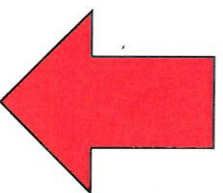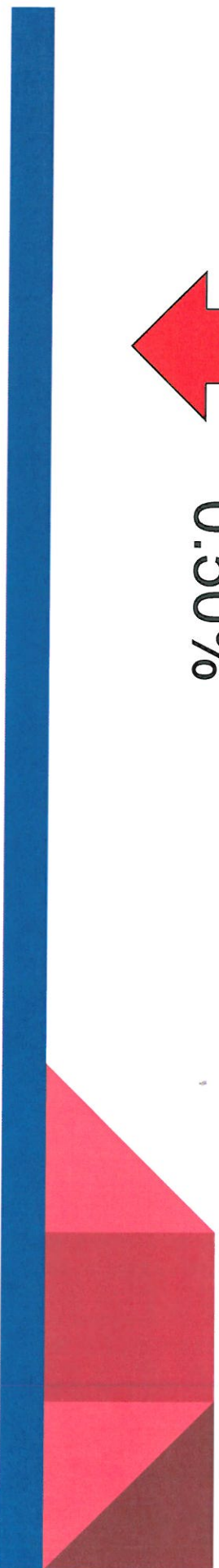
Digital Use

Digital Use

Legend:
- 2015 Computer Use
- 2016 Computer Use
- 2015 Wireless
- 2016 Wireless
- 2015 E-Resources
- 2016 E-Resources

0.25%
16.6%
48%

Digital Use

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2015 Computer Use	52,723	50,059	55,660	55,670	52,900	57,581	48,471	77,992	64,401	61,216	57,530	56,206	690,409
2015 Wireless	16,689	15,326	17,860	17,718	16,879	17,187	17,877	17,767	17,219	17,609	16,369	14,289	202,789
2015 E-Resources	6,883	5,602	4,480	6,187	4,048	3,988	4,136	3,117	4,452	4,332	3,983	5,396	56,604
	76,295	70,987	78,000	79,575	73,827	78,756	70,484	98,876	86,072	83,157	77,882	75,891	949,802
2016 Computer Use	58,241	55,056	58,006	53,898	54,291	55,654	56,368	60,675					452,189
2016 Wireless	15,371	15,506	14,320	13,427	13,538	13,743	14,183	14,419					114,507
2016 E-Resources	9,981	7,788	6,955	8,067	6,098	5,123	5,666	7,263					56,941
	83,593	78,350	79,281	75,392	73,927	74,520	76,217	82,357					623,637

0.50%

Digital Use

Computer Usage:

Expected to continue on an upward trend as we are converting our high cost, low circ laptops into in-Library use laptops which will add to SAM stats.

Wireless Usage:

It is expected to continue trending with our visitor stats. Increases to our visitors will increase our wireless usage.

Electronic Resources:

Will continue to increase with popularity and projects like ConnectEd. Already up 48% over 2015, we anticipate that percentage to continue to increase thru the end of the year.
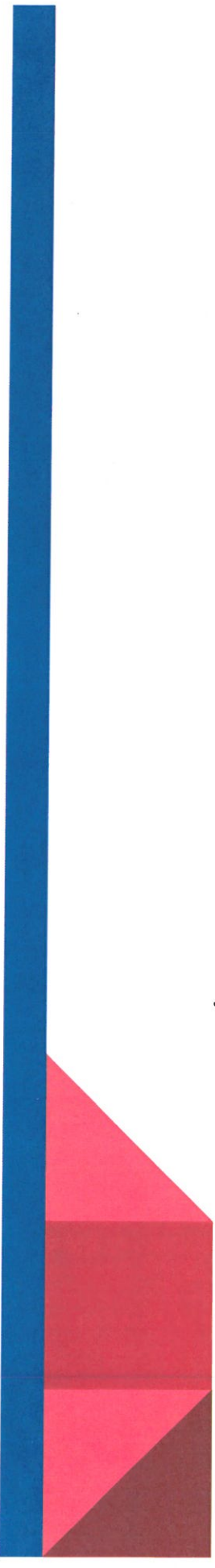
Program Attendance

Composed of:

Library Events: author visits, community events, school promotion, clubs, storytimes, and many more – all tracked in Evanced

Exhibits: are calculated based on library visits, 5%

2016 is relatively flat over 2015 to date, with slight 4% decrease

Program Attendance

Conclusion

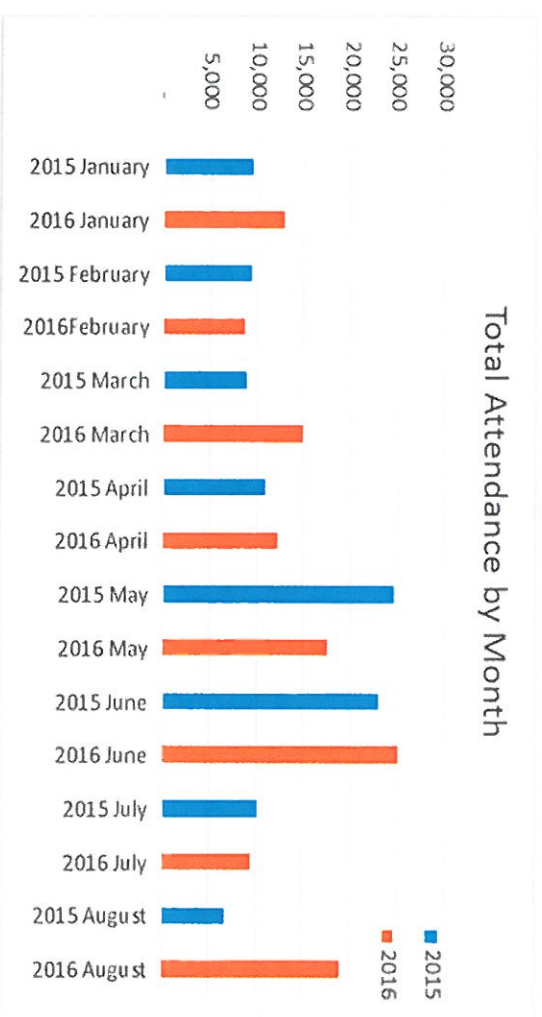Program attendance is actually **UP** – according to Evanced

2015: 3,228 events
103,042 participants

2016: 4,316 events
119,821 participants

Totals through August

Total Attendance by Month

|	2015	2016
January		
February		
March		
April		
May		
June		
July		
August		

Program Attendance

Exhibit Statistics

In most months, 2015 has more exhibit attendance than the same month of 2016

Exhibit attendance is a percentage of library visits

Library visits impacted reported decrease in program attendance

2015: 64,735

2016: 48,158

Totals through August

Total Exhibit Attendance By Month
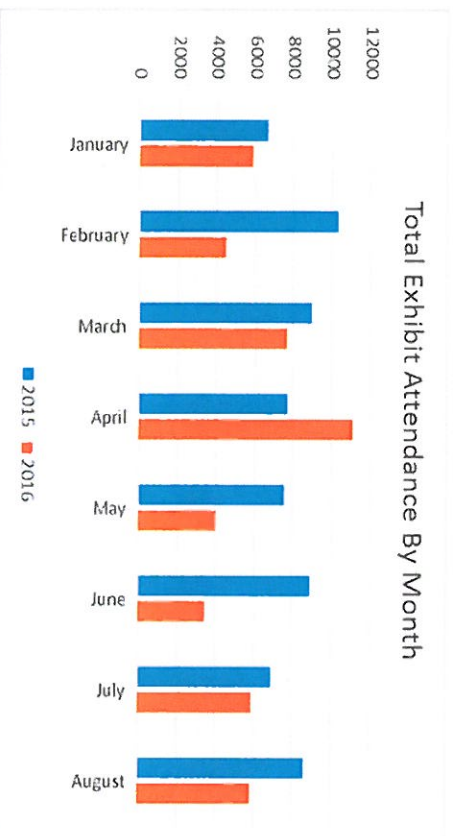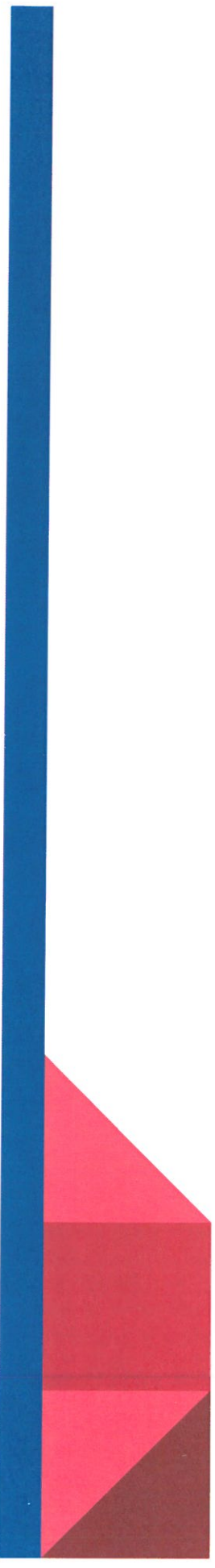
Program Attendance

Other Observations

We discovered that we have opportunities to improve recording and reporting program attendance in Evanced

Summer Reading Consistency

Blank or 0 (zero) attendance

Non-Traditional Programs

Program Attendance

Recommendations

In 2017, track Exhibit data separately from Program Attendance, in Key Data

Improve Evanced consistency

Encourage 100% attendance recording

Track existing non-traditional programs and explore new ones