

**November 3, 2004**

City Council  
Sacramento, CA

Honorable Members in Session:

**SUBJECT: LIBRARY WORKSHOP**

**LOCATION AND COUNCIL DISTRICT:** City-Wide (All Districts)

**RECOMMENDATION:**

This is an informational workshop on the Sacramento Public Library Authority. Staff recommends that the Council consider the staff presentation and provide input of the key library issues identified.

**CONTACT PERSON:**

Anne Marie Gold, Library Director - 264-2770

**FOR COUNCIL MEETING OF:** November 9, 2004

**SUMMARY:**

The workshop will update Council members on current activities of the Sacramento Public Library Authority and seek input on key issues.

**COMMITTEE/COMMISSION ACTION:**

None

**BACKGROUND INFORMATION:**

The Sacramento Public Library Authority is a joint powers authority of the City and County of Sacramento, responsible for providing library services to all residents of the City and the County with the exception of the City of Folsom.

The workshop will present information on the current status of library services, provide five year data trends, as well as current service trends and identify key issues for discussion with the Council.

**FINANCIAL CONSIDERATIONS:**

None.

**ENVIRONMENTAL CONSIDERATIONS:**

None

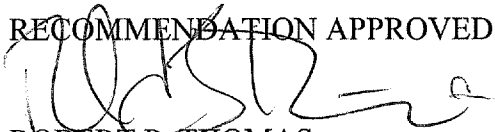
**POLICY CONSIDERATIONS:**

While the Sacramento Public Library Authority Board, which includes four members of the City Council, sits as the policy making board for the Sacramento Public Library, the informed support and discussion of the Sacramento City Council is critical to the future development of library services in the City of Sacramento.

**ESBD EFFORTS:**

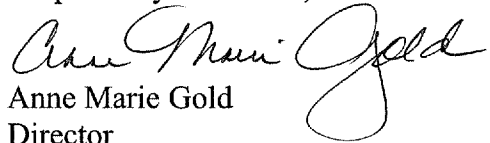
None

**RECOMMENDATION APPROVED:**



ROBERT P. THOMAS  
City Manager

Respectfully submitted,



Anne Marie Gold  
Director  
Sacramento Public Library  
Authority

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1. Library Workshop Report



**Sacramento Public Library**

**SACRAMENTO CITY COUNCIL  
LIBRARY WORKSHOP**

**November 9, 2004**

**Anne Marie Gold  
Library Director**

## BACKGROUND

### Mission Statement

To provide open access to diverse resources and ideas that inspire learning, promote reading, and enhance community life.

### SPL Background

- 1857- Sacramento Library Association
  - Charles Crocker, Leland Stanford, Mark Hopkins
- 1872 - New Library building
  - I St. between 7th & 8th St.
- 1879 - City Library formed
- 1908 - First County Library branch in Elk Grove
- 1918 - New Central Library funded by Andrew Carnegie
- 1919 - Formation of County Library
- 1966 - City/County partnership
- 1993 - Sacramento Public Library Authority formed

### SPL Today

- Serves all of Sacramento County except City of Folsom
  - 1.25 M population service area
- Central Library and 26 Branches
  - Branches - 10 City, 16 County
- 382,000 square feet
- 1,890 reader seats
- 1,000 computers
- 2 million items
- 283.25 FTE staff members
  - 35,000 volunteer hours
- \$28 million operating budget
- 550,000 registered customers

### In Library Use

- 48,000 hours of service
- 5.5M items circulated
- 2.7M customer visits
- 2,100 programs; 68,000 attendees
- 525,000 reference questions
- 1.3M items used in libraries

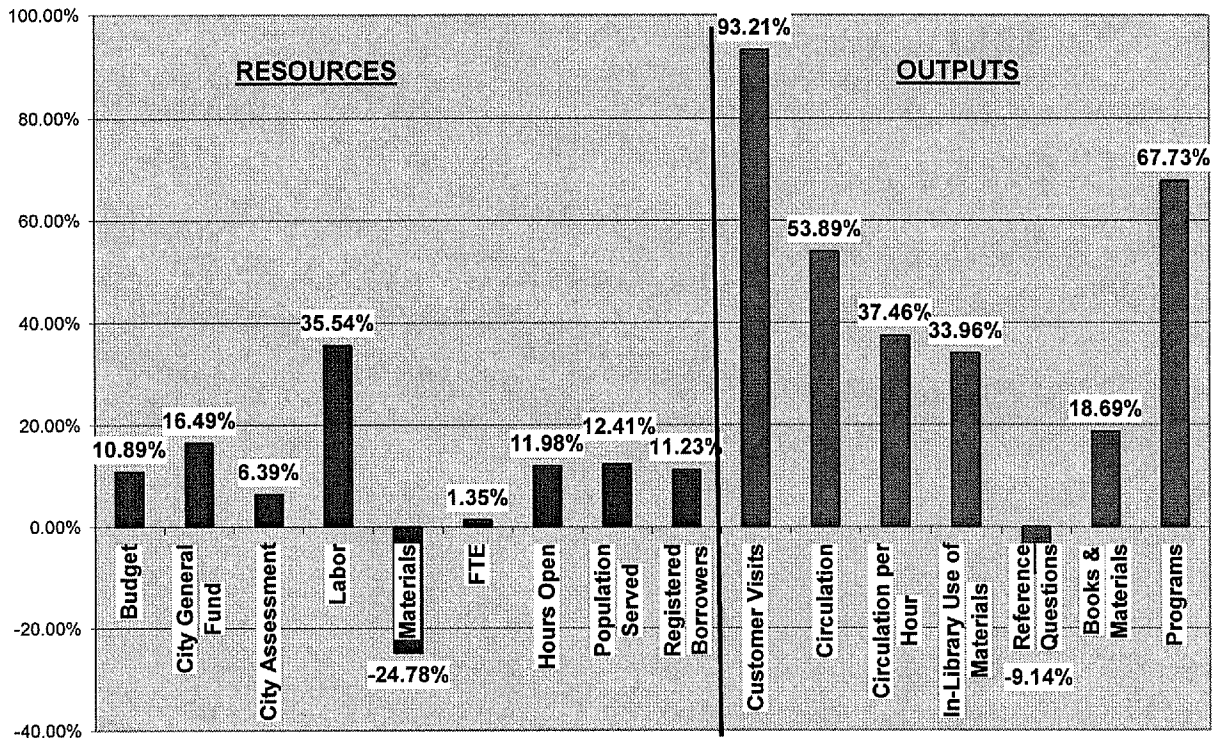
### Virtual Library Use

- 3.2M catalog searches
- 477K database searches
- 573K website hits

## SPL 5 YEAR KEY INDICATORS FY 99/00 – FY 03/04

<u>RESOURCES</u>		<u>OUTPUTS</u>	
Budget	+10.89%	Registered Borrowers	+11.23%
City General Fund	+16.49%	Customer Visits	+93.21%
City Assessment	+6.39%	Circulation	+53.89%
Labor	+35.54%	Circulation per Hour	+37.46%
Materials	-24.78%	In-Library Use of Materials	+33.96%
FTE	+1.35%	Reference Questions	-9.14%
Hours Open	+11.98%	Books & Materials	+18.69%
Population Served	+12.41%	Programs	+67.73%

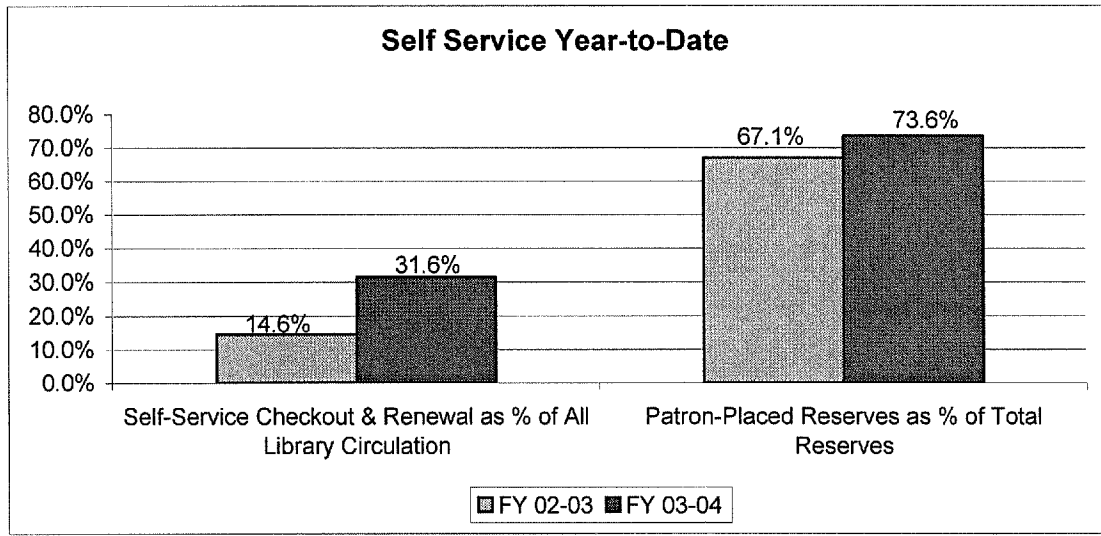
SACRAMENTO PUBLIC LIBRARY - 5 YEAR COMPARISON



## CURRENT TRENDS

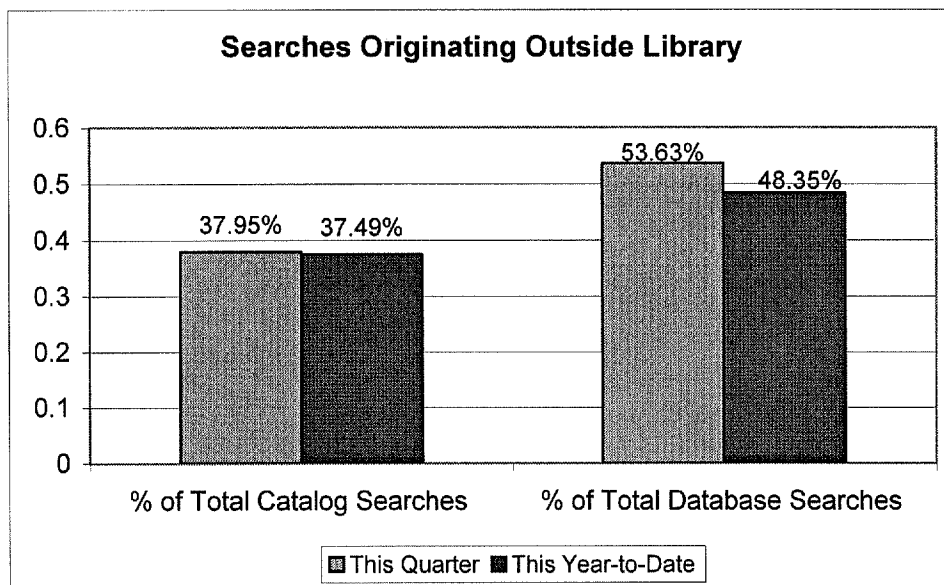
### Customer Self-Service

Customer self-service reserves increased 43.9% from last fiscal year, compared with a 31.1% increase in all reserves placed. Customers placed 73.6% of all reserves, a 9.8% increase. Total circulation was 5,581,130, of which 1,763,159 (or 31.6%) was by customer self-check or self-renewal.



### Changing virtual usage patterns

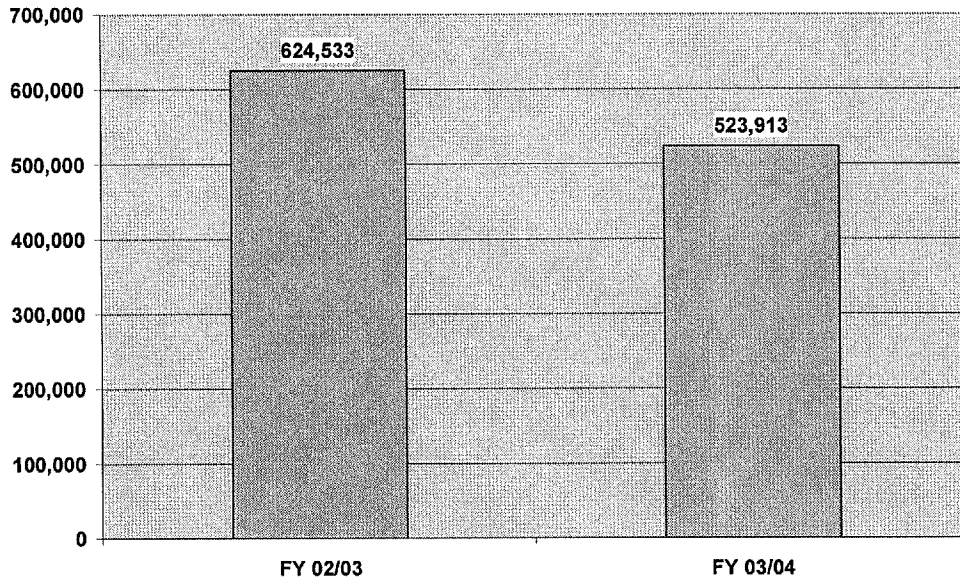
Self-service online access was robust this quarter. Over half the database searches performed originated outside the library (53.6%). Of all library catalog searches, 37.1% came from outside the library, with a year-to-date average of 37.5%



**Declining reference service**

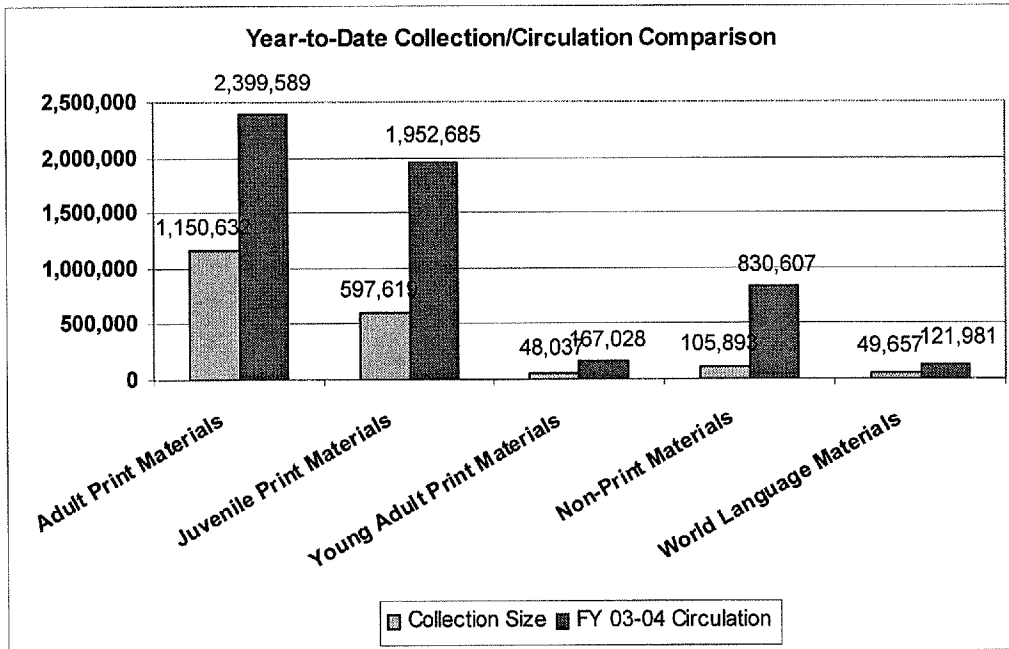
Reference service declined -16.1% for the fiscal year. There were 624,533 questions FY02-03 as opposed to 523,913 questions FY03-04.

Reference Questions



**Collection Usage**

The most heavily used parts of the collection are all non-print materials, such CD's, DVD's and videos, teen materials and children's materials.



**Sacramento Public Library**

The number of new items added increased 1% from last year's levels, while new titles added decreased -14.7%. The small increase in items added is a direct reflection of a decreased budget for materials. The drop in new titles added reflects a library decision to provide more copies of the most popular materials to library users, decreasing the wait time for those titles.

**Library as community space**

The value to the communities of library meeting space continues to be evident, with a 4.6% growth in the number of community meetings held in branches between this and last fiscal year. Community attendance at these meetings has remained significantly higher than in the previous fiscal year – a 14.8% increase.

	<b>Last Year to Date</b>	<b>This Year To Date</b>	<b># Change Year To Date</b>	<b>% Change Year To Date</b>
<b>Number of Meetings</b>	2,513	2,628	115	4.6%
<b>Attendance</b>	45,227	51,935	6,708	14.8%

**Library Programs**

Programming brings the community to the library. Total programs this year increased 13.5% over the previous year, with a corresponding 4.5% increase in overall attendance.

<b>Program Type</b>	<b># Offered Year To Date</b>	<b>Total Attendance Year To Date</b>
<b>Totals</b>	2,059	68,163
<b>Family</b>	259	6,292
<b>Toddler</b>	193	5,402
<b>Pre-School</b>	837	25,526
<b>School Age</b>	444	26,073
<b>Teen</b>	78	1,011
<b>Adult</b>	246	3,812
<b>Senior</b>	2	47

**Community Outreach**

Visits with community groups, including schools, bring the library to the community. There was a 20.3 increase in the number of visits to schools and community groups, reaching over 20,000 customers.

	<b>Last Year to Date</b>	<b>This Year To Date</b>	<b># Change Year To Date</b>	<b>% Change Year To Date</b>
<b>Presentations by Staff</b>	354	426	72	20.3%
<b>Attendance</b>	23,186	20,805	-2,381	-10.3%

## STRATEGIC SERVICES PLAN

- **Strategic Services Plan adopted by Board – July 2004**
  - Improve relevance to changed and changing community
  - Thrive and survive as a public institution
  - Community input via surveys, needs assessments
  
- **Community Expectations**
  - Leverage/maximize use of existing assets
  - Adapt modern service delivery techniques (i.e.. self service)
  - Add value to the community
  - Compete successfully with others that serve the same audience
  
- **New Service Model**
  - Strong sense of place, inviting environment
  - Safe, secure public place
  - Library as host for services provided by others
  - Library services provided in locations outside the library's own buildings
  - Niche offerings that help differentiate the Library from other providers
  - Strong customer focus
  - Self-directed self-service
  - Staff that function as coaches and facilitators rather than gatekeepers
  - Special priority for serving kids
  - Consumer-appropriate (i.e. easier to use) navigational tools
  - Extensive use of online services
  
- **Focused on 3 key themes**
  - Leader for reading in the community
  - Aligned with the educational process
  - Participating in the life of the community
  
- **Strategic Services**
  - Leading for Reading Campaign
  - Reading Programs
  - Community Spaces
  - Online Community
  - Reading Outreach
  - Collection
  - Reader's Resource

## KEY ISSUES

1. **Changing Customer Needs – Changing Operations**
2. **Facility Planning – Priority Setting, Financing**

<b>SPL 5 YEAR TRENDS</b>						
	<b>1999-2000</b>	<b>2000-2001</b>	<b>2001-2002</b>	<b>2002-2003</b>	<b>2003-2004</b>	<b>5 YEAR CHANGE</b>
<b>Budget</b>	\$23,980,739	\$25,265,273	\$27,114,927	\$26,986,984	\$26,592,941	<b>10.89%</b>
<b>City General Fund</b>	6,555,000	6,954,892	7,579,199	7,784,361	7,635,608	<b>16.49%</b>
<b>City Assessment</b>	3,268,499	3,193,465	3,605,823	3,863,370	3,477,458	<b>6.39%</b>
<b>Labor</b>	12,505,813	13,678,112	16,153,200	15,895,600	16,950,601	<b>35.54%</b>
<b>Materials</b>	3,545,015	3,785,422	3,690,266	2,531,625	2,666,734	<b>-24.78%</b>
<b>Total FTE</b>	na	291.8	317.3	333	295.75	<b>1.35% *</b>
<b># Volunteer Hours</b>	29,711	27,191	29,868	34,166	35,715	<b>20.21%</b>
<b>Total Number Outlets</b>	26	26	28	29	29	
<b>Total Square Feet</b>	na	341,972	354,035	378,081	379,446	
<b>Hours Open All Outlets</b>	43,160	44,018	49,738	49,790	48,332	<b>11.98%</b>
<b>Average Hours Open per Week per Outlet</b>	31.9	32.6	34.2	33.0	32.1	<b>0.63%</b>
<b>Population of The Legal Service Area</b>	1,129,600	1,201,400	1,219,100	1,245,800	1,269,800	<b>12.41%</b>
<b>Total # of Registered Borrowers</b>	495,000	485,368	533,739	544,693	550,595	<b>11.23%</b>
<b>% of Population Registered</b>	43.8%	40.4%	43.8%	43.7%	43.4%	<b>-1.05%</b>
<b>Visits</b>	1,396,160	1,720,836	2,487,394	2,621,931	2,697,487	<b>93.21%</b>
<b>Visits per Capita</b>	1.24	1.43	2.04	2.10	2.12	<b>71.88%</b>
<b>Total Circulation</b>	3,629,798	3,932,749	4,492,144	5,303,277	5,586,075	<b>53.89%</b>
<b>Circulation per Capita</b>	3.21	3.27	3.68	4.26	4.40	<b>36.90%</b>
<b>Circulation per Service Hour</b>	84.1	89.3	90.3	106.5	115.6	<b>37.46%</b>
<b>Circulation per Visit</b>	2.60	2.29	1.81	2.02	2.07	<b>-20.35%</b>
<b>In-Library Use of Materials by Customers</b>	991,770	N/A	1,248,533	1,286,662	1,328,587	<b>33.96%</b>
<b>Reference Transactions</b>	576,615	791,895	765,583	637,455	523,913	<b>-9.14%</b>
<b>Reference Transactions Per Capita</b>	0.51	0.66	0.63	0.51	0.41	<b>-19.17%</b>
<b>Reference Transactions per Hour Open</b>	13.4	18	15.4	12.8	10.8	<b>-19.40%</b>

<b>SPL 5 YEAR TRENDS</b>						
	<b>1999-2000</b>	<b>2000-2001</b>	<b>2001-2002</b>	<b>2002-2003</b>	<b>2003-2004</b>	<b>5 YEAR CHANGE</b>
<b>Reference Transactions per Visit</b>	0.41	0.46	0.31	0.24	0.19	<b>-52.97%</b>
<b>Total Holdings</b>	1,684,849	1,769,526	1,860,252	1,974,942	1,999,732	<b>18.69%</b>
<b>Print Materials</b>	1,623,805	1,701,860	1,778,134	1,884,500	1,899,935	<b>17.01%</b>
<b>Non Print Materials</b>	61,044	67,666	82,118	90,442	99,797	<b>63.48%</b>
<b>World Language Materials</b>	32,294	32,148	36,506	46,134	46,895	<b>45.21%</b>
<b># of Serial Volumes</b>	0	62,089	96,561	72,903		
<b># of Databases</b>	0	0	0	68	43	
<b># of Cataloged Books Added</b>	143,045	162,066	139,584	96,172	129,264	
<b>Total # of Programs</b>	1,252	1,335	1,544	1,758	2,100	<b>67.73%</b>
<b>Total Programs Attendance</b>	50,260	51,149	58,437	61,417	68,566	<b>36.42%</b>
<b>Total Average Attendance per Library Program</b>	40.1	38.3	37.8	34.9	32.7	<b>18.67%</b>

\* 4 year trend

# Sacramento Public Library



*2004*

*STRATEGIC SERVICES*

*PLAN*

*July 2004*

**SACRAMENTO PUBLIC LIBRARY**

**2004 Strategic Services Plan**

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LEADING FOR READING CAMPAIGN  
READING PROGRAMS  
COMMUNITY SPACES  
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READING OUTREACH  
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READER'S RESOURCE

***LEADING FOR READING CAMPAIGN***

- **GOAL 1:** The Sacramento community has a strong awareness of and values access to and use of the library's reading collections, services and resources.
  - Objective 1: Plan and implement a yearlong "Leading for Reading" campaign, incorporating applicable goals and objectives found throughout this Strategic Services Plan.
  - Objective 2: Develop and implement a broad-based public awareness campaign that includes under-served segments of the community and targeted groups of non-library users.
  - Objective 3: Obtain marketing partnerships or other funding to sponsor promotion of the "Leading for Reading" campaign on major media such as radio, television, billboards, and the sides of public transportation.
  - Objective 4: Design and develop marketing materials for the campaign including branch banners, staff buttons and shirts, logos, and other materials to bring the campaign to our customers and communities in appropriate languages.
  - Objective 5: Enlist library partners, such as Friends or Foundation, to market "Leading for Reading" materials such as book bags to help offset the costs of promotional activities.

***READING PROGRAMS***

- **GOAL 1:** People in the Sacramento community participate in library programs that educate and promote enjoyment of reading, such as book clubs, community outreach, family literacy, and author visits.
  - Objective 1: Develop a community wide “One Book, One Sacramento” reading program.
  - Objective 2: Introduce the value of reading to parents and young children through ongoing comprehensive family literacy programs (such as Reading Readiness).
  - Objective 3: Provide the community opportunities to interact with authors and their books via author visits to branches, on-line chats with authors, and other author programs.
  - Objective 4: Encourage school-age children to read by providing short-term goal-based reading programs and incorporating reading promotion and education into existing programming.
  - Objective 5: Implement an online book club with an “online book discussion” forum.

***COMMUNITY SPACES***

- **GOAL 1:** Customers find that library branches are inviting and comfortable spaces where they feel welcome and want to linger to enjoy the library services that meet their reading, education, information and recreation needs and find opportunities for community interaction.
  - Objective 1: Modify the public areas of no less than four library branches to include at least one distinct use area (e.g. teen area, community living room, group study area or reading-friendly zone). These use areas will serve as places for community members to gather and enjoy library services.
  - Objective 2: Revise library procedures so that customers will be able to enjoy food and beverages in Sacramento Public Library buildings.
  - Objective 3: Install vending machines or food/beverage kiosks in or outside (as applicable) at least four library branches to provide customers with opportunities to purchase food and/or beverages.
  - Objective 4: Provide, partnering with organizations or individuals as appropriate, at least 10 displays and exhibits designed to reflect the full range of diversity in the community, including appropriate literature.
  - Objective 5: Offer, in at least four branches, a bilingual conversation circle, providing opportunities for interaction between English learners and English speakers who wish to practice or learn another language. In these libraries, language learners will find opportunities to interact with other community members while meeting their educational needs in a comfortable and welcoming setting.

***ONLINE COMMUNITY***

- **GOAL 1:** The community of online users make the Sacramento Public Library's web site the first stop for fast and convenient access to library services, collections, digital resources, and community information.
  - Objective 1: Create and add a Sacramento Public Library events calendar to the library web site that is interactive and easy to use. The calendar will allow the online user to search and find scheduled events at all Sacramento Public Library branches.
  - Objective 2: Provide a "Leading for Reading" web page with links to Sacramento Public Library reading resources, reading program information, Accelerated Reader lists, and other online reading resources.
  - Objective 3: Develop, implement and promote an online site devoted to college support resources either created or collected and organized by the Sacramento Public Library.

***READING OUTREACH***

- **GOAL 1:** Preschoolers are well-prepared to learn to read as library staff, in collaboration with community partners, present outreach programs to educators and caregivers, emphasizing the everyday things they can do to enhance literacy and language development for children ages 0-5.
  - Objective 1: Develop, implement, and market training modules in multiple formats (in person, video or online) to introduce preschool teachers and/or caregivers to a variety of supplemental techniques and resources to enhance story times.
  - Objective 2: Create a list of 50 best story time books for preschoolers (updated yearly) that will be made available online, distributed in hard copy and used as part of the training module.
  - Objective 3: Obtain all titles on the 50 best story time books for preschoolers list so that they are available for checkout in all branches.
- **GOAL 2:** Targeted groups of future library users, such as home-schooled families and group home residents, benefit through outreach programs that promote the enjoyment of reading.
  - Objective 1: Assess the needs for educational support of students in homeless shelters and group homes. After assessment, develop, implement and market at least one program or service targeted to students in homeless shelters or group homes.
  - Objective 2: Assess the curriculum support needs of area home-schooled students. After assessment, develop, implement and market at least one program or service targeted to home-school students.

**COLLECTION**

- **GOAL 1:** The community's diverse reading interests and curriculum support needs are satisfied through the materials and formats provided by the Sacramento Public Library.
  - Objective 1: Conduct an annual assessment of the diverse reading needs and interests of people within the Sacramento Public Library service area. This will include, but is not limited to, curriculum support, adult basic collection, languages, and e-books.
  - Objective 2: Conduct an annual analysis of library collection usage patterns to refine collection development profiles to ensure the collection meets the diverse reading needs of the community.
  - Objective 3: Conduct an annual review of the Collection Development Guidelines every January to ensure that our collection meets the diverse reading needs of the community.
  - Objective 4: Obtain supplemental funds from outside sources to enhance the collection.
  - Objective 5: Review and revise current circulation practices to improve customer access to high-demand reading materials.
  - Objective 6: Provide free inter-library borrowing through partnership agreements to enhance and expand the range of public and academic library materials available to meet the diverse reading demands of our customers.
  
- **GOAL 2:** Customers easily find desired reading materials using the library catalog.
  - Objective 1: Investigate means of improving the cataloging and classification of the collection to facilitate customer access to the collection and provide a written plan for implementation.
  - Objective 2: Provide extended information in the library catalog such as: icons that indicate the type of material, book cover pictures, and book reviews.
  - Objective 3: Investigate and implement methodologies that support local school encouragement of reading, by making it easy for library users to search the library catalog for Accelerated Reader books by reading and point levels.

***READER'S RESOURCE***

- **GOAL 1:** The Sacramento community's premier resource for reading is library staff.
  - Objective 1: Train, enable, and empower all public service staff in the use of reading resources and the art of providing reading recommendations to customers.
  - Objective 2: Enhance the accessibility of staff expertise via methods such as staff picks, expertise lists, bibliographies, on branch bulletin boards, community newspapers, and the library web site.
  - Objective 3: Issue a monthly "Leading for Reading" flyer in print, online and via e-mail that provides reading recommendations.
  
- **GOAL 2:** Library customers take advantage of opportunities to discover and read a wider range of interesting materials through the library's implementation of effective merchandising techniques.
  - Objective 1: Research effective merchandising techniques employed in libraries, retail outlets, and other venues and develop guidelines to be implemented at all branches.
  - Objective 2: Implement staff training, either by developing a program in-house or by bringing in a consulting trainer, on the concepts and implementation of effective merchandising.
  - Objective 3: Purchase furnishings necessary for the implementation of this merchandising program at four pilot locations.

# Sacramento Public Library Authority

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**City Council Workshop  
November 9, 2004**



# **SPL Mission Statement**

**To provide open access to diverse resources and ideas the inspire learning, promote reading, and enhance community life.**

November 9, 2004

Sacramento Public Library Workshop



# **SPL – A Library for the Ages**

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# **SPL TODAY**

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- 2 million items**
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# **IN - LIBRARY USE**

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- 2,100 programs; 68,000 attendees**
- 525,000 reference questions**
- 1.3M items used in libraries**



# **VIRTUAL USE**

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# SPL 5 YEAR KEY INDICATORS

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Population Served	+12.41%	Programs	+67.73%

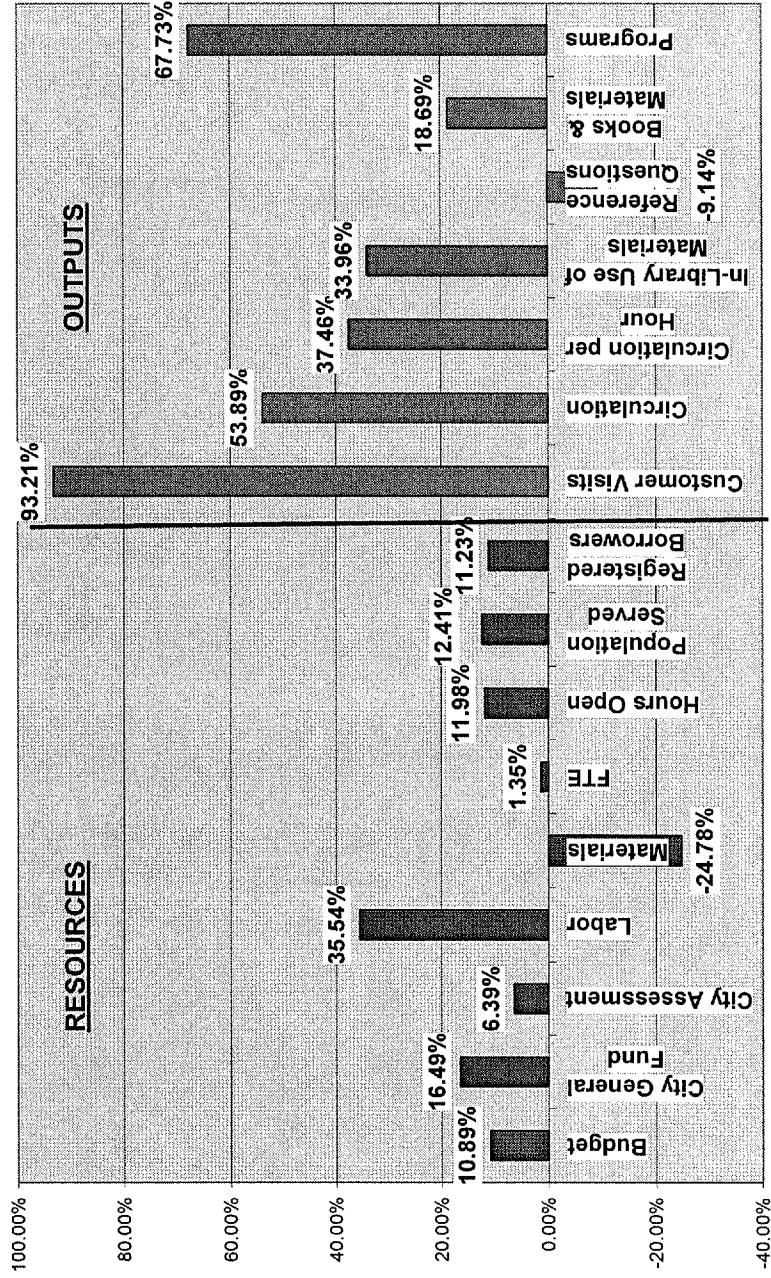
November 9, 2004

Sacramento Public Library Workshop



# 5 YEAR TRENDS

SACRAMENTO PUBLIC LIBRARY - 5 YEAR COMPARISON



November 9, 2004

Sacramento Public Library Workshop



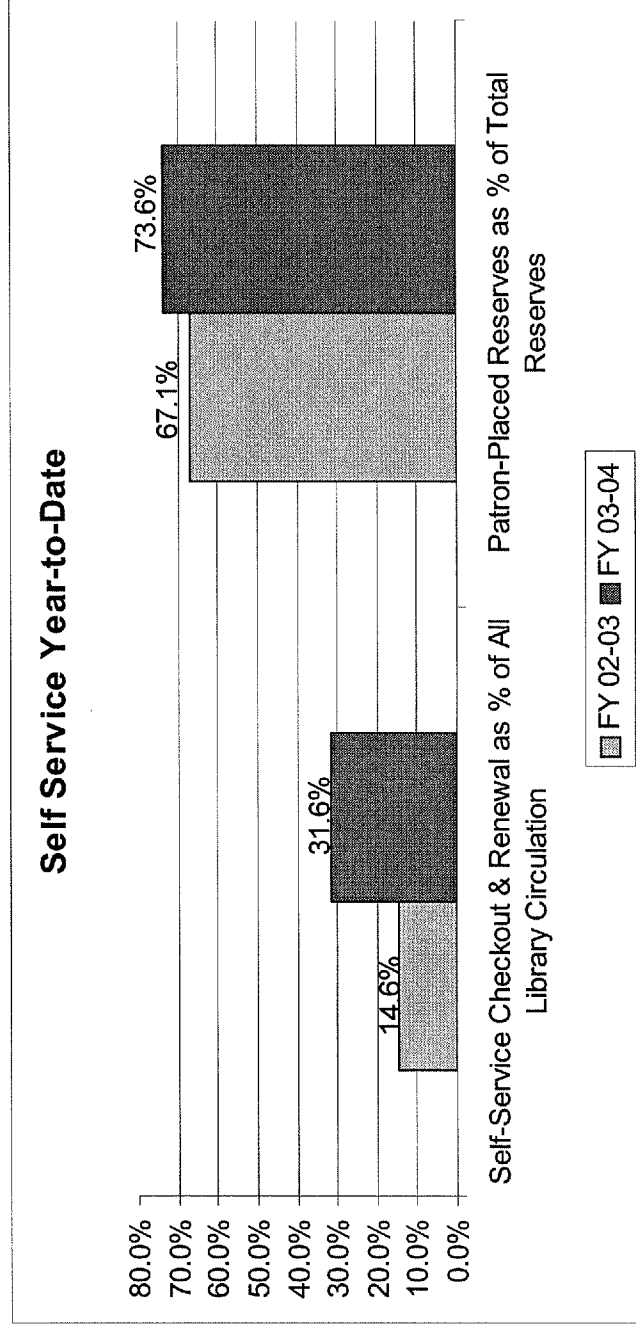
# **Current Service Trends**

- Customer self service
- Virtual usage
- Declining reference
- Collection usage
- Community space
- Library programs
- Community outreach



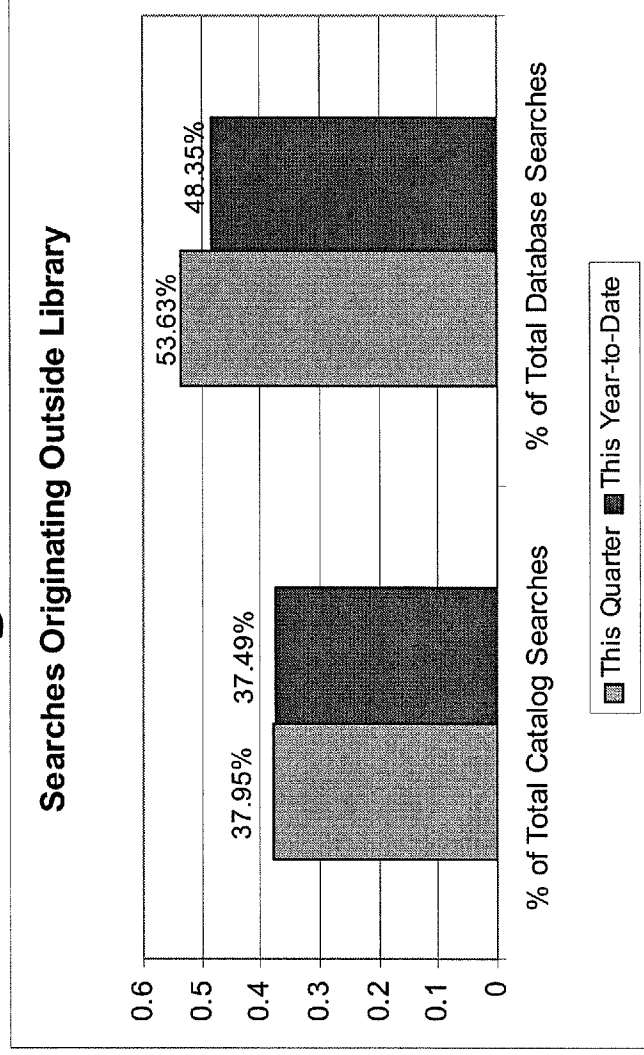
# Customer Self Service

- 43.9% increase in customer placed holds
- 31.6% of all circulation



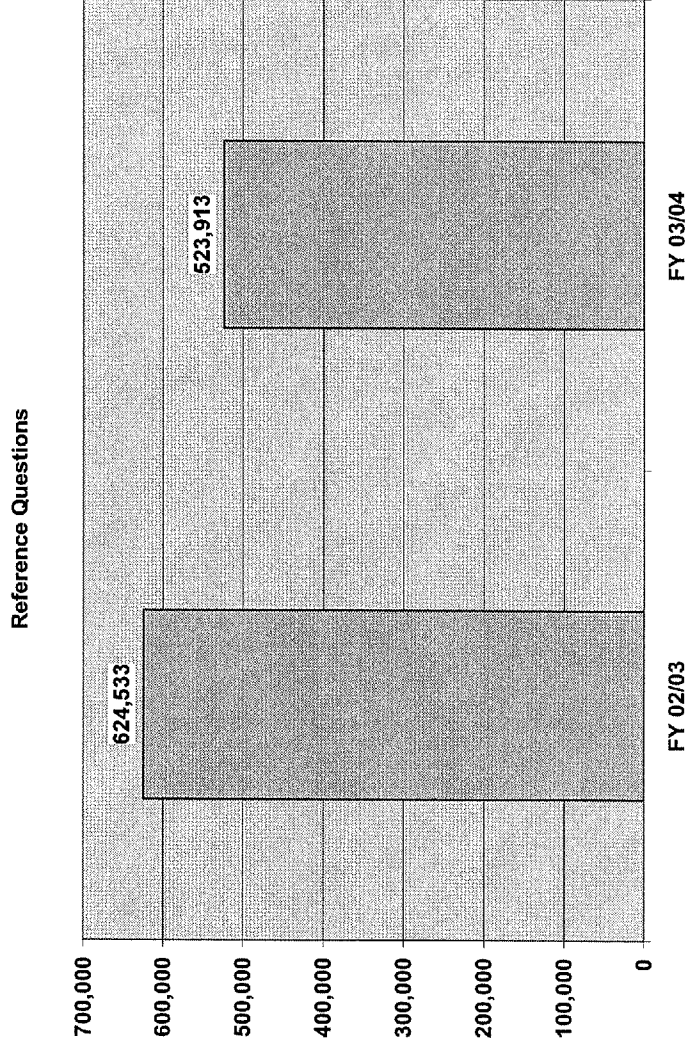
# Virtual usage

- Half of all database searches came from outside the library buildings
- 37% of all catalog searches



# Declining reference

- Reference questions declined 16.1% in the past year



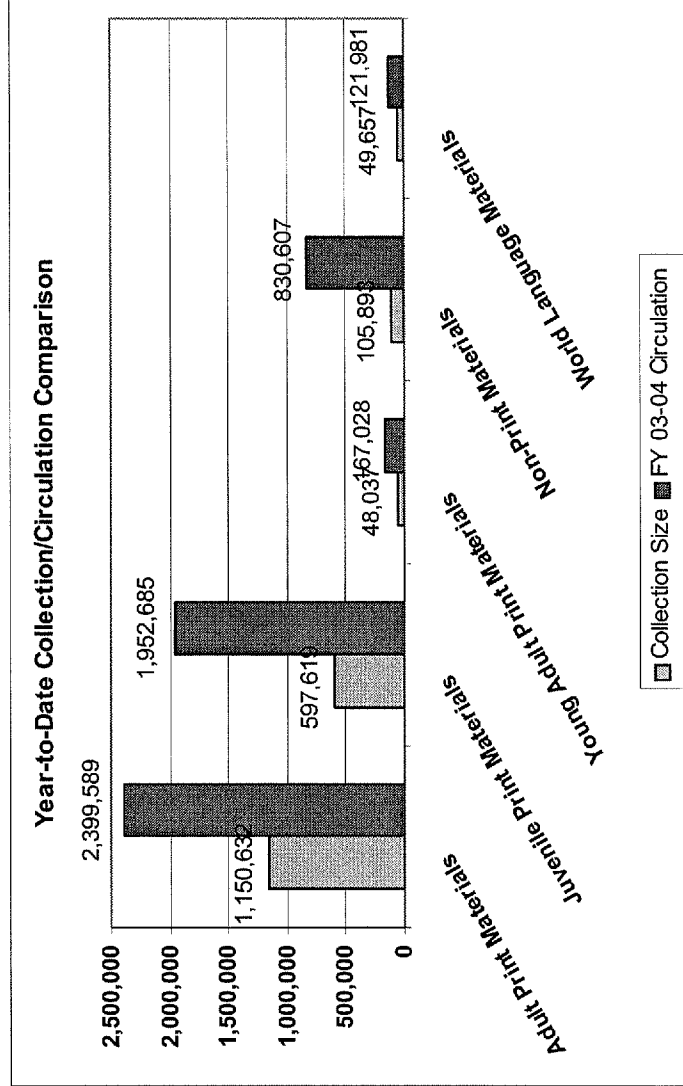
November 9, 2004

Sacramento Public Library Workshop



# Collection usage

- Non print – CD, DVD, videos
- Teen, children’s



November 9, 2004

Sacramento Public Library Workshop



# **Community space, programs, outreach**

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- 4.6% Growth in community meetings and 14.9 increase in attendance
- 13.5% increase in programs and 4.5% increase in attendance
- 20.3% increase in community outreach



# **Strategic Services Plan**

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- Improve relevance to changed and changing community
- Thrive and survive as a public institution
- Community input via surveys, needs assessments



# **Community Expectations**

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- Leverage/maximize use of existing assets
- Adapt modern service delivery techniques (i.e.. self service)
- Add value to the community
- Compete successfully with others that serve the same audience



# **New Service Model**

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- Strong sense of place, inviting environment
- Safe, secure public place
- Library as host for services provided by others
- Library services provided in locations outside the library's own buildings
- Niche offerings that help differentiate the Library from other providers
- Strong customer focus
- Self-directed self-service
- Staff that function as coaches and facilitators rather than gatekeepers
- Special priority for serving kids
- Consumer-appropriate (i.e. easier to use) navigational tools
- Extensive use of online services



# Key Themes

- Leader for reading in the community
- Aligned with the educational process
- Participating in the life of the community



# **Strategic Services**

- Leading for Reading Campaign
- Reading Programs
- Community Spaces
- Online Community
- Reading Outreach
- Collection
- Reader's Resource



# **Key Issues**

- Changing Customer Needs –  
Changing Operations**
- Facility Planning – Priority  
Setting, Financing**

