

ICMA Benchmarking Project FY 2007 Data Report

Library Services
Dallas Public Library
Sept. 2008



Library Services

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Assistant Director, Dallas Public Library





Strengths and Weaknesses FY06

Areas of Strength/Improvement

- Number of terminals available for public use.
- Number of persons entering library facilities.

Areas of Concern:

- Average Hours of operation per week -
Branches.
- Children's materials as % of total holdings.



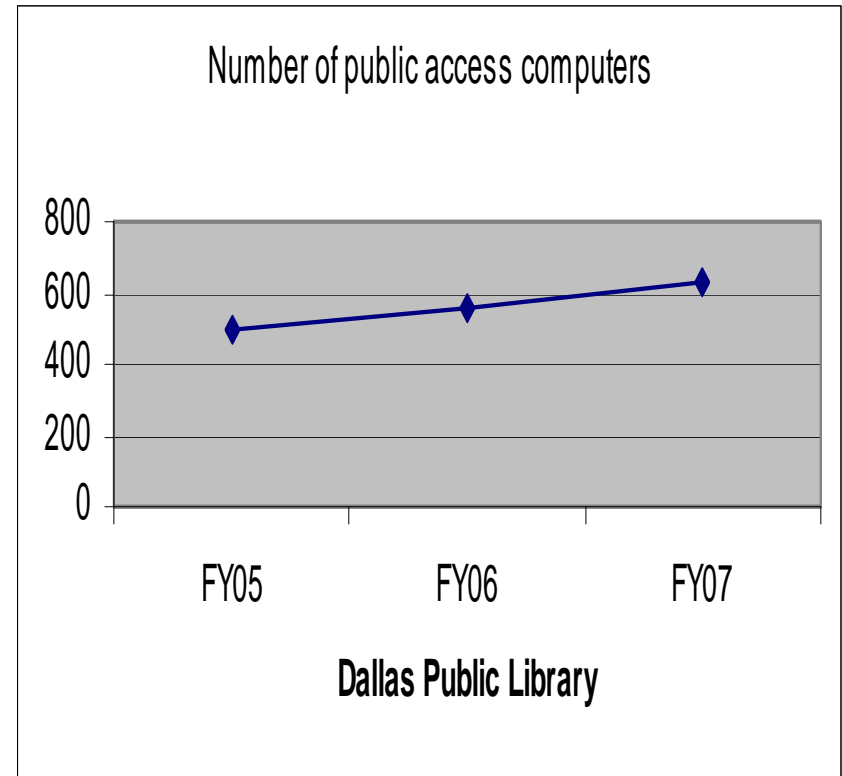
ICMA FY2006 Proposed Actions/Outcomes

- Continue to survey libraries for best practices.
- Track WiFi service usage
- Continue to improve methods for collecting and analyzing data.
- Implement new Integrated Library System (Completed).
- Increase branch library hours (Yes by 3%).
- Increase website visits (Yes by 28%).
- Develop new partnerships to promote library services and programs (World Affairs Council).
- Increase use of materials in neighborhoods and the Central Library (up 5%).



Comparison to Prior Years

	Number of public access computers
Dallas FY05	493
Dallas FY06	562
Dallas FY07	631



Texas Public Library Standards: 1 computer per 2,500 population served for basic services (512)

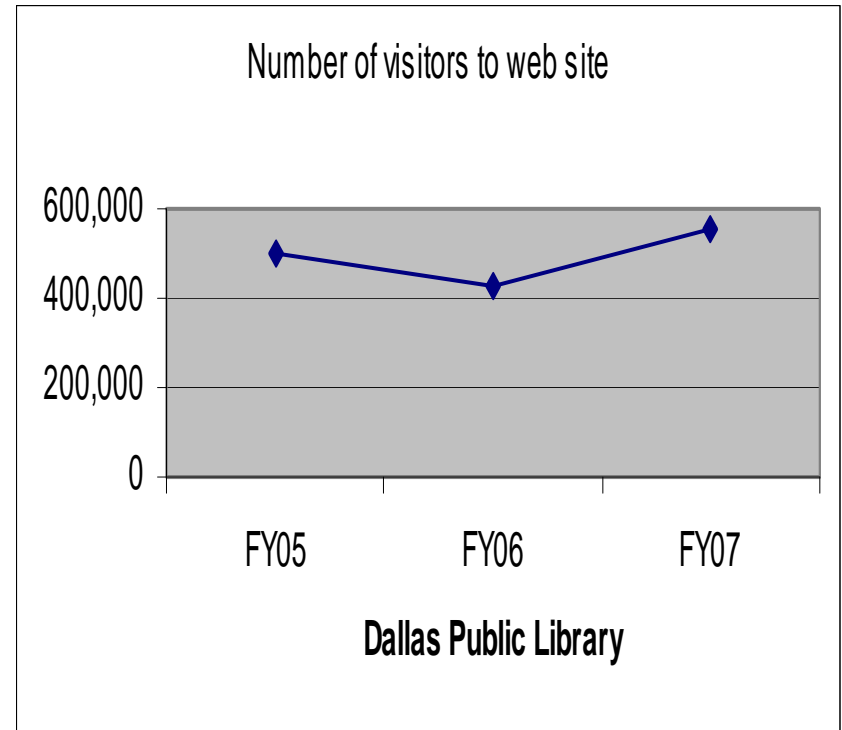
1 computer per 2,000 population served for enhanced services (640)

1 computer per 1,500 population served for comprehensive services (853)



Comparison to Prior Years

	Number of visitors to web site
Dallas FY05	501,798
Dallas FY06	430,478
Dallas FY07	552,855

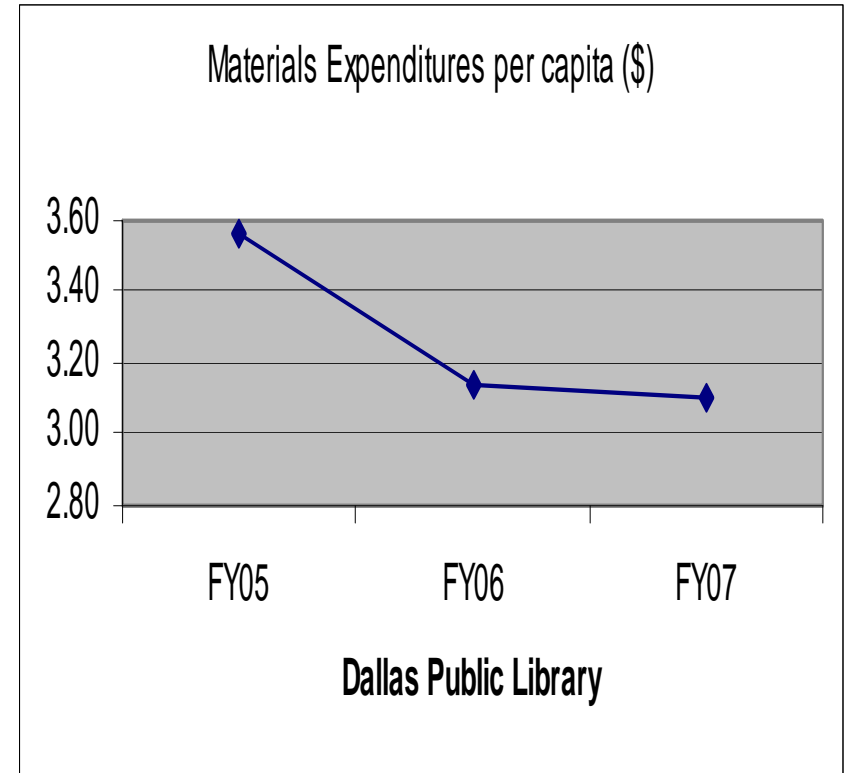


The availability to capture hits to web site decreased in FY06 due to maintenance issues of an aged system. System replaced in May 2008.



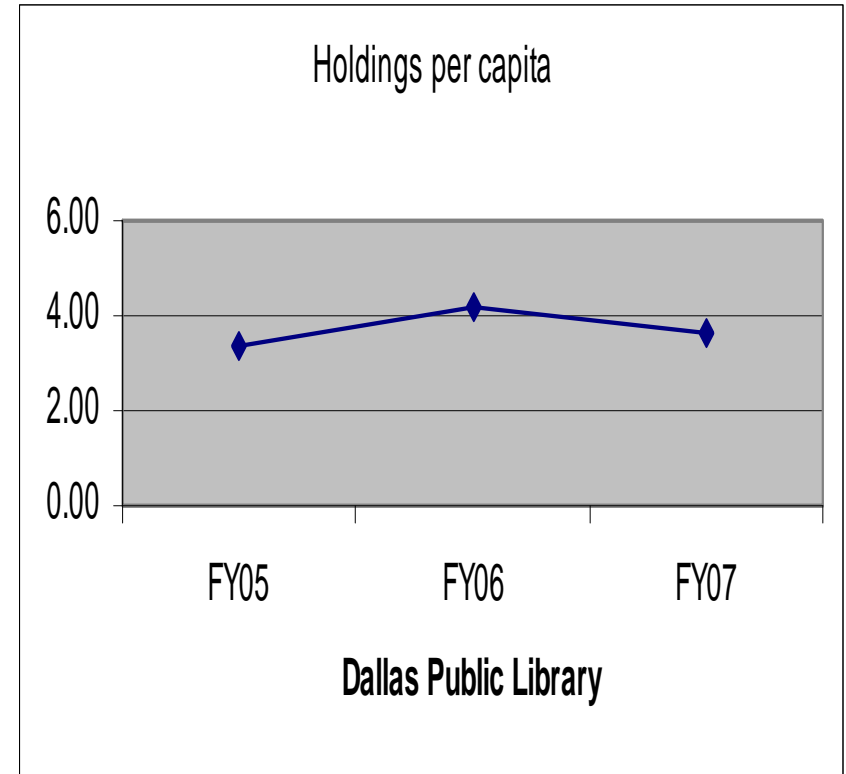
Comparison to Prior Years

	Materials Expenditures per capita (\$)
Dallas FY05	3.56
Dallas FY06	3.14
Dallas FY07	3.10



Comparison to Prior Years

	Holdings per capita
Dallas FY05	3.40
Dallas FY06	4.15
Dallas FY07	3.64



Texas Public Library Standards: Basic Service: 1.5 items per capita

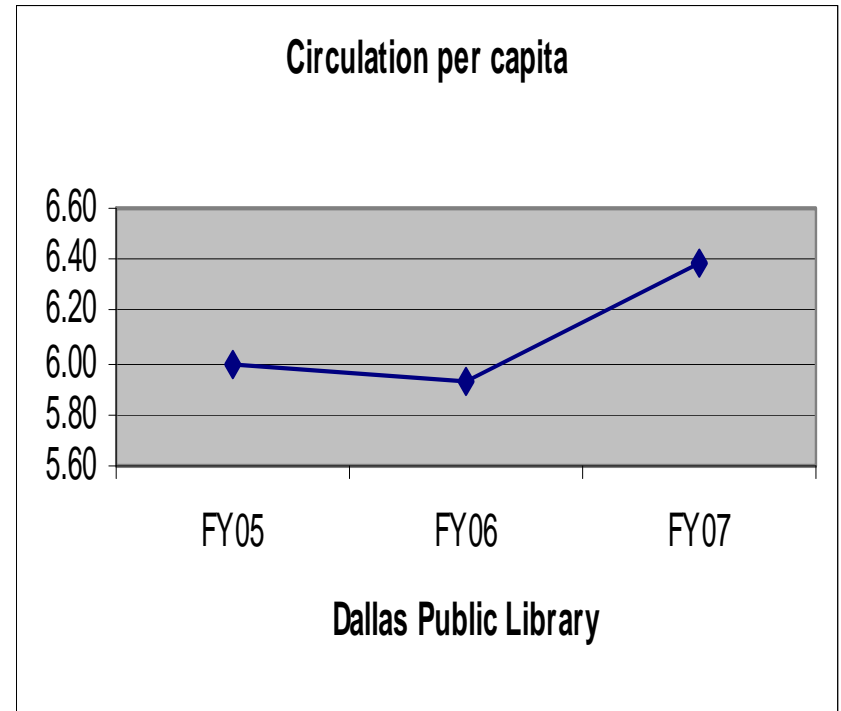
Enhanced Service: 3 items per capita; Comprehensive: 4 items per capita

Strength of research collection is evidenced here.



Comparison to Prior Years

	Circulation per capita
Dallas FY05	6.00
Dallas FY06	5.92
Dallas FY07	6.39



Texas Public Library Standards: Basic Service: 2.0 circulation per capita;

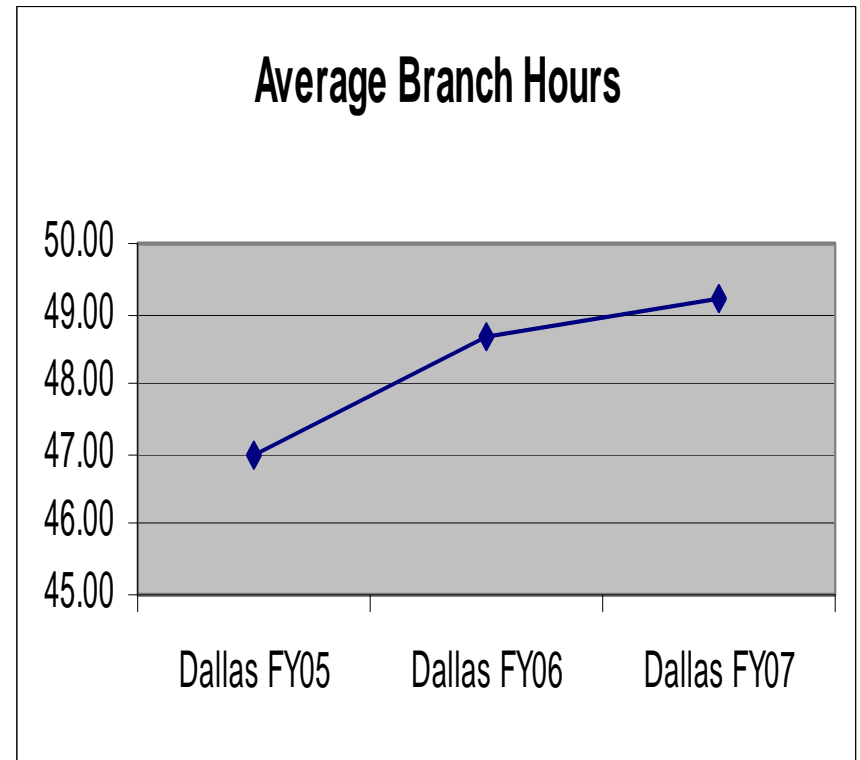
Enhanced Service: 4.5 circulation per capita; Comprehensive: 7.5 circulation per capita

FY 06 circulation data lost due to corrupt drive on server; Humanities Division closed for renovation. This had an impact on access – most notably, the loss of browsability.



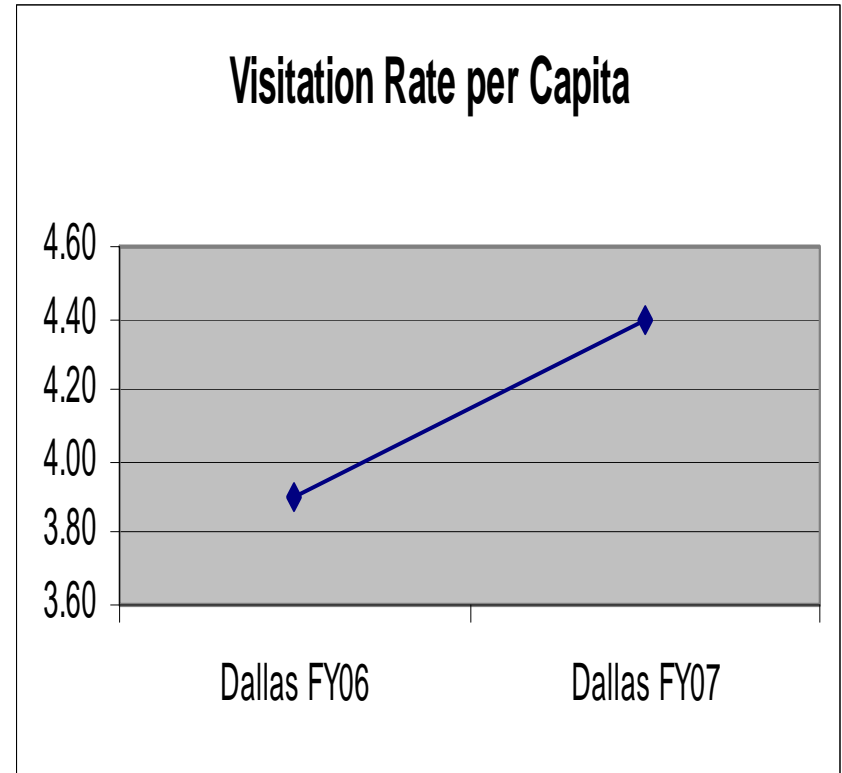
Comparison to Prior Years

	Average Branch Hours
Dallas FY05	47.00
Dallas FY06	48.70
Dallas FY07	49.22



Comparison to Prior Years

	Visitation Rate per Capita
Dallas FY05	N/A
Dallas FY06	3.9
Dallas FY07	4.4

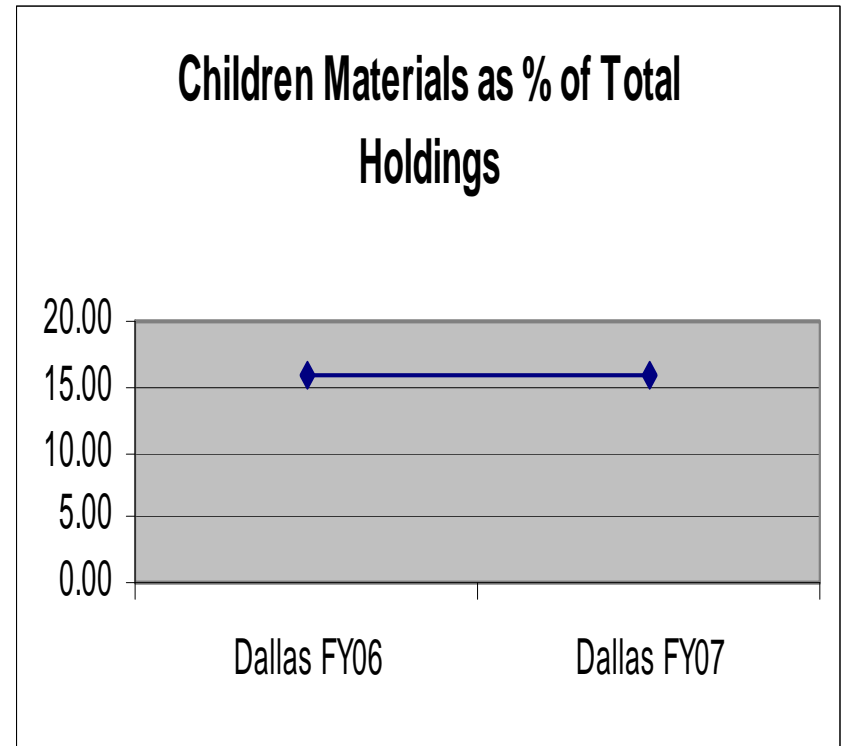


No data available for FY05 due to security gate problems.



Comparison to Prior Years

	Children Materials as % of Total* Holdings
Dallas FY05	N/A
Dallas FY06	16
Dallas FY07	16

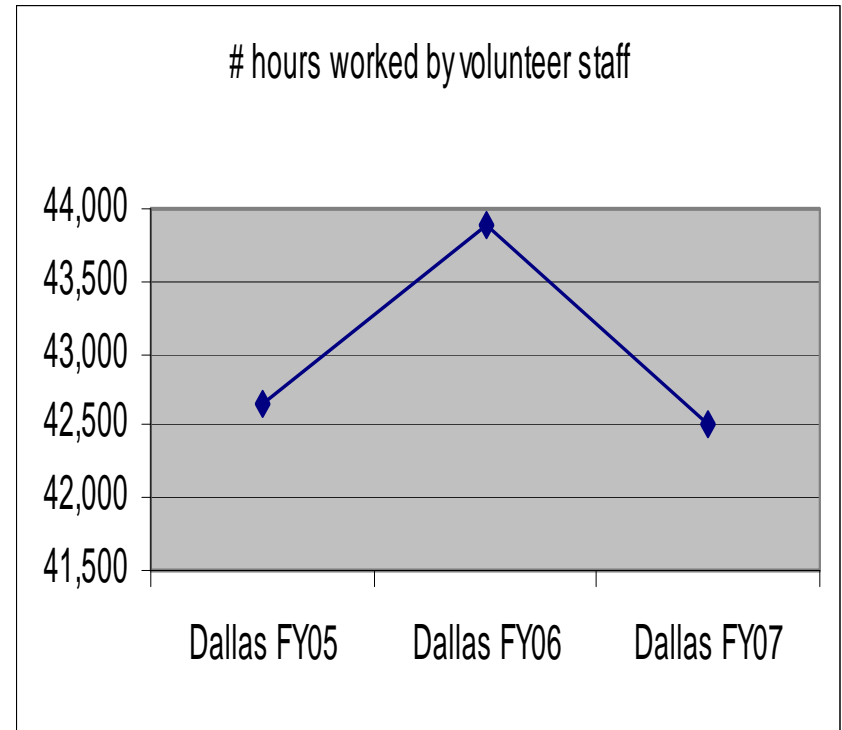


*Total holdings include extensive research collection that does not check-out to the public.



Comparison to Prior Years

	Number of hours worked by volunteer staff
Dallas FY05	42,657
Dallas FY06	43,894
Dallas FY07	42,502



FY07: Problems with reporting mechanism.



Comparison to Other Jurisdictions

- **Dallas Public Library** uses ICMA data in coordination with data from the Public Library Association's Public Library Data Service (PLDS).



Comparison to Other Jurisdictions

Metroplex Cities:

*Arlington

*Fort Worth

*Plano

Texas Cities:

*Austin

El Paso

Houston

*San Antonio

Libraries recognized for Innovation

Cities with comparative structure and size (Serve city population, have central research library service model and multiple branch libraries, serve population of 500,000, have similar service model to DPL) and are recognized for innovation.

~Denver

*Phoenix

~San Jose

Vancouver

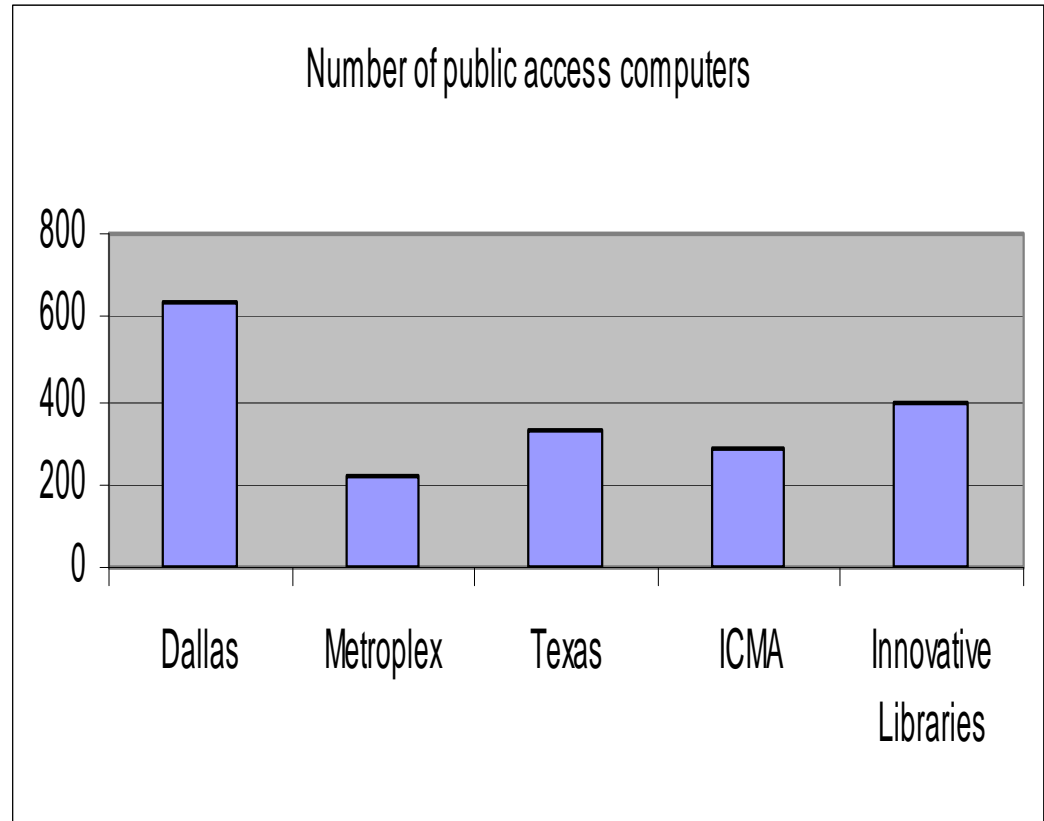
* ICMA Peers

~Dropped from ICMA



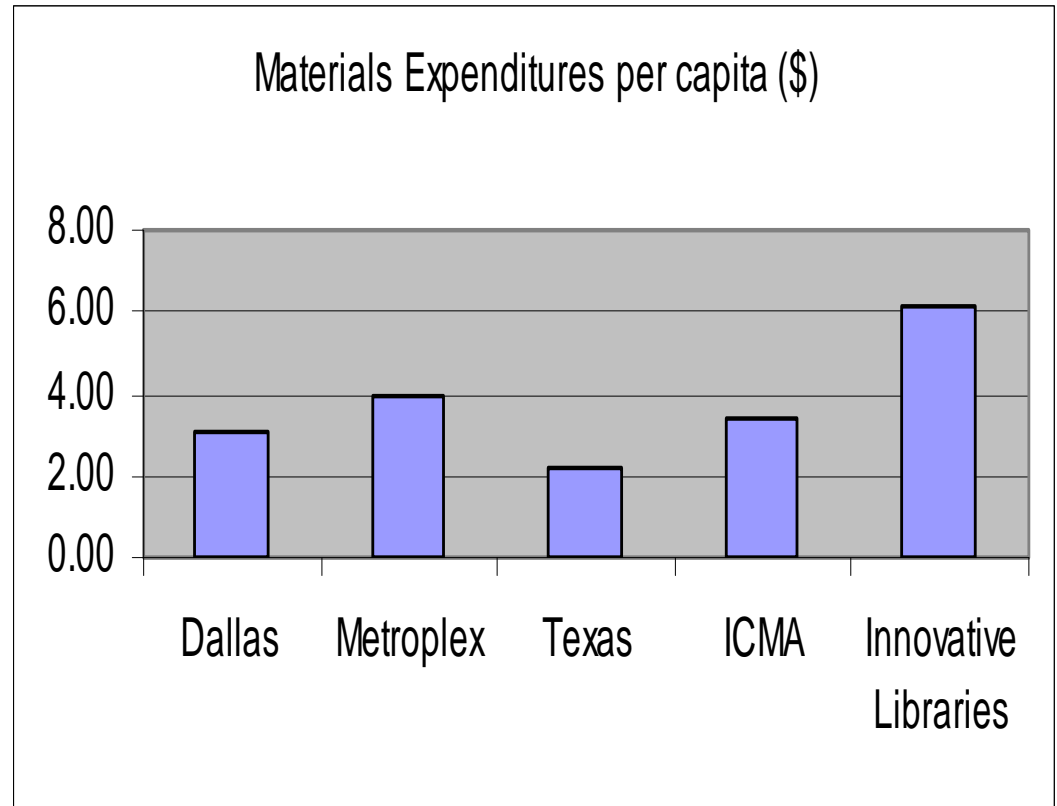
Comparison to Other Jurisdictions

	Number of public access computers
Dallas	631
Metroplex	218
Texas	334
ICMA	287
Innovative Libraries	399



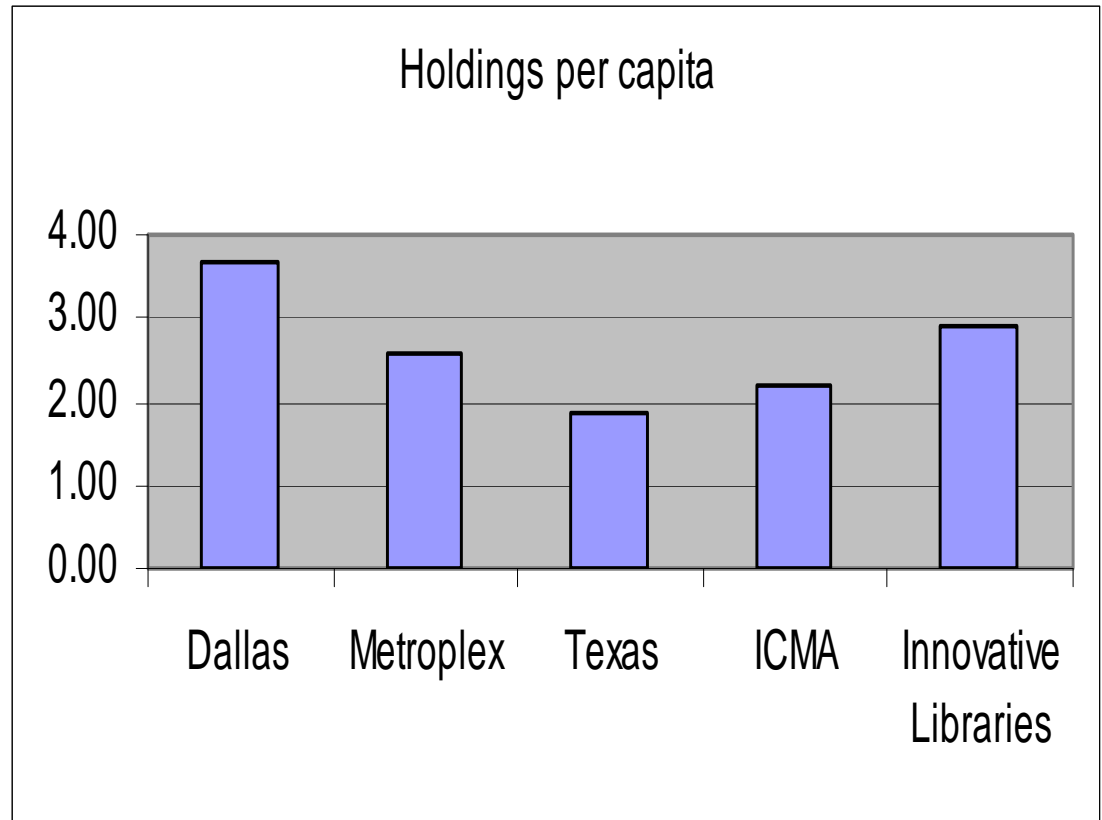
Comparison to Other Jurisdictions

	Materials Expenditures per capita (\$)
Dallas	3.10
Metroplex	3.92
Texas	2.20
ICMA	3.35
Innovative Libraries	6.10



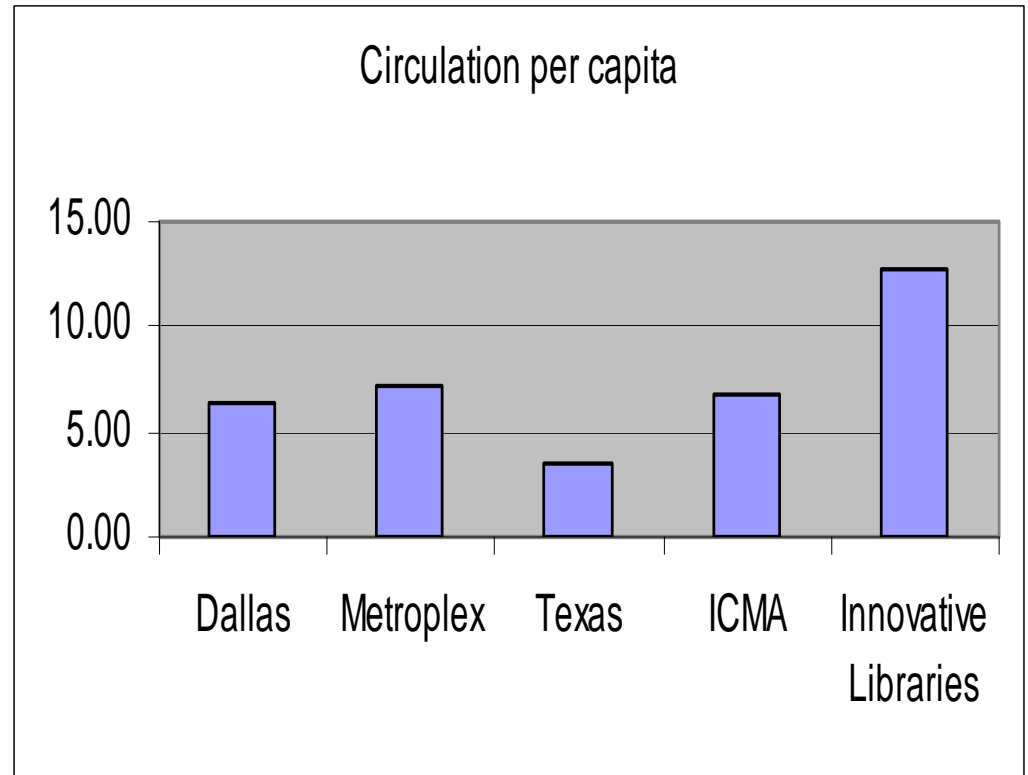
Comparison to Other Jurisdictions

	Holdings per capita
Dallas	3.65
Metroplex	2.59
Texas	1.88
ICMA	2.19
Innovative Libraries	3.02



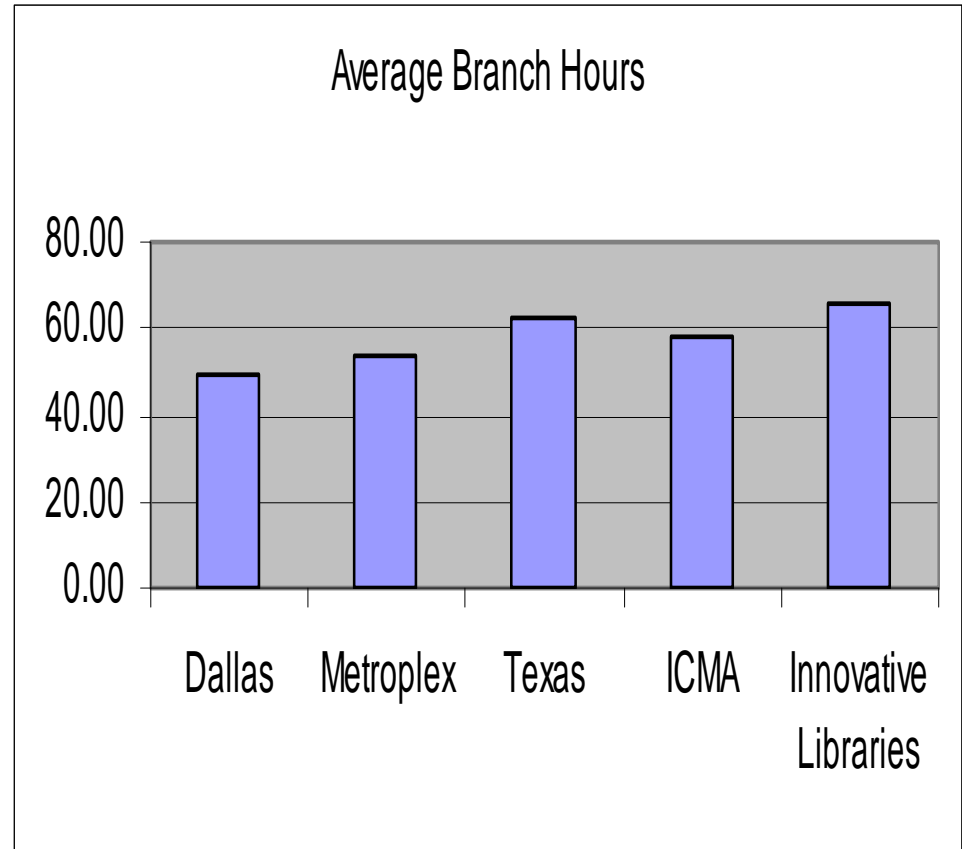
Comparison to Other Jurisdictions

	Circulation per capita
Dallas	6.40
Metroplex	7.14
Texas	3.47
ICMA	6.68
Innovative Libraries	12.78



Comparison to Other Jurisdictions

	Average Branch Hours
Dallas	49.22
Metroplex	53.57
Texas	62.00
ICMA	58.45
Innovative Libraries	66.00

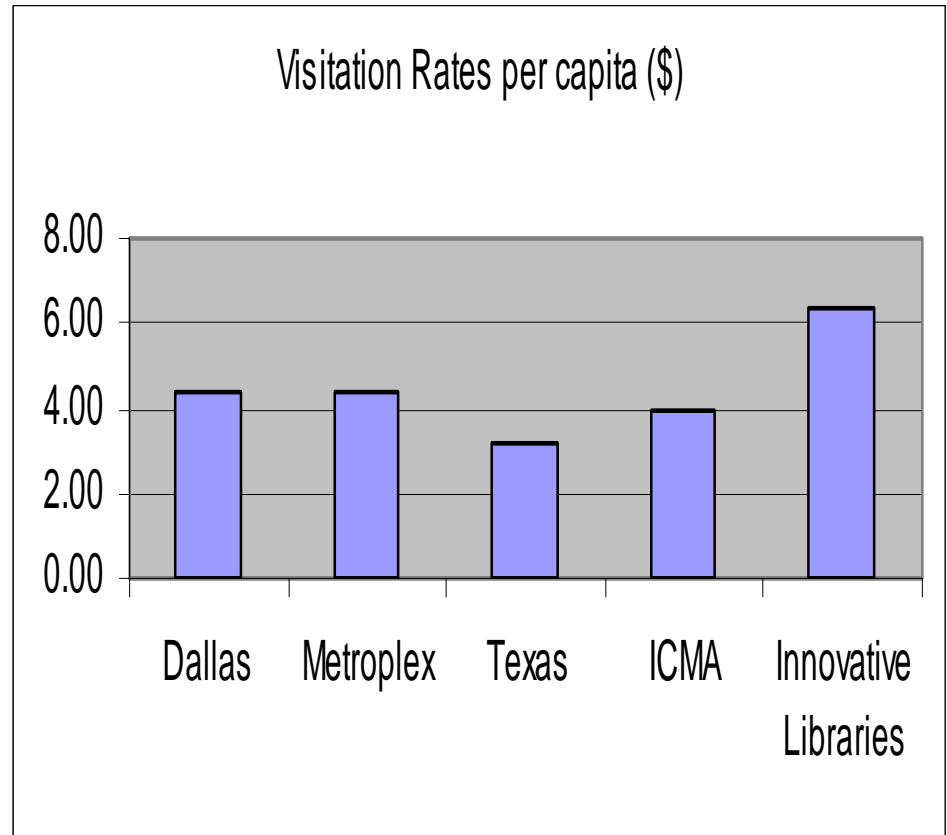


We remain behind because we lack 4 hours added to the schedule at all locations (Sunday Service) which would bring the remaining branches from 47 to 51 hours per week.



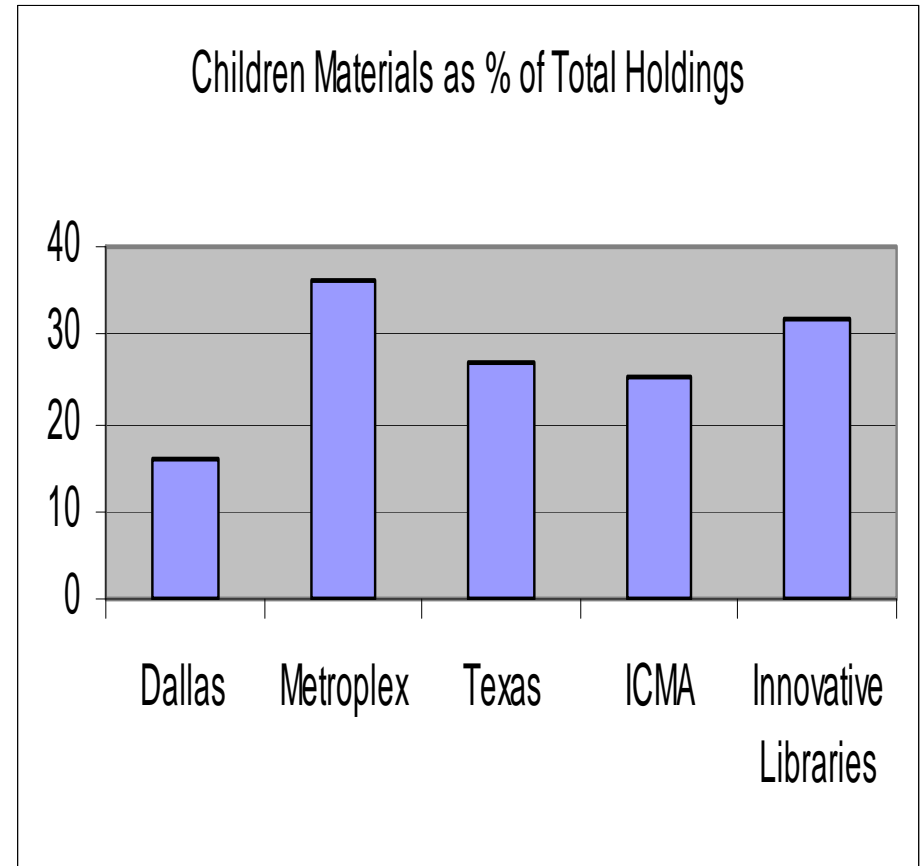
Comparison to Other Jurisdictions

	Visitation rate per capita
Dallas FY07	4.4
Metroplex	4.4
Texas	3.2
ICMA	4.0
Innovative Libraries	6.4



Comparison to Other Jurisdictions

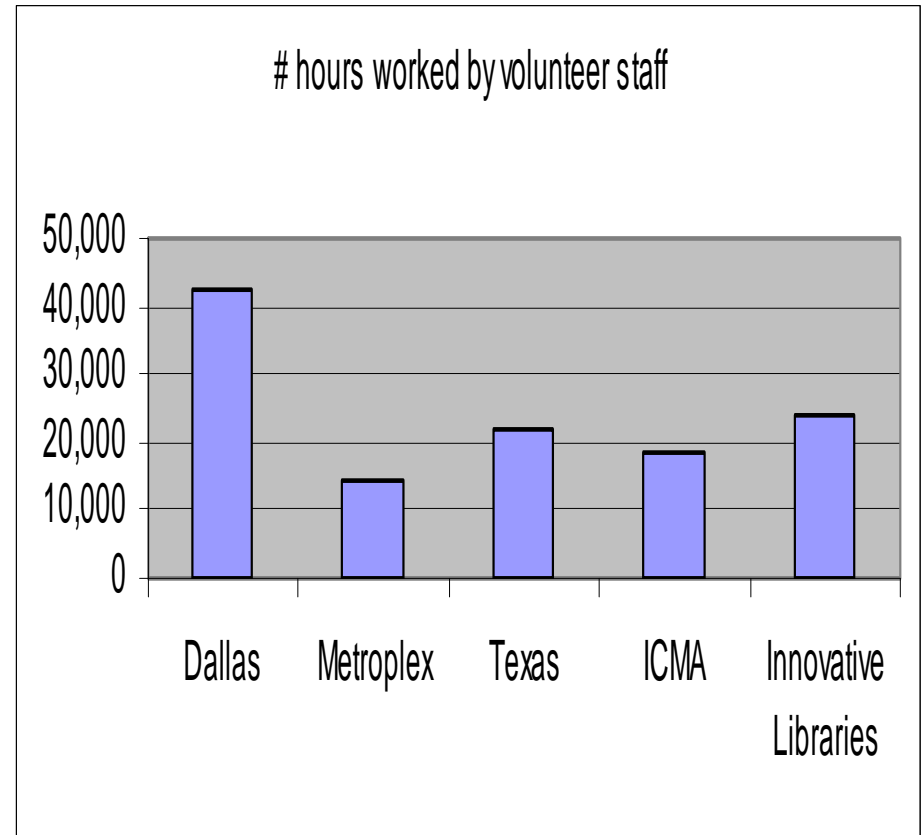
	Children Materials as % of Total Holdings
Dallas	16
Metroplex	36
Texas	27
ICMA	25
Innovative Libraries	32



Total Holdings = Branch + Central's Holdings which includes large Reference collection. If you remove Central holdings and look just at Branches, the percentage rises to 40

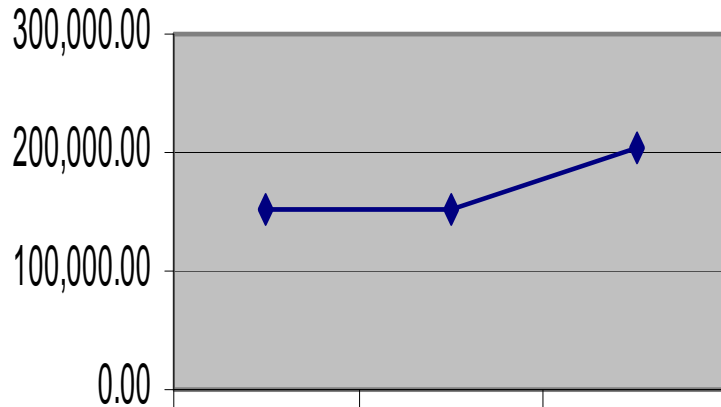
Comparison to Other Jurisdictions

	# hours worked by volunteer staff
Dallas	42,502
Metroplex	14,117
Texas	21,900
ICMA	18,336
Innovative Libraries	23,865



Comparison to Other Jurisdictions

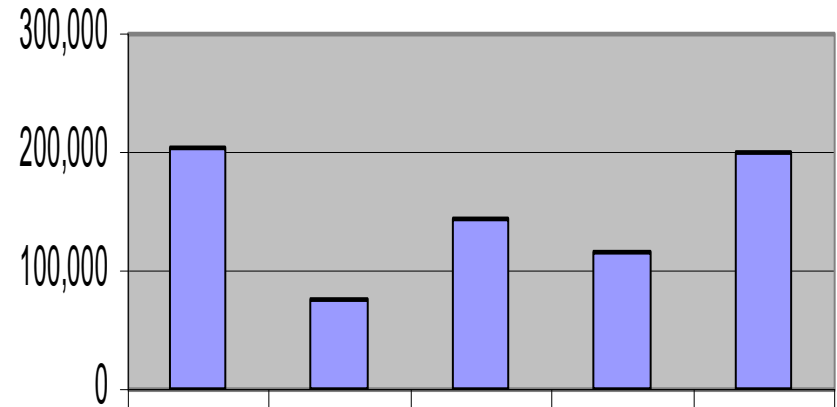
Attendance at Library Sponsored Programs



◆ Attendance	153,396.00	153,114.00	203,087.00
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- Improved method for collecting data
- Added 2 new teen centers
- Tuesdays at Central
- Annual programs growing in popularity (e.g. International Bookfair)

Attendance



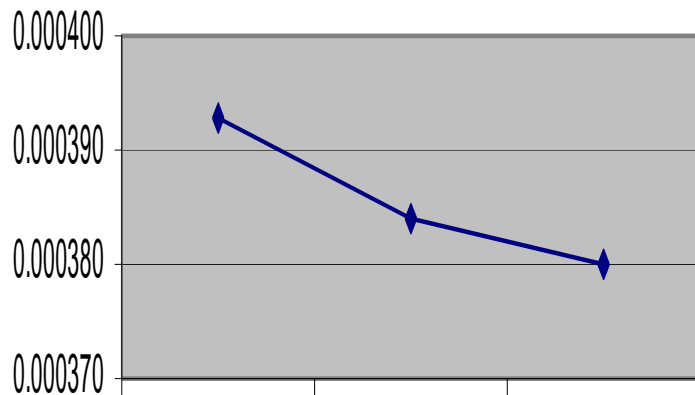
■ Attendance	203,087	76,481	144,641	114,613	198,286
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- Every Child Ready to Read @ Dallas
- Opened 2 new branches
- North Park Center



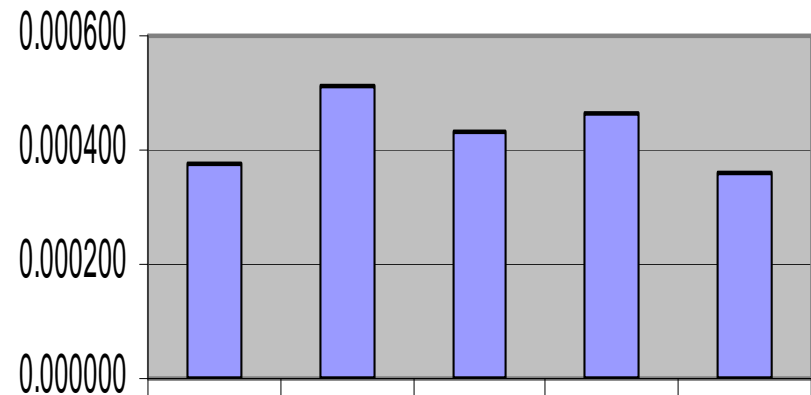
Comparison to Other Jurisdictions

Staff per Capita



◆ Staff per Capita	0.000393	0.000384	0.000380
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Staff per Capita



■ Staff per Capita	0.000380	0.000515	0.000429	0.000461	0.000361
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Comparison to Other Jurisdictions

Areas of Strength/Improvement

- Holdings per capita.
- Volunteer Hours.
- Program Attendance.

Areas of Concern:

- Materials expenditures per capita
- Avg Branch Hours of operation per week.
- Staffing per capita.



Proposed Actions

- Add Sunday Hours to all locations.
- Implement RFID at Lochwood Branch.
- Continue to survey libraries for best practices.
- Use Polaris system to collect and analyze usage data.
- Increase use of materials in neighborhoods and the central library.
- Increase web site visits.
- Increase Program Attendance.
- Increase Turnover rate to 3.

