Memorandum

DATE: November 27, 2013

TO: Honorable Members of the Arts, Culture & Libraries Committee: Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Voncicl Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer Staubach Gates

SUBJECT: Dallas Public Library Overview

On Monday, December 2, 2013, the Arts, Culture & Libraries Committee will be briefed on the Dallas Public Library Overview. The briefing material is attached for your review.

If you have questions or need additional information, please contact me.

Joey Zapata
Assistant City Manager

cc: Honorable Mayor and Members of the City Council
    A.C. Gonzalez, Interim City Manager
    Warren M.S. Ernst, City Attorney
    Daniel F. Solis, Administrative Judge
    Rosa A. Rios, City Secretary
    Craig D. Kinton, City Auditor
    Ryan S. Evans, Interim First Assistant City Manager
    Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O’Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Librio, Public Information Officer
Elsa Cantu, Assistant to the City Manager

“Dallas, the City that works: diverse, vibrant and progressive”
Dallas Public Library Overview

Arts, Culture & Libraries Committee Briefing
December 2, 2013
DPL Mission

The Mission of the Dallas Public Library is to link *resources* and *customers* to *enhance lives*. The Library is committed to inform, entertain, enrich, and to foster the self-learning process by facilitating access to its collections, services, and facilities to all members of the community. All service efforts will focus on customer expectations and needs.

The Library will make available a broad spectrum of ideas reflecting diverse points of view and will provide collections that reflect the *need* and *diversity* of the community it serves.

The Library will honor its public trust by assuring maximum effective use of public resources. *Furthermore, the Library will stimulate the awareness and use of libraries to promote individual enlightenment, community enrichment, and economic vitality throughout the city.*
Overview

- Budget History
- *How do people use the library?*
- *How do we deliver services?*
  - Facilities
  - Programs
  - Information & Research
  - Collections
- *How do we rate with our customers?*
- Library Trends
## Budget History

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Amount</th>
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<tr>
<td>FY 2000-01 Actual</td>
<td>$22,685,500</td>
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<td>FY 2013-14 Adopted</td>
<td>$22,370,198</td>
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### FY 2013-14 Budget Comparison

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<thead>
<tr>
<th></th>
<th>FY 2012-13 Budget</th>
<th>FY 2013-14 Budget</th>
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<tr>
<td><strong>Neighborhood Libraries</strong></td>
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<td>Operating Budget:</td>
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<td>Materials Budget:</td>
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<td>Number of FTEs:</td>
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<td><strong>Central Library</strong></td>
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<td>Materials Budget:</td>
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<td>Number of FTEs:</td>
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<td>51.4</td>
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<td><strong>Total Operating</strong></td>
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<td>Operating Budget:</td>
<td>$20,294,527</td>
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<td><strong>Materials Budget</strong>:</td>
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<tr>
<td>Number of FTEs:</td>
<td>259.5</td>
<td>258.9</td>
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*FY 2013-14 materials budget exceeds peak year FY 2007-08*
The 2003 and 2006 Bond Programs included $101.5M in funding for Library facilities:

- Total value of 2003 Bond Proposition 3: $55.5M
  - Land Acquisitions=$0.6M
  - New Libraries and Renovation= $54.9M
- Total value of 2006 Bond Proposition 4: $46M
  - Land Acquisitions=$19.5M
  - New Libraries and Renovation=$23M
  - Major Maintenance=$3.5M
Bond Projects

- **Completed Construction:**
  - Arcadia Park
  - Bachman Lake
  - Grauwyler Park
  - Hampton Illinois
  - Lochwood
  - Pleasant Grove
  - Prairie Creek
  - Timberglen
  - White Rock Hills
  - Polk Wisdom (renovation)

- **Current Construction:**
  - 7th Floor Renovation
    - Partnership with Friends of the Dallas Public Library
  - Highland Hills Replacement
    - Under construction
  - Fretz Park Renovation
    - Under design

[Images of Highland Hills, Polk Wisdom, and White Rock Hills]
Corporate Sponsors

ATMOS energy

TExAS A&M UNIVERSITY COMMERCE

at&t

FRIENDS of the DALLAS PUBLIC LIBRARY

Junior League of Dallas
Corporate Sponsors

[Logos of different sponsors]
How do people use the library?

2013 Customer Survey

- Check out books (46%)
- Browse shelves (25%)
- Attend programs (11%)
- Obtain information (9%)
- Use a computer (9%)
- Access WiFi (9%)
- Study (11%)
- Work (9%)
- Quiet place to think (25%)
- Other (9%)

*Results from internal Customer Service Survey*
How do people use the library?

- Solve problems
- Be creative
- Community meetings
- Vote
- Town Hall meetings
- Find something to read
- Prepare for GED
- Learn English as a second language
HOW DO WE DELIVER SERVICES?
How do we deliver services?

- Customers access **Information & Research, Programs** and **Collections** physically through our **Facilities**:
  - Central Library
  - 27 branches
    - Including 2 DISD co-locations
  - Bookmarks: Children’s Library in NorthPark Center
  - 2 Bookmobiles

**Digitally:**
- [www.dallaslibrary.org](http://www.dallaslibrary.org)
- Dallas Public Library App via iPhone, iPad and iTouch (*Android app in beta testing; expected launch early 2014*)
- Social Media (Facebook, Twitter, Flickr)
Facilities - Usage

• The Central Library and 27 branch libraries total
  \textit{1,054,331 square feet}

• The Dallas Public Library facilities offer a variety of services:
  • Meeting spaces that serve as community gathering place, such as:
    • Black Box Theaters
    • Auditoriums
    • Classrooms
    • Community Meeting Rooms
  • All our locations host various types of meetings
    • Home Owner Associations
    • Book Clubs
    • Town Hall Meetings
  • Computer Access
    • Access to over 600 public computers
    • Free Wifi access
Facilities – Meeting Room Usage

Disaster Fair

Learn with Partners

Take a class

Town Hall Meetings

Vote
Facilities - Visitor Count

- Reduced hours of operation in FY 2010-11
- Currently relocating counting mechanisms for better accuracy in each facility
Children’s Literacy Programs

• **Every Child Ready to Read @ Dallas** impacted 34,863 parents, caregivers and children through 402 parent workshops and programs equipping parents and caregivers with the knowledge to help prepare children to be ready to learn to read by Kindergarten.

• **2013 Mayor’s Summer Reading Club** provides incentives to encourage children to read during the summer and maintain their reading skills for the coming school year. In FY 2013 more than 37,000 people of all ages registered, an 86% increase from 2012.
Adult Literacy Programs

- **Family Literacy Programs** offered at 5 branch locations that provide English as a Second Language, as well as GED preparation programs at 4 branch locations.

- **Atmos Energy/TAMUC Literacy Center** opened in 2013 at Dallas West Branch Library in partnership with Atmos Energy and Texas A&M University – Commerce, offering adult ESL classes, and Spanish GED preparation classes.

- **Oasis Connection** and the Dallas Public Library partnered to provide technology training for ages 50+.
Annual Programs/Events

• “Express Yourself” Youth Poetry Competition allows students in grades 2 through 12 who live in the City of Dallas and/or attend a Dallas school to enter their original poem.

• Hispanic Heritage Drawing contest allows children ages 7-18 to submit drawings and paintings based on the theme of Hispanic Heritage. Sponsored by the Consulate General of Mexico, the 2013 contest garnered nearly 300 entries.

• The fourth annual Mother Goose Storytime at the State Fair of Texas engaged nearly 20,000 people again this year. This program uses Texas-themed nursery rhymes, songs and finger plays to promote reading and library services to the whole family.

• Approximately 700 people attended the eighth Annual Dallas International Book Fair celebrating books, writing, arts and the love of reading on April 27, 2013.

• Over 2,000 people attended the eleventh Annual Tulisoma South Dallas Book Festival, celebrating African American authors on August 30-31, 2013.
Programs - Attendance

FY 2009-10  FY 2010-11  FY 2011-12  FY 2012-13

176,433  219,306  267,634  273,681
Programs

- **Children**
  - Storytime and Library Live Programs
  - Mayor’s Summer Reading Club
  - Discovery Wall (virtual field trips)

- **Teen**
  - Job Skill and College Prep Workshops
  - Movie Days and Gaming Events
  - Poetry Workshops

- **Adults/Seniors**
  - ESL and GED
  - Creative Aging Classes
  - Computer Classes

![Number of Programs](chart.png)
Information & Research

- **Grant Information & Assistance**
  - In FY 2012-2013 more than 414 people attended 8 grant-related programs offered by the Grant Information Center.

- **Free Tax Assistance**
  - The library partnered with American Association of Retired Persons (AARP) and Volunteer Income Tax Assistance (VITA) program volunteers to offer income tax assistance at 16 library locations. In 2012, 2,747 people received help filing their income tax returns.

- **Job Seeker Assistance**
  - Dallas Public Library continued to provide assistance through the Job Seekers Resource Center on the fifth floor Business & Technology Division of the Central Library. More than 7,600 customers, an increase of 12% over the prior year, took advantage of extended-length computer sessions, résumé writing assistance, job search related materials and online tutorials.

- **Sammons Small Business Center (coming soon)**
  - The library partnered with Sammons Enterprise to develop a space for small business creation, sharing and learning on the Central Library 5th floor.
Databases and online resources

Library offers access to over 90 online databases and resources to meet a wide-variety of customer needs

- Auto engine & electronics repair
- Business & Investment
- Do-It-Yourself
- Genealogy
- Health & Medicine
- Homework help
- Jobs and Careers
- Language Learning
- Magazines, Newspapers & Journals
- Test preparation
The library offers a multitude of digital services to meet the technology needs of our customer, including:

- Computers (600 workstations and 124 teen laptops)
- WiFi
- e-books and e-audiobooks
- Digital historical photos and exhibits
- Community Information Database – over 6,000 Dallas area non-profits and community groups
Caught Reading...

- What are library materials?
  - Books
  - E-books
  - Databases
  - Audiobooks
  - Newspapers and Magazines
  - DVD’s
  - CD’s
Collections – Material Usage

<table>
<thead>
<tr>
<th>FY</th>
<th>Material Usage</th>
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<tbody>
<tr>
<td>2009-10</td>
<td>8,600,000</td>
</tr>
<tr>
<td>2010-11</td>
<td>8,800,000</td>
</tr>
<tr>
<td>2011-12</td>
<td>9,000,000</td>
</tr>
<tr>
<td>2012-13</td>
<td>9,200,000</td>
</tr>
</tbody>
</table>
HOW DO WE RATE WITH OUR CUSTOMERS?
# Customer Survey Data

**Percent of respondents that Strongly Agree/Agree**

<table>
<thead>
<tr>
<th>Question</th>
<th>Central</th>
<th>Branches</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is easy to find library materials</td>
<td>98.11%</td>
<td>98.58%</td>
</tr>
<tr>
<td>Staff are knowledgeable and helpful</td>
<td>99.10%</td>
<td>99.47%</td>
</tr>
<tr>
<td>The computer catalog is easy to use</td>
<td>95.49%</td>
<td>97.24%</td>
</tr>
<tr>
<td>Buildings are clean &amp; inviting</td>
<td>95.87%</td>
<td>98.48%</td>
</tr>
<tr>
<td>It is easy to find a place to read &amp; study</td>
<td>98.53%</td>
<td>97.55%</td>
</tr>
</tbody>
</table>

**Percent of respondents that rated services Excellent/Good**

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<thead>
<tr>
<th>Question</th>
<th>Central</th>
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</thead>
<tbody>
<tr>
<td>Overall quality of service</td>
<td>97.71%</td>
<td>98.46%</td>
</tr>
<tr>
<td>Overall variety of material</td>
<td>97.41%</td>
<td>94.26%</td>
</tr>
<tr>
<td>Overall quality of programs/events</td>
<td>95.05%</td>
<td>97.13%</td>
</tr>
</tbody>
</table>
Library Trends

• Central Libraries as an urban space
• Integrate digital services into a traditional environment
• Library as a place to “connect”
• Connection to mobile devices
• The “Experience” library – integrating physical collections, digital resources and interactive features
• Coming soon: Movies/Film (download and/or streaming)
• Coming Soon: Library Strategic Plan
Questions?
Appendix
Total Circulation by Type

- Print: 56.12%
- Digital: 17.60%
- DVD/BluRay: 20.30%
- Other: 0.06%
- CD: 3.37%
- Audiobook: 2.56%
Materials Used by Branch
Program Attendance by Branch

![Chart showing program attendance by branch]
Library Budget History*

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<td>FY 2002-03 Actual</td>
<td>$31,997,420</td>
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<td>$31,375,850</td>
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<td>FY 2006-07 Actual</td>
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*Adjusted for inflation