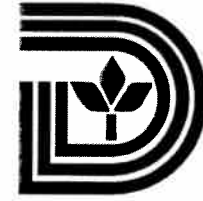


Memorandum



CITY OF DALLAS

DATE November 27, 2013

TO Honorable Members of the Arts, Culture & Libraries Committee:
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel
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.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

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 Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager



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.

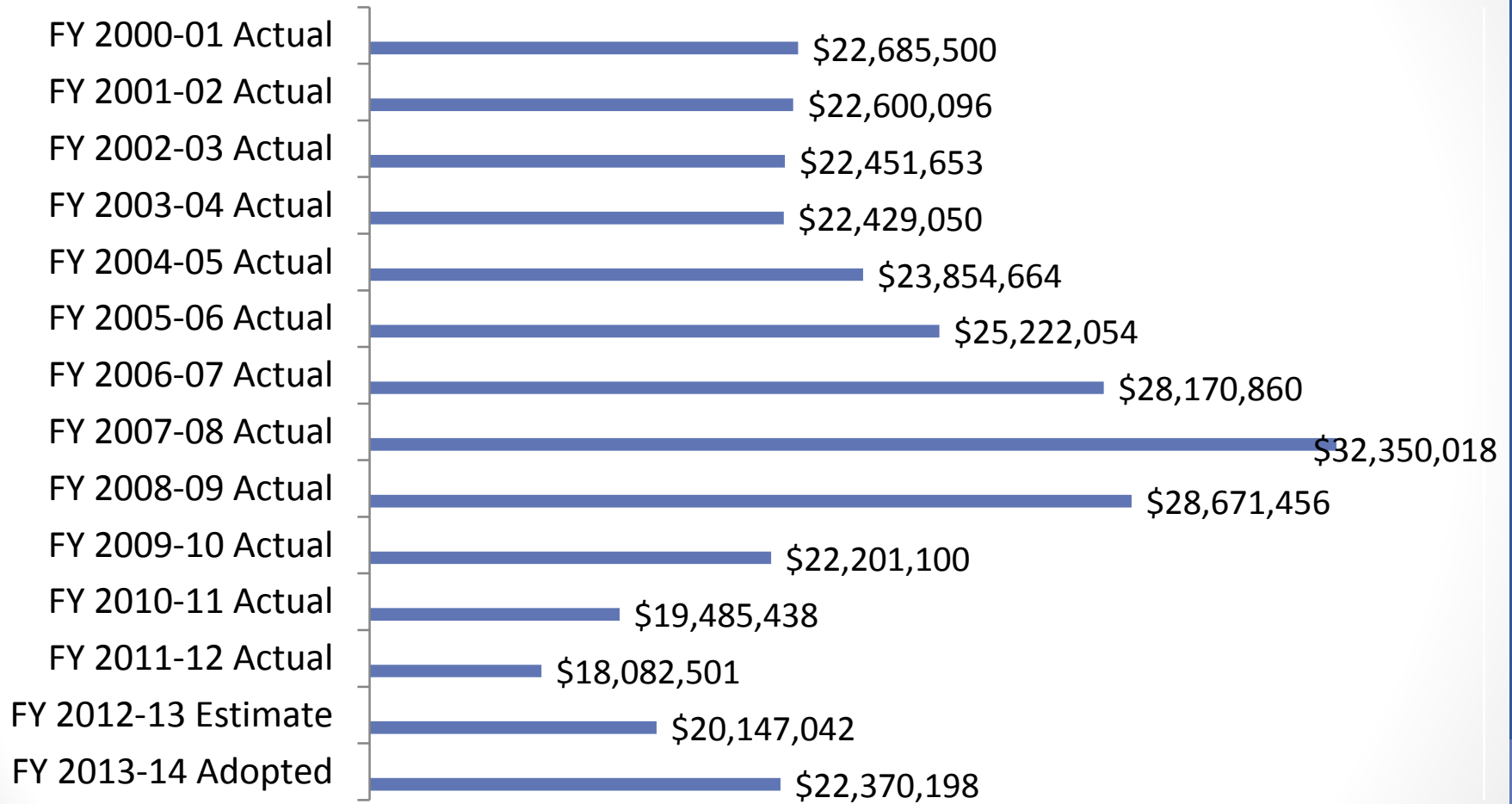
The Library will make available a broad spectrum of ideas reflecting diverse points of view and will provide collections that reflect the **need** and **diversity** of the community it serves.

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



FY 2013-14 Budget Comparison

	FY 2012-13 Budget	FY 2013-14 Budget
<i>Neighborhood Libraries</i>		
Operating Budget:	\$15,575,696	\$17,285,948
Materials Budget:	\$2,437,197	\$3,257,917
Number of FTEs:	206.0	207.5
<i>Central Library</i>		
Operating Budget:	\$4,718,831	\$5,084,250
Materials Budget:	\$702,803	\$787,083
Number of FTEs:	53.5	51.4
<i>Total Operating</i>		
Operating Budget:	\$20,294,527	\$22,370,198
<i>Materials Budget:</i>	<i>\$3,140,000</i>	<i>\$4,045,000</i>
Number of FTEs:	259.5	258.9

**FY 2013-14 materials budget exceeds peak year FY 2007-08*

Bond Funding

- 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



Highland Hills



Polk Wisdom



White Rock Hills

Corporate Sponsors



at&t



Corporate Sponsors



SAMMONS
ENTERPRISES, INC.

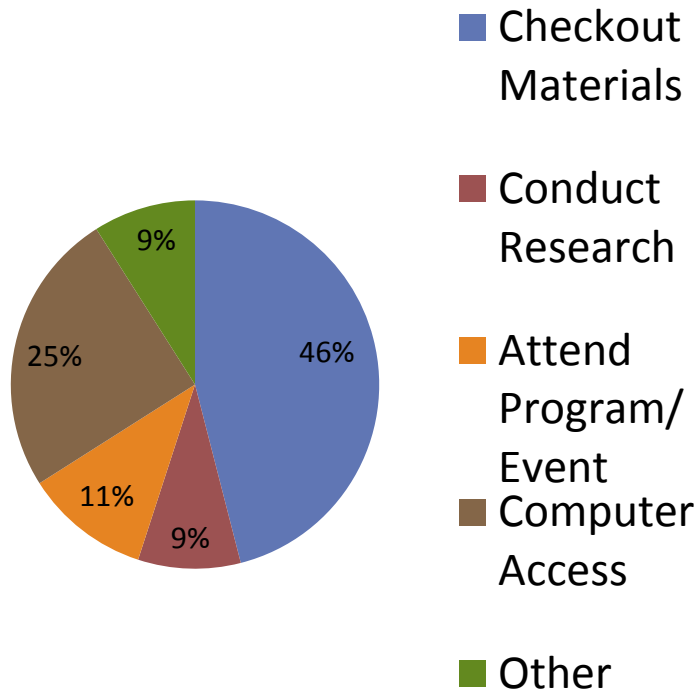


THE DALLAS FOUNDATION

Here for Good

How do people use the library?

2013 Customer Survey



- Check out books
- Browse shelves
- Attend programs
- Obtain information
- Use a computer
- Access WiFi
- Study
- Work
- Quiet place to think

*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
- 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
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



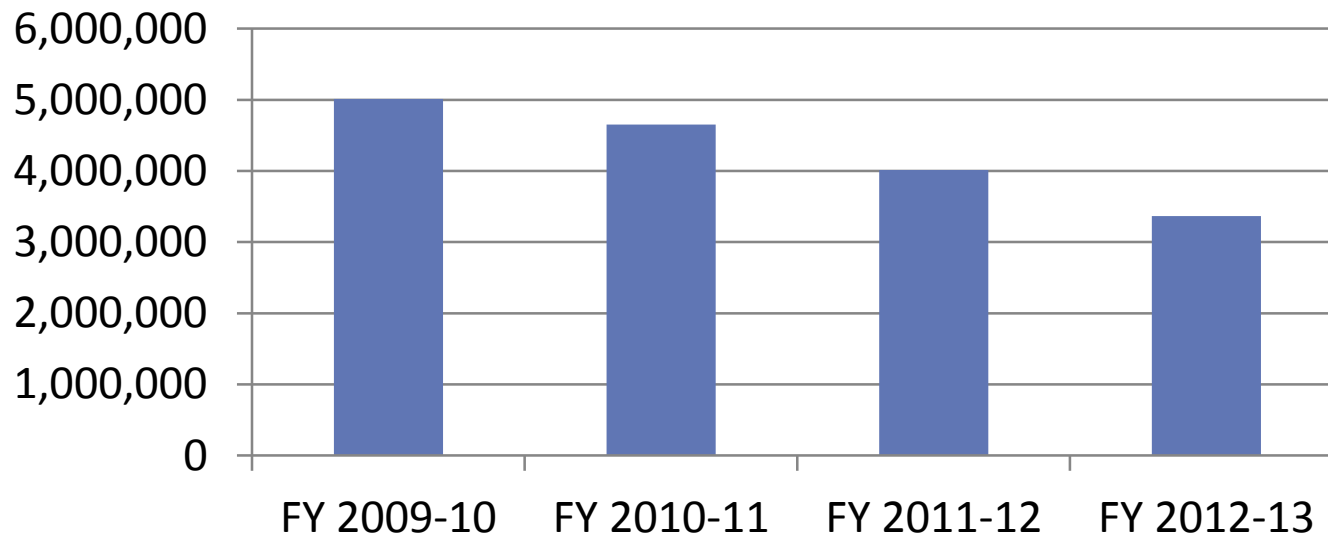
Town Hall Meetings



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

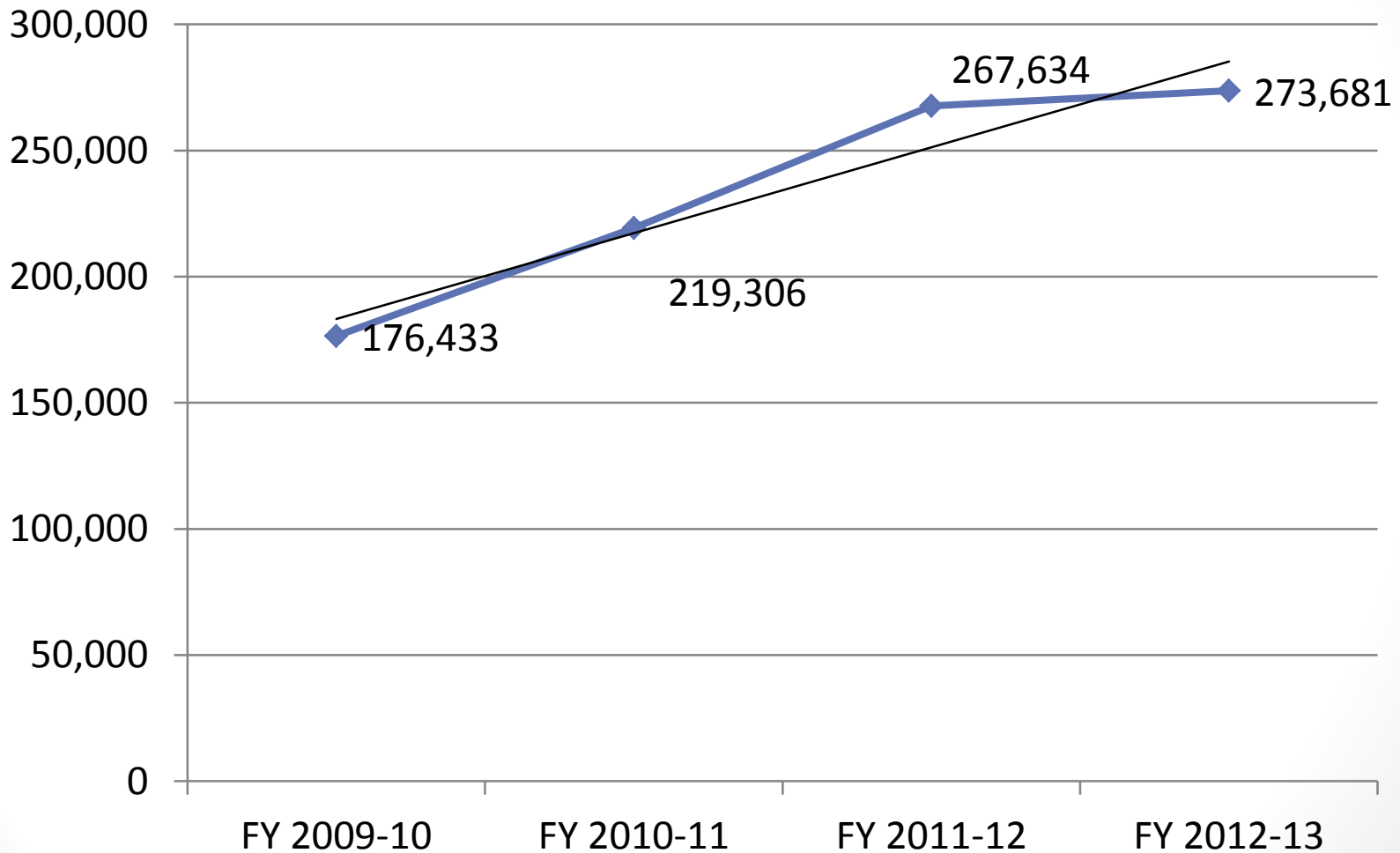
- **Family Literacy Programs** offered at 5 branch locations that provide English as a Second Language, as well as GED preparation programs at 4 branch locations.
- **Atmos Energy/TAMUC Literacy Center** opened in 2013 at Dallas West Branch Library in partnership with Atmos Energy and Texas A&M University – 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.

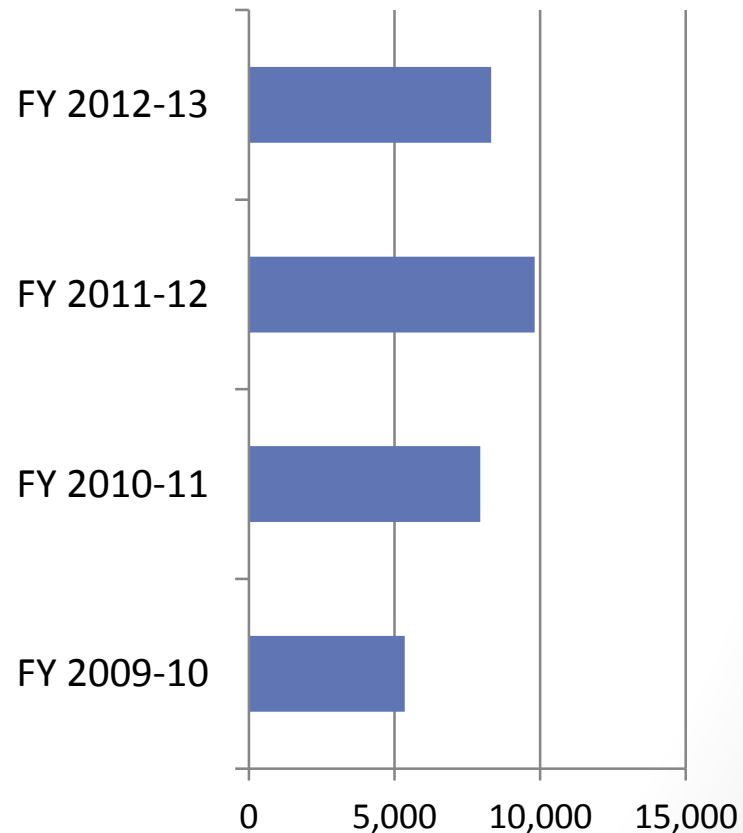
Programs - Attendance



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



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



Library Digital Services

The library offers a multitude of digital services to meet the technology needs of our customer, including:

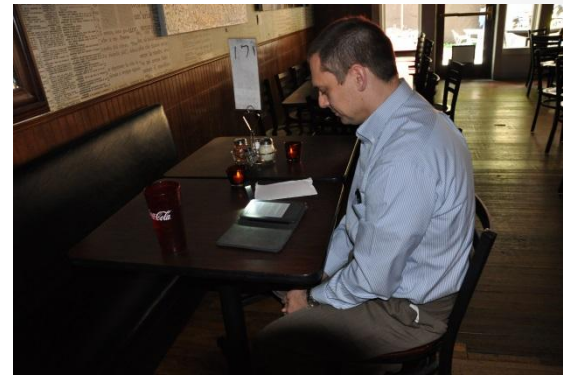
- Computers (600 workstations and 124 teen laptops)
- WiFi
- e-books and e-audiobooks
- Digital historical photos and exhibits
- Community Information Database – over 6,000 Dallas area non-profits and community groups

OverDrive

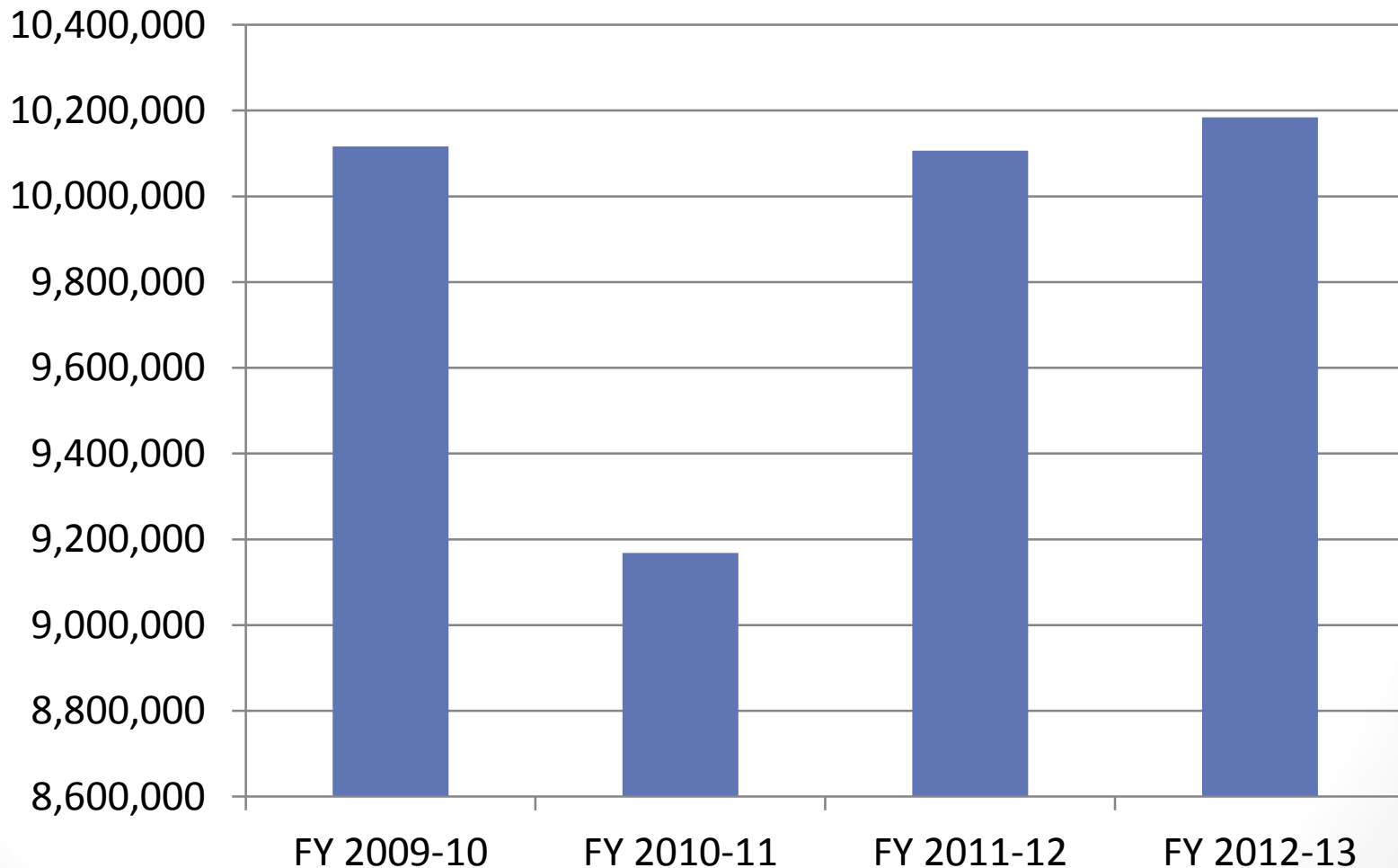


Caught Reading...

- What are library materials?
 - Books
 - E-books
 - Databases
 - Audiobooks
 - Newspapers and Magazines
 - DVD's
 - CD's



Collections – Material Usage



HOW DO WE RATE WITH OUR
CUSTOMERS?

Customer Survey Data

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

Question	Central	Branches
It is easy to find library materials	98.11%	98.58%
Staff are knowledgeable and helpful	99.10%	99.47%
The computer catalog is easy to use	95.49%	97.24%
Buildings are clean & inviting	95.87%	98.48%
It is easy to find a place to read & study	98.53%	97.55%

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

Question	Central	Branches
Overall quality of service	97.71%	98.46%
Overall variety of material	97.41%	94.26%
Overall quality of programs/events	95.05%	97.13%

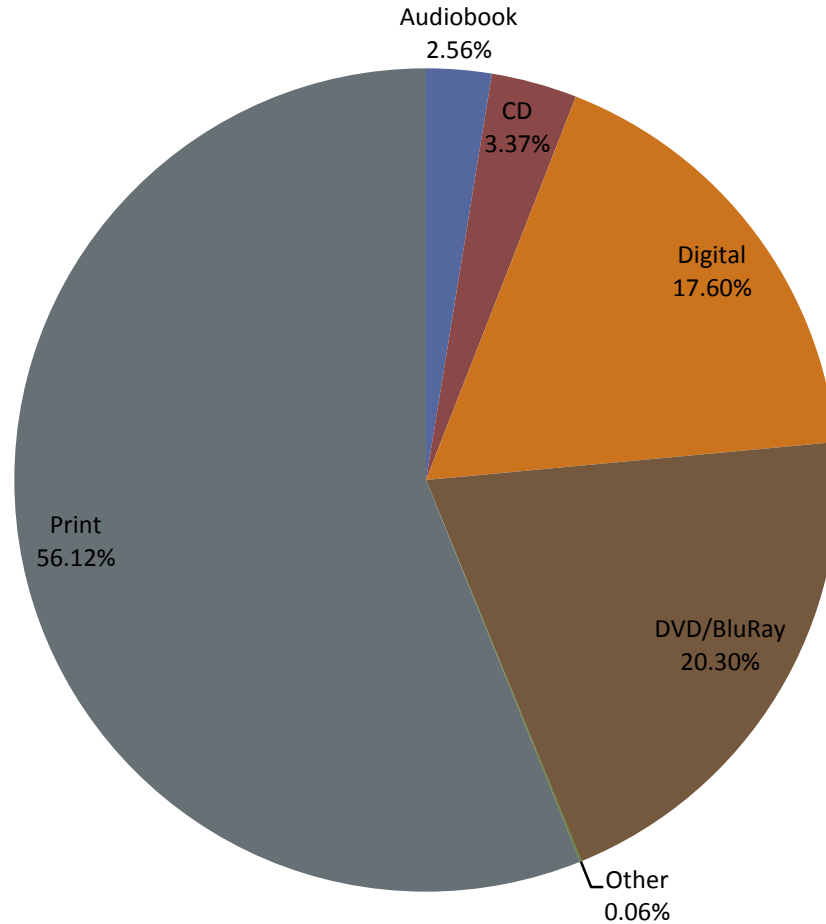
Library Trends

- 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

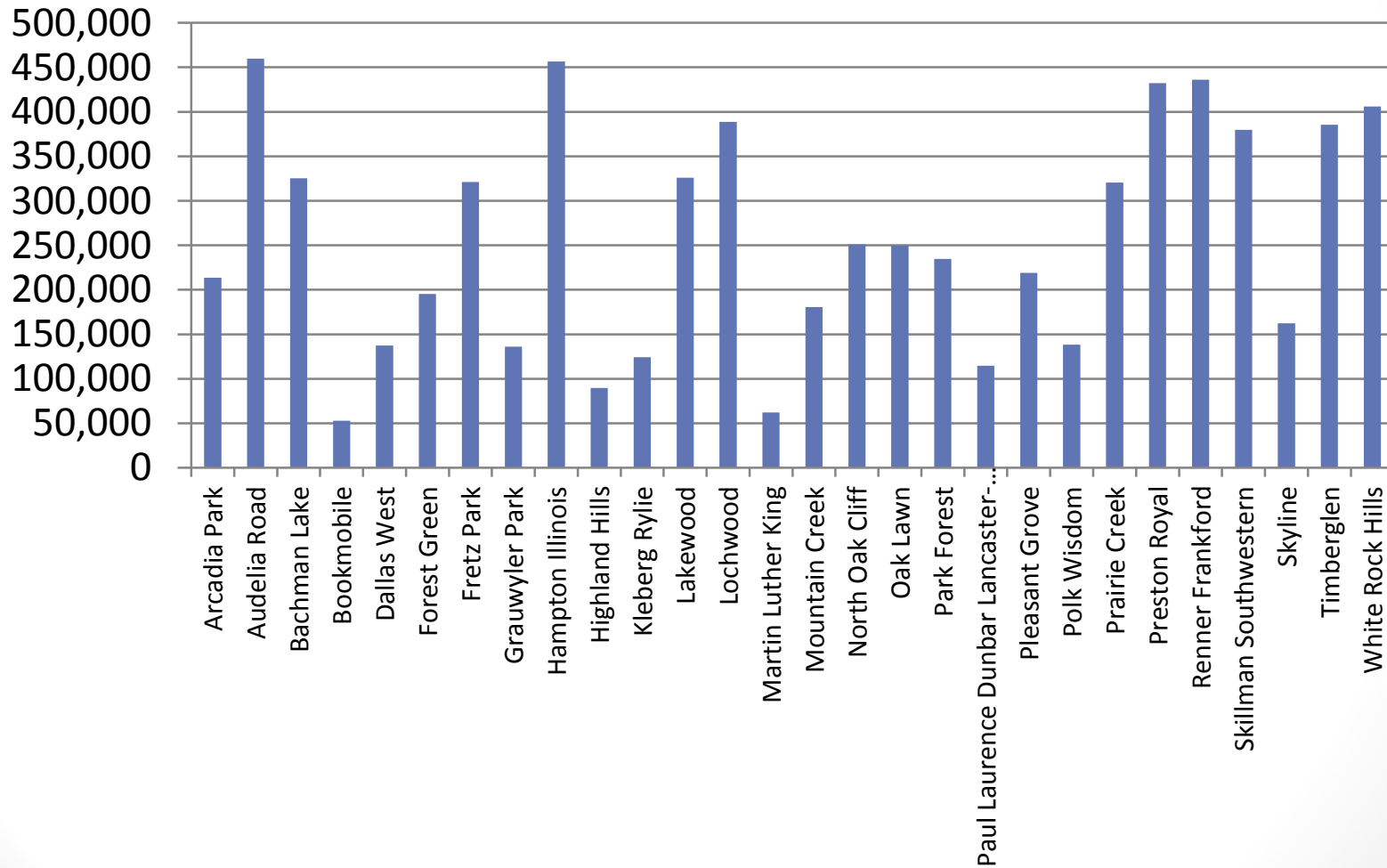
Questions?

Appendix

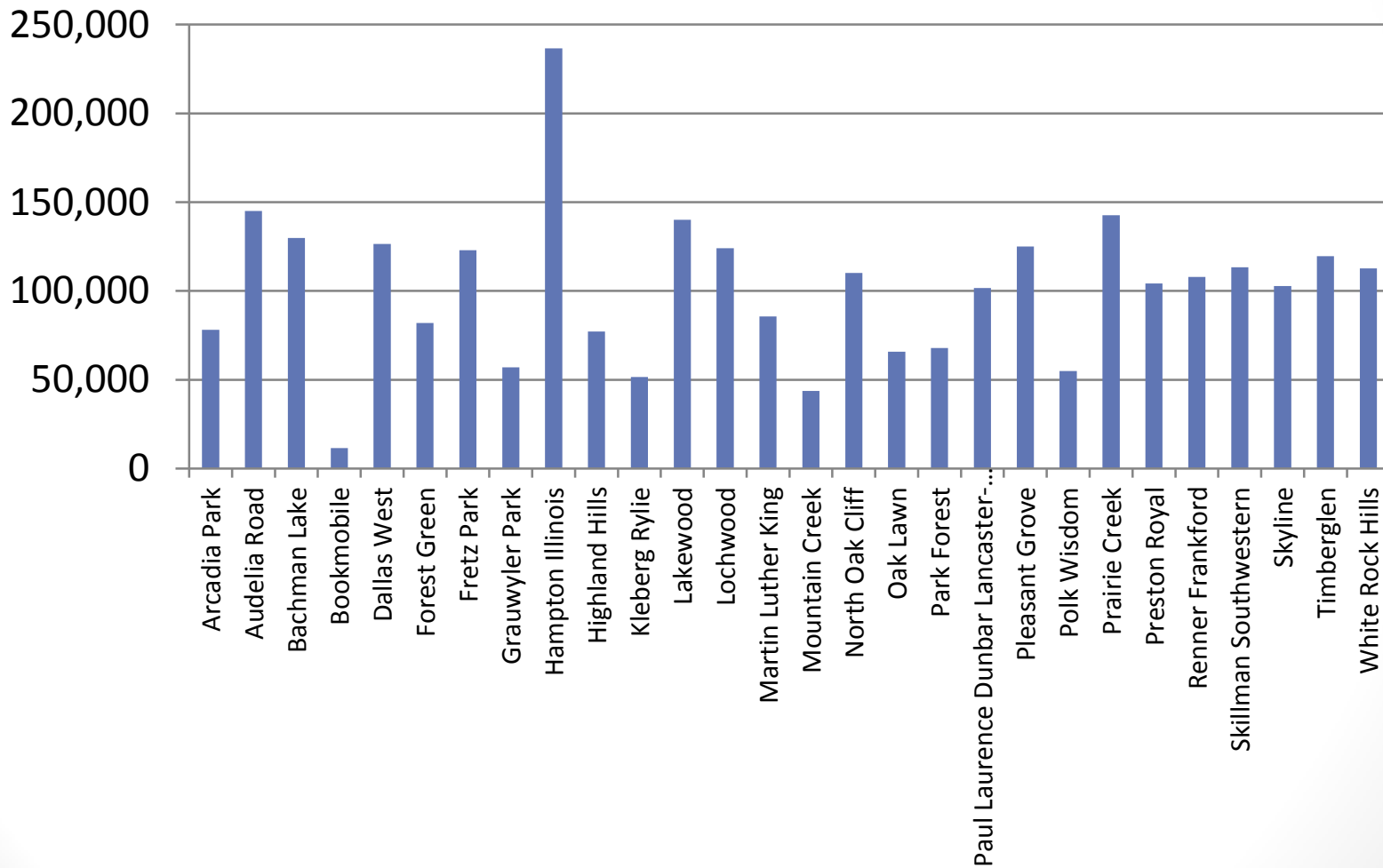
Total Circulation by Type



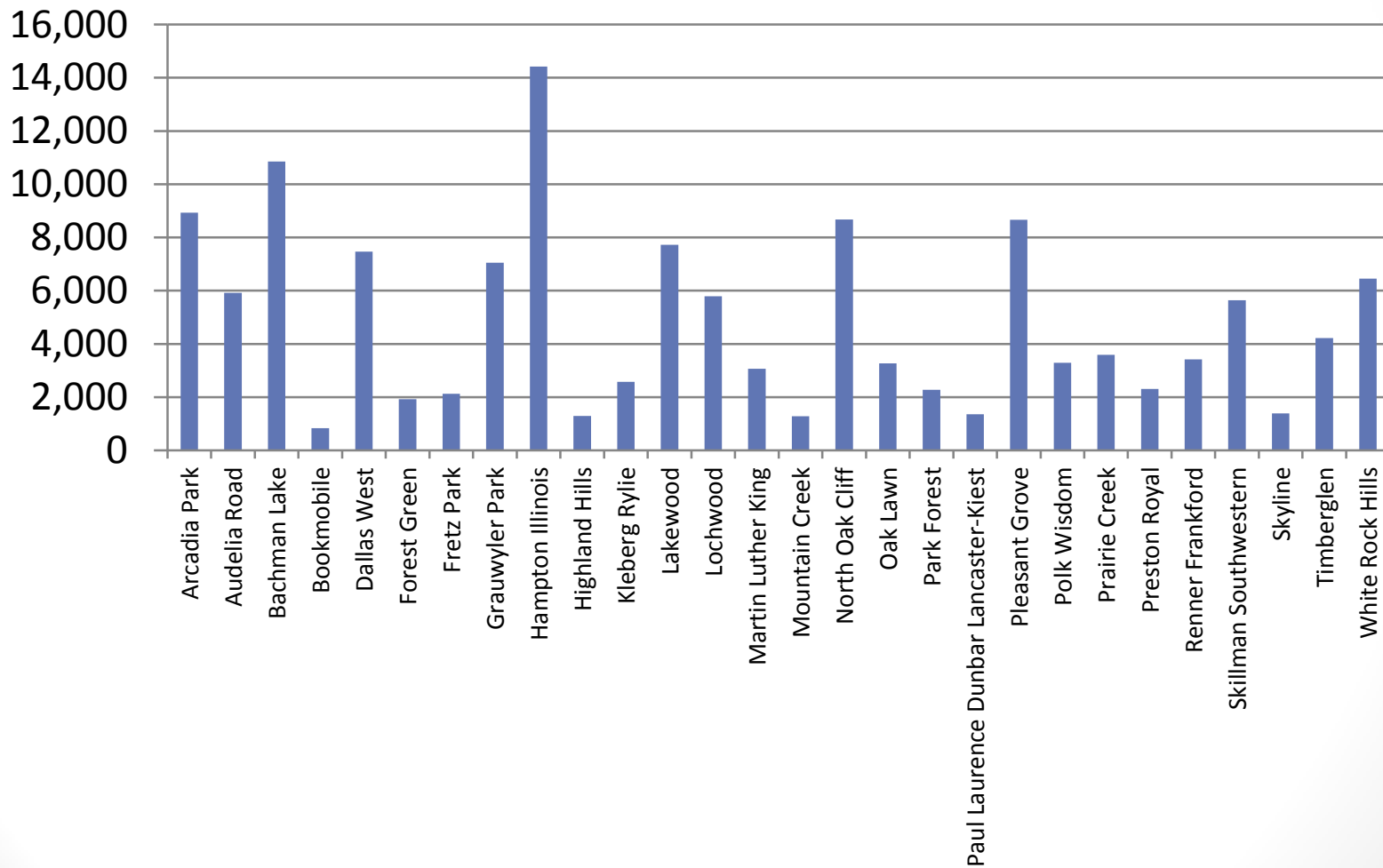
Materials Used by Branch



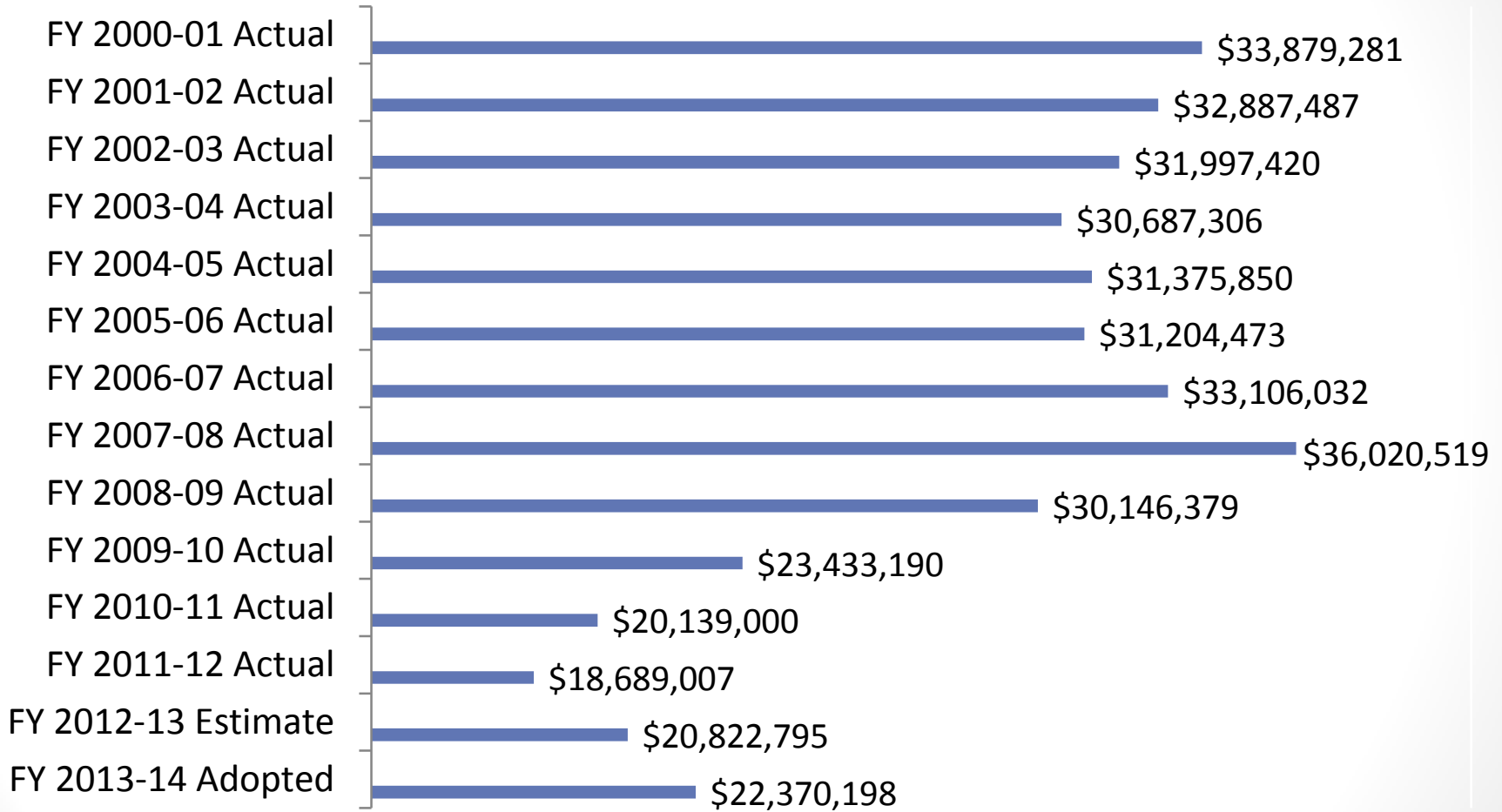
Visitors by Branch



Program Attendance by Branch



Library Budget History*



***Adjusted for inflation**