

# Memorandum



CITY OF DALLAS

DATE August 12, 2015

Honorable Members of the Arts, Culture & Libraries Committee: Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice-Chair), Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates, Scott Griggs

SUBJECT **Dallas Public Library: FY16 – 17 Outlook**

Monday, August 15, 2016, the Arts, Culture, and Libraries Committee will be briefed on Dallas Public Library: FY16 – 17 Outlook by Jo Giudice, Director of Dallas Public Library.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

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

Joey Zapata  
Assistant City Manager

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Christopher D. Bowers, Interim City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager  
Eric D. Campbell, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor & Council

# DALLAS PUBLIC LIBRARY: FY 16-17 OUTLOOK

Briefing to the Arts, Culture, and Libraries Committee  
August 15, 2016



# Dallas Public Library

- 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 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.
  - J. Erik Jonsson Central Library
  - Bookmarks in NorthPark Center
  - 27 Branch locations
  - Virtual Library – [www.dallaslibrary.org](http://www.dallaslibrary.org)
    - Downloadable books, magazines and audiobooks
    - Educational databases
    - Online Library card account management

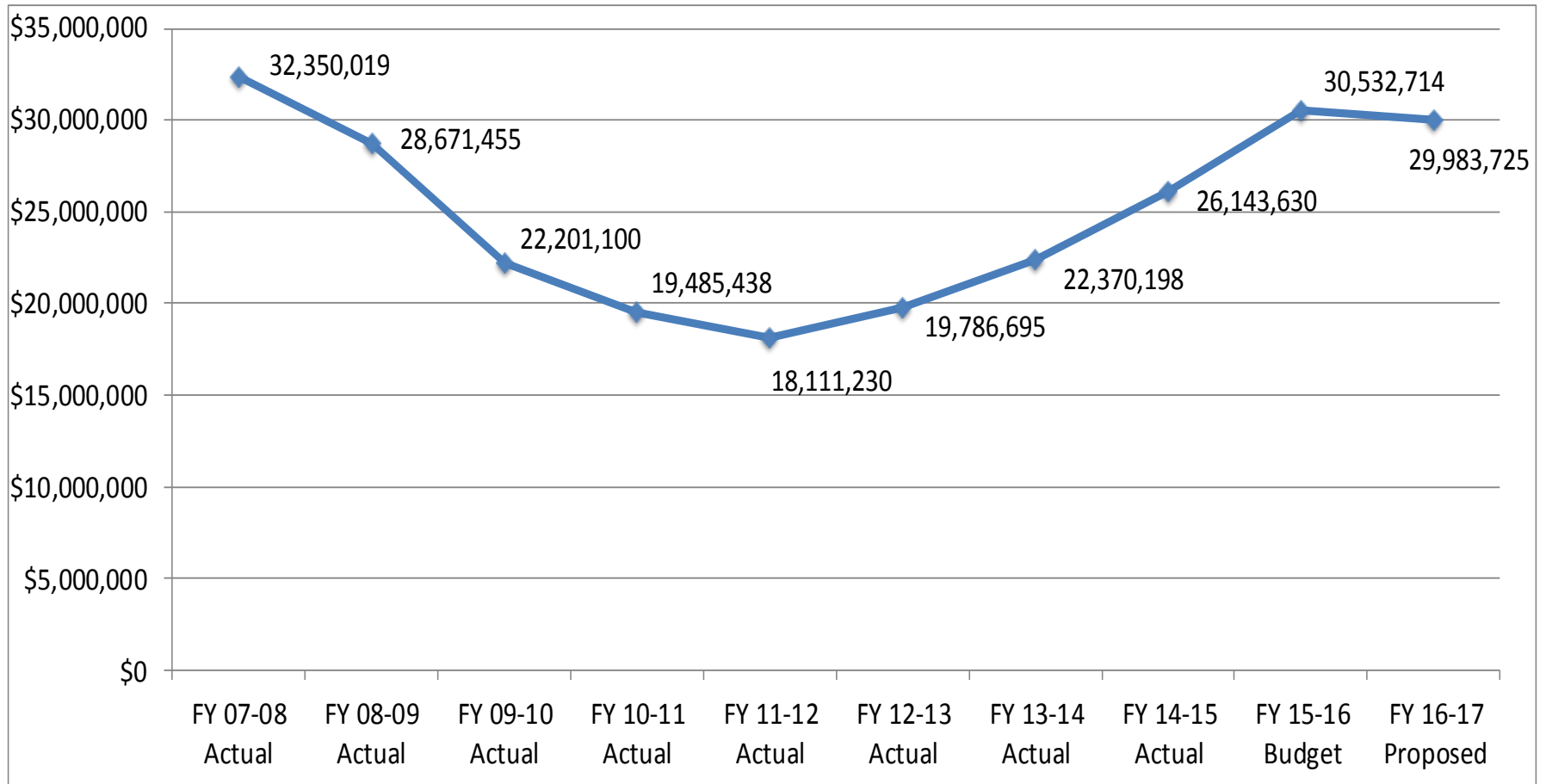


# Purpose

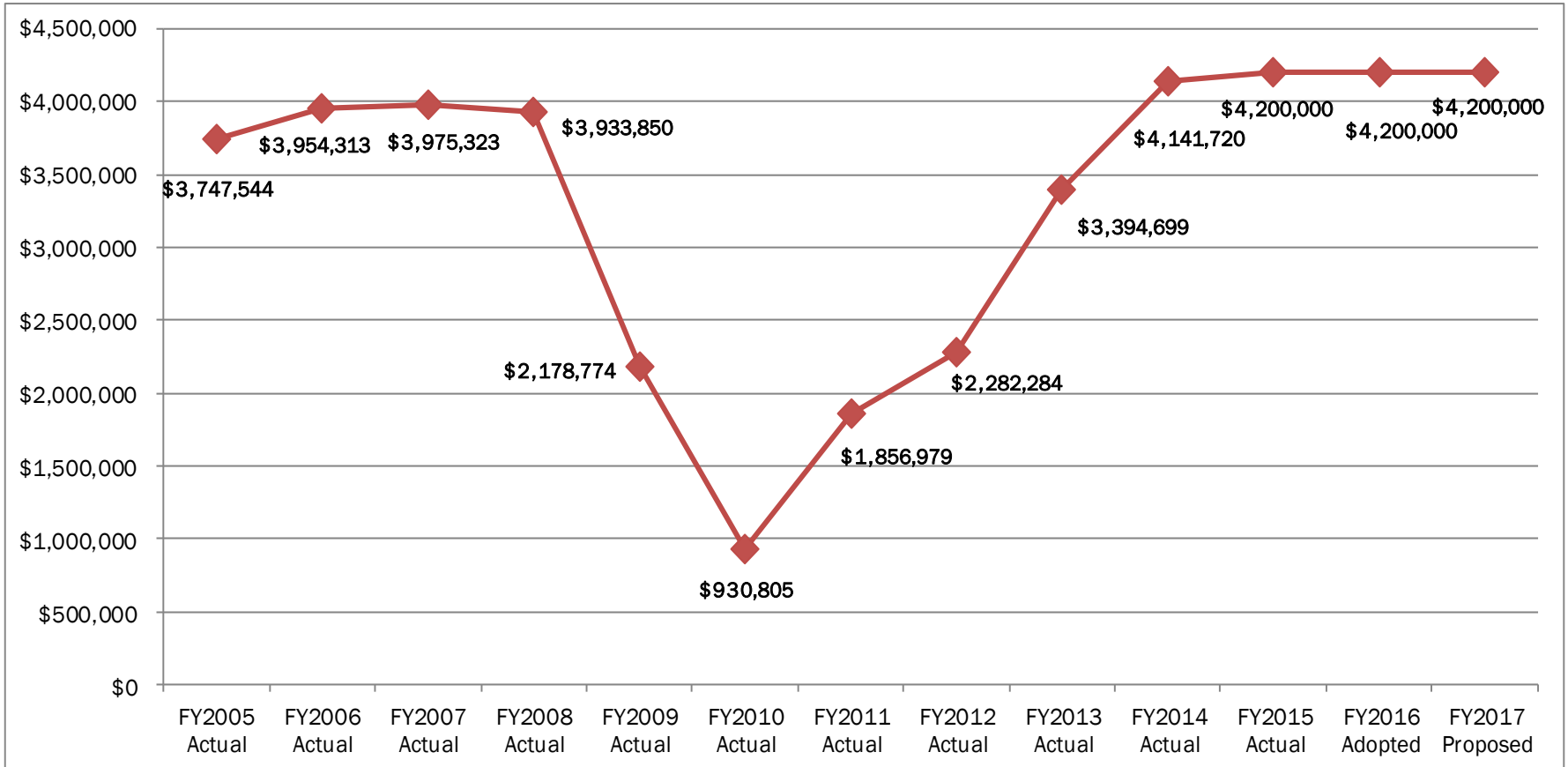
- Provide an overview of:
  - Library's Budget History
  - Proposed FY17 Budget
  - Library Hours and Programs



# Library Budget



# Library Materials Budget



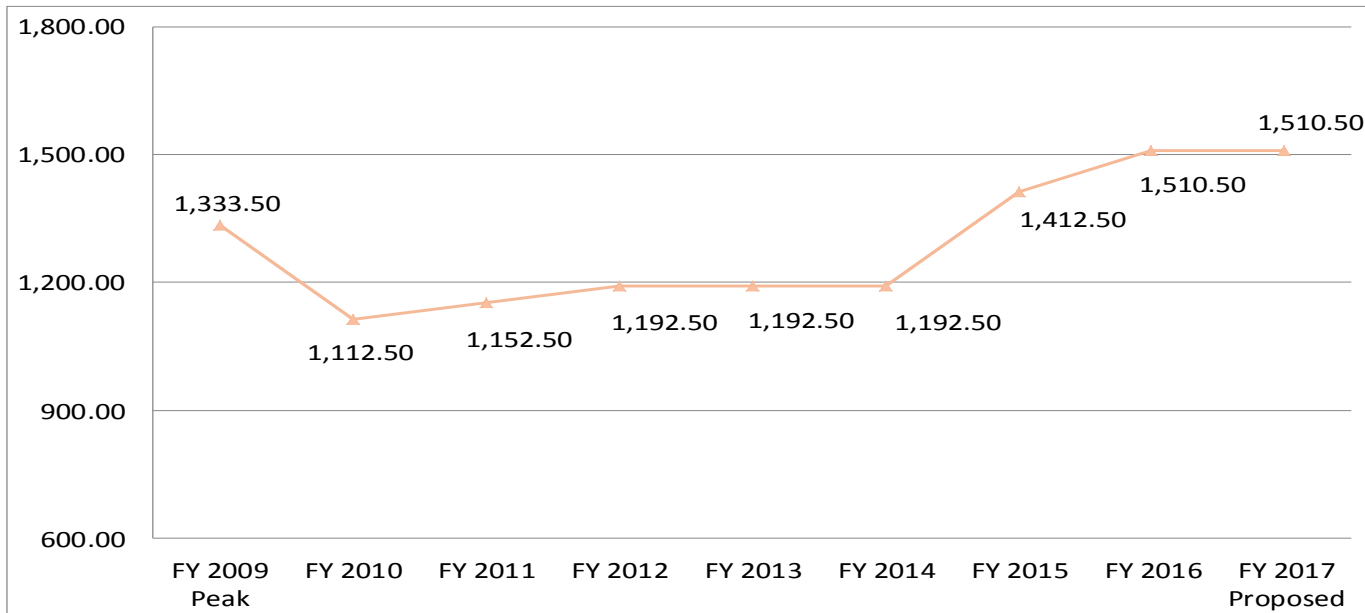
# Library Hours

## Number of Library Locations open per day

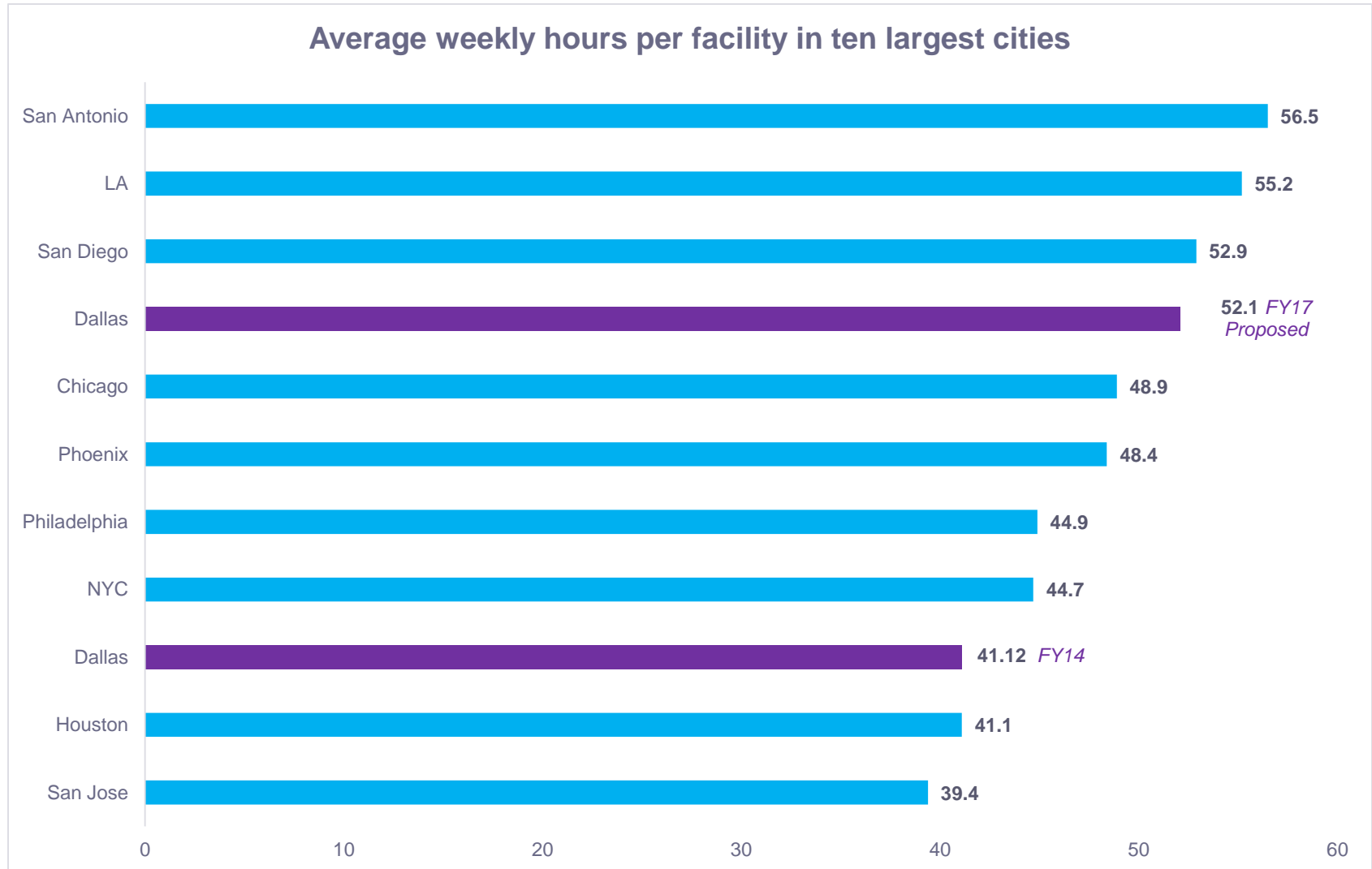
	Total Sites	SUN	MON	TUE	WED	THU	FRI	SAT
FY 2008 - Peak	27	11	27	26	27	15	16	27
FY 2014	29	2	3	28	29	29	29	29
FY 2016 - Current	29	14	15	28	29	29	29	29

Notes:  
 •29 sites in FY 2016 include 1 central, 25 branches, 2 DISD co-locations, and 1 NorthPark Center  
 •New sites (not replacements) opened since 2008 include Prairie Creek and White Rock Hills

## Total hours open per week



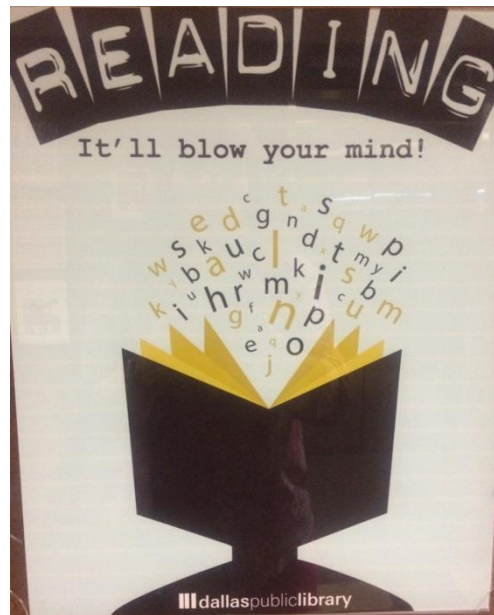
# Peer City Hours Comparison





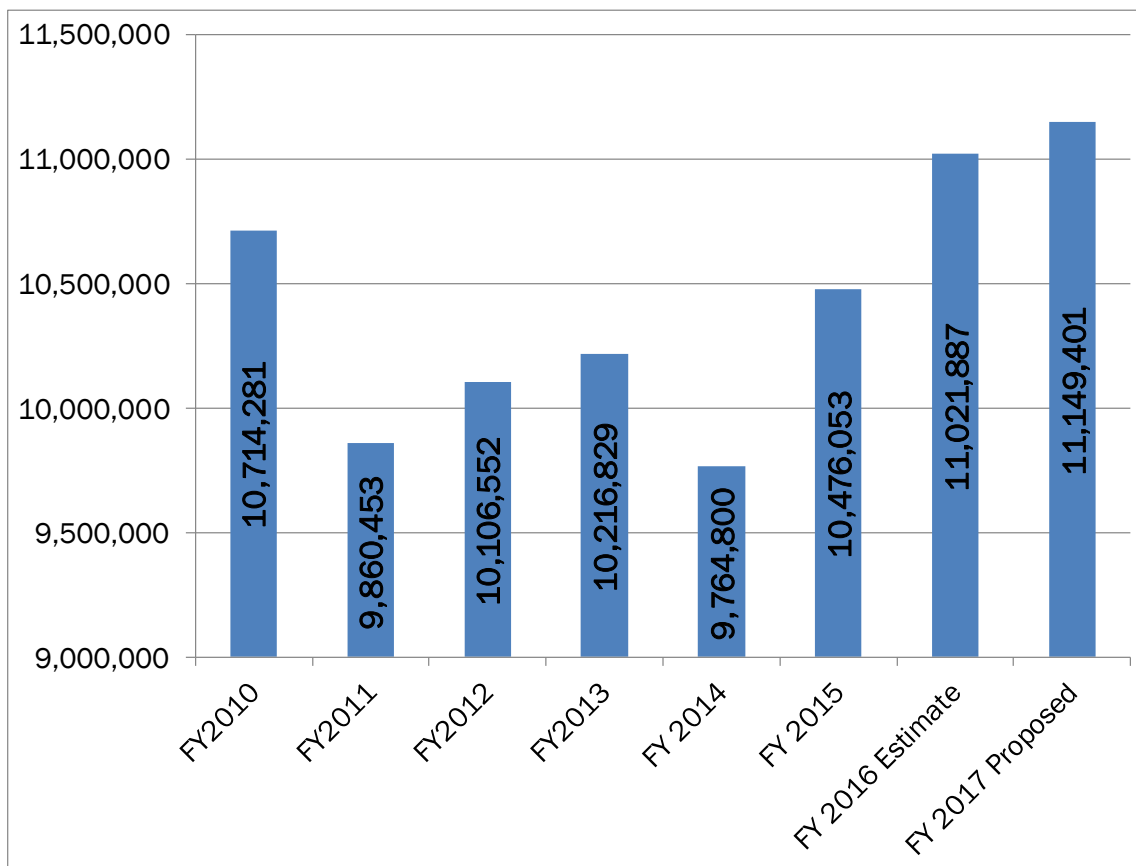
# Library Budget Services

- Library has three services
  - Library Materials and Collection Management
  - Library Operations and Public Service
  - Literacy Initiatives, Education & Community Engagement



# Library Materials and Collection Management

- Total number of library materials used annually



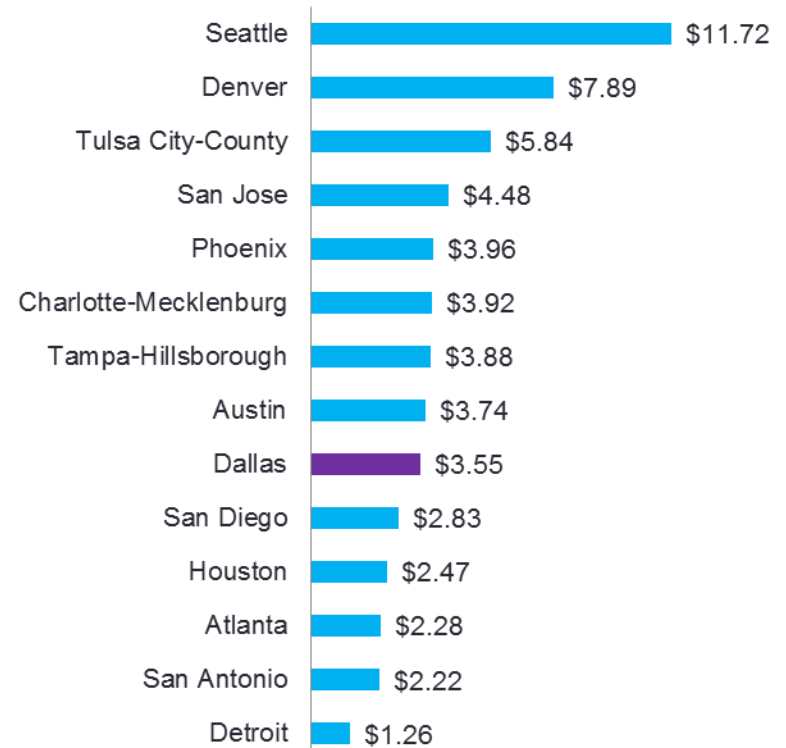
# Library Materials and Collection Management

- Materials expenditure per capita



- Comparison to other cities

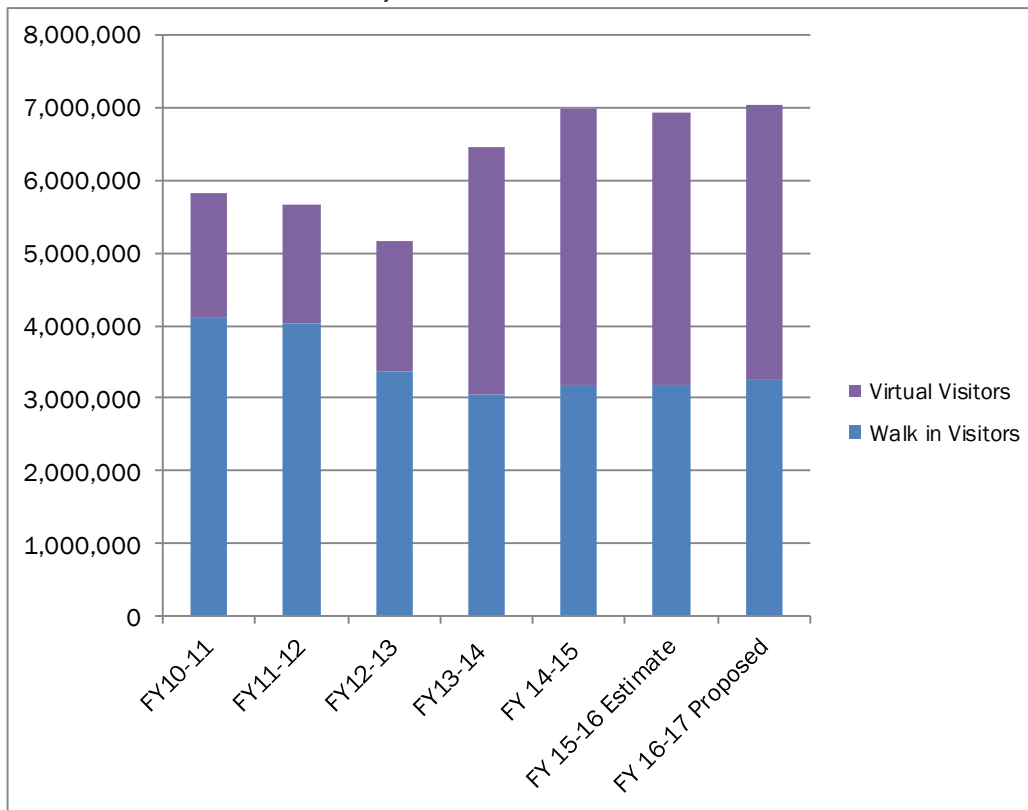
## Materials Expenditures per Capita FY2015



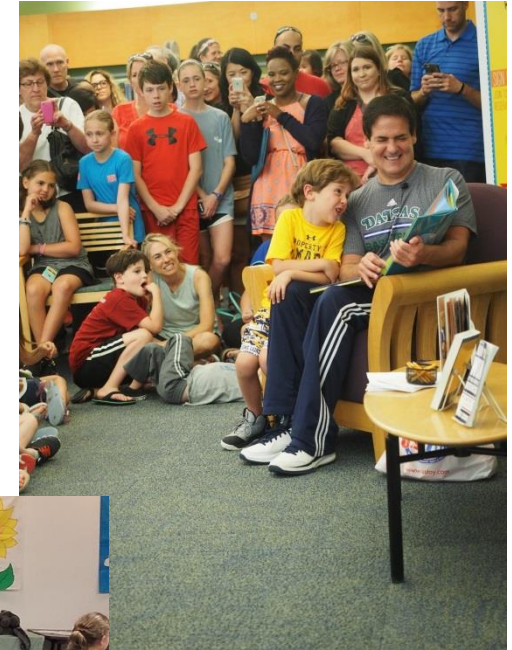
Source: PLAmetrics

# Library Operations and Public Service

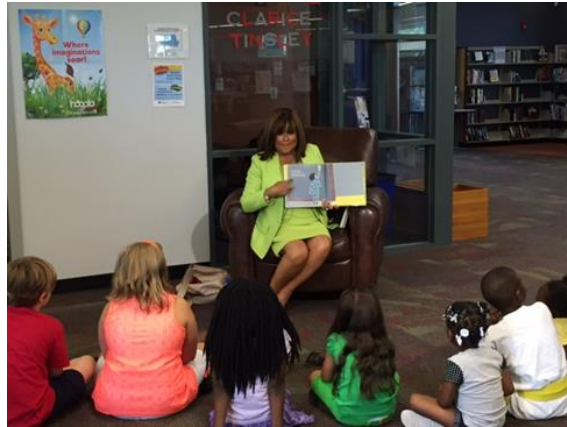
- Number of visitors (in-person and virtual)



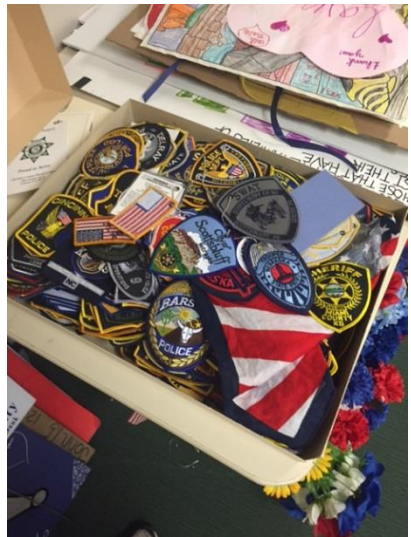
# Engaging the Community



# Engaging the Community



# Supporting the Community



# Growing Partnerships





# Empowering the Staff



PUBLIC LIBRARIES  
CHANGE LIVES.



# Library... Today and Tomorrow

- **Adapt to the changing needs of our communities**
  - Literacy Centers @ Dallas West and Bachman Lake Branches
  - GED Testing Center – over 600 test takers since opening in 2015
  - Renovated Fretz Park Branch re-opened with a Black Box Theater
  - Strategic Planning process led by CivicTechnologies will be briefed in the fall
- **Create an experience**
  - Expanded Dallas Book Festival
  - New and improved library catalog app for mobile devices that stores the library card barcode and shows upcoming library events
  - Adult education combined with a family interaction
- **Educational opportunities – both informal and formal learning**
  - GED/ESL classes + adult basic education
  - Lynda.com an online learning site with over 3,000 courses in Business, Design and Information Technology

# Library... Today and Tomorrow

- **Grow current partnerships and seek new ones**
  - Office of Cultural Affairs, Parks & Rec, Office of Economic Development, YMCA, Perot Museum of Nature and Science, City of Learning/Big Thought, SMU, Equal Heart, Atmos Energy, MoneyGram, Metro Dallas Homeless Alliance
- **Facility & Technology Enhancements**
  - Dallas History & Archives (7<sup>th</sup> floor, Central) renovation, opening **August 20, 2016 @ 10:30am**
  - Surface Pro's at each location to provide mobile customer service and outreach
  - New public computers and improved broadband since FY15
  - Scanner/copiers in all locations in FY16
  - Dallas B.R.A.I.N. (Business Resource And Information Network)

# QUESTIONS?

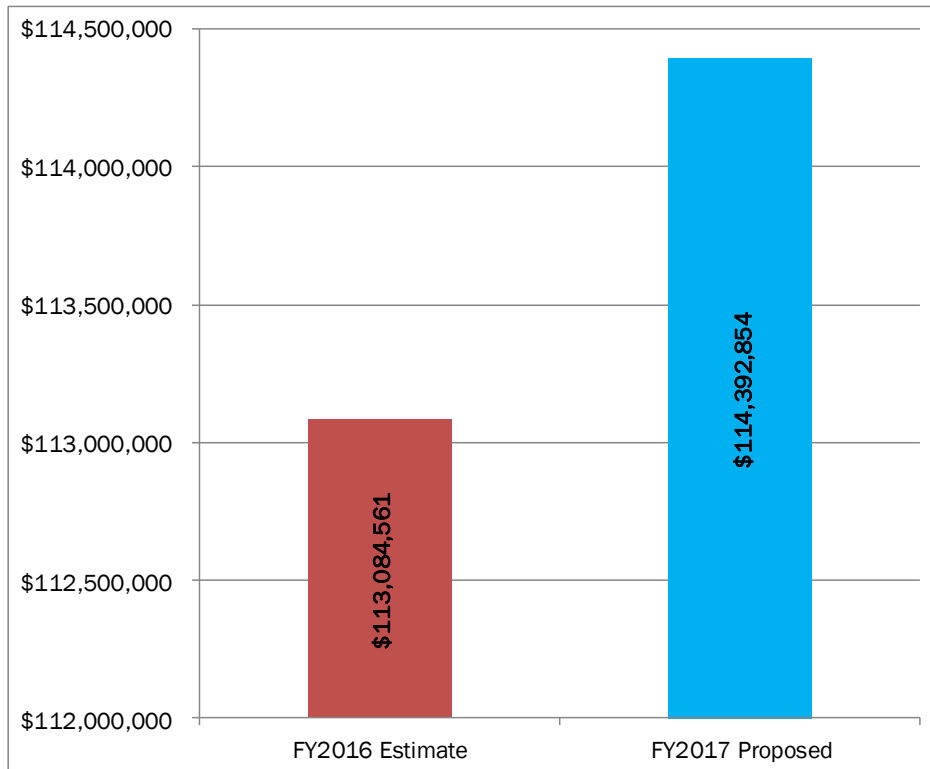


# APPENDIX

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# Library Materials and Collection Management

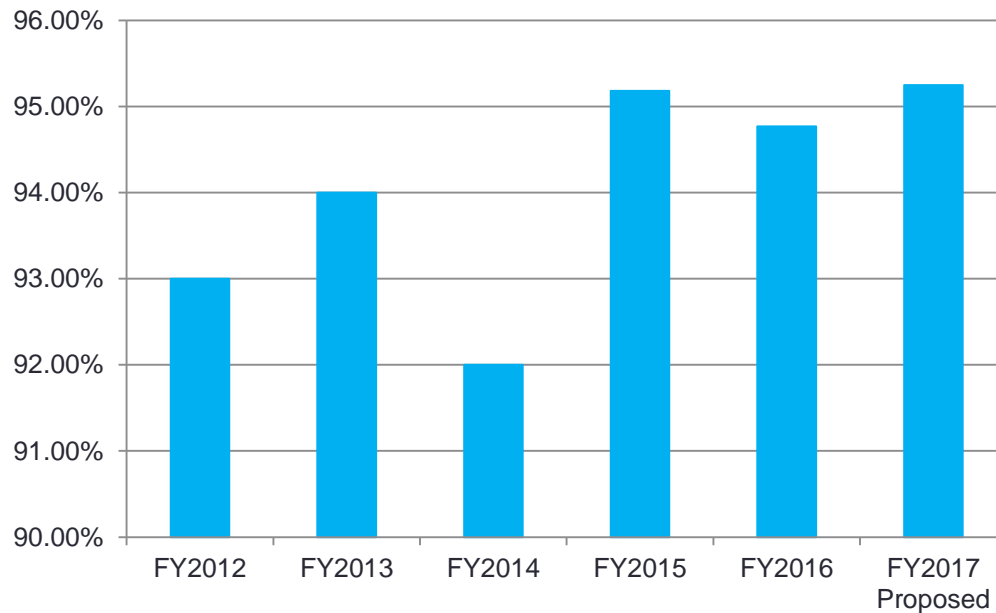
- Value of materials circulated



- Library materials include:
  - Books + e-books + audiobooks
  - DVDs & Blu-Rays
  - Music CDs
  - Online databases (over 100 resources available from home 24/7)
  - Historic photographs
  - Archives
  - Sheet Music
  - Patent & Trademark Collection
  - Government Documents
  - Genealogy

# Library Materials and Collection Management

- Customers rating overall variety of materials as "excellent" or "good" (internal survey)



**Andrea R Granados** That's fantastic! I was just reading today a recommendation for acquiring new skills via Lynda, in which the person said "For just \$25 a month" ... how great that DPL is now able to include that service among those provided by our tax dollars and other funding sources. Thanks for letting us know. 😊

Unlike · Reply · Message · 3 · July 22 at 5:06pm

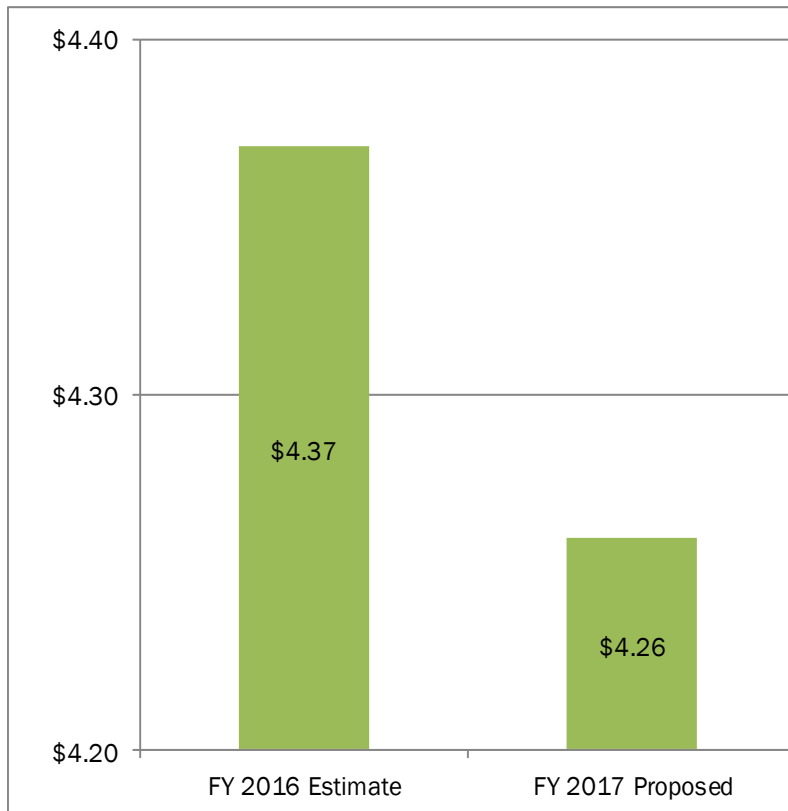


**Sylvia Tooker** Thank you for this amazing gift for learning!

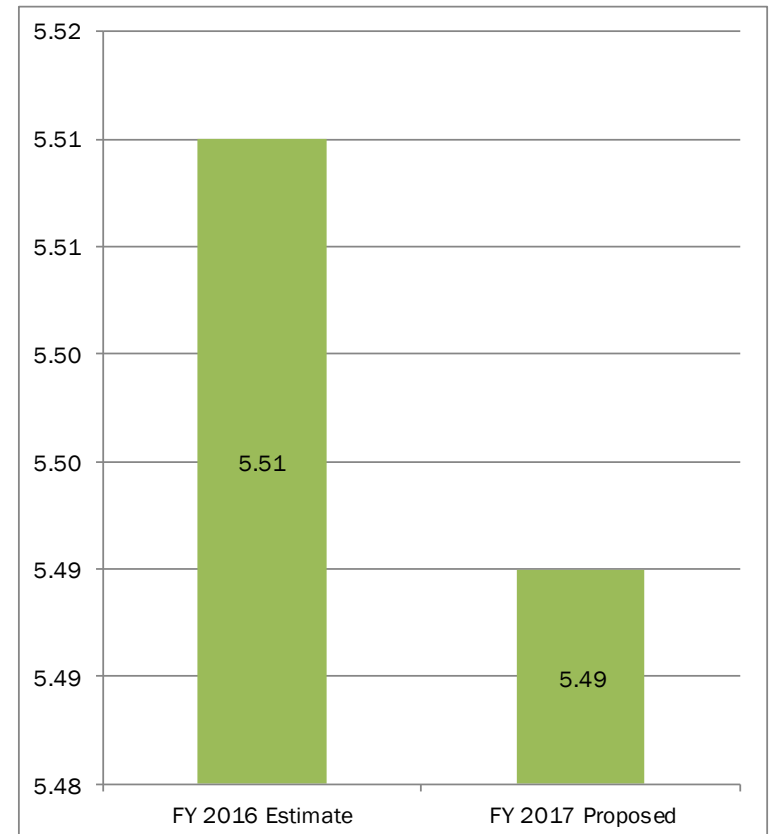
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# Library Operations and Public Service

- Cost per visit (in-person and virtual)



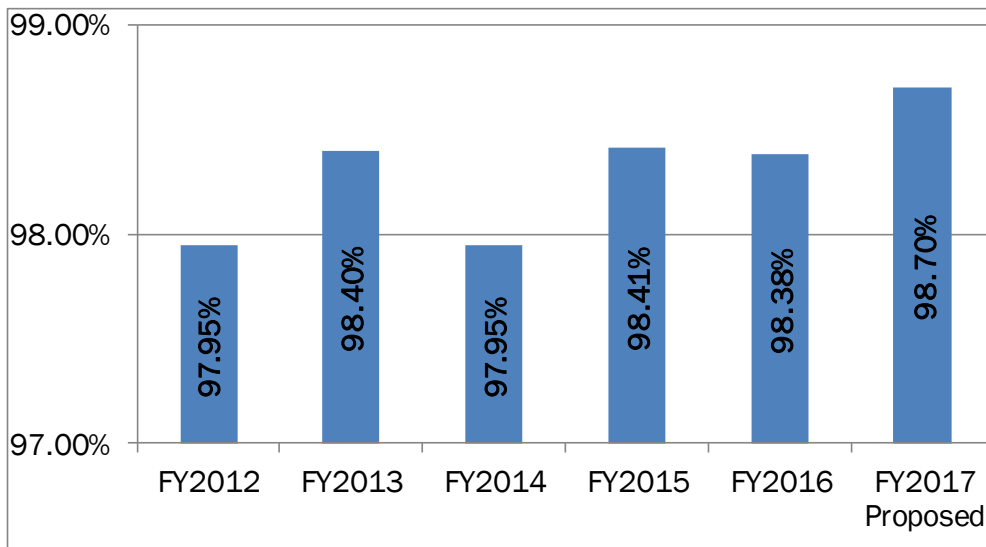
- Visits per capita (in-person and virtual)





# Library Operations and Public Service

- Customers rating overall quality of service as "excellent" or "good" (internal survey)

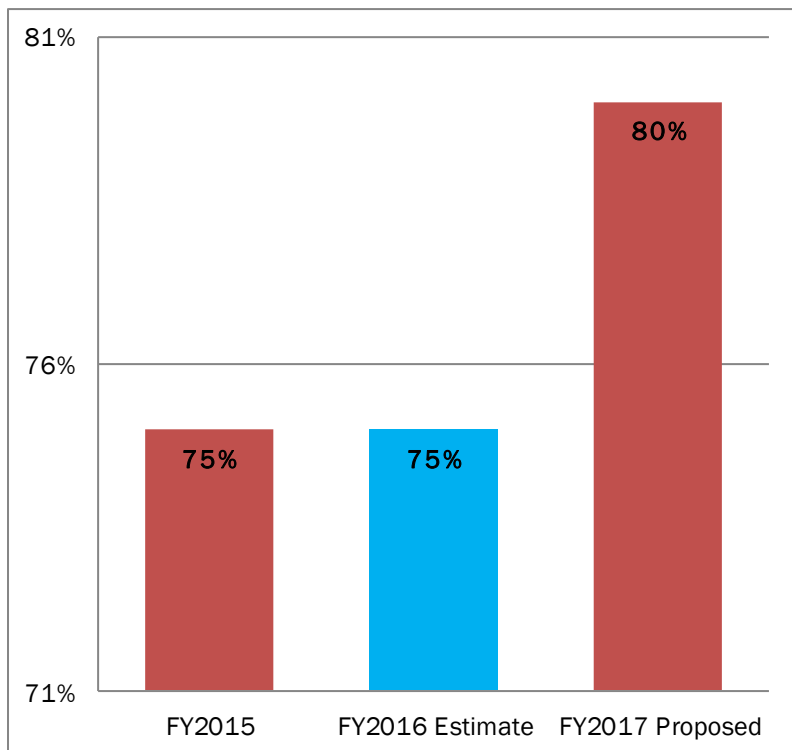


Manuel F. Valencia 🇲🇽 feeling hungry with Jacqueline Chen Valencia at NorthPark Center.  
June 14 · Dallas, TX · 🌐

Chipotle Mexican Grill — we love our tacos — thanks Dallas Public Library for our reading reward 📖: books and beans, tacos on a Tuesday, chips, cheese and chapters, loose teeth and tortillas, pico and punctuation

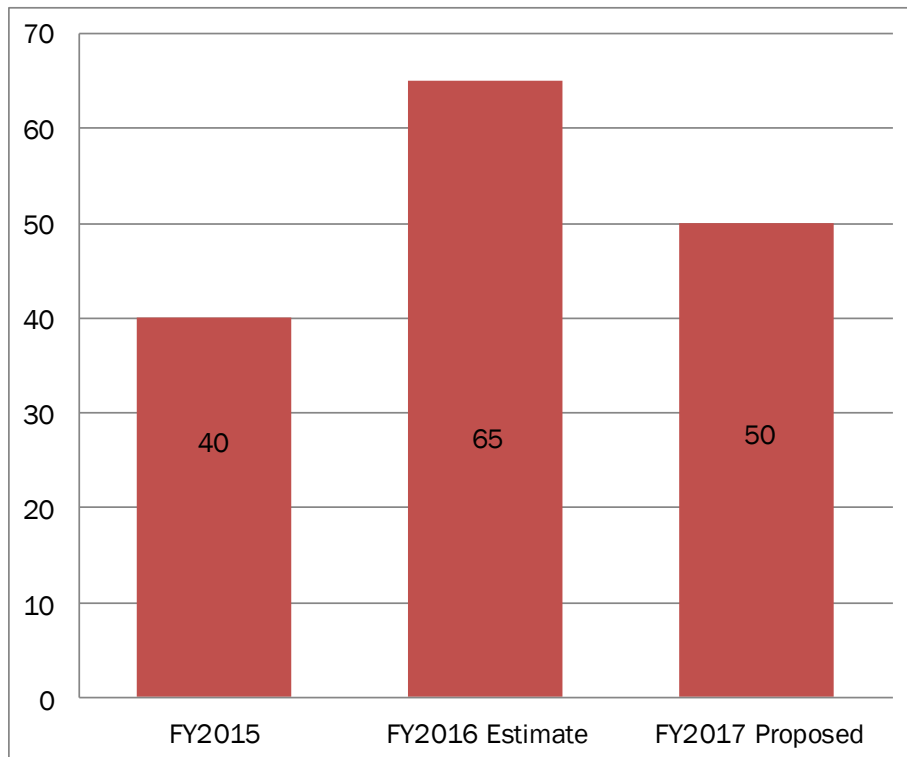
# Literacy Initiatives, Education & Community Engagement

- Percent of library ESL students whose post-test scores indicate improvement in English proficiency upon completing an ESL class



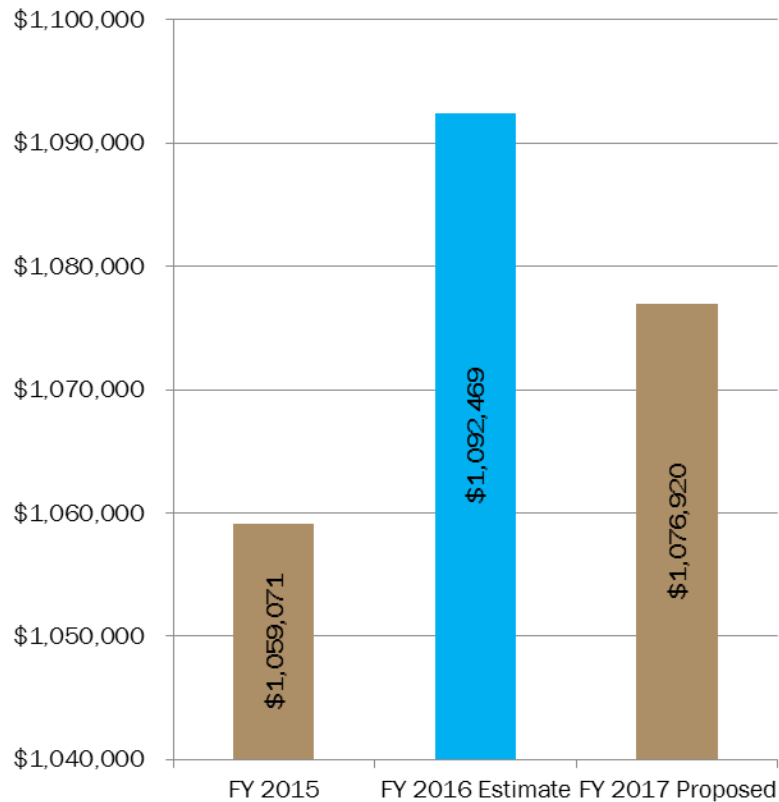
# Literacy Initiatives, Education & Community Engagement

- Number of library GED students who successfully pass all four of the official GED subject tests and receive their GED certificate



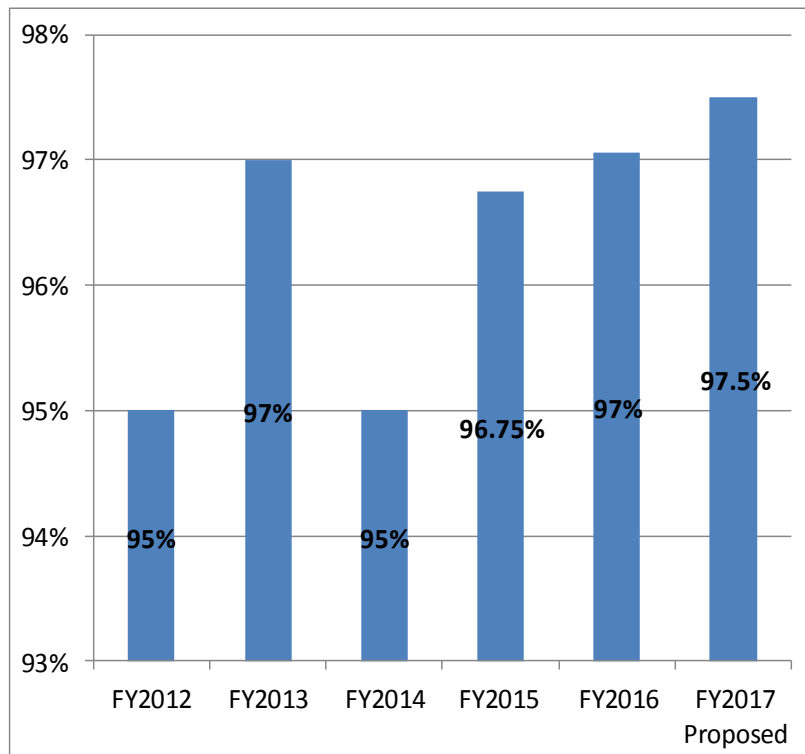
# Literacy Initiatives, Education & Community Engagement

- Cost savings of volunteer hours  
(*new measure*)



# Literacy Initiatives, Education & Community Engagement

- Customers rating overall quality of programs/events as "excellent" or "good" (internal survey)



Artwork courtesy of 4 year-old Auden after his first visit to the Central Library August!