

2019 Q3 BPL Quarterly Performance

NEW AND NOTEWORTHY

The 3rd quarter is always packed with highlights, including *Summer Festivals, Jaipur, Pollinator Month, and Summer of Discovery*

SPACE CAMP—CITIZEN SCIENCE: High school students met and interacted with area professionals to develop weather balloon flight trackers so students could launch and then track GPS position, altitude, temperature, and air pressure of the balloon. **BLDG 61 has launched 3 times from the main library with over 300 spectators!** The flights consistently reached altitudes of around 100,000 feet above ground—that’s 3x the cruising altitude of a long-distance passenger plane! Average distance for the balloons was 100-150 miles ‘as a crow flies’ from downtown boulder and the coldest temperature recorded was -40 degrees Fahrenheit *Onward and upward, BLDG 61!*



JAIPUR LITERATURE FESTIVAL:

The fifth year (!) of JLF Colorado was a great success, with many commenting the event has really hit its stride. **2,936 seats were filled on the new Saturday opening day,** and

another 2,077 seats were filled on Sunday. Over 350 people packed the Skyscapes venue each time for the opening session, the session with Harvard-trained Palestinian doctor and author Izzeldin Abuelaish, and the closing ceremonies. On Sunday morning, nearly 200 attendees demanded an encore performance by musician Shruti Vishwanath.

“JLF is an amazing festival with high vibrations and a very inspirational convergence of cultures celebrating the world’s diversity together in creativity and dialogue.”

Patron’s Instagram post.

BOOK RICH ENVIRONMENTS GIVEAWAYS

[Note: the first giveaway happened in Q2 but did not get included in Q2 report, so we include it here]

June 27 Book Rich Environments book giveaway session at Palo Park was a whopping success, with record turnout and books given away. Over 100 attended the event, leaving with over 22 boxes of free books, 11 new library cards and over 20 Summer of Discovery registrations. **The event included 13 community partners,** and

a wide variety of fun experiences, including face painting, live music and fire trucks. **September 7th’s book giveaway at Broadway East was equally successful.** 110 attended, 500 books were given away and 5 library cards were made. David Farnan and Commissioners Juana Gomez and Jane Sykes Wilson were able to attend and speak to residents about the library. Police and firefighters attended with their armored SUV and truck for children to tour. There was also a rock climbing wall.

“I am so thrilled by how the event at Palo Park went-- the beautiful variety of books offered, the amazing food cooked by BFR, the energy of our partners, and overall how much the families enjoyed themselves!”

Boulder Housing Partner, Keelin McGill

IN PERSON VISITS & NEW PATRONS

Fig. 1 Door Counts YTD Q3 2019 and percent change

In person visits declined slightly at -2% over Q3 2018, a slightly lesser decline than Q2.

Sums are running totals YTD								
Performance Indicator	2018			2019	2019			
	Jul	Aug	Sep		Jul	Aug	Sep	
Door Counts	614085	702878	788565		595867	684252	769054	-2%

Fig 2. New patron registrations YTD Q3 2019 and percent change:

Sums are running totals YTD								
Performance Indicator	2018			2019	2019			
	Jul	Aug	Sep		Jul	Aug	Sep	
New Patrons	6420	7614	8596		6250	7464	8638	0.5%

Patron registrations increased about ½ a percent. Note that the Student One Card initiative cards that were created in April were deleted after the pilot, so the YTD numbers no longer reflect them.

PROGRAMS, EVENTS AND OUTREACH

SELECTED HIGHLIGHTS

- Performances & Presentations:
 - Highlights of the Cinema programs included *Under- and Overstories*, *NEST Program*, which complimented the gallery exhibition NEST STUDIO for the Arts.
 - The popular MIDDAY MUSIC meditation and 3rd Tuesday Lunchtime concerts continue to have wide appeal, this quarter brought the fabulous and diverse music of *Espresso!*, *Los Chicos Malos*, and *Nicolo Spera*
- Exhibitions:
 - Carnegie held to historical exhibits: *TIME MACHINE: Boulder, 1960s*, and *Farming in Boulder 1859 to the Present*
 - Main hosted *Climate Ribbon, A Passage from India*, and *Under- and Overstories, an Intersection of Art and Science from the Microscopic to the Cosmic*.
- Civic & Community Engagement & Customer Service:
 - *Civic Soup: Holidays* communal soup meal, combines dialogue with deliciousness.
 - *1000 Books before Kindergarten Celebrations* entertained over 130 preschoolers and celebrated reading!
 - *Garden Programs and Seed to Table* included workshops, seed saving and small space gardening, and a special *Garden Art with Tinker Art Studio* at Reynolds. Over 100 individuals help build community and sustainable practices through these programs.
 - Reynolds introduced two new programs in September: *Tinker, Make, Create! And Tabletop Gaming Club*.

- Author Talks:
 - In August, *Alexandra Fuller* discussed her tribute to her father, “*Travel Light, Move Fast*”
- September was *Pollinator Appreciation Month* and many programs celebrated all things “BEE” with over 2750 interactions through programs and outreach at the *BEE BOULDER FAMILY FESTIVAL*
 - Programs included: *Explore with your Pollinator journals, Stamp Up for Pollinators, Tour de Hive, Master gardener Seed Q&A, DIY Bee Hotels, as well as a special Musical Storytime.*

2019 SUMMER OF DISCOVERY

SoD was a huge success! July events included: *Meet & Bleat Baby Goats, Live Raptors! E.T. movie showing at all branches, Bicycle Rodeo with Health, Fire and Police, Light up Wood Diorama, Reality garage, and Henna Design.* The record-breaking registration numbers:

- # of kids registered in program: 3365
- # of teens registered in program: 890
- # of adults registered in program: 1118
- Grand total of 5373 registered - a 29% increase from 2018!
- Had 472 more 0-18-year-olds complete the program than 2018.
- Total of 58 summer of discovery programs with a total attendance of 2120 (not including BLDG 61 Space Camp).

Fig 3. Program and Storytime Events and Attendance YTD 2019

The following table includes the off-site program activities for both 2018 and 2019 (librarians consider this “outreach” although it does not fit the State definition). At YE we normalize the Outreach and Off-Stie programs, so counts sometimes change during that process. Also, BLDG 61 offers their Open Studios to all audiences. It is difficult to record counts for each audience during busy Open Studios (3 per week), so we have averaged-- giving equal weight (1/3) for attendees by audience. It was agreed that this is the best reflection of actual attendees.

Table did not fit in this space,
see page 4.

Sums are running totals YTD

	2018			2019			
	Total			Total			
Performance Indicator	Jul	Aug	Sep	Jul	Aug	Sep	
Storytime Attendance	21059	23551	26465	21223	23526	26105	-1%
Main	15152	16940	19095	14780	16413	18219	-5%
Meadows	2251	2522	2740	2117	2326	2583	-6%
Reynolds	2503	2789	3155	2860	3199	3549	12%
Storytime Events	793	916	1021	762	878	984	-4%
Main	325	375	421	298	343	384	-9%
Meadows	178	206	229	179	206	231	1%
Reynolds	177	205	227	173	200	224	-1%
Programs Attendance-Adult	15592	18232	27968	17782	21092	28610	2%
BLDG 61	4891	5707	6551	6256	6963	7655	17%
Carnegie	15	15	15	63	63	161	973%
Main	8677	10105	18757	9331	11624	18032	-4%
Meadows	1937	2201	2429	1931	2229	2535	4%
NoBo	0	120	120	100	100	100	-17%
Reynolds	72	84	96	101	113	127	32%
Programs Offered-Adult	890	1032	1204	1142	1318	1502	25%
BLDG 61	338	398	455	584	671	762	67%
Carnegie	2	2	2	1	1	6	200%
Main	501	574	682	483	559	632	-7%
Meadows	43	49	55	64	76	89	62%
NoBo	0	2	2	1	1	1	-50%
Reynolds	6	7	8	9	10	12	50%
Programs Attendance-Teen	4054	4417	5160	7123	7826	8647	68%
BLDG 61	476	476	540	1057	1327	1552	187%
Main	2305	2606	2994	3860	4111	4448	49%
Meadows	699	706	954	1423	1523	1680	76%
NoBo	168	168	172	251	251	251	46%
Reynolds	406	461	500	532	614	716	43%
Programs Offered-Teen	191	213	244	186	203	240	-2%
BLDG 61	34	34	37	34	38	41	11%
Main	71	80	92	64	72	82	-11%
Meadows	31	36	45	45	49	67	49%
NoBo	11	12	14	4	4	4	-71%
Reynolds	44	51	56	39	40	46	-18%
Programs Attendance-Children	15193	15673	17505	14958	15660	16845	-4%
BLDG 61	631	631	631	1061	1279	1512	140%
Main	8291	8482	9775	6984	7249	7727	-21%
Meadows	2252	2384	2585	3246	3408	3548	37%
NoBo	884	894	917	1406	1416	1455	59%
Reynolds	3135	3282	3597	2247	2294	2589	-28%
Carnegie	0	0	0	14	14	14	n/a
Programs Offered-Children	426	459	514	461	504	565	10%
BLDG 61	19	19	19	25	28	31	63%
Main	181	193	217	197	216	241	11%
Meadows	102	113	126	113	125	136	8%
NoBo	38	42	45	66	73	81	80%
Reynolds	86	92	107	59	61	75	-30%
Carnegie	0	0	0	1	1	1	n/a
Outreach Events	42	46	54	28	30	32	-41%
Outreach: Exposure	11610	11760	15660	3160	5360	7360	-53%
Outreach: Direct Contact*	2974	3044	4094	1862	2185	2795	-32%

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All passive programming is excluded from State Report. Data included here for informational gathering only.

*Outreach Direct Contact sometimes includes the Outreach Librarian activity, not just events.

Outreach is normalized at YE to differentiate between State defined standard and program activity.

CIRCULATION & COLLECTIONS

- Total circulation continues to increase due to the initiation of auto renewals in February. This report includes the initial circulation (i.e. the first checkout, but not subsequent renewals) as a quarterly sum. This sum experienced a slight decline of about 4% from 2018 YTD.
- Consortia borrowing and lending continue to increase, with more borrowing than lending by BPL patrons. Prospector borrowing also increased while lending decreased.
- Filled Holds, whether from our collections, other FLC members, or Prospector/Mobius, **checked out by BPL patrons**, comprise **about 23% of our initial circulation** [i.e. a filled BPL hold results only in a BPL initial circulation but not the subsequent renewals included in the total circulation). Added this quarter is also the total hold activity (all borrowing and lending from and to other libraries, and BPL home or inter-branch).
- Both eCollections and database demand continues to see growth in double digits.

Fig. 4 Circulation Activity: Physical & eCollections, borrowing, and collection circulation by branch

Sums are running totals YTD									
	2018			2019					
Performance Indicator	Jul	Aug	Sep	Total	Jul	Aug	Sep	Total	%
Circulation (Patron Activity)	811,249	921,447	1,025,066		948,458	1,082,070	1,209,005		18%
Initial Circulation (Patron Activity)			709,499				679,155		-4%
eCollection Use	117,450	135,885	153,140		144,224	167,232	189,202		24%
Total Circulation	928,699	1,057,332	1,178,206		1,092,682	1,249,302	1,398,207		19%
Circulation (Collections)	787,187	893,841	995,464		917,853	1,046,681	1,168,691		17%
Main	514,647	584,147	649,942		610,073	695,557	776,080		19%
Meadows	126,339	144,016	160,616		141,843	162,356	181,424		13%
Reynolds	124,003	140,735	157,134		139,416	158,785	177,640		13%
NoBo	22,198	24,943	27,772		26,521	29,983	33,547		21%
Database Use	142,076	172,027	187,488		171,101	198,756	219,707		17%
FLC Borrows incoming	59,955	68,841	76,982		65,517	75,238	84,122		9%
FLC Loans outgoing	46,500	53,353	59,463		51,486	59,008	65,991		11%
Prospector Borrows	12,592	14,379	15,971		12,134	14,165	16,030		0.4%
Prospector Loans	7,214	8,253	9,156		6,270	7,263	8,162		-11%
Holds Filled (Collections)	114,122	129,997	145,150		122,134	139,468	156,114		8%
Main	75,299	85,873	95,603		81,669	93,328	104,528		9%
Reynolds	19,968	22,721	25,582		21,365	24,420	27,286		7%
Meadows	18,855	21,403	23,965		19,100	21,720	24,300		1%
BPL Materials filled for BPL patrons ¹			55,425				58,024		5%
Total Holds filled for BPL patrons²			148,378				158,176		7%
Total Hold Activity³			238,103				256,266		8%
Holds Filled as a percentage of initial circ			21%				23%		

¹A subset of all holds filled for BPL patrons--BPL materials filled for BPL patrons

²Total holds filled for BPL patrons, includes incoming FLC/Prosp. and all BPL materials filled for BPL patrons.

³Total holds filled: Incoming FLC/Prosp.; Boulder outgoing materials to FLC/Prosp.; inter-branch transfers, and home library pickup.