

2019 Q4 BPL Quarterly Performance

NEW AND NOTEWORTHY

Provide Inclusive Access *We strive to create convenient and equitable access for the community through our physical spaces, services and onsite and offsite programs...*

Master Plan Guiding Principles

Noteworthy highlights this quarter included many activities, initiatives, and exhibitions that epitomized our Guiding Principle of providing inclusive access and experiences.

STREET WISE EXHIBITION

The exhibition ran for two months in the Canyon Gallery and brought culturally inspired street artwork from diverse social, political and environmental perspectives to the community.



THE JOY OF LIVING SENSORY FRIENDLY CONCERT

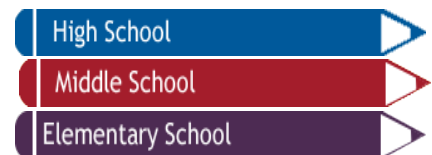
This popular concert featured A Touch of Class trio and Benjamin Tarasewicz. They performed a variety of music for audiences of all abilities and ages.

BUILD A BETTER BOOK: STORIES FOR YOUR SENSES partnered CU and BLDG 61 to engage youth in the design and fabrication of more inclusive media, including picture books and games for children who are blind or visually impaired.



INCLUSIPEDIA EDIT-A-THON the edit-a-thon taught participants how to create and edit Wikipedia pages to increase representation for women and people of color in Boulder's history.

STUDENT ONE INITIATIVE launched for BVSD City of Boulder schools, providing access to the library's online research resources. While adding over 12,900 student library cards to our rolls, the initiative's primary intent is to ensure equitable access to the library resources for all students, especially those who may not have internet/computers at home.



In partnership with *Older Adult Services from the City of Boulder*, library staff taught older adults how to reap the

benefits of the library's streaming and downloadable content, empowering them to stay connected and engaged with digital collections.

- Note: The newly renovated restrooms opened officially in 2020, so will be celebrated in Q12020 report, although we recognize the ground-breaking role the gender-neutral restrooms make to BPL's inclusivity guiding principle.

IN PERSON VISITS & NEW PATRONS

Fig. 1 Door Counts YTD Q4 2019 and percent change

In person visits declined slightly at -3% over YTD 2018, which includes dips for all branches except Carnegie. Although we still edged into the **million+ visitors** tier once again this year.

Sums are running totals YTD									
Performance Indicationr	Oct	Nov	Dec	2018 Total			2019 Total		
				Oct	Nov	Dec	Oct	Nov	Dec
Door Counts	876175	958850	1033128		853816	928842	1000444	-3%	
Main	598307	653334	701840		587911	637480	684933	-2%	
Meadows	127883	141820	155005		125878	138002	149849	-3%	
Reynolds	112980	123450	132784		105626	115623	124975	-6%	
NoBo	35052	38046	41156		32451	35541	38303	-7%	
Carnegie	1953	2200	2343		1950	2196	2354	0.5%	

Fig 2. New patron registrations YTD Q4 2019 and percent change:

Sums are running totals YTD									
Performance Indicationr	Oct	Nov	Dec	2018 Total			2019 Total		
				Oct	Nov	Dec	Oct	Nov	Dec
New Patrons	9570	10415	11117		22203	23548	24274	118%	

With the addition of Student 1 cards for over **12,900 students** in Boulder schools, Patron registrations increased about 118%. With the exclusion of this patron type, new patron registrations remained steady over 2018, with only 110 fewer registrants than last year.

PROGRAMS, EVENTS AND OUTREACH

SELECTED HIGHLIGHTS

- **Performances, Presentations & Festivals:**
 - Highlights of the Cinema programs included *Design Process of Charles A. Haertling*, and a showing of *The Public*
 - The popular concert series continue inspire, this quarter brought the fabulous and diverse music of *The Miles Apart Band with Ron Ivory*, *Hannigan-Silver trio* and holiday specials with *Boulder Children's Choral*, *Annual Holiday Harps*, *Rocky Mountain Revels*, *Boulder Brass holiday concert and the Cantabile Singers*.
 - **DANCE IS FOR EVERY BODY** held its annual showcases, with two full days of dance and movement throughout the Main library.
 - **FAMILY PLAY FESTIVAL** offered early literacy activities for young children and their caregivers.
- **Exhibitions:**
 - Carnegie held two historical exhibits: *Apple Trees of Boulder and 75th Anniversary of the Museum of Boulder*.
 - Main hosted *Design Trail*, the ever-popular *Japanese Ikebana Flower Show* and the aforementioned *Street Wise*, while Meadows held the satellite exhibition for *Build a better Book* and *Under- & Overstores*.

- **Civic & Community Engagement/Customer Service:**

- Reynolds hosted its sixth annual **HAUNTED LIBRARY**, breaking its own record with 217 attendees. The program included spooky sing-alongs, creepy crawly critters, a slime walk, and costume-enhancing face paint among other attractions.
- **Bear Creek** and **Community Montessori** brought in over 100 students combined to Reynolds for storytimes and library tours while a troop of **Kindergarten Cub Scouts** kindly volunteered to wipe all toys in the children’s area.
- The Meadows branch has witnessed a surge in attendance for their **Minecrafternoons** and **Games @ Meadows** events. New specialists added a **Nintendo Switch** to this program.
- **STORM podcast** presented a live Star Wars themed show at Main, and several podcast workshops for Teens were offered by **Thrillist’s Dave Gonzales**.
- **SEED TO TABLE programs** included **GIFTS FROM THE HIVE**, **FERMENT-ODOLOGY** and **MOLECULAR GASTRONOMY**. Over 100 individuals help build community and sustainable practices through these programs.
- December hosts both the annual **COMPUTER SCIENCE EDUCATION WEEK** of events and **NATIONAL HISTORY DAY RESEARCH RENDEZVOUS**. Both events celebrate our youth learning new skills and the library’s mission to connect people, ideas and information. The power of our volunteers and partners continue to make these winter events successful.



Fig 3. Programs and Storytime Attendance YTD 2019

The following table has been normalized for Outreach to reflect the State defined events as Outreach Events, (the rows at the bottom) and to differentiate these from the Outreach Programs offered by our librarians who visit off-site facilities to conduct activities. These Outreach Programs (formerly called Off-site Programs) are now folded into the Programs by Audience in the middle of the report.

BLDG 61 offers Open Studios to all audiences and it is difficult to record counts for each audience during busy Open Studios days (3 per week), so we have averaged-- giving equal weight (1/3)—to each audience attending. The creative technologists agreed that this is the best reflection of actual attendees at Open Studios.

New to this report is the Total Program & Storytime Attendance and the Total Programs & Storytime Events, to provide an overall trend on attendance and event offerings.

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

Sums are running totals YTD								
Performance Indicator	2018 Total			2019 Total				
	Oct	Nov	Dec	Oct	Nov	Dec		
Storytime Attendance	29583	32954	35367		28486	31301	33340	-5.7%
Carnegie	0	0	0		0	0	25	n/a
Main	21184	23614	25338		19925	21843	23218	-8.4%
Meadows	3008	3247	3449		2762	2963	3118	-9.6%
NoBo	1742	1906	2040		1918	2197	2345	15.0%
Reynolds	3649	4187	4540		3881	4298	4634	2.1%
Storytime Events	1141	1247	1348		1095	1190	1287	-4.5%
Carnegie	0	0	0		0	0	1	n/a
Main	469	512	553		427	466	505	-8.7%
Meadows	255	279	301		257	275	295	-2.0%
NoBo	163	177	192		163	178	193	0.5%
Reynolds	254	279	302		248	271	293	-3.0%
Programs Attendance-Adult	31060	33536	36266		30972	32951	35444	-2.3%
BLDG 61	7322	8142	8792		8281	8862	9293	5.7%
Carnegie	15	15	15		167	167	167	1013.3%
Main	20626	22045	23852		19429	20542	22337	-6.4%
Meadows	2680	2905	3110		2856	3129	3341	7.4%
NoBo	120	120	120		100	100	100	-16.7%
Reynolds	297	309	377		139	151	206	-45.4%
Programs Attendance-Children	20041	21576	23522		19358	20933	22121	-6.0%
BLDG 61	646	666	710		1741	1994	2187	208.0%
Carnegie	0	0	0		14	14	39	#DIV/0!
Main	11236	12161	13744		9089	9872	10507	-23.6%
Meadows	2768	3050	3206		3656	3834	4014	25.2%
NoBo	1094	1163	1245		1504	1554	1595	28.1%
Reynolds	4297	4536	4617		3354	3665	3779	-18.2%
Programs Attendance-Teen	6269	6918	7413		10236	11365	12770	72.3%
BLDG 61	564	627	689		1847	2042	2226	223.1%
Carnegie	0	0	0		0	0	0	n/a
Main	3798	4194	4446		5386	6050	6995	57.3%
Meadows	1211	1348	1495		1932	2113	2298	53.7%
NoBo	172	175	175		251	251	251	43.4%
Reynolds	524	574	608		820	909	1000	64.5%
Programs Offered-Adult	1358	1494	1610		1711	1874	2014	25.1%
BLDG 61	519	579	619		867	950	1015	64.0%
Carnegie	2	2	2		7	7	7	250.0%
Main	764	833	899		721	790	854	-5.0%
Meadows	62	68	75		102	112	119	58.7%
NoBo	2	2	2		1	1	1	-50.0%
Reynolds	9	10	13		13	14	18	38.5%
Programs Offered-Children	601	668	736		651	725	778	5.7%
BLDG 61	20	21	24		37	41	44	83.3%
Carnegie	0	0	0		1	1	2	n/a
Main	263	296	339		288	326	354	4.4%
Meadows	138	152	163		144	156	168	3.1%
NoBo	55	62	70		86	93	99	41.4%
Reynolds	125	137	140		95	108	111	-20.7%
Programs Offered-Teen	278	309	338		297	333	377	11.5%
BLDG 61	41	46	50		46	49	52	4.0%
Carnegie	0	0	0		0	0	0	n/a
Main	108	120	132		107	125	154	16.7%
Meadows	52	57	62		85	95	102	64.5%
NoBo	16	18	20		4	4	4	-80.0%
Reynolds	61	68	74		55	60	65	-12.2%
Total Attendance (incl. Story)			102568				103675	1.1%
Total Events offered (incl. Story)			4032				4456	10.5%
Outreach Events	14	14	14		9	9	9	-35.7%
Outreach Event: Exposure	11030	11030	11030		7055	7055	7055	-36.0%
Outreach Event: Direct Contact	2338	2338	2338		2163	2163	2163	-7.5%
* Began in 2019 to record all ages Open Studio events with equal weight to Adult, Child Teens, as mixed attendance previously recorded as Adult. We offer many all-ages events, which are hard to fit into an "audience" pigeon hole.								
** Outreach Programs offered off-site recorded exclusively under Programs. Only State defined Outreach events now recorded on these lines (e.g. festivals, fairs, conferences, parades etc.) 2018 and 2019 retroactively updated.								

CIRCULATION & COLLECTIONS

- Total circulation continues to increase largely driven by auto-renewals. 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%. Consortia borrowing and lending continue to increase, with more borrowing than lending by BPL.
- Filled Holds checked out by BPL patrons, whether from our collections, other FLC members, or Prospector/Mobius, comprise **about 28% of our initial circulation**.
- eCollections and database use continue to see double digit increases.

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

Sums are running totals YTD								
Performance Indicator	2018				2019			% change
	Oct	Nov	Dec		Oct	Nov	Dec	
Circulation (Patron Activity)	1132118	1242156	1345595		1338106	1467556	1596175	18.6%
Initial Checkouts YTD (no renewals)			927566				884872	-4.6%
Renewals YTD			418166				711316	70.1%
Circulation (Collections)	1099373	1206456	1305315		1291818	1416445	1538022	18%
Main	716864	787034	851642		857501	940549	1021055	20%
Meadows	177694	195232	211280		200291	219349	238044	13%
Reynolds	173905	190474	205860		196977	215943	235027	14%
NoBo	30910	33716	36533		37049	40604	43896	20%
eCollection Circ	171971	192686	219149		211628	234505	260229	19%
Total YE Circulation (Circ of Pat. Act. + eColl.)			1564744				1856404	19%
Database Use	202605	218924	239575		234950	252857	270087	13%
Web sessions	1242033	1368619	1489897		1253537	1374577	1493803	0.3%
New Patrons (* includes Student 1)	9570	10415	11117		22203	23548	24274	118%
Door Counts	876175	958850	1033128		853816	928842	1000414	-3%
Main	598307	653334	701840		587911	637480	684933	-2%
Meadows	127883	141820	155005		125878	138002	149849	-3%
Reynolds	112980	123450	132784		105626	115623	124975	-6%
NoBo	35052	38046	41156		32451	35541	38303	-7%
Carnegie	1953	2200	2343		1950	2196	2354	0%
Holds Filled (from BPL Collections)	161105	176703	191336		173598	190023	206512	8%
Main	106324	116800	126587		116303	127565	138682	10%
Reynolds	28228	30901	33392		30302	33016	35880	7%
Meadows	26553	29002	31357		26993	29442	31950	2%
Prospector Borrows incoming	17763	19604	21372		20226	22229	24401	14%
Prospector Loans outgoing	10108	11100	11985		10141	10965	11767	-2%
FLC Borrows incoming	85411	93684	101389		93283	102489	111438	10%
FLC Loans outgoing	66115	72484	78354		73301	79762	86597	11%
BPL materials for BPL patrons¹			100113				108431	8%
Total Holds filled for BPL patrons²			222874				244270	10%
Total Holds Filled³			314097				342351	9%
Holds filled as % of BPL Initial Circulation			24%				28%	16% ±

± % increase on percentages is percent change = $[(28 - 24) / |24|] \times 100 = [(4) / 24] \times 100 = 16.6$

¹ A subset of holds filled for BPL patrons from BPL materials only.

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

³ Total holds filled includes incoming and outgoing holds, intra-branch transfers and home library pick ups.