



P³ YEAR-END REPORT
Fiscal Year 2012
Period: January – June 2012



Date: July 17, 2012

Department: Library
Program Name and Number: Administration (5111)
Program Owner: Irene Macias
Phone Number: 564-5609
Program Mission: Provide system-wide leadership, planning and direction, anticipating and addressing the library services needs of residents

MEASURABLE OBJECTIVES

1. Ensure accomplishment of at least 80% of departmental program objectives.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Percent of program objectives accomplished	80%		3.2%		83%	
Status:	Objective not met.					
Comments:	While some major projects were successfully accomplished, the department fell short largely due to the implementation of a new, software based statistics gathering process has been put in place system-wide, replacing sampling process. Implementation of RFID/self-check system was delayed by vendor issues.					Objective Achieved <input checked="" type="checkbox"/>

2. Increase the number of residents using Central and Eastside meeting rooms to 30,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Number of residents using meeting rooms	30,000	5,206	8,672	9,571	9,094	32,543
Status:	Objective achieved.					
Comments:						Objective Achieved <input checked="" type="checkbox"/>

PROJECT OBJECTIVES

3. Manage budget preparation and oversee revenues and expenditures to ensure expenditures are within budget.		
Status:	Objective achieved.	
Comments:	Library department met expenditure targets.. Small branches program was divided into three separate programs to allow better tracking of individual branch budgets.	Objective Achieved <input checked="" type="checkbox"/>

4. Library department will lead a fundraising campaign for the Children's Library in partnership with organizations such as the Junior League and the Friends of the Library. Milestones include: completion of feasibility study; development of campaign strategy and campaign timeline; recruitment and appointment of campaign committee members.		
Status:	Objective Achieved.	
Comments:	Three of four milestones have been completed; recruitment and appointment of volunteer leadership continues.	Objective Achieved <input checked="" type="checkbox"/>

5. Continue oversight of the Library's Capital Project for a reorganization of the Central Library. This includes coordination of service interruptions during upper level and main level improvements; approval of architect's floor plans for main level functional changes and for Children's Library.		
Status:	Objective achieved.	
Comments:	Three significant maintenance projects at Central Library (new HVAC, painting and carpeting of second floor) managed with minimal service interruptions. Completion of functional plan for main floor changes has been completed	Objective Achieved <input checked="" type="checkbox"/>

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. State and local government expenditures per capita for library services for City residents	\$39.01		n/a		\$38.96	
2. State and local government expenditures per capita for library services for County service area residents	\$6.24		n/a		\$9.96	
3. County per capita appropriation	\$5.87		n/a		\$5.87	
4. Fundraising goal for Children's Library	\$500,000		\$49,000		\$171,592	

COMMENTS ON OTHER PERFORMANCE MEASURES: 4. Fundraising campaign is still in quiet phase, anticipating lead gifts; monies received have been grants and smaller donations.



P³ YEAR-END REPORT
Fiscal Year 2012
Period: January – June 2012



Date: July 17, 2012

Department: Library
Program Name and Number: Goleta (5123)
Program Owner: Allison Gray, Supervising Librarian
Phone Number: 964-7879
Program Mission: Provide a full range of services to residents of the Goleta Valley.

MEASURABLE OBJECTIVES

1. Increase circulation to 600,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Items checked out	600,000	157,726	140,224	152,938	155,528	606,416
Status:	Objective achieved					
Comments:	EBook circulation greatly increased in the last year.				Objective Achieved	<input checked="" type="checkbox"/>

2. Maintain reference contacts with Goleta Valley residents at 35,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Reference contacts	35,000	5,317	5,129	4,478	3,840	18,764
Status:	Objective not achieved					
Comments:	A new formal statistics gathering process has been put in place system-wide. Estimating process previously used provided inaccurate data.				Objective Achieved	<input type="checkbox"/>

3. Maintain contacts with Goleta Valley youth at 10,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Contacts with Goleta Valley youth	10,000	5,805	2,724	1,985	7,248	17,762
Status:	Objective achieved					
Comments:	The Family Place Parent/Child Workshop led to increased interactions with very young children; teen programs attracted more teens to the Library.				Objective Achieved	<input checked="" type="checkbox"/>

4. Maintain an average collection turnover rate of 6.5 (the number of checkouts per item per year).						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	6.5	1.84	1.64	1.75	1.76	6.99
Status:	Objective achieved					
Comments:					Objective Achieved	<input checked="" type="checkbox"/>

5. Maintain the number of residents using the meeting rooms at 6,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Residents using meeting rooms	6,000	1,486	1,334	2,027	1,505	6,352
Status:	Objective achieved					
Comments:						Objective Achieved <input checked="" type="checkbox"/>

6. Provide at least 53,000 public computer sessions.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Public computer sessions	53,000	14,981	13,209	13,184	13,438	54,812
Status:	Objective achieved					
Comments:	Though achieved, the usage of the public computers continues to decline as more patrons are using library WiFi services, data which is not currently captured.					Objective Achieved <input checked="" type="checkbox"/>

PROJECT OBJECTIVES

7. Train staff on the use and troubleshooting of scheduled new Self Check machines and on assisting patrons with Self Check use by October 31, 2011.						
Status:	Objective achieved					
Comments:	Delay in implementation of new Self Checks delayed staff training. Staff was fully trained as of January 2012.					Objective Achieved <input checked="" type="checkbox"/>

8. Offer 6 adult and 6 teen programs by June 30, 2012.						
Status:	Objective achieved					
Comments:	6 adult and 6 teen programs have been completed.					Objective Achieved <input checked="" type="checkbox"/>

9. Produce a total of 10 bibliographies for youth and adults by November 30, 2011.						
Status:	Objective achieved.					
Comments:	Staff produced 6 bibliographies for youth & families and 6 adult bibliographies by November 30.					Objective Achieved <input checked="" type="checkbox"/>

10. Reconfigure staff assignments in order to provide a staff presence in public areas beyond the service desk for the purpose of aiding patrons with Self Check, computer assistance and locating materials by October 31, 2011.						
Status:	Objective not met					
Comments:	Delay in implementation of new Self Checks has delayed reassigning staff. Self-checks became operational in mid-December 2011. However, until the fine payment function is activated, staff reassignment is not possible.					Objective Achieved <input type="checkbox"/>

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Percent of circulation from self-check machines	50%	n/a	29.8%	54.7%	57.9%	48.19%
2. Items used within the library	20,000	n/a	3,544	8,363	9,577	21,484
3. Adult materials circulated	370,560	90,654	83,993	88,783	78,259	341,689
4. Children's and Teen materials circulated	229,440	60,484	52,735	58,223	62,933	234,375
5. Circulation per capita for Goleta Valley residents	6.96	1.83	1.63	1.77	1.80	7.03
6. Volunteer hours	5,900	1,941	559	609	1,417	4,526
7. Visits to library	254,000	55,223	49,900	59,536	62,087	226,746

COMMENTS ON OTHER PERFORMANCE MEASURES:

- Self checks were not implemented until Q2, which resulted in not meeting the target.
- The library used two new counting devices during the year, which appear to result in lower numbers than the previously used counter. Visits did not seem to be significantly less than in past years.



P³ YEAR-END REPORT
Fiscal Year 2012
Period: January – June 2012



Date: July 17, 2012

Department: Library
Program Name and Number: Public Services (5112)
Program Owner: Scott Love
Phone Number: Ext. 5602
Program Mission: Provide information services, programming, and equal access to materials for all residents of Santa Barbara in order to promote reading and lifelong learning.

MEASURABLE OBJECTIVES

1. Maintain circulation at 650,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Items checked out	650,000	181,378	165,609	177,440	179,212	703,639
Status:	Objective achieved					
Comments:	Circulation exceeded the target, due in part to rapidly increasing eBook circulation and re-opening Eastside for 4 hours on Mondays beginning in March.				Objective Achieved <input checked="" type="checkbox"/>	

2. Maintain reference contacts with City residents at 75,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Reference contacts	75,000	9,431	7,789	8,206	7,590	33,016
Status:	Objective not achieved					
Comments:	A new formal statistics gathering process has been put in place system-wide, replacing estimates based on periodic surveys. The target was set based on these estimates, which have proven to be inaccurate.				Objective Achieved <input type="checkbox"/>	

3. Maintain contacts with City youth at 27,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Contacts with City youth	27,000	5,358	4,643	7,152	8,931	26,084
Status:	Objective not achieved					
Comments:	Q3 and Q4 outreach was very strong and indicative of the expectations for FY12. However, the Youth Outreach position was vacant for most of Q1 and Q2, resulting in an inability to meet the target.				Objective Achieved <input type="checkbox"/>	

4. At least 50% of adult literacy learners reach a goal as established by California Library Literacy Services.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Percent of learners reaching established CLLS goal	50%		45%		80%	75%
Status:	Objective achieved					
Comments:						Objective Achieved <input checked="" type="checkbox"/>

5. Increase volunteer hours worked at library to 10,500.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Volunteer hours	10,500	5,425	4,146	3,307	2,465	15,343
Status:	Objective achieved					
Comments:	Objective was exceeded by over 50%. Mid-year numbers did not include the hours for the literacy volunteers. Q1 & Q2 numbers included the Radio Frequency Identifier system project that had volunteers applying the identifiers to all of Central and Eastside libraries collections.					Objective Achieved <input checked="" type="checkbox"/>

PROJECT OBJECTIVES

6. Implement Radio Frequency Identifier system in Central and Eastside libraries by October 31, 2011 to improve efficiency of checkout and check-in processes.						
Status:	Objective achieved.					
Comments:	Installation completed on December 11, 2011, after delays following merger of vendor with another company which caused parts shortages and software changes.					Objective Achieved <input checked="" type="checkbox"/>

OTHER PERFORMANCE MEASURES

Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Percent of circulation from self-check machines	50%	48.10%	61.35%	71.21%	73.02%	63.85%
2. Downloadable books checked out	20,000	7,774	9,662	13,113	14,036	44,585
3. Items used within the library	12,000	n/a	7,456	17,050	16,747	41,253
4. Adult materials circulated in City libraries	483,855	124,292	116,885	123,189	121,930	486,296
5. Children's and Teen materials circulated in City libraries	166,145	46,023	42,571	44,826	47,940	181,360

6. Circulation per capita for City residents	7.15	2.0	1.82	1.95	1.97	7.74
7. Public computer sessions in City libraries	146,426	41,950	36,569	40,297	40,444	159,260
8. Number of subscription database searches	5,000	7,374	8,991	8,874	7,632	32,871
9. Visits to library website	600,000	151,065	142,136	146,109	156,133	595,433
10. Adult literacy learners served	185	100	127	144	164	164
11. Visits to City libraries	500,000	n/a	n/a	114,082	106,934	291,094

COMMENTS ON OTHER PERFORMANCE MEASURES:

1. Despite getting a late start on the new Self-Checks and new service model, Q3 and Q4 were very strong.
2. EBooks' popularity grew tremendously, exceeding projections by 123%. PR campaign and focused purchasing at holidays were instrumental to the increase.
3. Items used in the library were greatly underestimated; these numbers will be included in circulation beginning in FY13.
11. Gate counters at both Central and Eastside Libraries failed and were replaced at the end of Q2. Q3 and Q4 statistics show that libraries should have easily met this measure.



P³ YEAR-END REPORT
Fiscal Year 2012
Period: January – June 2012



Date: July 17, 2012

Department: Library
Program Name and Number: Small Branches (5122)
Program Owner: Scott Love, Library Services Manager
Phone Number: Ext. 5602
Program Mission: Provide a full range of library services to residents of Carpinteria, Montecito and Solvang.

MEASURABLE OBJECTIVES

1. Maintain circulation at 200,000.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Items checked out	200,000	72,579	61,372	70,536	70,866	275,353
Status:	Objective achieved					
Comments:	Branch library hours were reduced less than anticipated, so circulation has only shown a small reduction from FY 2011. Increased material budgets also helped circulation, as did the popularity of eBooks.					Objective Achieved <input checked="" type="checkbox"/>

2. Maintain an average collection turnover rate of 3.17 (the number of checkouts per item per year).						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	3.17	1.20	1.04	1.17	1.17	4.57
Status:	Objective achieved					
Comments:	Branches have been aggressively eliminating outdated and/or underutilized materials; increased materials budget has also resulted in fresher popular materials.					Objective Achieved <input checked="" type="checkbox"/>

3. Maintain at least 8,900 contacts with Carpinteria, Montecito and Solvang youth.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Contacts with youth in areas served by the Small Branches	8,900	3,328	1,006	2,033	6,374	12,741
Status:	Objective achieved					
Comments:	Branch library hours were reduced less than anticipated, so contacts outperformed the objective. Increased publicity helped Q3 and Q4 almost reach FY11 Q3 and Q4 levels.					Objective Achieved <input checked="" type="checkbox"/>

4. Maintain the number of residents using the Carpinteria branch meeting room and homework center at 7,200.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Residents using meeting rooms and homework center	7,200	2,006	1,909	2,229	1,483	7,627
Status:	Objective achieved					
Comments:	Carpinteria's re-opening on Mondays beginning Jan. 9 helped boost Q3 numbers.				Objective Achieved <input checked="" type="checkbox"/>	

5. Maintain the number of public computer sessions at 37,787.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Public computer sessions	37,787	10,282	11,813	14,981	15,471	52,547
Status:	Objective achieved					
Comments:	Branch library hours were reduced less than anticipated, so contacts outperformed the objective, though usage of the public computers is declining as more patrons are using library WiFi services, data which is not currently captured.				Objective Achieved <input checked="" type="checkbox"/>	

OTHER PERFORMANCE MEASURES						
Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Small Branches circulation per capita	3.84	1.41	1.19	1.37	1.38	5.36

COMMENTS ON OTHER PERFORMANCE MEASURES:
 Branch library hours were reduced less than anticipated, so circulation per capita remained at almost FY11 numbers. Popularity of eBooks also helped this measure remain strong.



P³ MID-YEAR REPORT Fiscal Year 2012



Period: January – June 2012

Date: June 29, 2012

Department: Library
Program Name and Number: Support Services (5113)
Program Owner: Scott Love
Phone Number: x5602
Program Mission: Provide operational support to acquire, process and catalog collections, deliver materials and supplies, support technology hardware and software and maintain facilities.

MEASURABLE OBJECTIVES

1. Maintain processing time of new books at an average of 9 days from receipt to public availability.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Average number of days from receipt to public availability	9	7.0	7.1	5.4	9.0	7.1
Status:	Objective achieved					
Comments:						Objective Achieved <input checked="" type="checkbox"/>

2. Maintain processing time of new audiovisual materials at an average of 20 days from receipt to public availability.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Average number of days from receipt to public availability	20	25.8	13.6	84.3	69.1	48.2
Status:	Objective not met					
Comments:	Following staffing cutbacks, popular items were prioritized, resulting in good numbers for Q1 and Q2. However, a backlog ensued which is now being reduced. Through reallocation of staff, numbers improved in Q4. The move to purchasing fully processed adult books should free up staff to seriously address the backlog in FY13.					Objective Achieved <input type="checkbox"/>

3. Maintain an average collection turnover rate of 2.95 (the number of checkouts per item per year) in City libraries.

Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
Collection turnover rate	2.95	0.9	0.8	0.8	0.9	3.4
Status:	Objective achieved					
Comments:	Use of collection analysis software allowed for targeted weeding of materials with low turnover.					Objective Achieved <input checked="" type="checkbox"/>

4. Ensure an in-service rate of 95% for public computers during business hours.						
Performance Measure	Annual Target	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
In-service rate for public computers	95%	92%	98.54%	98.45%	98.92%	96.98%
Status:	Objective achieved					
Comments:	Q1 was the only quarter below the target, as an isolated and unforeseen computer virus outbreak took down all public computers at Central for a day and a half.				Objective Achieved <input checked="" type="checkbox"/>	

PROJECT OBJECTIVES						
5. Implement vendor supplied cataloging and processing for new adult books by June 30, 2012.						
Status:	Objective achieved					
Comments:	Vendor was selected in May and first books were received in June, all new adult book orders will arrive shelf-ready in FY13				Objective Achieved <input checked="" type="checkbox"/>	

OTHER PERFORMANCE MEASURES						
Performance Measure	Annual Projection	QTR 1 Jul-Sep	QTR 2 Oct-Dec	QTR 3 Jan-Mar	QTR 4 Apr-Jun	Year to Date
1. Books and AV materials processed by Technical Services	20,000	4,052	6,286	7,484	7,900	25,722
2. Cost to process an item for checkout	\$5.43	\$6.55	\$4.65	\$4.18	\$4.34	\$4.93
3. Expenditure per capita for library materials for SBPL system	\$1.48	\$0.31	\$0.90	\$1.38	\$1.99	\$1.99
4. Ratio of collection items per capita in SBPL system	1.64	1.55	1.54	1.57	1.56	1.56
5. Number of requests filled	126,000	25,411	21,678	23,358	23,057	93,504

COMMENTS ON OTHER PERFORMANCE MEASURES:						
3. Increased contributions from Friends Groups and an LSTA grant for Goleta increased numbers well over the projection. Q3 was adjusted for some expenditures originally missed.						
5. Requests have declined following a fee increase for this service.						