

## Washington County Library

### 2011 performance measures report

February 2012

Literate, well-informed citizens with access to the world of information and ideas create prosperous and vibrant communities. Public libraries combine staff expertise, collections and technology to meet the expectations of individuals and families in their search for information, ideas, education, employment and recreation.

Because it provides free access to materials and resources, the public library plays an important role in giving everyone a chance to participate and succeed in a democratic society. Libraries are where we learn about things that are new to us. Their collections broaden our perspectives, change the way we see the world and, at the most basic level, provide us with free and open access to knowledge and information.

*“There is no frigate like a book, and no harbor like a library, where those who love books but can’t afford their own complete collections, or those who need a computer, or kids who need a safe place to read after school, or moms with toddlers who want their babies to learn to read, can all come together and share in a great community resource.”*

Detective fiction author SARA PARETSKY, urging residents of Chicago and everywhere library hours and staff are threatened, to advocate for their public libraries, [Sara Paretsky’s blog](#), Oct. 30, 2011.

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## Note

Statistics used to compare Washington County Library with other regional libraries are from the previous year. National and regional library statistics are available mid-year for the previous year. In recent years, these comparisons have been fairly consistent from year to year.

## Statistical summary, 2011 compared to previous year

PERFORMANCE MEASURE	PERFORMANCE 2011	PERFORMANCE 2010	PERCENT CHANGE
Card holders	170,621	169,873	0.4%
Facilities	9 branches (96,800 square feet) 1 Library Express	9 branches (96,800 square feet) 1 Library Express	0% 0% 0%
Staff	61.7 FTE	61.7 FTE	0%
Open hours	17,407	16,935	3%
Visits	959,600	1 million	-5%
Collection	629,400 items	600,000 items	5%
Total Loans	2.13 million	2.16 million	-2%
Digital downloads	37,864	11,812	320%
Inter-library loans	18,864	20,717	-9%
Reference	92,650 transactions	87,554 transactions	6%
Databases	57	56	2%
*Searches or downloads	344,753	Not available	
Public computers	134	128	5%
Logins	168,300	186,101	-10%
Hours used	115,700	131,344	-12%
Storytimes	631	643	-2%
Attendance	14,292	15,020	-5%
Programs	638	647	-1%
Attendance	13,492	15,101	-11%
Meeting room use	2,981	2,715	10%
Attendance	23,621	na	
Cost per capita	\$29	\$29	0%
Cost per household	\$79	\$79	0%
Value per household	\$682	\$641	6%
Facebook fans	302	na	na

\*Database statistics are incomplete due to over counting on Aquabrowser.

## Customers

Library cards are about as prevalent as credit cards—181 million credit card holders, 151 million public library card holders. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.

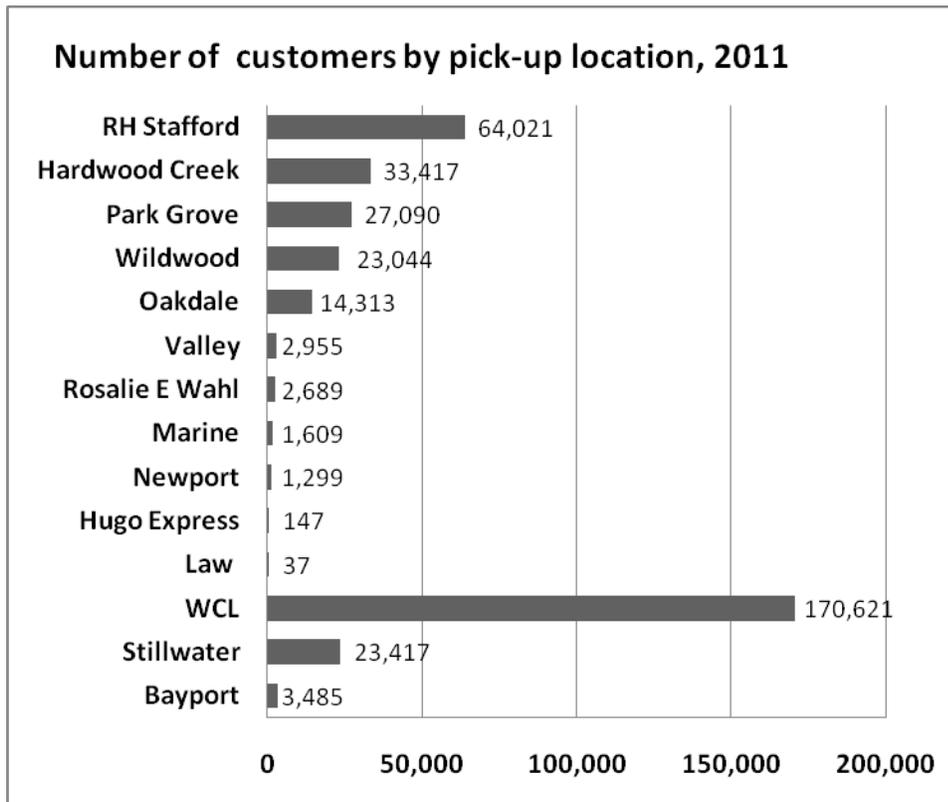
Source: *Statistical Abstract of the United States, 2010*

**83% of County residents have library cards.** In 2011, Washington County Library had 170,621 registered borrowers. Associate Libraries had an additional 26,902 registered borrowers who have reciprocal privileges.

**14,946 new library cards were issued in 2011.** First-time customers accounted for 9% of registered borrowers.

**2,109 businesses and organizations have library cards.** Institutional customers accounted for 1% of registered borrowers.

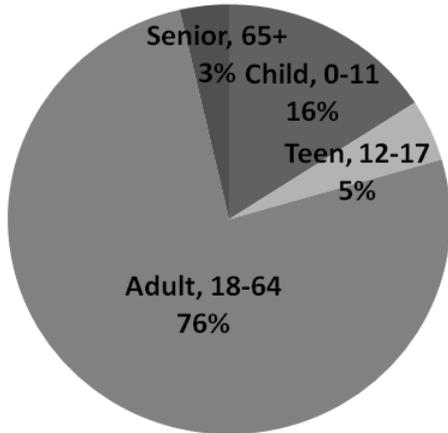
**24,596 non-Washington County residents were registered with Washington County Library.** Non-resident card-holders account for 12% of registered borrowers.



Source: Symphony Registration Report, 2011

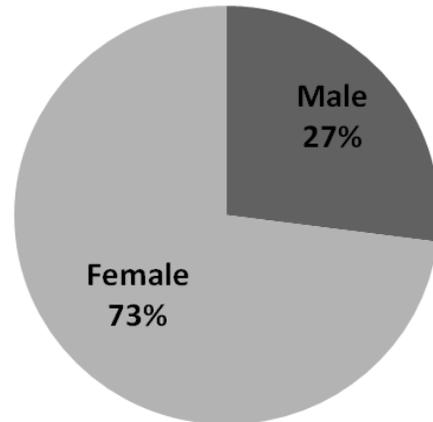
The majority of library customers were adult females.

Loans by age of borrower, 2011



Source: Symphony Circulation Report, 2011

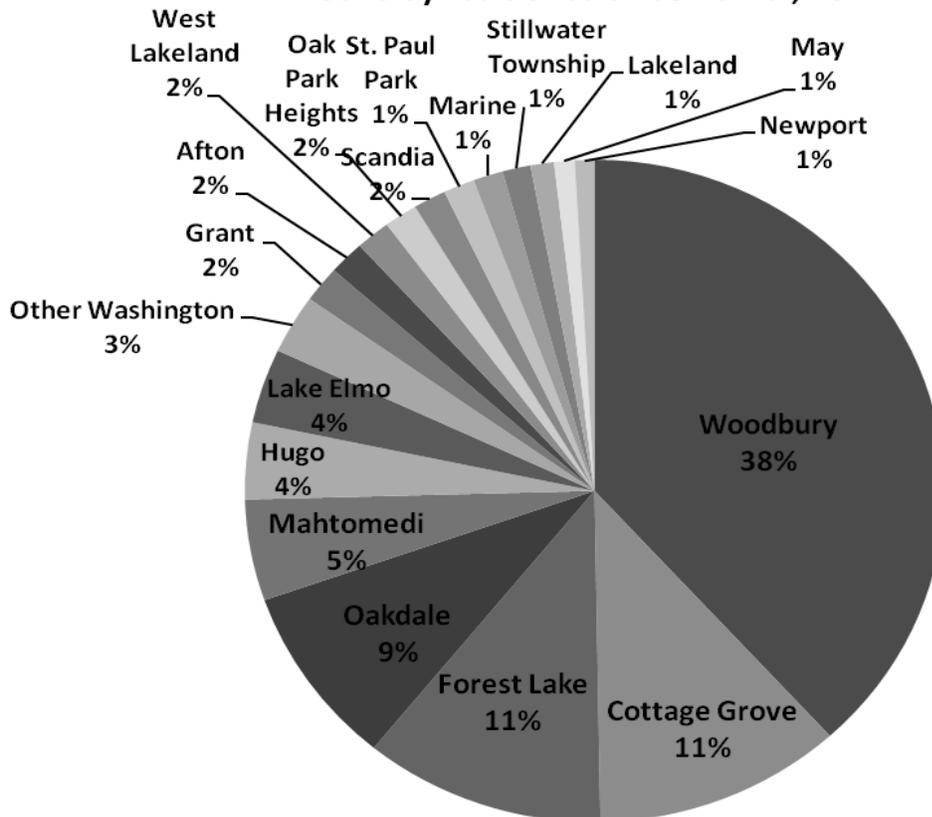
Loans by gender of borrower, 2011



Source: Symphony Circulation Report, 2011

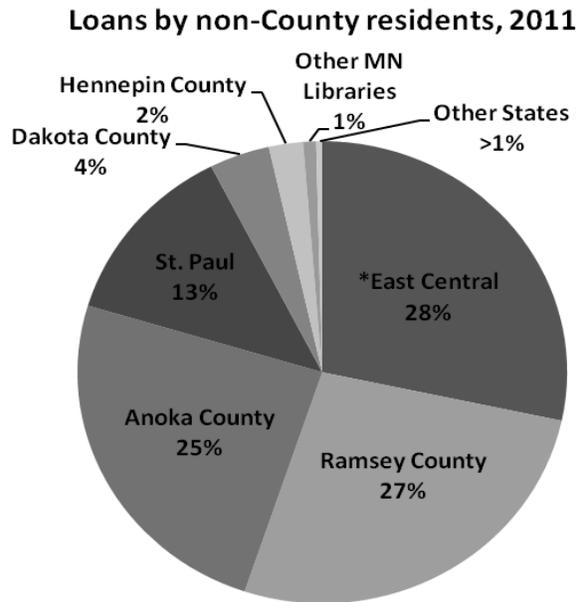
50% of customers resided in the County's southwest communities.

Loans by residence of borrower, 2011



Source: Symphony Loans by Residence of Borrowers Report, 2011 (excluding Stillwater and Bayport public libraries)

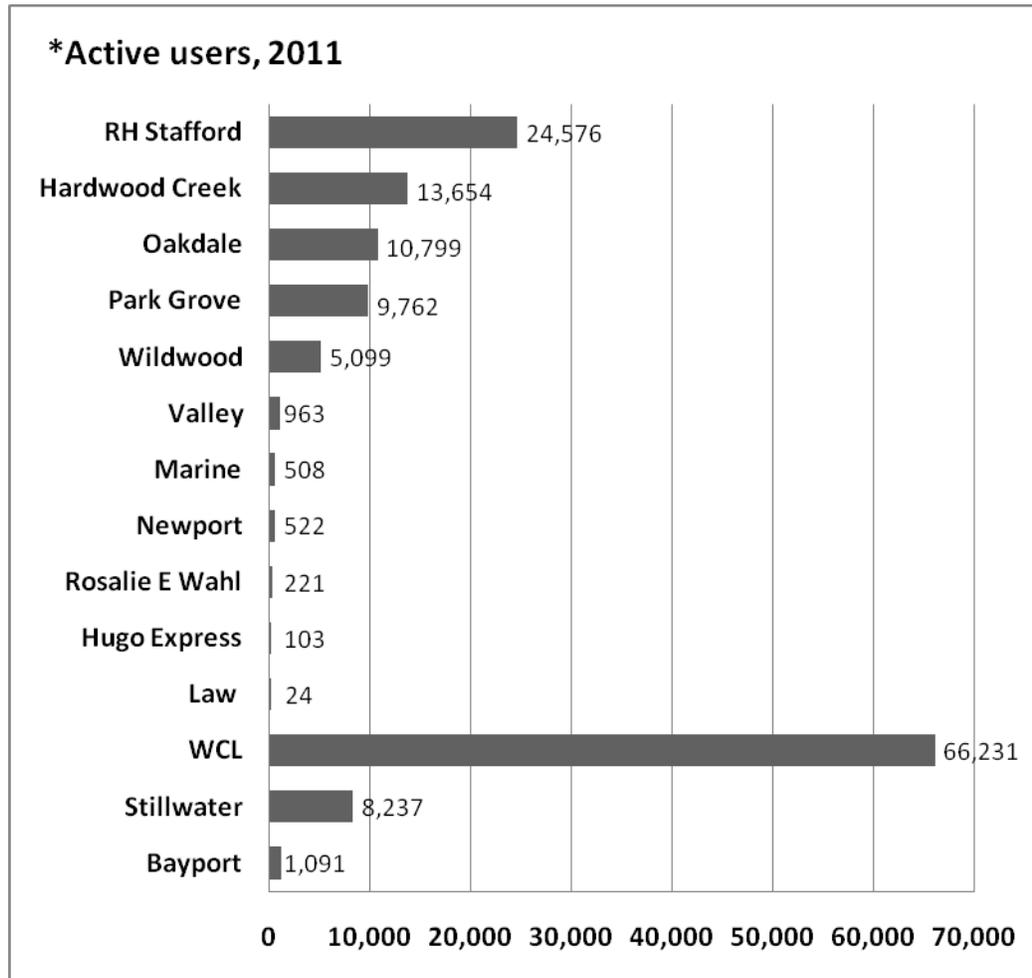
The library loaned 234,327 items to customers who were not residents of Washington County.



Source: Horizon/Syphony Loans by Residence of Borrowers Report, 201 (excluding Stillwater and Bayport public libraries)

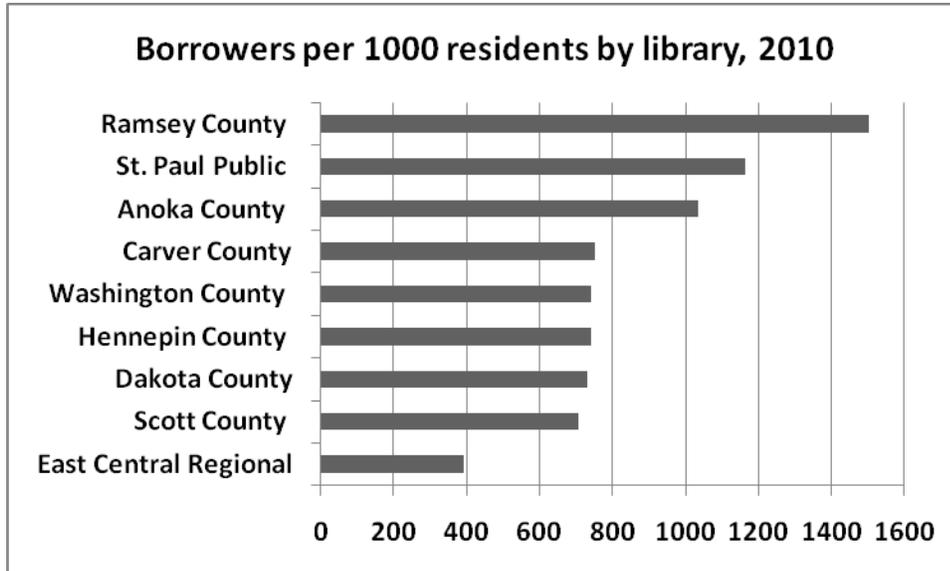
\*Includes Aitkin, Chisago, Isanti, Kanabec, Mille Lacs, and Pine counties in east central Minnesota.

**75,559 individuals used their library card to borrow materials at least once during 2011, 39% of total card holders.** Customers use their library cards for accessing computers and information databases and downloading ebooks and e-audiobooks without ever borrowing materials.



Source: Symphony Circulation Report, 2011

**In 2010, 743 out of every 1000 Washington County residents were library customers.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries).

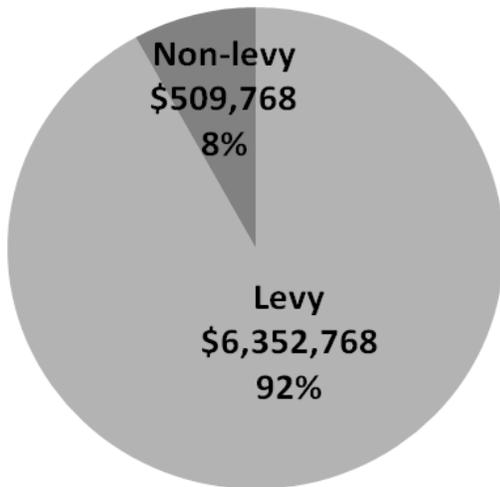
**Washington County Library launched its facebook page in June. The library attracted 300 fans. The largest fan base are women, 25-44 years old, living in Woodbury.**

## Revenues and expenditures

Staff (salary and benefits) account for the largest portion of total public library expenditures, followed by other expenditures (programming, utilities, technology and infrastructure, etc.), then collections.

The library's revenues and expenditures decreased 10% from the previous year. The cost of library service per capita was \$29. The cost per household was \$79.

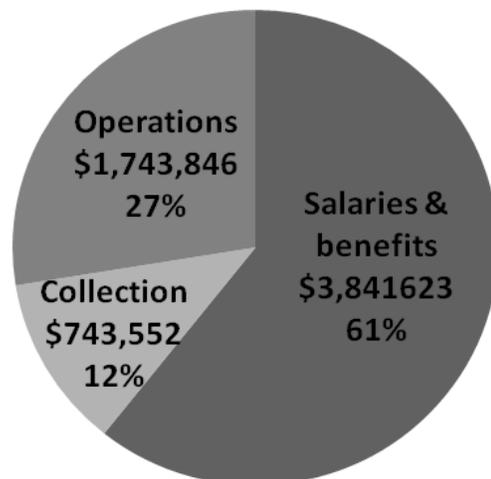
**Library revenue, 2011**



Source: Washington County Library Operating Statement, 2011

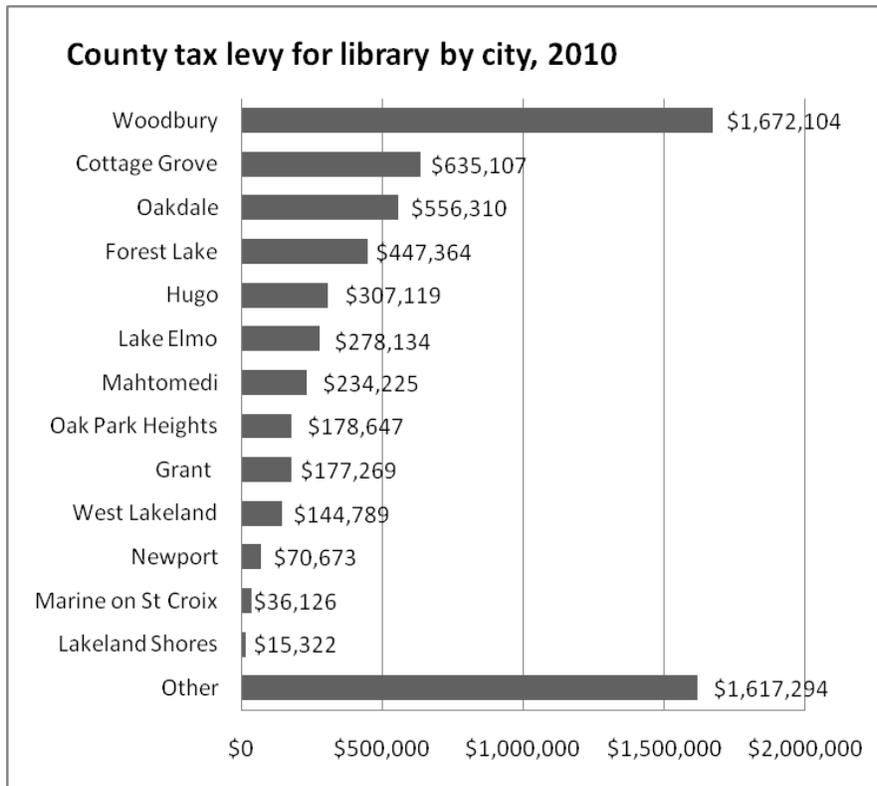
\*Non-levy revenues include MELSA/State funding, recovery fees and revenue recapture.

**Library expenditures, 2011**



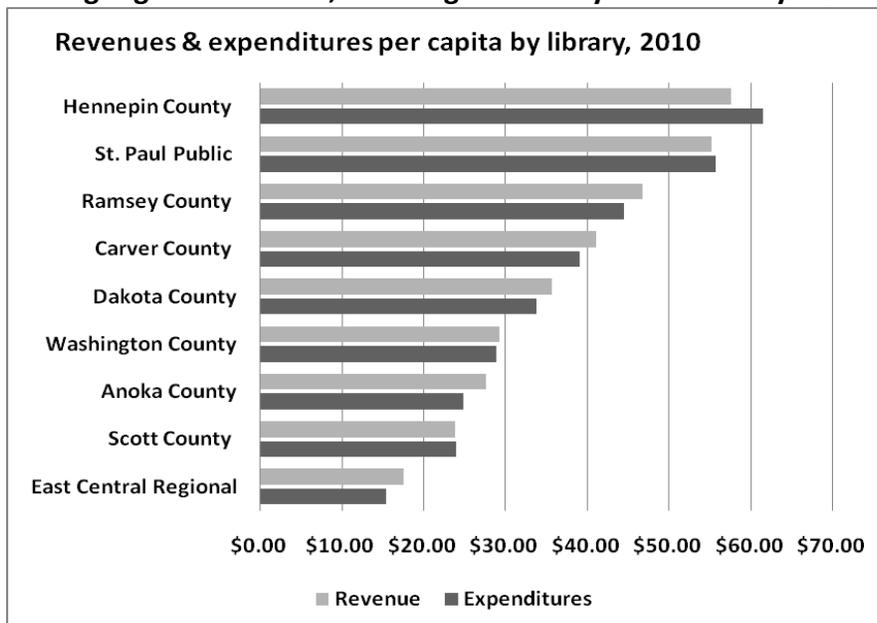
Source: Washington County Library Operating Statement, 2011

Collection expenditures include delivery costs. Operations expenditures include rent.



Source: Pay 2010—County Tax by Municipality, 2010

**Among regional libraries, Washington County has relatively low costs.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries).

## Assets

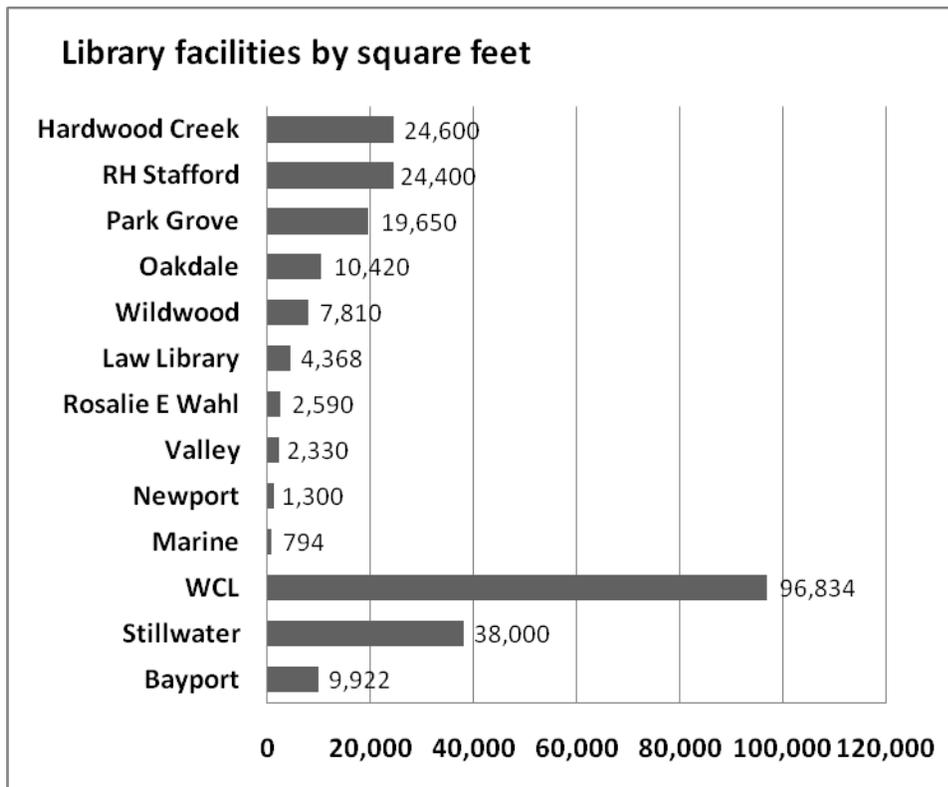
### Facilities

*My paean of praise for the physical library included some of the familiar lines....You go also for the people, the other readers, and the librarians. And you go for the sheer pleasure of having space and quiet to think.*

Cambridge University Classics Professor Mary Beard, "Bedding Down in the Library," a post in the Times (U.K.) blog A Don's Life, October 30, 2010

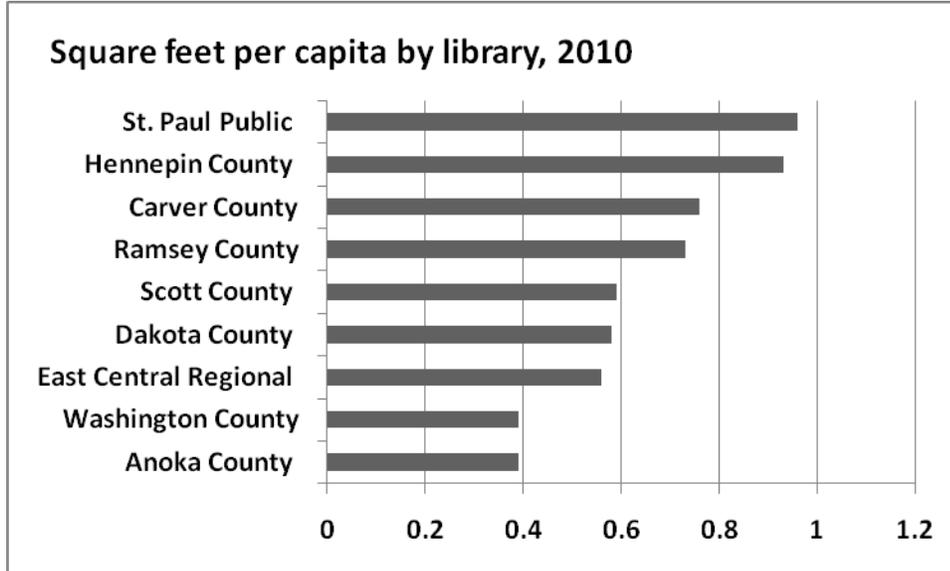
**In 2011, the County operated 9 public library branches and 1 Library Express.**

The Associate Libraries, Bayport and Stillwater, each operated a city funded library and worked cooperatively with the County Library to provide seamless library services.



Source: Library facilities plan, 2007

Compared to regional libraries, Anoka and Washington counties maintain the least library space per capita.



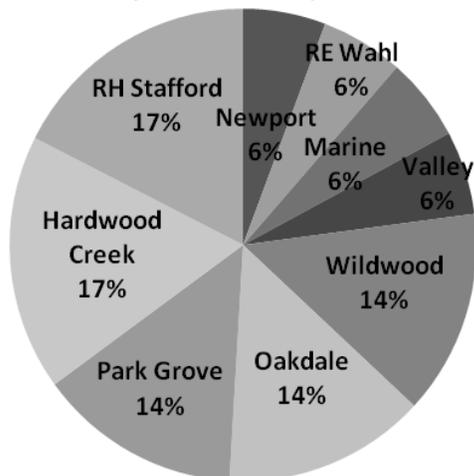
Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries).

### Hours of operation

WCL branches were open 349 hours per week offering day, evening and weekend access to services.

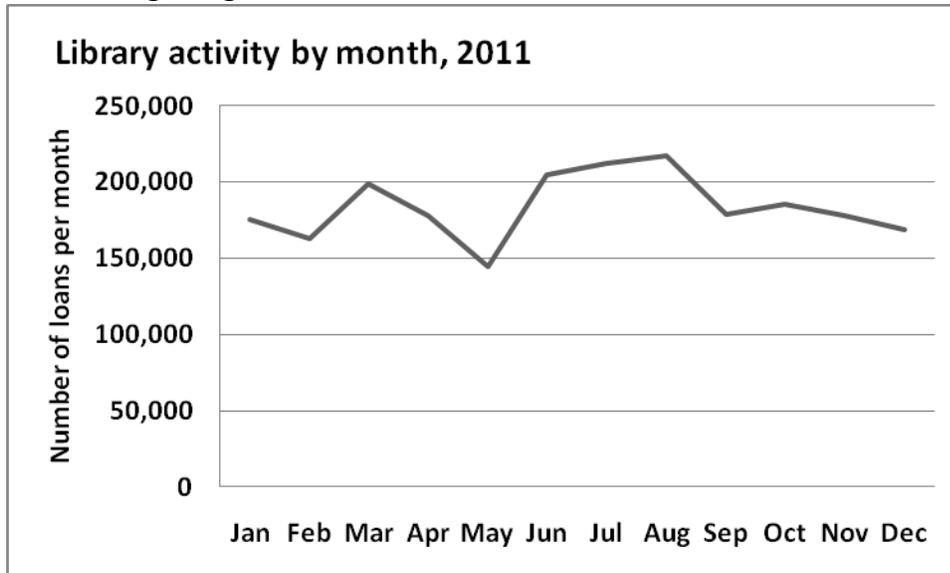
Branches were open 525 more hours in 2011. In 2010, the library reduced hours during the summer to accommodate reduced staffing.

### Percent of open hours by branch, 2011

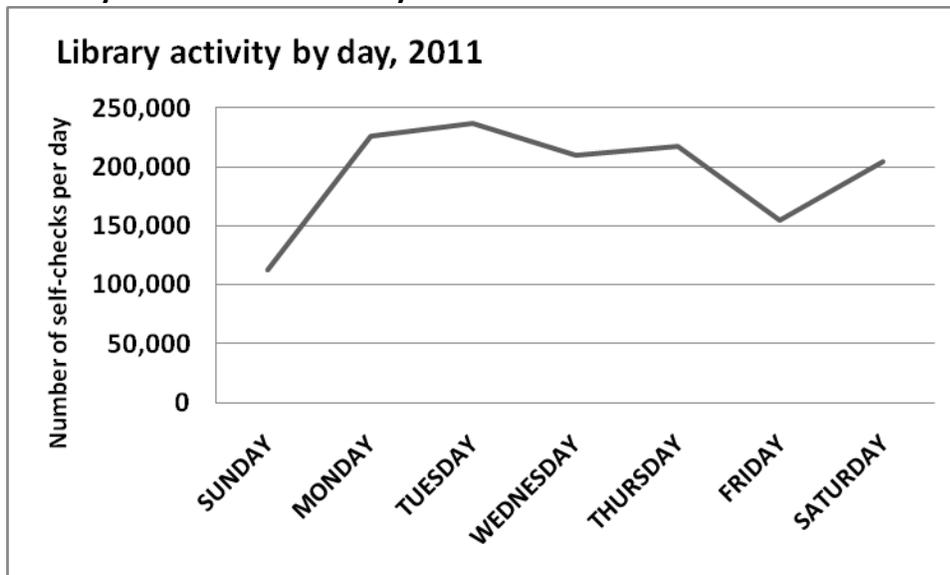


Source: Washington County Library Open Hours Schedule, 2011

June through August were the busiest months.

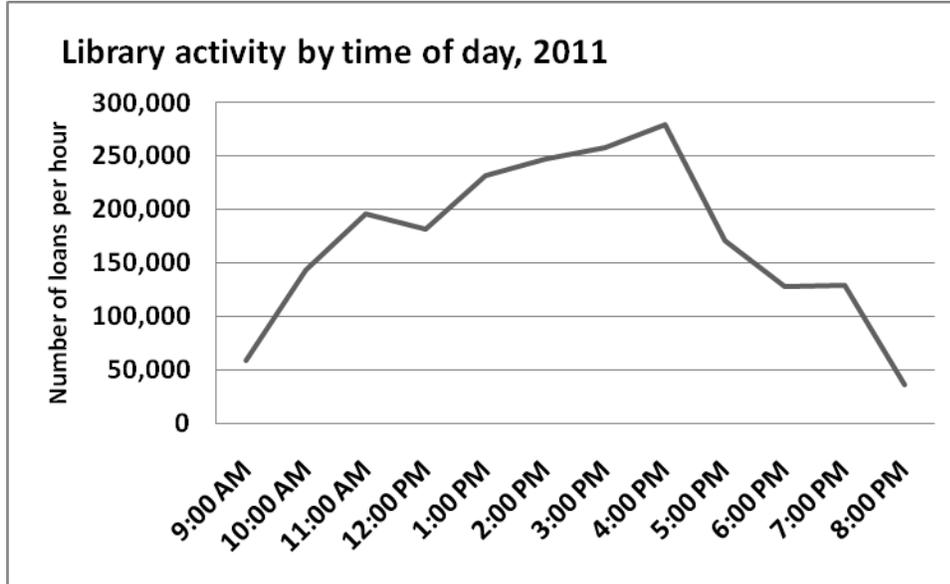


Tuesdays were the busiest days.



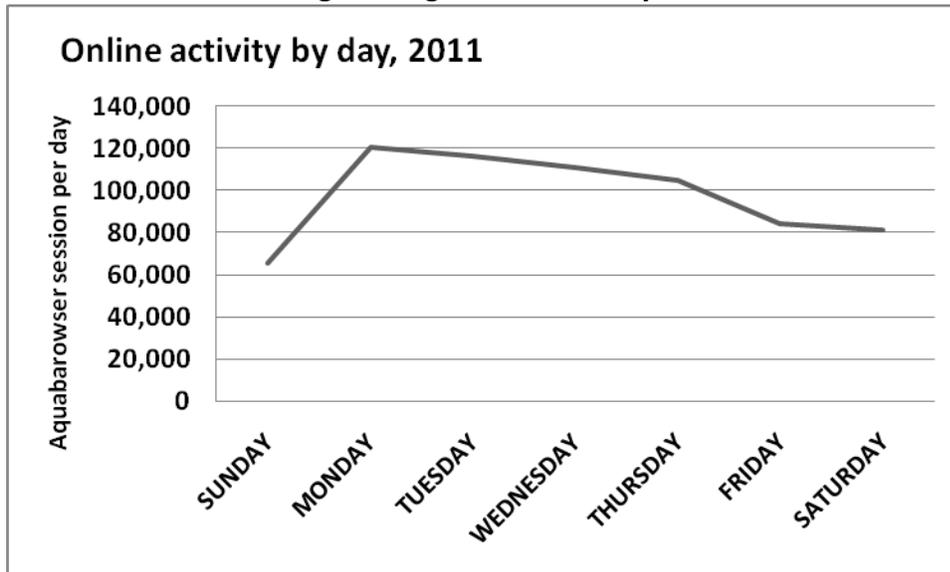
Source: 3M Self-Check Report, 2011

Daily activity is highest from 1 to 5 pm and peaks at 4 pm.



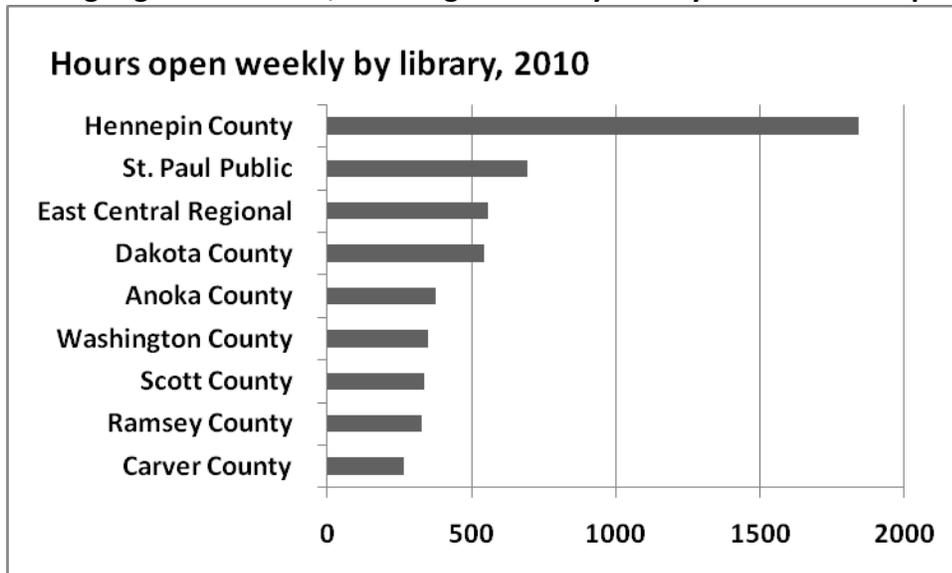
Source: Horizon/Symphony Circulation by Time by Branch Report, 2011, excluding Law and Associate Libraries

Use of the online catalog was highest on Mondays.



Source: Aquabarowser Washington County Library Usage Statistics, 2011

Among regional libraries, Washington County Library ranks sixth in open hours per week.



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries).

**Washington County Library online services are available 24/7.**

- **Library Catalog**—search holdings and request titles
- **Aquabrowser, discovery tool**—550,000 searches (interrupted during ILS switchover in June)
- **eBooks & eAudiobooks**—3,700 digital titles for download
- **Electronic References**—57 information and full-text databases
- **Review My Account**—borrowed materials, requests, holds, renewals and fees owed
- **Ask a Librarian**—2,300 e-mail and online-chat reference transactions
- **Homework Rescue**—online tutoring (1 to 11 pm, daily)
- **Jobs Now**—online job coaching, resume assistance and career planning (1 to 11 pm, daily)
- **Events calendar**—search and register for Storytimes, programs and classes

**Staff**

Americans see and appreciate the value of librarians. The vast majority (83%) of Americans who have used a librarian agree librarians add value to the search process.

Source: *Perceptions of Libraries, 2010: Context and Community*, OCLC, 2011

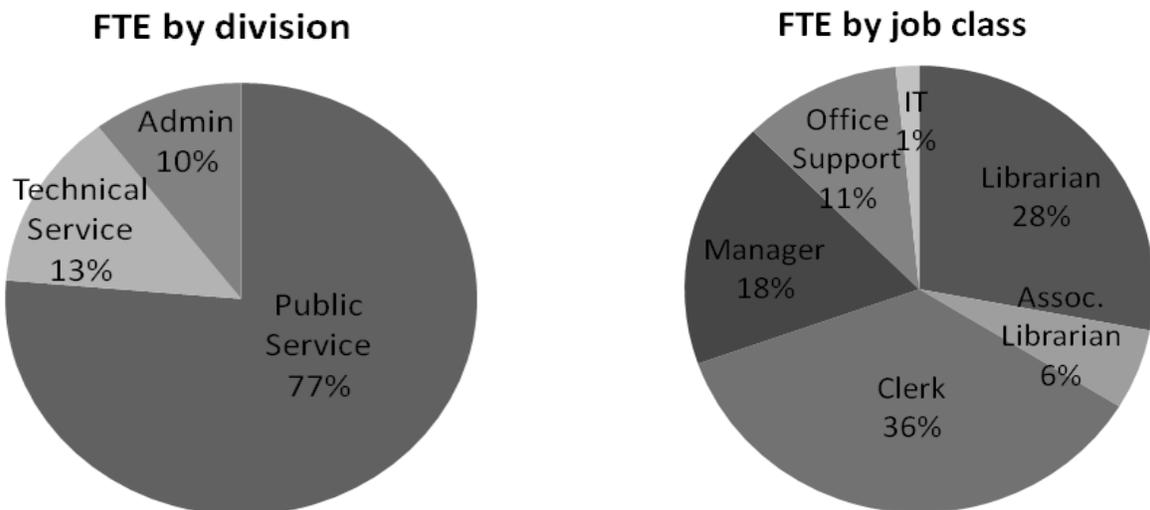
*“The people who welcome us to the library are idealists who believe that accurate information leads to good decisions and that exposure to the intellectual riches of civilization leads to a better world. The next Abraham Lincoln could be sitting in their library, teaching himself all he needs to know to save the country. While they help us get online, employed and informed, librarians don’t try to sell us anything. Nor do they turn around and broadcast our problems, send us spam, or keep a record of our interests and needs, because no matter how savvy this profession is at navigating the online world, it clings to that old-fashioned value, privacy. (A profession dedicated to privacy in charge of our public computers? That’s brilliant.) They represent the best civic value out there, an army of resourceful workers that can help us compete in the world.”*

Marilyn Johnson, author of *This Book Is Overdue!* in “U.S. Public Libraries: We Lose Them at Our Peril,” editorial in Los Angeles Times, July 6, 2010

**The Library reduced its staff by 5.7 FTE since 2008, an 8.5% reduction in FTE and a loss of 12 employees.**

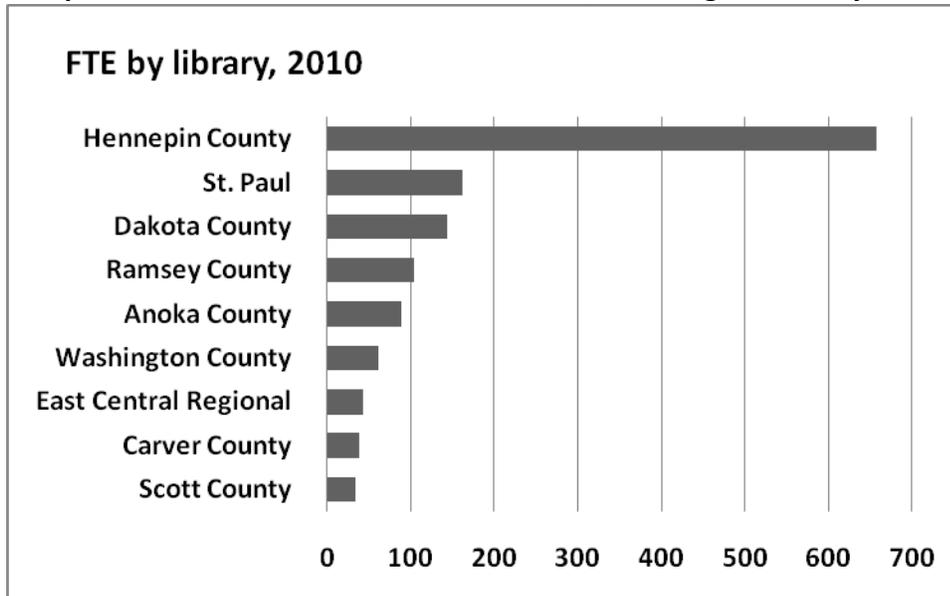
The library employed 87 staff members, 61.7 FTE.

Five unfilled vacancies effectively reduced FTE by 3.45.



Source: Washington County Library Table of Organization, 2011

Compared to other Twin Cities area libraries, Washington County ranks sixth.



Source: Public Library Data Services Statistical Report, 2010 (Washington County excludes Associate Libraries.)

**The Library has recruited, trained and utilized a dedicated group of volunteers to help with tasks.**

- **Volunteers donated 7,720 hours to the Library in 2011, 14% fewer than 2010.**
- **Volunteers donated \$154,440 in time and expertise. (According to the US Bureau of Labor, each volunteer hour is worth \$20 to the institution.)**
- **There has been a 30% increase in the number of volunteer hours since 2006.**

## Collection

**There are 630,000 items available for customers to use.**

County residents had access to a broad range of reading, recreation, and information resources in a variety of formats for children, teens and adults.

**The collection is valued at \$11 million.**

- **Books**—80% of collection/71% of circulation
- **Magazines and newspapers**—4% collection/3% circulation
- **Recorded music on CD**—5% collection/6% circulation
- **Feature films, documentaries and instructional videos on DVD and VHS**—4% collection/13% circulation
- **Audio books on CD and audiotape**—3%collection/4% circulation

- **Ebooks and e-audiobooks**—0.5% collection/2% circulation
- **Reference books**—3% collection
- **Kits, Museum Adventure Passes and games**—0.5% collection/1% circulation

**Washington County Library launched its ebook lending program in March.**

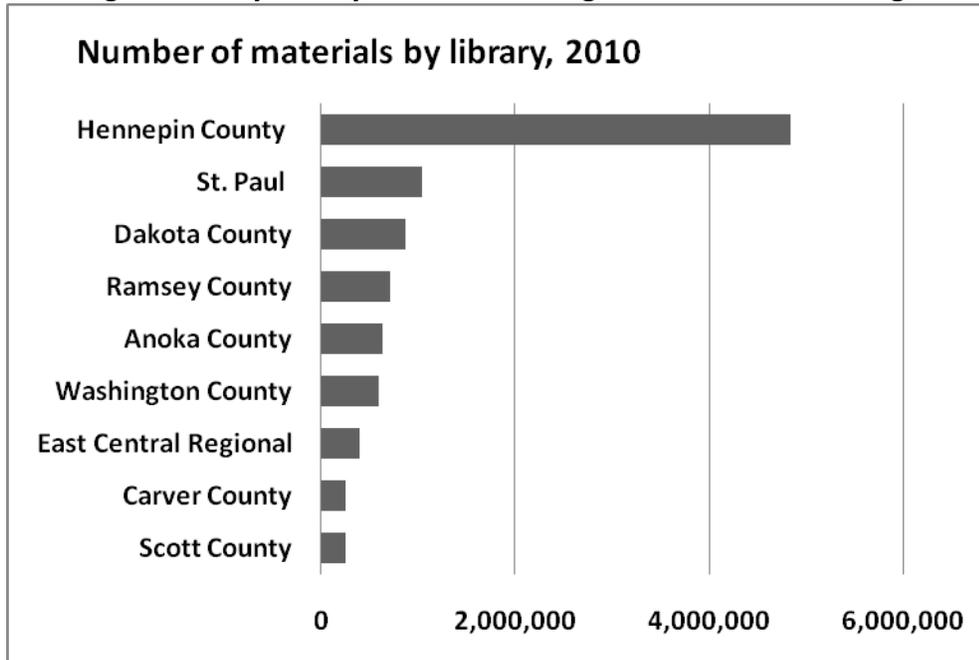
- **4,834 customers registered to use the OverDrive interface**
- **1,406 titles with 2,855 copies available for checkout by the end 2011**
- **24,103 ebooks downloaded through December**
- **556% increase in monthly checkouts since March**
- **After Kindle ebooks became available in October, they accounted for 23% of ebook checkouts**

**Ebook reader ownership nearly doubled over the holidays. 29% of adults now own an ereader device.**

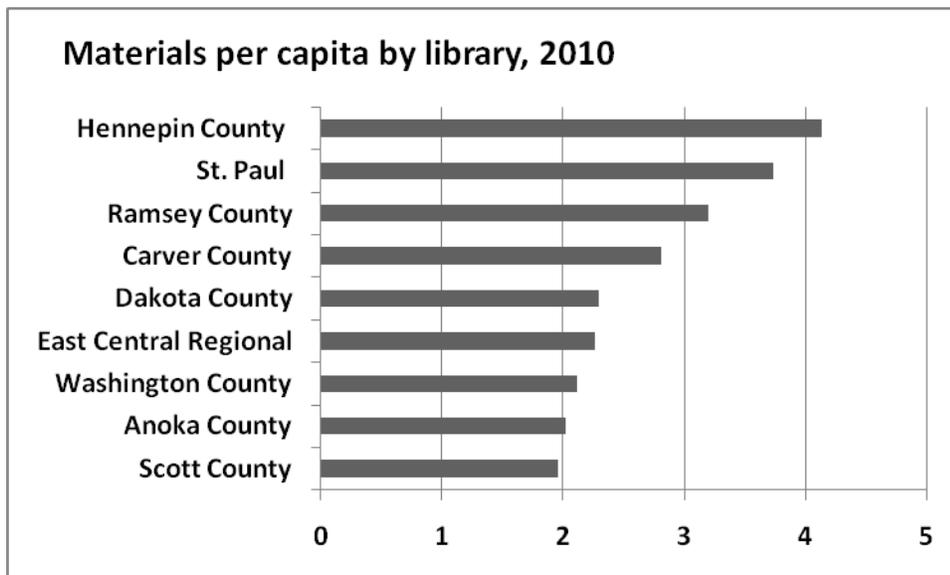
From the Pew Research Center's Internet & American Life Project Report, 2011

- **In December the number of new customers doubled**
- **The two days with highest checkouts were Christmas Day and Boxing Day**

**Washington County Library has the sixth largest collection in the region.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County excludes Associate Libraries.)



Source: Public Library Data Services Statistical Report, 2010 (Washington County excludes Associate Libraries.)

**Washington County Library subscribes to Aquabrowser, an online tool that allows customers to discover the riches of the library's collections. Customers search for materials by subject, author, title, creator, format, geography, date and other refinements.**

- There were 550,000 sessions in 2011.
- The number of sessions was highest on Tuesdays.

## Activity

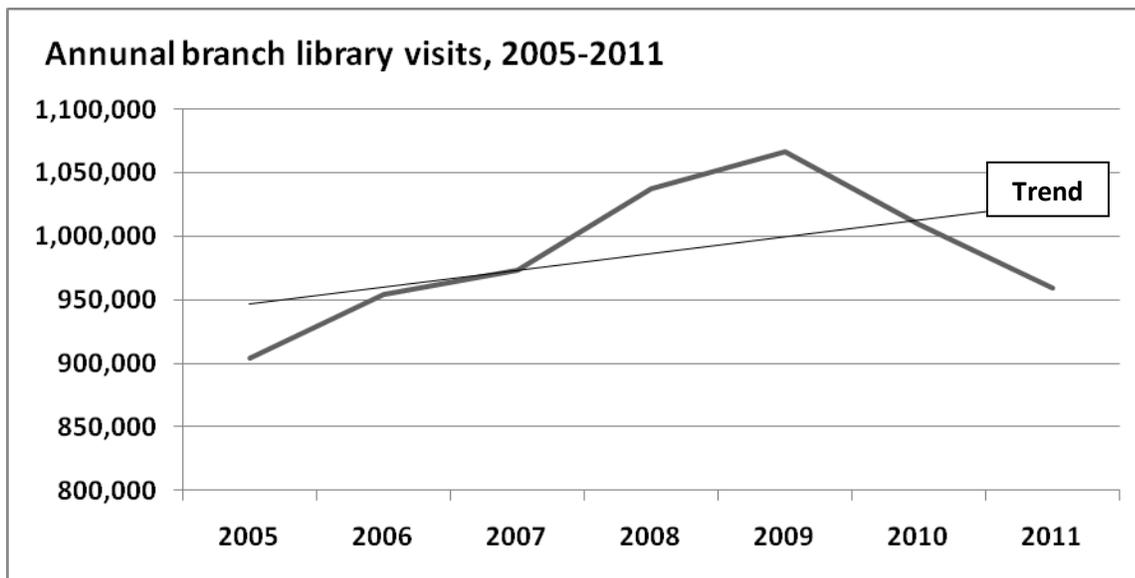
### Visits

Every year, Americans visit the public library more often than they go to movies and 6 times more often than they attend live sporting events—1.4 billion library visits, 1.3 billion movie attendance and 218 million sporting event attendance.

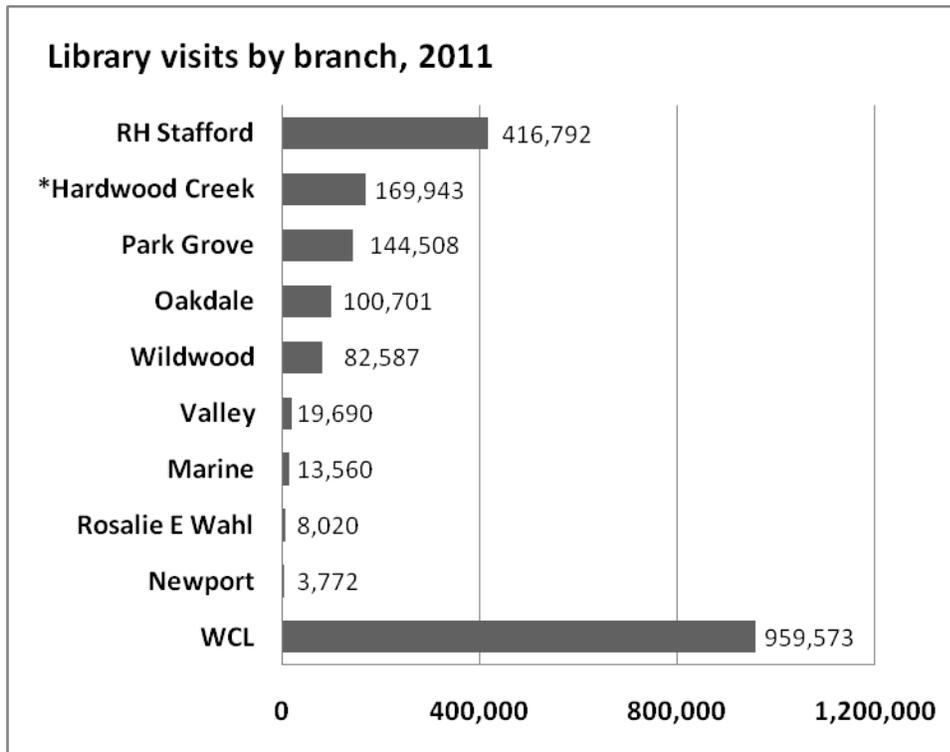
*Source: Statistical Abstract of the United States, 2010*

#### **Customers made 959,600 branch visits in 2011, a 5% decrease from 2010.**

The introduction of ebooks offered customers alternative access to materials without having to visit a branch library. Digital downloads of ebooks and e-audiobooks nearly doubled from 11,800 to more than 23,300 in 2011. An improving economy historically impacts library visits. Library use increases in times of economic hardship and decreases during economic recoveries. Weather is also a factor in library visits. The winter of 2011 caused particularly hardship because of record snow.



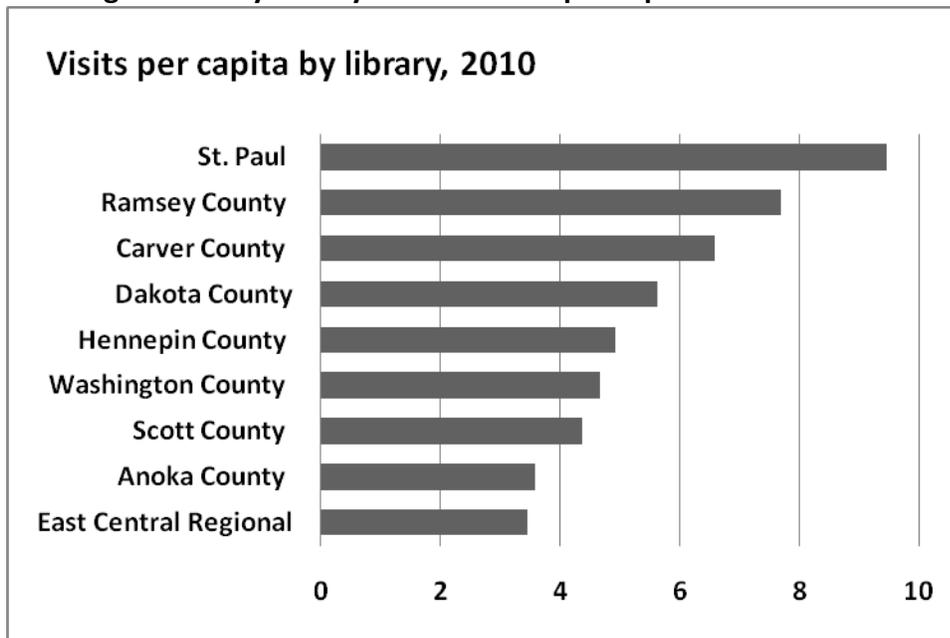
Source: WCL Gate counts, 2005-2011



Source: WCL Gate counts, 2011

\*Hardwood Creek Branch estimated for September and December when gate counter malfunctioned.

**Washington County Library has 4.66 visits per capita.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

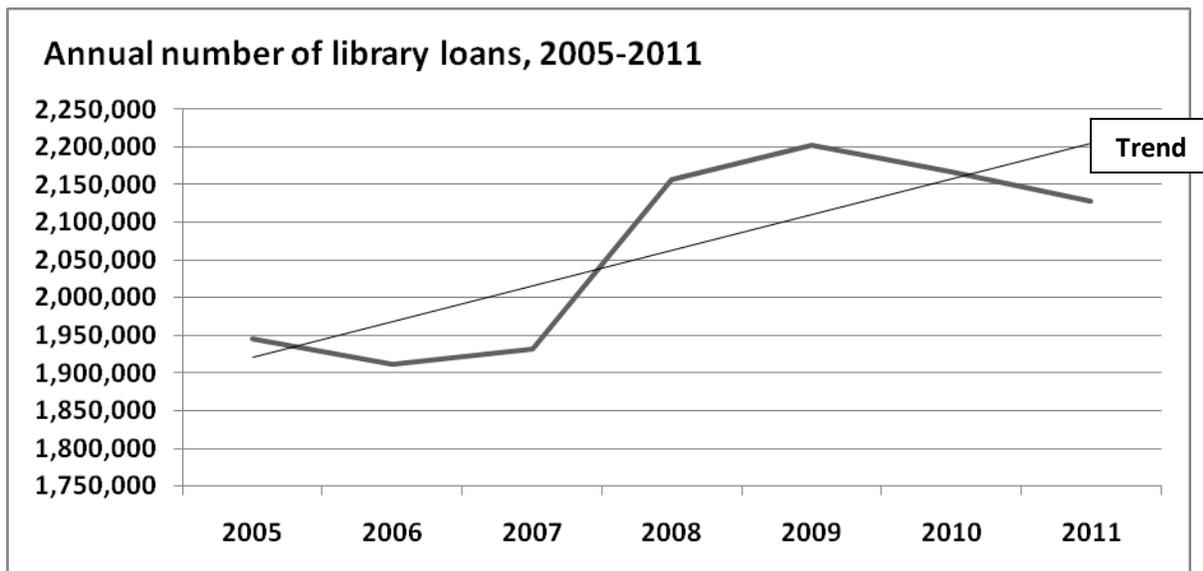
## Loans

U.S. public libraries circulate as many materials every day as FedEx ships packages worldwide.

Source: *Public Libraries in the United States, 2007*; FedEx company facts at <http://about.fedex.designcdt.com>

**Total annual circulation was almost 2.12 million items, 2% fewer than 2010.**

Downloadable ebooks and e-audiobooks, became the library’s sixth busiest outlet based on number of loans (37,864).

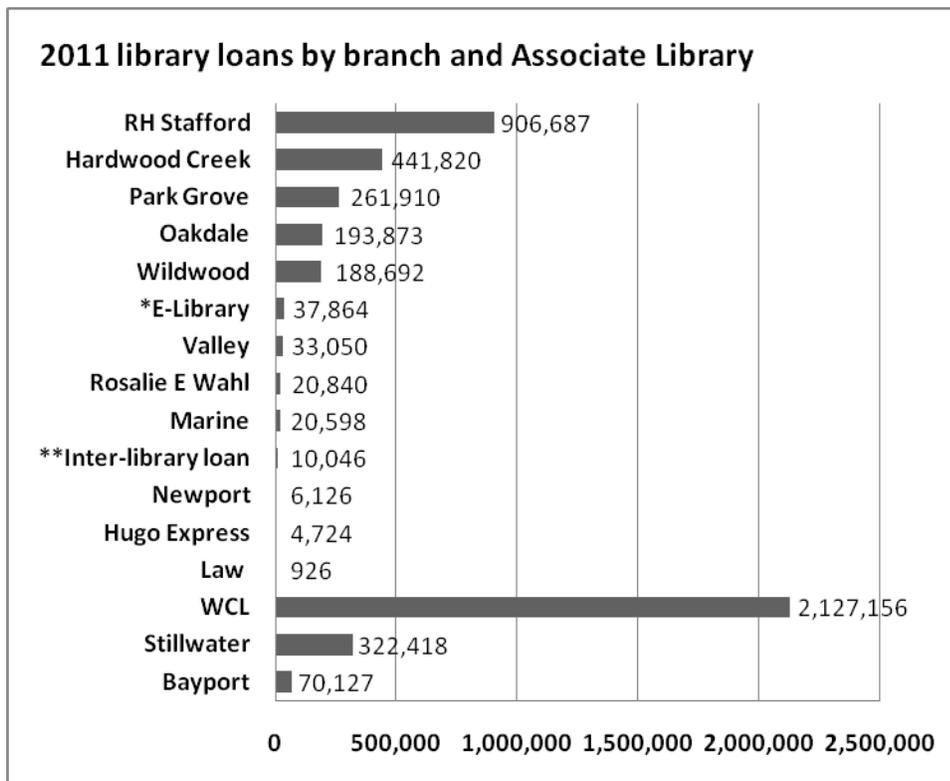


Source: Horizon Circulation Reports, 2005-2010; Symphony Circulation Report, 2011

**Customers used 18 self-checkout stations for 90% of borrowed items and 33% of renewed items, compared with 87% and 35% in 2010.**

**Washington County Library subscribes to Library ELF, a web and email tool for library users to keep track of what's due, overdue or ready for pickup. Users have the option to consolidate their library accounts into one account, making it ideal for families with multiple library cards or individuals who borrow from more than one library system. Accounts are checked every day and email notices or RSS feeds are sent when items are coming due, overdue or when holds are ready for pickup.**

- **49,546 Library ELF email notices and 1,482 text messages were sent to library customers in 2011.**



Source: Symphony Circulation Report, 2011

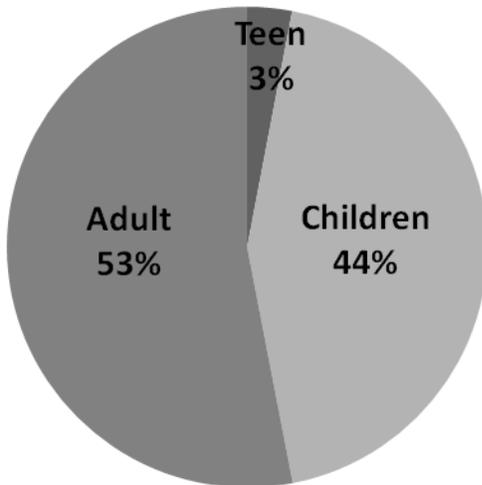
\*E-Library is the number of digital ebooks and e-audiobooks downloaded by library customers.

\*\*Inter-library loan is the number of items loaned to customers at other regional libraries.

Washington County Library cooperates with other libraries to borrow items on behalf of customers through inter-library loan. Titles that are out-of-print, scholarly, archival or esoteric may only be available from special, academic or large public libraries. The Library is a member of the Minnesota Library Information Network (MnLINK) and the Online Computer Library Center (OCLC) for library resource sharing.

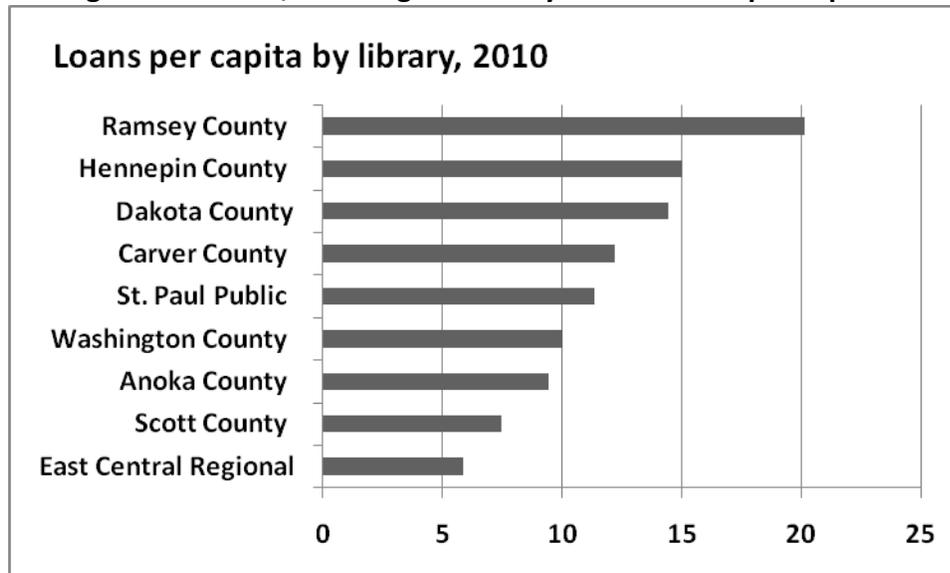
- In 2011, the Library borrowed 18,864 items from libraries in Minnesota and across the nation.
- In return, the Library loaned 8,400 items to other libraries.

### Loans by collection, 2011



Source: Symphony Circulation Report, 2011

### Among area libraries, Washington County ranks sixth in per capita loans.

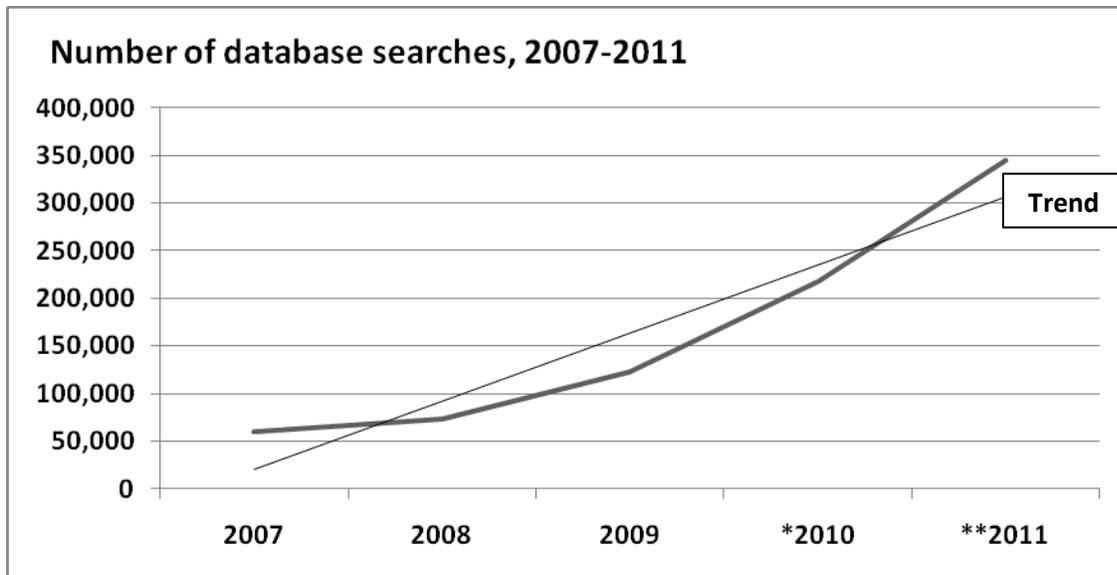


Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

### Digital resources

**Customers accessed 57 subscription databases and performed 344,753 searches in 2011.**

Use of electronic information resources has increased 6 fold since 2007.



Source: RPA and Vendor reports, 2007-2011

\*2010 statistics were not available due to Aquabrowser over counting; number is average of 2009 and 2011 statistics.

\*\*2011 statistics are incomplete due to Aquabrowser over counting; number does not include searches for several databases.

**Job Now, an online job and career coaching service, was added in 2011. Customers may access a job coach from 1 to 11 pm daily to receive expert assistance with resume writing as well as job searching and interviewing. Job Now also includes a jobs and careers pathfinder customized with local Twin Cities resources and web links.**

- **1,062 individuals, used Job Now for 6,675 services.**

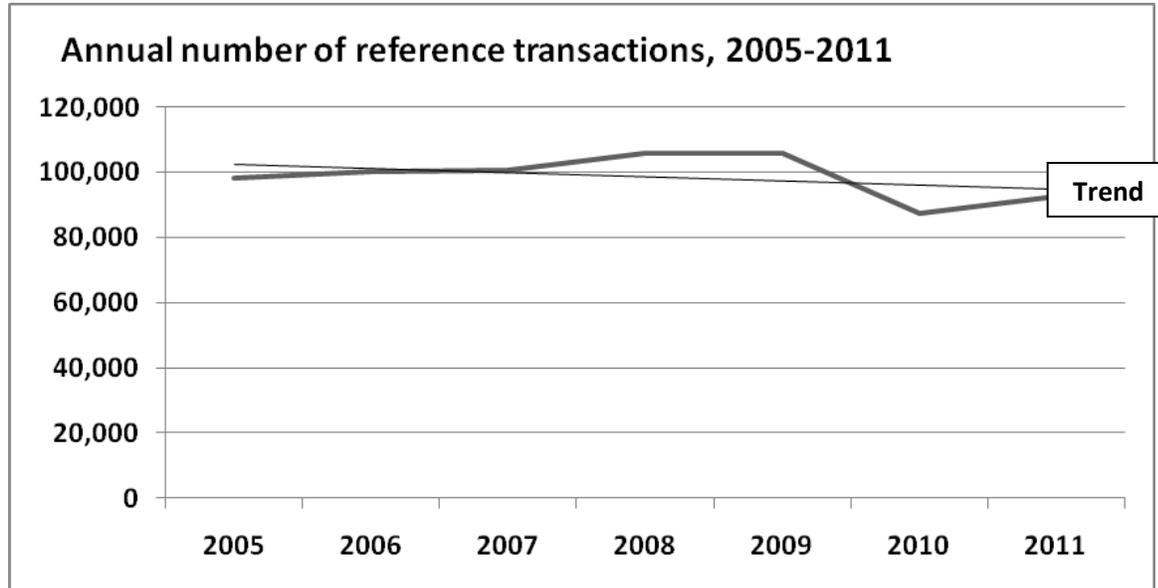
### Reference transactions

**Librarians completed more than 92,650 reference transactions in 2011, a 6% increase from 2010.**

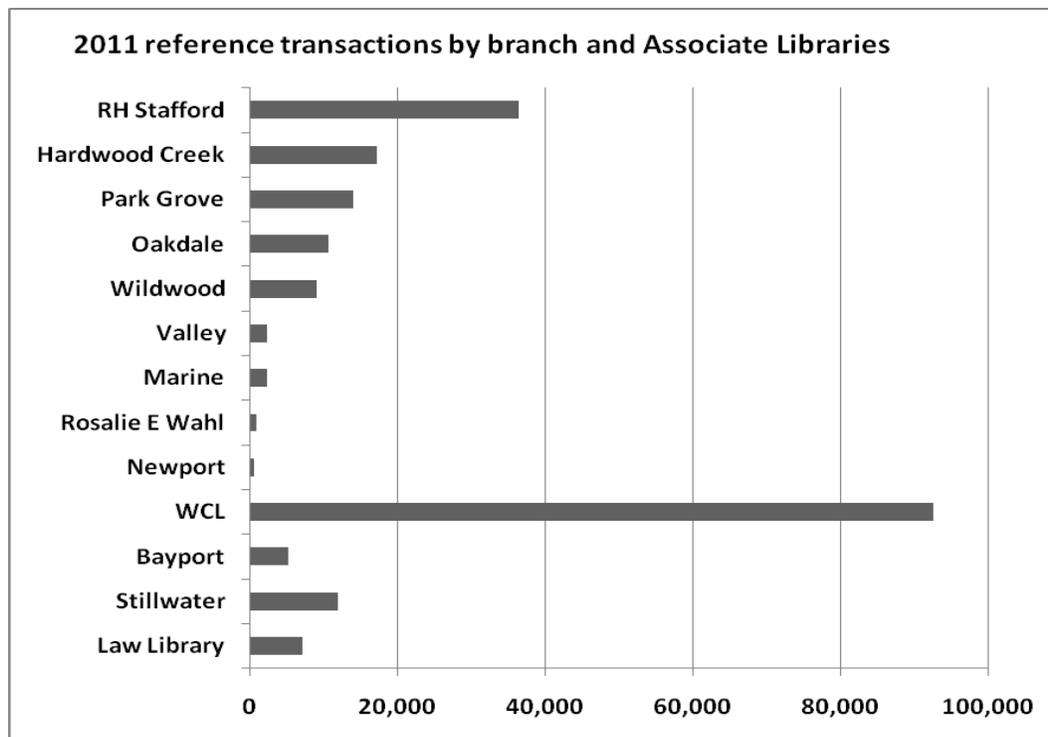
While traditional reference accounted for the majority of activity, a growing number of transactions were instructional rather than informational.

- 96% of reference customers were residents of Washington County.
- 80% of reference transactions were in person.
- 18% were by phone.
- 2% were by email.
- Less than 1% was by online chat.
- 64% of transactions were answering reference questions.
- 19% were instructing users to use library resources.

- 17% were assisting users with library technology.

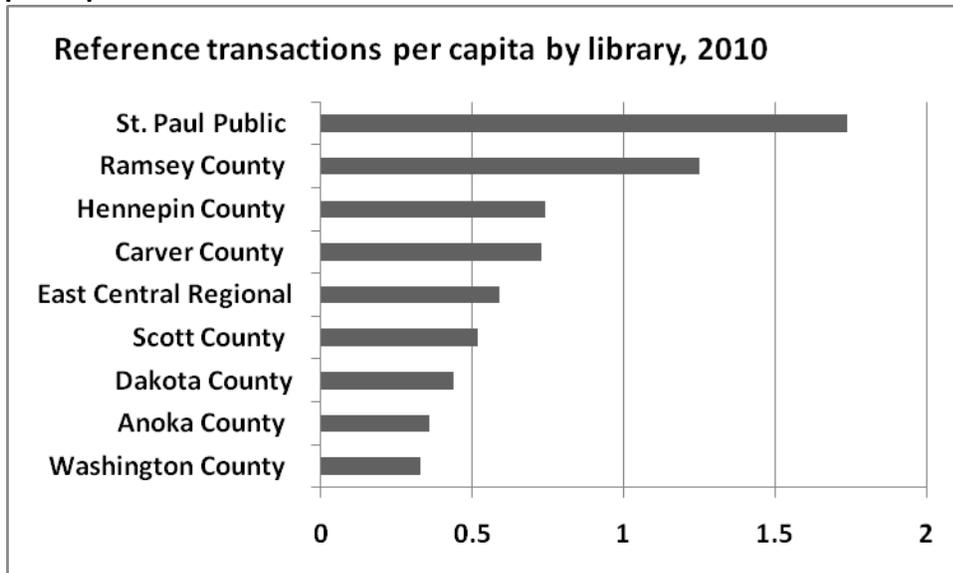


Source: MELSA Crossover Survey, 2005-2011



Source: MELSA Crossover Survey, 2011

**Among regional libraries, Washington County ranks last for number of reference transactions per capita.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

**Washington County Library is a member of AskMN, a 24/7 online reference service using the QuestionPoint worldwide network.**

- 7 WCL librarians answered 586 questions from customers during their weekly shifts.
- 75% of customers surveyed found the librarians helpful and would use the service again.

### **Public Internet computers**

Free Internet access allows equitable access to online services and resources to residents regardless of whether or not they own a computer. Residents, who may not have Internet access or prefer greater convenience or speed, use the Internet at the public library.

**The Library provides 134 public access computers in its branches.**

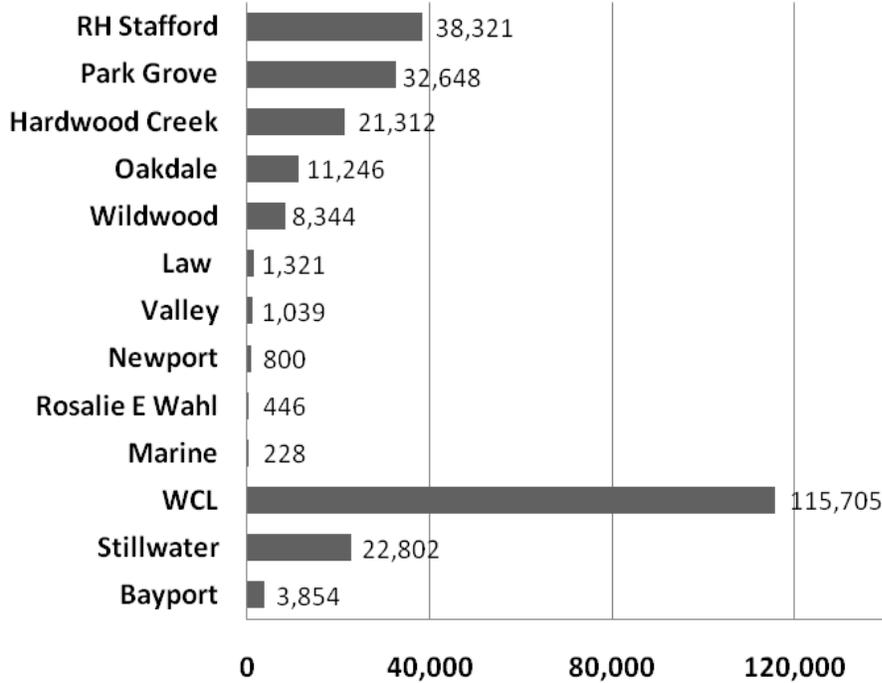
Associate libraries provide an additional 33 public PCs.

**Customers logged on to library PCs almost 168,300 times and used 115,700 hours of free PC access.**

According to the IMPACT Computer Use Survey conducted in October, 2011, the majority of the 201 respondents use library computers and resources weekly, in and outside the library, to access the online catalog and Internet. They are very satisfied with library services and feel that free computer access at the library is very important to their community.

- 88% used the library's computers to access library resources.
- 71% used a library computer during the past 12 months.
- 37% used the library's wireless using their own computer.
- 43% received one-on-one technology help from library staff.
- 66% reported that public computing resources are important or very important to them.
- 90% felt that these resources are important or very important for others in the community.

**Public computer used hours by branch and Associate Library, 2011**



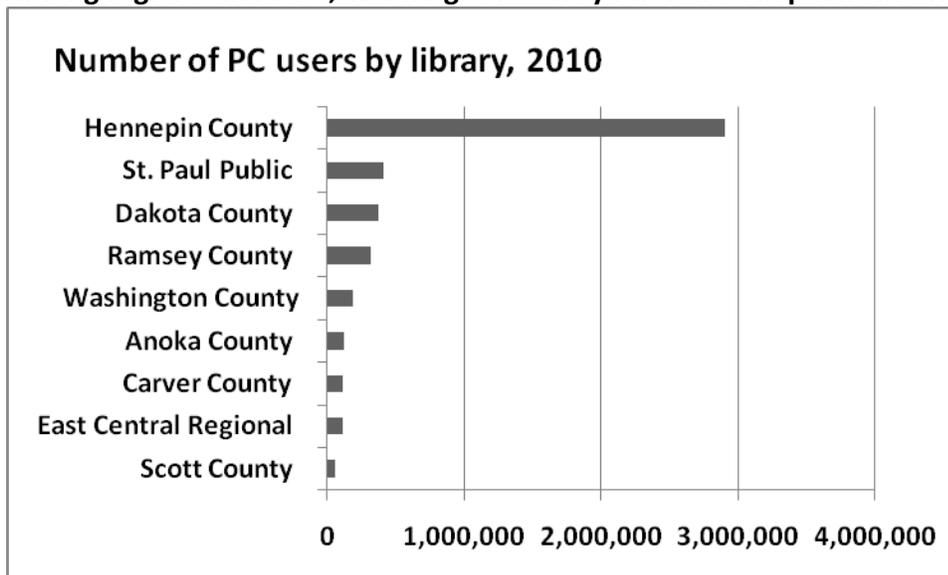
Source: Cybraryn Summary Report, 2011

**U.S. public libraries offer more free WiFi than Starbucks, Barnes & Noble or Borders combined. The library provided wireless Internet service in all branches except Marine.**

**Beginning midyear, the Library reused withdrawn County laptops for public use. These 10 computers allow additional access when all public PCs are in use.**

- **70 customers checked-out laptops for in-library use in 2011.**

**Among regional libraries, Washington County ranks fifth in public Internet use.**



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

### **Program attendance**

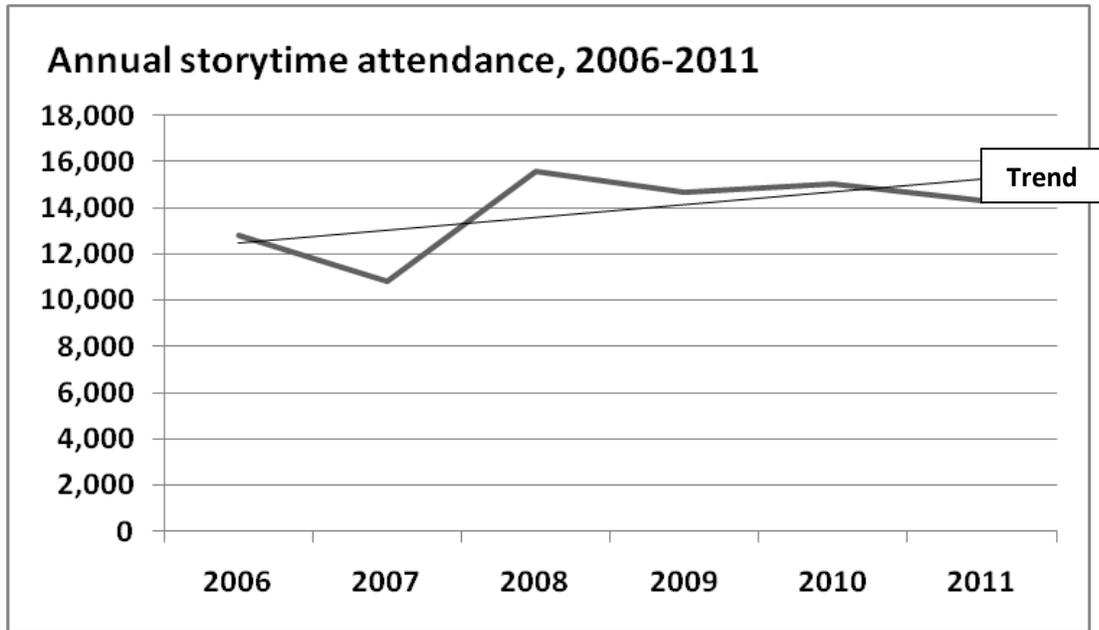
After borrowing library materials, Americans rank entertainment (35%) and educational purposes such as taking a class (28%) as the top two reasons for using the library.

Source: *The Condition of U.S. Libraries, Trends 1999-2009*, ALA, 2009

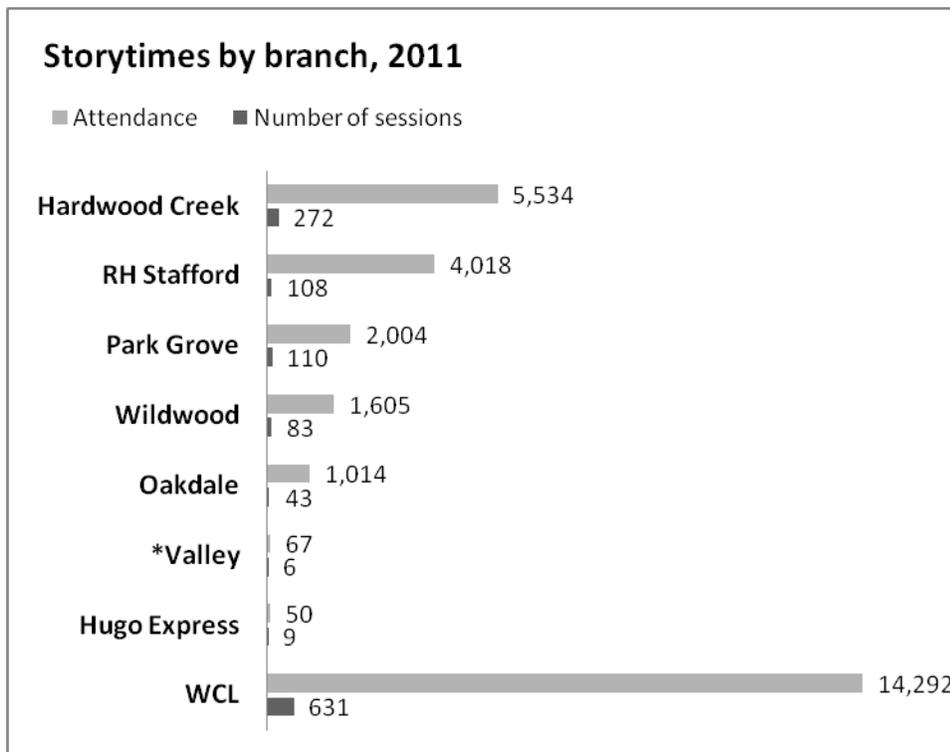
**14,300 children and parents attended Baby, Preschool and Family Storytimes, 5% fewer than 2010.**

Washington County Library plays a key role in our community to provide early literacy information. The Library uses a Storytime model to teach the six essential early literacy skills. Because of staff

vacancies, there were 13 fewer Storytime sessions than the previous year. Average attendance at each of 631 Storytime sessions was 23, the same as 2010.



Source: Washington County Library Activity Reports, 2006-2011



Source: Washington County Library Evanced Reports, 2011

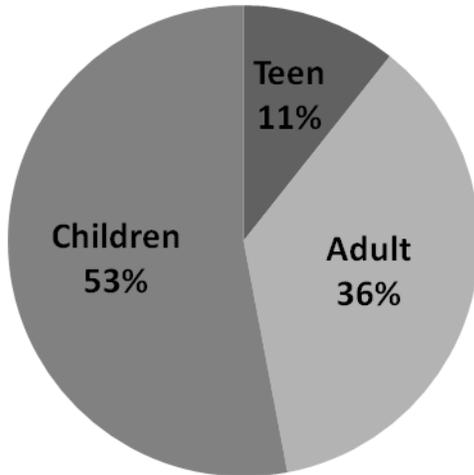
**\*Valley discontinued Storytimes in fall 2011.**

Rosalie E Wahl and Marine branches discontinued Storytimes in fall 2010.

**13,500 people attended 638 other Library programs in 2011.**

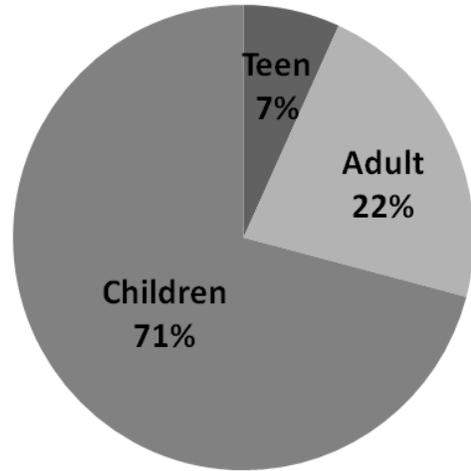
The Library offers a variety of programs for residents of all ages including authors, book clubs, computer classes, gaming and live entertainment. The library also hosted programs funded by Minnesota’s Arts and Cultural Heritage Fund.

**Programs by intended audience, 2011**



Source: Washington County Library Evanced Reports, 2011

**Program attendance by age group, 2011**

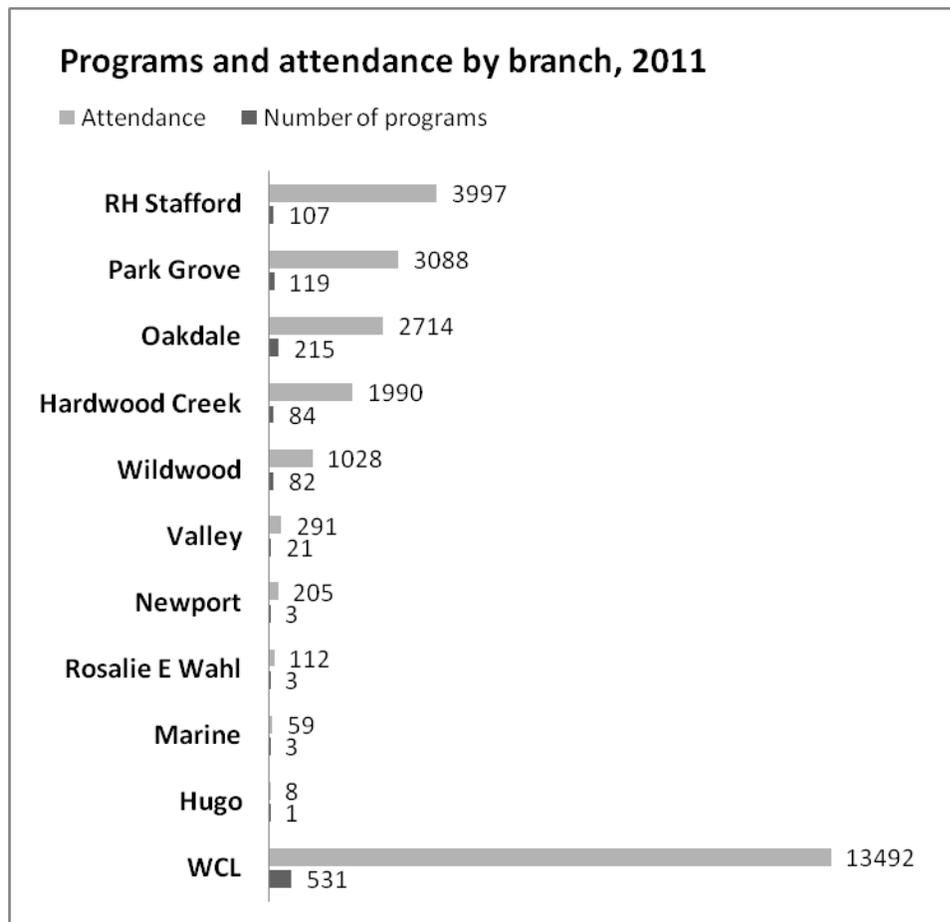


Source: Washington County Library Evanced Reports, 2011

**The library presented The First Minnesota commemorating the 150<sup>th</sup> anniversary of the First Minnesota Volunteer Infantry in the Civil War from January to June 2011.**

**The library hosted a community reading program for children, teen and adults; a traveling exhibit of First Minnesota portraits; Civil War song recitals; Civil War soldier re-enactments and The First Minnesota In Their Own Words, a dramatization of the book of the same title published by the Washington County Historical Society.**

**The programs were funded with money from Minnesota's Arts and Cultural Heritage Fund.**

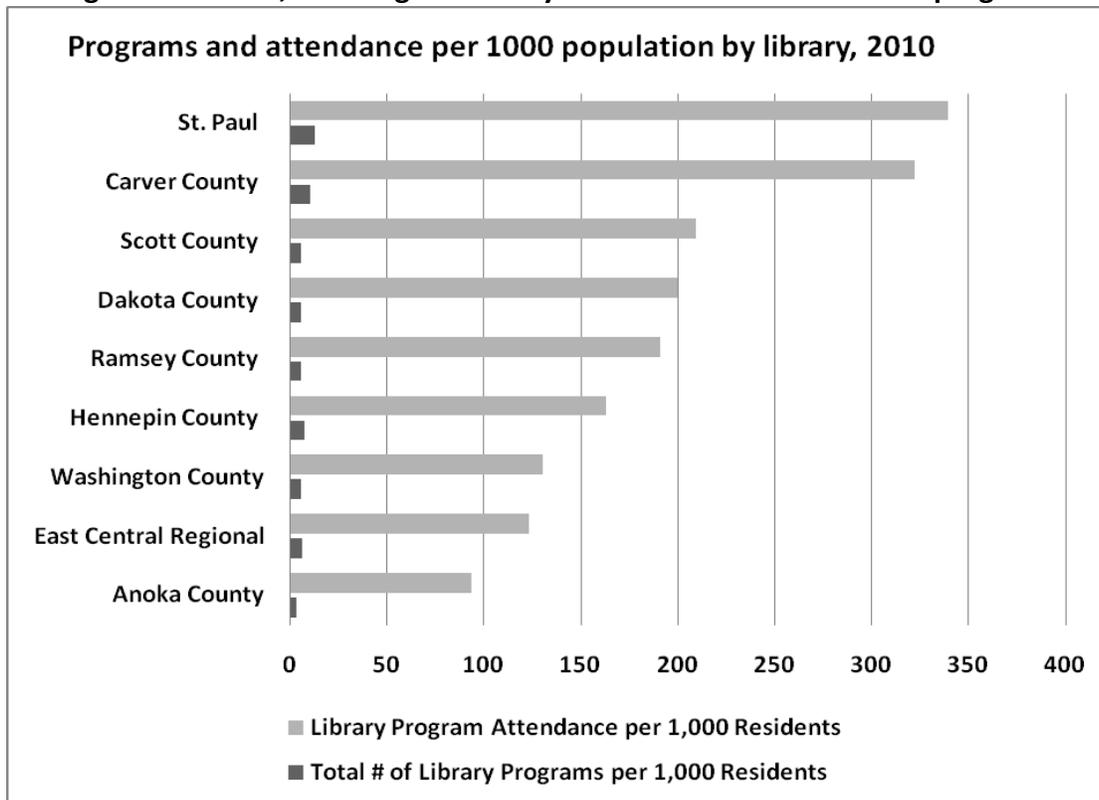


Source: Washington County Evanced Reports, 2011

**Washington County Library and SCORE, a nonprofit association dedicated to educating entrepreneurs and helping small businesses collaborated to offer business incubator sessions at the RH Stafford Branch.**

- **97 clients attended sessions in 2011.**
- **40% were individuals investigating business startups**
- **30% were in the process of start-up and seeking assistance on details**
- **30% owned existing businesses and were seeking advice on variety of topics (sales in soft market, financial assistance, expansion, etc.)**

Among area libraries, Washington County ranks seventh in number of programs and attendance.



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

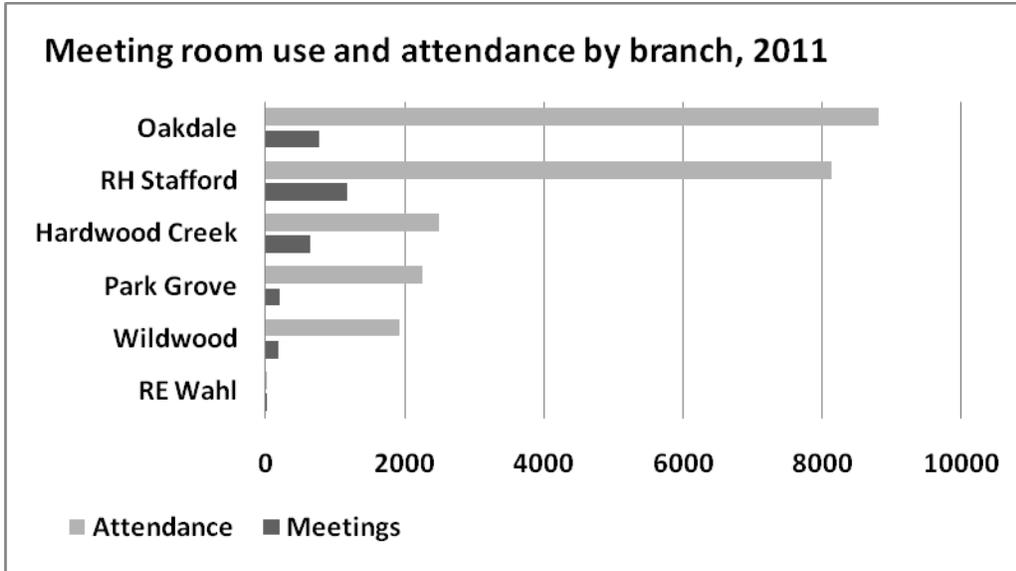
**The library partners with the Science Museum of Minnesota to host a satellite Collectors' Corner Neighborhood Trading Post at its RH Stafford Branch. The program encourages children of all ages to explore their natural surroundings and learn about the objects they discover.**

- In 2011, 675 traders brought in nearly 2,000 natural objects.
- Most lived in Woodbury and were between the ages of 6 and 13.
- Girls outnumbered boys!

### Meeting Room Use

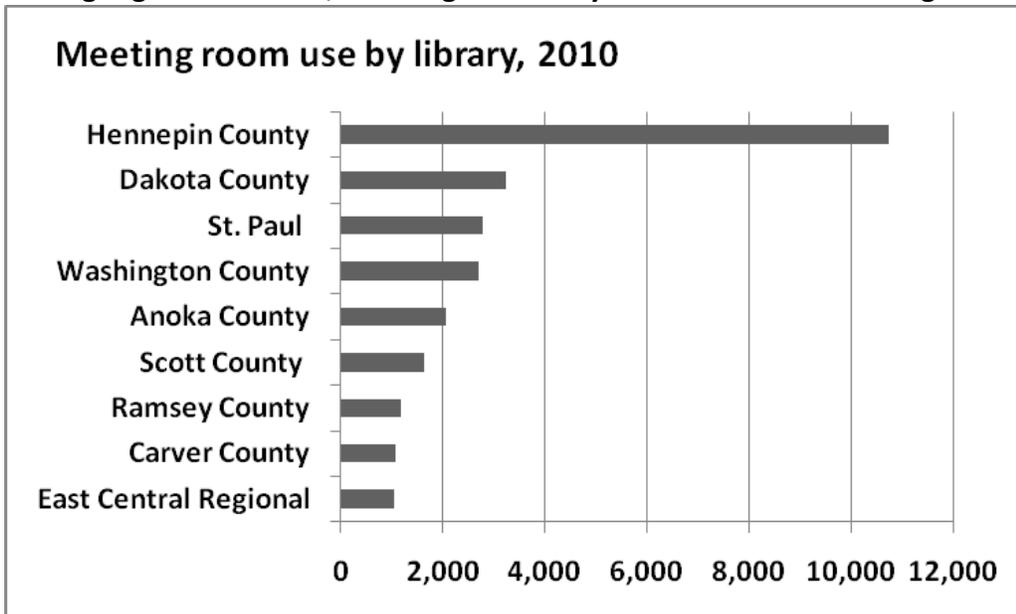
Public libraries offer more meeting rooms than there are conference centers, convention facilities and auditoriums combined. Washington County Library offers free meeting and conference room space to community groups for noncommercial purposes.

The library hosted 23,621 people at 2,981 meetings at the Library in 2011, 10% more than in 2010.



Source: Evanced Reports, 2011

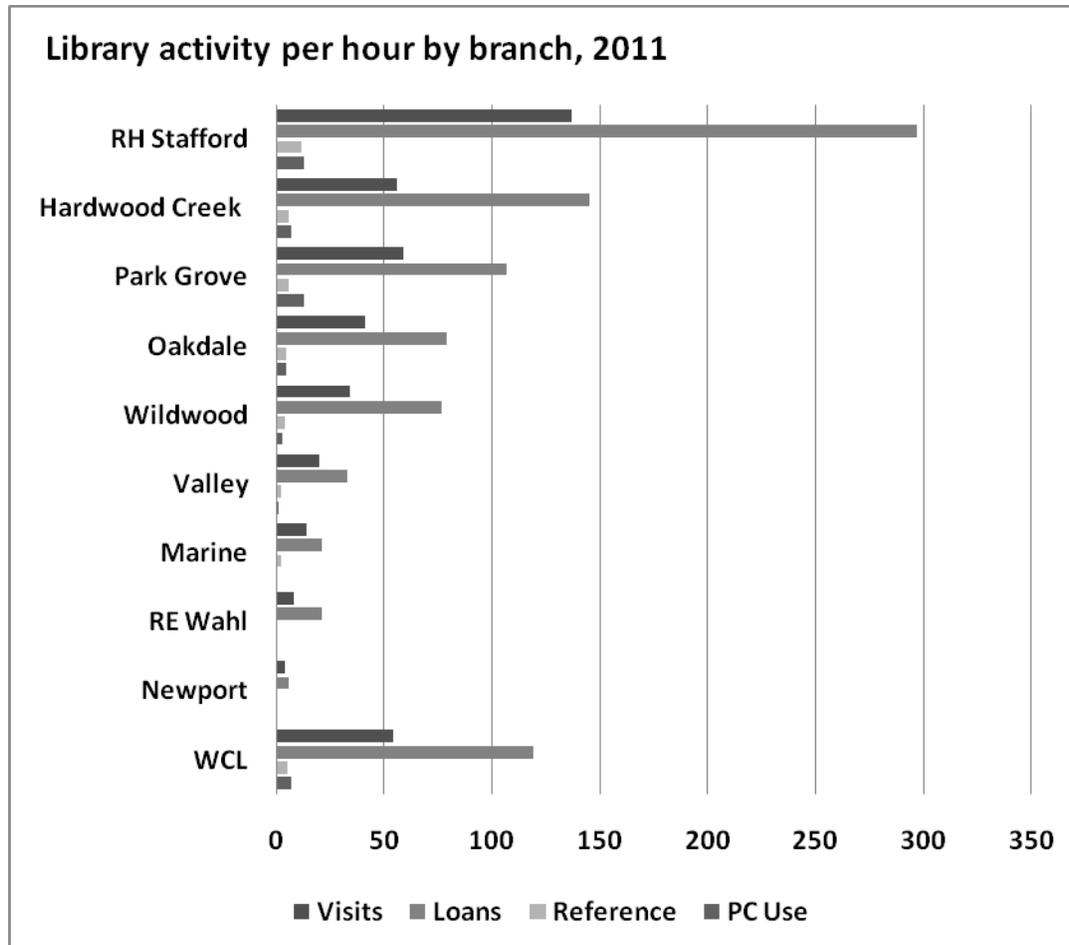
Among regional libraries, Washington County ranks fourth for meeting room use.



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries.)

## Public Service measures

On average, the Library welcomed 55 customers, circulated 119 items, provided 7 hours of computer access and answered 5 reference questions *per hour* in 2011.



Source: Washington County Library Gate Count Report, 2011; Horizon/Symphony Reports, 2011; MELSA Crossover Survey Report, 2011; Cybrarian Report, 2011

### 2011 performance measures by branch and Group

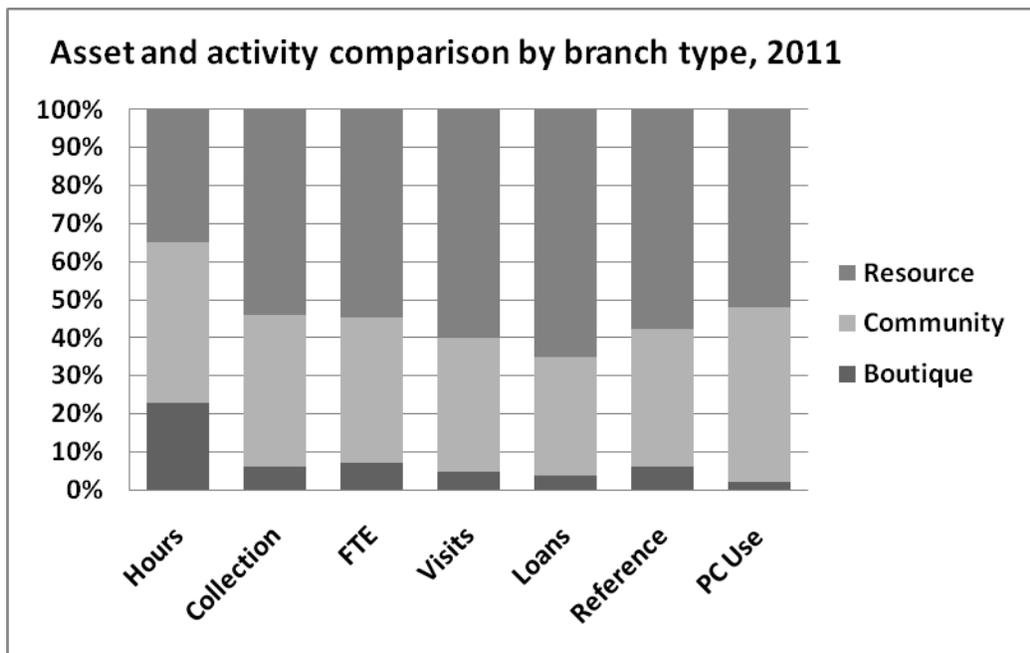
	AVERAGE		FTE PER		AVERAGE			AVERAGE			AVERAGE		PC USE		
	FTE	HOURS PER WEEK	OPEN HOURS	OPEN HOUR	VISITS PER HOUR	COLLECTION SIZE	CLERK FTE	LOANS PER HOUR	LIBRARIAN FTE	REFERENCE TRANSACTIONS PER HOUR	REFERENCE PER HOUR	HOURS PC USE	PER HOUR		
<b>WCL</b>	<b>46.24</b>	<b>363</b>	<b>17,407</b>	<b>0.14</b>	<b>931,998</b>	<b>54</b>	<b>468,927</b>	<b>23.76</b>	<b>2,078,320</b>	<b>119</b>	<b>23.08</b>	<b>92,650</b>	<b>5.3</b>	<b>114,383</b>	<b>6.6</b>
FL	11.61	59	3050	0.20	169,943	56	101,090	5.25	441,820	145	5.36	17,200	5.6	21,312	7.0
WW	4.66	47	2441	0.10	82,587	34	44,413	2.5	188,692	77	2.16	8,900	3.6	8,344	3.4
MA	0.56	19	996	0.03	13,560	14	6,632	0	20,598	21	0.56	2,200	2.2	228	0.2
HU							0		4,724		0.00	0	0.0	na	na
<b>North</b>	<b>16.83</b>	<b>125</b>	<b>6487</b>	<b>0.14</b>	<b>266,090</b>	<b>41</b>	<b>152,135</b>	<b>9.35</b>	<b>655,834</b>	<b>101</b>	<b>8.08</b>	<b>28,300</b>	<b>4.4</b>	<b>29,884</b>	<b>4.6</b>
WB	13.40	59	3050	0.23	416,792	137	151,867	6.95	906,687	297	6.45	36,300	11.9	38,321	12.6
VA	1.42	47	996	0.07	19,690	20	13,242	0.9	33,050	33	0.52	2,200	2.2	1,039	1.0
NE	0.53	19	996	0.03	3,772	4	2,304	0	6,126	6	0.53	550	0.5	800	0.8
<b>Central</b>	<b>15.35</b>	<b>125</b>	<b>5042</b>	<b>0.16</b>	<b>440,254</b>	<b>87</b>	<b>167,413</b>	<b>7.85</b>	<b>945,863</b>	<b>188</b>	<b>7.50</b>	<b>39,050</b>	<b>7.7</b>	<b>40,160</b>	<b>8.0</b>
PG	7.30	47	2441	0.16	144,508	59	89,292	3.77	261,910	107	3.53	14,000	5.7	32,647	13.4
OA	5.94	47	2441	0.13	100,701	41	53,019	2.59	193,873	79	3.35	10,500	4.3	11,246	4.6
LE	0.82	19	996	0.04	8,020	8	7,068	0.20	20,840	21	0.62	800	0.8	446	0.4
<b>South</b>	<b>14.06</b>	<b>113</b>	<b>5878</b>	<b>0.12</b>	<b>253,229</b>	<b>43</b>	<b>149,379</b>	<b>6.56</b>	<b>476,623</b>	<b>81</b>	<b>7.50</b>	<b>25,300</b>	<b>4.3</b>	<b>44,339</b>	<b>7.5</b>

## Comparisons

### By branch type

Customers prefer branches with more assets—open hours, computer access, larger collections and staff assistance.

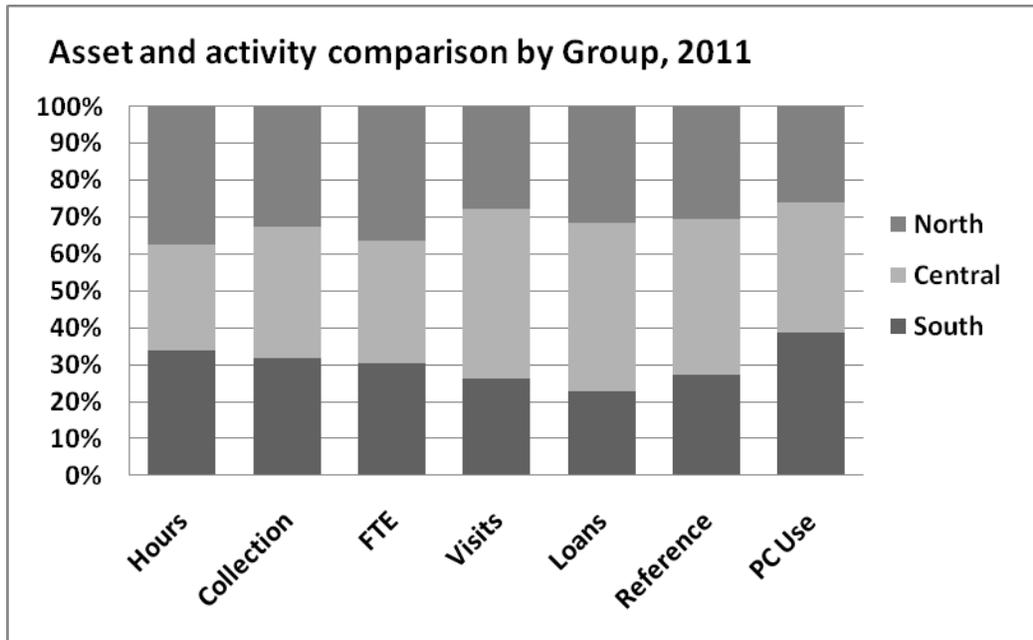
- The two Resource branches, RH Stafford in Woodbury, and Hardwood Creek in Forest Lake, had approximately 60% of total traffic, circulation and reference transactions.
- The three Community branches, Park Grove in Cottage Grove, Oakdale and Wildwood in Mahtomedi, had approximately 30% of total traffic, circulation and reference transactions.
- The four Boutique branches—Valley in Lakeland, RE Wahl in Lake Elmo, Marine in Marine on the St. Croix and Newport, had less than 10% of library activity.



### By Group

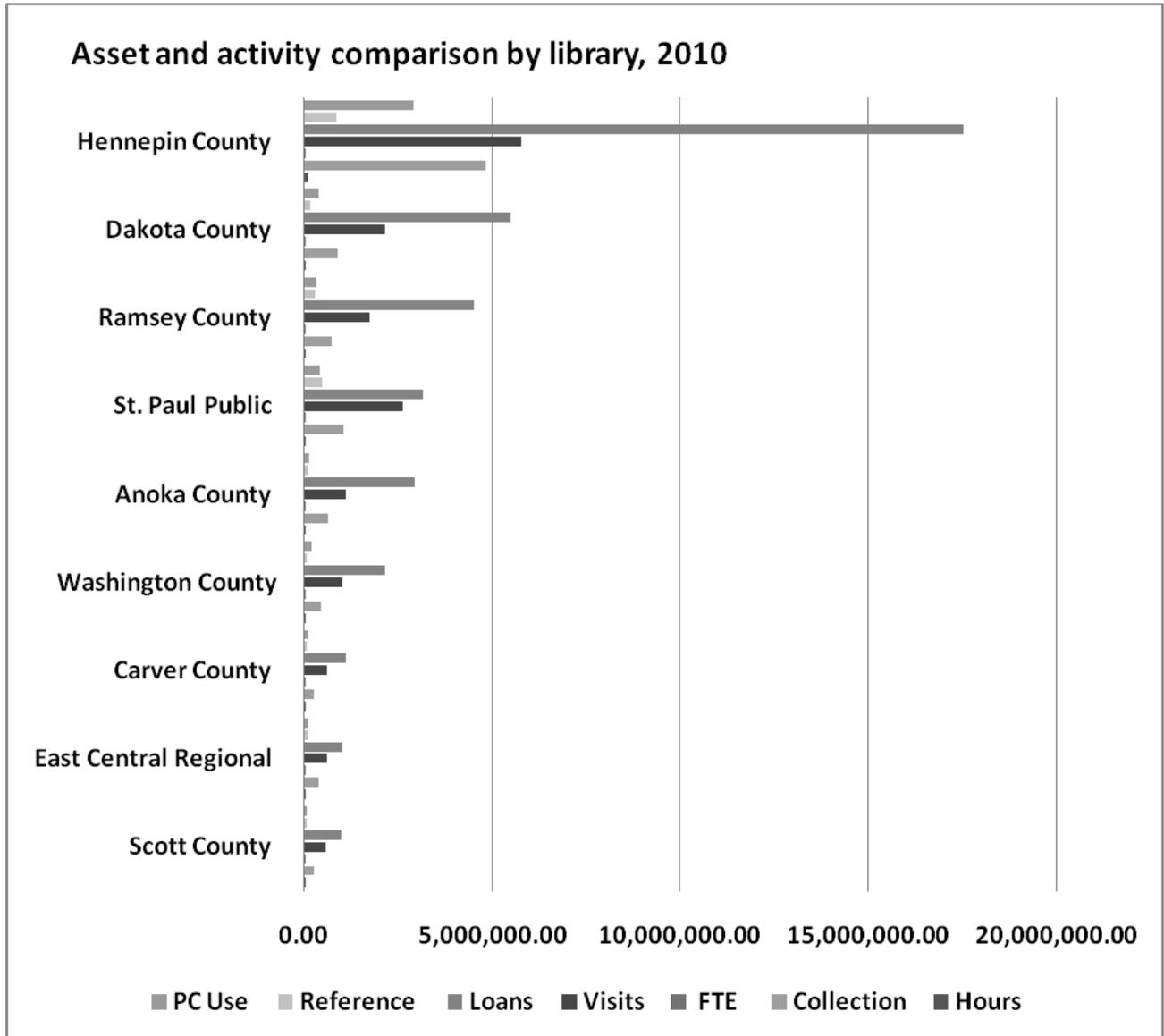
Assets and activity should ideally be equitable across the Library’s three regional public service groups.

- North and South required staff to cover public service desks during open hours.
- Central had fewer hours but the greatest share of activity—visits, loans, reference and PC use (RH Stafford is among the ten busiest library branches in Minnesota).



### By Regional Library

Among regional libraries, Washington County ranks sixth in both population of the legal service area and library performance.



Source: Public Library Data Services Statistical Report, 2010 (Washington County does not include Associate Libraries).

## Value to customers

Washington County Library provides goods and services that save residents money. Library customers borrow and download books, magazines, movies, and music. They access computers, software and wireless networks. Fans meet authors and families enjoy art, music and drama. Customers learn computer and business skills, receive help with homework job searching from experts. They read in comfortable environments and study in quiet spaces. They join friends, colleagues and neighbors to conduct business in meeting rooms.

The estimated economic contribution of Minnesota public libraries in 2010 was \$898,041,512. Public libraries served a state-wide population of 5,303,925. Local and county tax support was \$36.67 per capita. (Washington County residents contributed \$29 per capita for the county library in 2010.) For every dollar of direct spending on payroll, libraries generated \$0.53 in additional spending in the State's economy. For every dollar of direct spending on services, libraries generated \$0.74 in additional spending in the State's economy. The libraries' return on investment was \$4.62 per tax dollar in 2010. Minnesota's return on investment compares favorably with other states. For example, return on investment for Colorado was \$4.99 in 2009, \$4.06 for Wisconsin in 2008, and \$2.38 in Indiana in 2007.

*Source: Minnesota Public Libraries' Return on Investment, Report for the Minnesota Department of Education, December 2011*

### **In 2011, Washington County Library customers received almost \$60 million in services in return for \$5.8 million in property taxes.**

For every property tax dollar the County invested in the library, residents received \$10 in services. On average, each household received \$682 in services for their \$79 investment. That's an incredible 926% return on investment! By borrowing just 3 or 4 titles from the library, homeowners save enough to pay the property tax levied to support library service.

The *Washington County Library Value Spreadsheet* calculates the value of library services based on average retail values for 2011. The spreadsheet values assume that residents would purchase or rent the same amount of services they actually used. Of course, customers would not necessarily purchase goods or services if they were not available at their public library. Because library services are shared, customers benefit regardless of whether or not the services are available elsewhere.

## Washington County Library Value Calculator, 2011

Library Use	Library Services	Estimated Retail Value	Value to Customers
1,674,363	Book	\$23.50	\$39,347,531
110,135	Paperback book	\$7.00	\$770,945
59,863	Magazine	\$5.00	\$299,315
350,632	DVD	\$22.00	\$7,713,904
138,205	Music CD	\$16.00	\$2,211,280
111,215	Audiobooks	\$41.00	\$4,559,815
6,934	Museum Passes for 2	\$20.00	\$138,680
13,761	eAudiobook	\$15.00	\$206,415
24,103	eBook	\$15.00	\$361,545
5,230	eNewspaper article	\$1.00	\$5,230
7,386	Kit	\$75.00	\$553,950
1,758	Online tutoring per hour	\$35.00	\$61,530
1,062	Online job coaching per hour	\$35.00	\$37,170
18,864	Interlibrary loan	\$30.00	\$565,920
<b>Washington County Library only</b>			
2,981	Meeting Room	\$50.00	\$149,050
3,017	Program or class - adult	\$10.00	\$30,170
23,856	Program or class - child	\$6.00	\$143,136
115,700	Computer use per hour	\$12.00	\$1,388,400
92,650	Reference question	\$15.00	\$1,389,750
		<b>Total Value</b>	<b>\$59,933,736</b>

The Washington County Library Value Spreadsheet is adapted from the Library Use Value Calculator originally provided by the Massachusetts Library Association in 2004. 2011 estimated retail values are adapted from modifications made by the Maine State Library. Numbers are for Washington County Library and Associate Libraries unless otherwise noted.