

Agenda Item 8a

Requested Action: Receive Report

REPORT OF THE CITY LIBRARIAN AND STAFF, JANUARY 2007.

Upcoming Events

Please mark your calendar for the following library events:

- Saturday, **February 3, 1:30 p.m.** Juanita Gray Community Service Awards and Blacks in Colorado Hall of Fame Installation, Ford Warren Branch Library.
- Thursday, **February 15, 8:00 a.m.** Annual Staff Recognition Breakfast and Employee of the Year Ceremony, B-2 Conference Center, Central Library.
- Friday, **February 23, 6:00 p.m.** Rare and Not-So-Rare Book and Art Auction.

Outreach

Amendment 41: Ethical Guidelines Workshop

Denver Chamber's Boot and Business Luncheon

Meeting with representatives from Stapleton United Neighbors, Stapleton Foundation, Stapleton Development Corporation and Councilman Michael Hancock re: new library in Stapleton

Metropolitan Library Directors Luncheon

Tu Biblioteca Hoy Kick Off at Woodbury Branch

Colorado Association of Libraries Legislative Forum

Alliance Board of Directors Meeting

One on One

- Eloise May, Arapahoe Library District
- Christine Hamilton-Pennell, Economic Development, City of Littleton
- Jay Mead/Hanne Lichtenfels, DPL Friends Foundation
- Diane Barrett, Mayor's Office

"On the Road" Kerouac Weekend

The Programs and Promotional team working on Fresh City Life secured capacity crowds and regional and national media attention for the first collection of programs in 2007: *The Beat Goes On* and "Kerouac Weekend." From Friday, January 5 through Sunday, January 7, the Blair-Caldwell African American Research Library and Central Library combined hosted nearly 1,500 guests for the following programs/events:

- **Pull My Daisy**, the classic beat film hosted by the film's music composer David Amram, attendance: 150
- **Denver At Last**, the opening ceremony for the On The Road Scroll Exhibit. David Amram accompanies spoken-word readings of Kerouac's work, attendance: 425
- **The Musical Roots of Kerouac's Prose**, live concert featuring composer David Amram, Freddie Rodriguez, Artie Moore and Tony Black at El Chapultepec Jazz Club, attendance: 250
- **Jack Kerouac in Denver**, an urban hike through Downtown, Five Points, Curtis Park, Lower Downtown and Rail Yard neighborhoods highlighting some of the most important literary settings for Kerouac's and Neal Cassady's works, attendance: 300

- **From Kentucky to Colorado**, The Literary and Journalistic Legacy of Hunter S. Thompson, A tribute to the late, great Hunter S. Thompson who was deeply influenced by the writings of Jack Kerouac, attendance: 250

Please see the impressive number of articles on this wonderful programming and exhibit in your packet.

Snow Closures

The record-breaking holiday blizzard and unprecedented back-to-back snowstorms Denver experienced over the past several weeks challenged our resourcefulness and ability to respond to such severe weather. Our libraries understandably closed during the most extreme weather.

I would like to recognize the extraordinary efforts staff made to re-open our libraries for business at the earliest opportunity to serve our customers. Everyone faced challenges commuting to work and balancing home and work responsibilities. Special recognition goes to the maintenance crew who were on the job in the middle of the night to plow and clear the parking lots so we could open for business and to the maintenance crew who discovered and fixed a leak in the hot water heating pump at Central Library. It is a testament to their creativity and dedication that the problem was resolved with minimal impact within a few hours on a holiday weekend after significant snowfall.

I would also like to acknowledge the extraordinary contribution that Sarah Stein made to AskColorado during the blizzard days on December 20th and 21st. All of the library districts in the Front Range area were affected by the blizzard and closed as a result. AskColorado was able to remain open to serve the residents of Denver and Colorado due to several librarians who volunteered their time and continued staffing the service from their home computers. Sarah was one of those librarians. Because of Sarah's help during the blizzard, AskColorado was able to help many people who were desperate for information related to surviving the storm, or helping other people survive the storm. Sarah helped several travelers that needed highway information and how to find shelter from the snow in Brighton. Thanks to Sarah and all the staff who went above and beyond to provide excellent service under difficult circumstances.

Amendment 41

It is the opinion of the City Attorney that Home Rule Counties and Municipalities (including Denver) that have their own ethics code covering the same topics as Amendment 41 are not subject to the new state amendment. This would mean that library employees are subject to the City's Code of Ethics rather than Amendment 41. Of course, all opinions on this topic are subject to change based on what happens in the State Legislature and the Courts.

Staff Publications

The Fall 2006 issue of *Colorado Libraries* includes two articles written by DPL staff. The issue called "Changing Faces" describes some ways librarians are serving people and building collections for new populations of library users. Mike Eitner has written an article entitled "The Vietnamese Collection at the Denver Public Library: Evolving Needs and Preferences." Pilar Castro-Reino, Barbara Gross, Julia Rea, Sherry Spitsnaugle, Sue Christensen, and Becky Russell collaborated on an article entitled "A Library For All: Denver Public Library Designs Services to Meet the Needs of the Hispanic Community." Copies of *Colorado Libraries* have been included in your packets.

Agenda Item 9b

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Denver Public Library -- 2006 Accomplishments

While 2006 was a year of great transition and continued budget cuts for the Library, once again the staff rose to the challenge with a long list of accomplishments demonstrating their considerable talent and creativity.

Customer Service

- Implemented New Hours beginning January 1, 2006
 - Consistent opening/closing times
 - One-shift schedule
 - Additional days at Barnum, Hadley and Montbello
- Achieved 2006 Incentive Plan goals
- Increased usage of collections, services and programs:
 - **circulation** by 6% YTD
 - attendance at **children's programming** by 12%
 - **Summer of Reading** participation by 14% (total of 26,755 participants)
 - attendance at **Fresh City Life** programs by 50%
- Increased denverlibrary.org usage. Based on the 1st 3 quarters of 2006, our projected use will be:
 - **Overall:** 37,674,000 online transactions: 20% increase
 - **Web:** 15,564,000 page views : 22% increase
 - **Catalog:** 20,704,000 searches: 20% increase
 - **Databases:** 1,406,000 searches: 10% increase
 - **Summer Reading sites:** 37,000 page views:35% increase
 - **After School is Cool and Super Saturdays:** 7,500 page views: 674% increase
 - **Fresh City Life:** 90,000 page views
- Checked out 36,300 **eBooks and Audio eBooks** (downloadable books and audio books), in the first 11 months of 2006
- Increased the number of **Read-Aloud** sites to 300
- Launched a number of important **exhibits**, including Pueblo Treasures, Chain Reaction: Chicano and Latino Art in Colorado; All Together Now, 1940s-2000s, the works of Mel Strawn; Classic Colorado Architects; Gallery of Galleries at the Denver Public Library; Association of American Editorial Cartoonists; and an exhibit about Michael Graves' Design of the Central Library to coincide with the opening of the Hamilton Building
- Completed **Spy Files** processing and made collection accessible to public
- Implemented **featured title book collections** at 3 additional branches and the Central Library
- Created a virtual tour of the Central Library, with detailed information about the building, its architecture and art including an animated tour of the Ruscha mural
- Provided 9 more **e-newsletters** for a total of 20, to our customers. Increased the number of subscribers to 23,000, up from 11,600 at the beginning of the year
- Designed and implemented a new **events calendar** to help customers easily learn about what events are happening at DPL
- Totally redesigned the **Western History web site**
- Replaced 70 computers through the City's **computer replacement** plan. Replaced 110 additional public PCs through a Bill and Melinda Gates Foundation grant. All of the Library PCs will now be part of the City replacement plan and will be on their 5-year replacement cycle funded by the City IT budget

- Matched the records of **WorldCat** with our catalog to provide more accurate information when our customers search WorldCat for InterLibrary Loan requests

Partnerships

- Improved relationship with **Friends Foundation**
- Improved relationship with **City Government**
- Expanded media partnership in **Spanish Language media outlets**
- Partnered with **Qwest Communications** for on-line safety program
- Secured partnership with **Mayor's Office of Education and Children** for child care provider training in 2007
- Developed new partnerships with **Summer Scholars, Denver Zoo and Parks and Recreation** for Summer of Reading
- Partnered in City-sponsored programs: **Doors Open Denver, Mayor's 5 by 5, Dia de los Ninos, Hot Dam: Arts at Altitude and One Book, One Denver**
- Partnered in the "**DPS Lights on After School**" program and the "**Denver Quality After School Coalition**"

Innovation

- **E-Flicks.** DPL was the first library in the country to launch downloadable movies for its customers. In the first 8 months over 4500 movies were checked out, with a collection of only 194 titles!
- **Story-Time podcasts** for parents and children. There are now 38 stories available. In the first 3 months of the service customers downloaded over 3800 stories, an average of 88 "listens" per story
- **RSS feed:** Library news can now be delivered automatically to a customer's PC or portable device via a "news reader." This will alert customers when new programs, services, and information are posted to denverlibrary.org
- **Google Scholar** allows customers who search Google first to find some of DPL's subscription content in their search results
- Our teen website, **eVolver**, has its page on MySpace for teens to find. eVolver's MySpace page has 184 "friends" and growing and is clearly THE library MySpace that is discussed at conference presentations and on "blogs" about new library services to teens
- **Online purchasing via credit card** makes it easier for customers to purchase Western History digitized photos, purchase event tickets and donate to the Library

Efficiencies

- Improved the speed, stability, and security of the **Library's network** through a redesign and installation of new equipment. The changes allow for access to the City's internal network for administrative functions such as payroll and purchasing
- Replaced the **mainframe server** which runs our catalog and circulation systems, improving the speed of circulation transactions
- Installed an **automated return and sorting system** in the Circulation Department at the Central Library. At the book drop on 13th Avenue, customers can feed their items into the system, where they are removed from the customer's card, and a receipt issued. The items go down a conveyor belt and are sorted into three bins based on what needs to happen to them next
- Launched **ILLiad**, an Interlibrary Loan Management system. The new system allows customers to monitor their ILL requests and should allow us to increase the number of ILL requests per FTE next year, while maintaining or improving the current turnaround time. This efficiency comes at a time when our ILL borrowing has increased 10% this year, while Prospector borrowing (from

neighboring library systems) has increased 5%. We have also increased our lending to other Prospector libraries by 76%

- Reduced backlogs in receiving, processing, and cataloging, achieving a 48 hour turnaround time from receipt of materials to customer availability. The increased efficiency of the department is reflected in a recent month when TS processed and converted 30,000 items in one month, something not done in 2 ½ years
- Introduced several improvements to Facilities Maintenance resulting in improved response time and more efficient and effective work flow:
 - zone maintenance
 - drop shipping custodial supplies at branches
 - Web-based work order system

Funding

- Increased the 2007 General Fund budget and Supplemental Budget by \$2.4 million resulting in the addition of 20.75 new FTE and 52 more hours of service per week
- Total funds raised: \$2,300,000. Highlights include:
 - Direct Mail: over \$90,000 YTD, additional \$30,000 anticipated from year-end campaign
 - Grants: \$1,190,000
 - Largest grant received was \$960,595 for Tu Biblioteca Hoy from Institute of Museum and Library Service (IMLS) for a three-year period
 - Pioneer Fund Grant in the amount of \$103,000 for children's programming
 - Johnson Foundation Grant in the amount of \$50,000 for Summer of Reading
 - Multiple customer gifts in recognition of excellent service (Bear Valley, Ford, Park Hill, Robinson)
 - Events: \$100,000
- **Total In Kind contributions: \$1,244,000**

Planning/Future Direction

- **Completed Implementation Plan Draft**
- **Completed Infrastructure Task Force Priorities Proposal**
 - Met with many stakeholders, garnered significant support
 - Solicited partnerships with developers in Stapleton and Green Valley Ranch

Staff/Volunteers

- Filled 145 positions
- Over 1000 attendees participated in in-house training
- 184 new volunteers joined the Ambassador Program

Awards

- Fresh City Life was nominated for Downtown Denver Partnership Award, received Honorable Mention
- Summer of Reading won third place in the Colorado Association of Libraries competition
- Four DPL Staff were recognized for their excellent service to AskColorado, the Statewide 24/7 reference service
- Our two web sites devoted to children and teens, Secret Wonder Web and Evolver, were named the Colorado Association of Libraries Web Site of the Year
- DPL received the WebFeat Presidents Award for Innovation on our web site in 2006