

AGENDA
The Denver Public Library Commission
Regular Monthly Meeting
Thursday, August 16, 2018, 8:30 a.m.
Denver Central Library
7th Floor Training Room

1. Call to order.
2. Introductions.
3. Approval of Minutes from July 19, 2018, Regular Library Commission Meeting.
Commission
4. Public Comment Period.
5. Report of the President and Members.
6. Report of the Friends Foundation. Pam Jewett and Jeff Riley
7. Report of the City Librarian.
8. Understanding the Library Part 1: Metric Trends. Seana O'Grady
9. Library Commission Strategy and Structure Discussion. Carlos Martinez
10. Library and Friends Foundation Partnership Discussion. Carlos Martinez
11. Other Business.

Agenda Item 3

Requested Action: Approval

MINUTES
The Denver Public Library Commission
Regular Monthly Meeting
Thursday, July 19, 2018, 8:30 a.m.
Denver Central Library
7th Floor Training Room

Present: Alice Kelly, Mke King, Rosemary Marshall, Laurie Mathews, Carlos Martinez, Sonya Ulibarri

Excused: Greg Hatcher, Cathy Lucas

Staff: Denise Boothby, Rebecca Czarnecki, Rachel Fewell, Michelle Jeske, Susan Kotarba, Elaine Langeberg, Zeth Lietzau, Amber Lindberg, Erika Martinez, Ron Miller, Joe Mills (SC), Sherry Spitsnaugle, Bria Ward, Katie Wheeler (SC)

Guests: Dawn Schipper, Friends Foundation; Sam Hosfelt and Michelle Sandoval, Swinerton; Vicki Hellmer, future Commissioner

1. Call to order.
President Mike King called the meeting to order at 8:33 a.m
2. Introductions.
Commissioners, staff and guests present introduced themselves.
3. Approval of Minutes from June 21, 2018, Regular Library Commission Meeting.
Commission
The June minutes were approved as written.
4. Public comment period.
N/A
5. Report of the President and Members.

Commissioner Ulibarri noted that nominations are being accepted for the Latino awards. She encouraged Commissioners that if they were submitting or knew of others who were submitting nominations to finalize them and get them in. There are a few proposed changes specifically related to the geographic focus of the award. Ulibarri would like to present those potential changes in the fall.

Commissioner Mathews reported on attending the last Staff Council meeting. The elimination of Elitch tickets as a prize for Summer of Reading came up at that meeting as well. It was mostly neutral commentary, just noting how the elimination shifted the dynamic of the program in certain ways. King reiterated his previous sentiment that it's too bad that the tickets were removed as an incentive. Jeske noted that registration is going well and the

changes in the program are to help drive kids towards completing the program and staying engaged with learning. Mathews also noted that Staff Council does a good job keeping her up to date and mentioned that she knows City Librarian Jeske and Chief of Staff Boothby are participating in an 'Ask Me Anything' session with Staff Council tomorrow.

6. Election of Officers for 2018-2019. Michael King.
 - a. Recommendation of the Nominating Committee
 - b. Election of Officers

King noted he is very excited to see the slate of officers and feels comfortable about the future of DPL with all nominated at the helm. It is proposed that Carlos Martinez serve as President, Alice Kelly as Vice President, and for Cathy Lucas to continue as Secretary. King asked if there was any discussion on the vote. In the absence of any discussion King called for a motion. Upon motion by Marshall and second by Ulibarri the slate was approved.

King congratulated the new officers and offered that he was happy to help with any transition needs.

7. Approval of Resolution of Appreciation for Mike King

Jeske read the resolution of appreciation for King and a motion was called. Upon motion by Martinez and second by Kelly all voted in favor of the resolution. King was presented with a picture of Sam Gary Branch Library as he had been instrumental in that branch becoming a reality. King noted his debt to the library stating how it contributed to his development throughout his life. He expressed his appreciation for the library team, Commissioners, staff, and Friends Foundation and how he has enjoyed working with everyone. King noted that he will always be a friend to the library. He is thrilled to have Vicki Hellmer taking his spot. He concluded by thanking everyone and noting he saw great things in the future of the library.

8. Report of the Friends Foundation. Michelle Jeske

Jeske noted she was filling in for Friends Foundation President Pam Jewett who is on vacation. Jeske reported that Laurie Romer resigned but that all is well. Jeske is working closely with Jewett and Friends Past President Gay Cook to make sure they are getting the support they need. The new Executive Director Jeff Riley has been fully apprised of the situation and is aware he is coming into an understaffed team with two full time FTE he can hire. The only other update for the Friends is to mention that the Nominating Committee is doing great work and Jeske will let Jewett speak to that at the next meeting. Mathews noted that she has heard great things about Riley and is excited for the Friends.

Lastly Jeske circled back to the idea of forming a working group that had been discussed at the joint retreat. That will start coming to fruition as Riley comes on board.

9. Second Quarter Financial Report. Ron Miller and Amber Lindberg

Amber Lindberg introduced the Financial Report and asked the Commissioners to note the new format and to let her know if there were any areas to enhance. The report has changed because of the accounting update with the City in 2017 and that has precipitated some changes. Lindberg feels there are opportunities to look at what is being reported to the Commission.

There are three financial reports that include information from the first two quarters of the year, January 1, 2018 through June 30. DPL has spent about 46% of its budget this point which is where the organization should be mid-year. Some funds have been

reallocated for bookmobiles we are purchasing and we have teams working on wrapping and outfitting those vehicles.

All of DPL's General Fund comes from the City. The Special Trust Fund money is generated by the library through fees, grants, etc. Anything not spent from this fund annually rolls over to the next year. Some of this money is earmarked and some is not.

Lindberg called attention to the fact that the Friends Foundation transfers are notably above where they were in 2017. This is due to a modified approach to how DPL requests transfers from the Friends. DPL now requests funds quarterly rather than annually which aligns better with the needs of the library.

The miscellaneous line in Statement 3 is eRate revenue which are discounts offered to libraries and schools for telecommunications and internet services. What is listed are rebates DPL received this year. This depends on what projects the library is involved in that year.

Lindberg opened the floor to questions.

- Question: Does the eRate rebate only come once a year?
It really depends on the projects DPL is working on and so we may not even get a rebate every year. DPL has to bill the federal government after completing and paying for projects. DPL's Comcast bill is something that eRate pays for. Expanding the wireless system is an example of a variable project.
- Question: When budgeting for the year do you just divide by 12 or project how much is needed for certain months?
The budget is broken out month by month as there is no ability in the budgeting software to apportion different amounts at different times. Once again, it's part of the reason for the change to quarterly distributions with the Friends so that transfers match outflows more closely than they have in past years.
- How might we expect to see bond funds added into this report?
Bond money will be held by Friends and transferred at the appropriate time. There will be a special use transfers line. If it becomes significant enough we'll split it out to its own line.
- If money to fund the \$12 million gap comes in through the Friends, is there an expectation in writing or in general that there is some small fee that comes off that money to support operating costs?
Jeske replied that new leadership needs to be in place to finalize those types of details.

The Commission thanked Lindberg and Miller for their work.

10. HR Report. Bria Ward

HR Director Bria Ward introduced the new HR report which will be produced quarterly for the Commission. Ward went over the report noting some highlights:

- DPL has 750 total employees including part time and full time.
- The difference between total employees and position numbers is due to the fact that some people hold two positions.
- DPL has 12-15 job openings at any time.
- In the second quarter turnover is at 3.7% and 5% in the first quarter. Annual turnover is about 5%. To compare, the national turnover rate is around 19%.

In the Denver/Boulder area it's about about 12.5% and in the City and County of Denver it's about 14%.

- HR has a cross-functional team focusing on ergonomics and safety in the workplace.
- There is about 12% of staff approved for leave at any time and this includes intermittent leave. This number means staff is approved for leave not that 12% are out at any given time.
 - It was asked if the number of employees out on Workers Compensation was high. Ward responded that it's actually lower than past years and pretty typical given the manual labor involved in a number of positions.

With no questions on the statistics, Ward went on to mention that HR is revamping the annual performance review process. DPL is moving from a paper based system to an online tool. HR is also introducing a three part management training series for all people managers.

The HR team is also excited for the all staff learning and recognition day on October 8 which they are heavily involved in planning. This helps drive employee engagement and it is an opportunity to recognize staff. DPL has an annual staff recognition event on a smaller scale on the off years and holds an annual staff picnic.

11. GO Bond Update. Michelle Jeske

Things are starting to move with the bond. June 27 was the first borrowing of funds and there will be three years to spend that money. Jeske has participated in two risk workshops with other staff. One was focused on Central and the other was focused on the three branches that will be renovated first. They were four hour sessions with people from bond management and Public Works.

In the risk workshops many elements were discussed and taken into consideration. The branches don't have the same financial constraints as Central does where there are insufficient funds to complete phase one of the project. There is an aggressive schedule to manage these four projects and a three year timeline that includes no additional staff. There are concerns about getting subcontractors to do work in this climate.

Communication and keeping staff and the community well informed was also identified as an important part of the process. These workshops were professionally managed so DPL will receive a risk register with all of this information to use and keep in mind as we move ahead.

Jeske has seen some tentative schedules that raise some concerns but we believe there is some opportunity to adjust. The idea is to start the design phase with the three branches in October. Construction would then start in November 2019 and go into into April 2021. It's a lot to manage simultaneously. There is a meeting in August about procurement and how to move ahead with architects and contractors. We will have a better opportunity to reset those schedules and see what works for us. There is continued concern around lack of staffing on the City side. We are working hard to get a dedicated project manager for Central. We do have a dedicated branch project manager for the three branches and have met with her a couple of times. The next steps are scheduling walk throughs of all four locations with the City and bond people to help prepare for RFQs.

Central will remain open during the renovation but branches will close. It usually takes between 6-8 months to complete a branch. We are trying to think about what can be

accessed or moved from Blair-Caldwell during the renovation for continued customer support.

- Question: How are staff redeployed during times of closure?
In the past they are redeployed to other locations. Typically we try to staff up at geographically close locations. This is also sometime a learning and growth opportunity for staff.
- How do we communicate the closures and other options for library users?
We tend to focus on sending people to the closest open branch however if it makes sense we should consider recommending other service providers as well. Byers and Blair-Caldwell serve a lot of vulnerable populations. Communication about closures was one of the identified risks and creating a plan was part of that mitigation. We will try to have a plan a year ahead of expected closures.

The Commission expressed their appreciation for the monthly updates.

12. Report of the City Librarian. Michelle Jeske

Jeske attended the Mayor's State of the City address. The library was mentioned positively in the address several times. It was also noted that the City would be taking on a race and social justice initiative.

DPL is still working on how to get a new or improved library in Westwood.

DPL will be presenting to the Mayor about the 2019 budget request in about three weeks. We have received a few approvals ahead of time which is standard. All of our capital equipment replacement requests may have been approved. This includes lowering more shelving at Central and more compact shelving for the 6th floor. It also includes our plan to remove fines at the start of 2019.

DPL has received significant media attention recently. CNN has been here the last three days and did some filming at the State of the City. They are doing a piece about women who are impacting their communities. DPL has also been featured on 9News about our book bike, Wheelie, and our second annual book recommendations based off of customers' tattoos.

Discover your Library is next week. Please let Erika Martinez know if you plan to attend. Some sessions will have a target audience and others will be a mix. This first session we invited City leaders and are expecting about 20 people.

The final recognition policy that was approved at the June meeting is included in your packet as it includes the amendment King suggested that was part of the approval.

Vicki Hellmer will join Commission August 1.

13. Other Business.

King read a note from Diana DeGette commending DPL on a recent award. He then thanked the Commission and DPL again. He acknowledged what a great team exists at the library. King said that he looks forward to seeing how we connect to future generations.

The meeting was adjourned at 9:47

Minutes submitted by Rebecca Czarnecki on behalf of Cathy Lucas

Agenda Item 7

Requested Action: Receive Report

City Librarian Report

Coming up



Wikipedia Edit-a-thon

Denver Public Library has partnered with ArtHyve several times on Wikipedia Edit-a-thons and has another event coming up to help research and write Colorado's artists into Wikipedia. The goal is to ensure our state's art scene is documented and represented in this important well-used resource. Volunteer librarians and archivists from ArtHyve and

Denver Public Library will guide participants in researching Colorado historical and contemporary artists. They will teach people how to edit Wikipedia and write articles that meet neutrality and notability requirements. This event is also a collaboration with RedLine and an Assistant Professor and Art Librarian at the University of Colorado Boulder. It takes place on August 18 11 a.m.-5 p.m. at Redline.

Tech Job Support

Technology Employment in Colorado Partnership will offer individual job help sessions at the Central Library in August and September. People can also receive one-on-one assistance with a professional from Denver Workforce Services including personal coaching on business communication and interviewing skills. No registration necessary. First come, first served.

Tuesdays August 21, September 6 and 20, 10:30 a.m.-12:30 p.m.

Central Library Floor 4, Large Classroom, Community Technology Center

Thursdays, August 9 and 23, September 6 and 20, 2-4 p.m.

Central Library Floor 4, Large Classroom, Community Technology Center

International Overdose Awareness Day

On August 31, Denver Public Health & Environment and Denver Public Library will host an event for International Overdose Awareness Day at the Central Library. Last year, Denver lost 201 people to drug overdoses, a 15 percent increase from the year before, and we are unfortunately on pace for similar numbers this year. As Mayor Hancock said in his State of the City speech recently, we need to do better. As part of the event, Mayor Hancock and his appointees will be trained on how to administer Naloxone/Narcan, a life-saving drug that is administered in the case of an overdose.

Recent News

Online Meeting Room Reservations

You can now reserve branch library meeting rooms online! Rooms can be reserved no less than 24 hours in advance of the present time, and 90 days out from present date. It is the public's responsibility to contact staff within 4 days of making the online reservation to pay or the room will be released.

Rooms at branch library locations cost \$10. Fees are non-refundable and non-transferable unless the library initiates a cancellation. Rooms at the Central Library require custom interaction with Central booking staff and there are no fixed prices.

Also Available with your Library Card

Denver Firefighters Museum Passes

Housed in the original Firehouse Number 1 since 1909, the Denver Firefighters Museum offers outstanding exhibits on the history of firefighting in Denver, focusing. The new library card pass for this museum is valid for a party of up to 4.



Fix-A-Flat Pilot Program

To help Denverites stay safe and active on their bikes, the Community Active Living Coalition has partnered with Denver Public Library for the Fix-A-Flat Pilot Program, providing bicycle repair kits for two-hour checkout at:

- Athmar Park
- Byers
- Ford-Warren
- Ross-Barnum
- Ross-Broadway
- Sam Gary
- Schlessman

Each kit contains basic tools to repair tires or make adjustments to your ride:

- 1 dual-valve pump with pressure gauge for inflating tires
- 1 set of allen wrenches for minor adjustments
- 1 adjustable wrench for minor adjustments
- 1 set of tire levers to remove/replace a tire
- Tube patches, sandpaper and glue for patching a hole in a tube
- Illustrated instructions (English and Spanish) for fixing a flat tire

Books + Ink

Thanks to Sherry Spitsnaugle for this write-up

The library partnered with Certified Tattoo Studios for an event, August 5, which garnered considerable media attention, funds for the Friends Foundation, community engagement and countless feel-good stories. Nando Mondragon, owner and president of Certified, grew up going to the Athmar Park Branch Library and is a self-proclaimed bookworm. Incarcerated at age 18, today he says he wants to give back to the library and city he loves.

Some 120 people, from all walks of life, were inked with 150 tattoos—including the DPL logo—at the Rodolfo “Corky” Gonzales Branch Library. “Every tattoo has a story,” was one of the themes of the event, and the quote proved to be true.

A mother/daughter duo both got tattoos and said they loved the idea of supporting the library. “We love ink at the library and ink on our bodies,” said Bonnie Herman. Another woman from Aurora convinced her friend, a gay man living in Wyoming, to come to the event. They each got matching “Still I Rise” tattoos, inspired by Maya Angelou’s poem. The young man told a *Westword* reporter, “The tattoo will give me the daily encouragement I need as a gay man living in Wyoming.”

The event was spearheaded by Annie Kemmerling, library manager of innovation and strategy, and was a successful collaboration with many DPL staff.



Melissa Dewitt, librarian at Regis University, gets inked with her first tattoo ever, at the Rodolfo “Corky” Branch Library, Aug. 5.

Denver Days Celebrations

Denver Days is an annual program that encourages neighbors to get to know neighbors by hosting block parties, picnics and service projects with the focus on small, organic gatherings. And since the library has locations throughout Denver and we are working hard on community engagement, it’s the perfect time and place for Denver Days events. The library hosted over 25 events in 2 weeks including concerts, children’s programs, ice cream socials and more. All

library directors participated in events across the city to support staff and get to know our neighbors.



New Exhibit Showcases Library

Treasures A new exhibit at the Central Library on the 7th floor features the best of our 5,000-piece art collection. A Visual Rendezvous is curated by Deb and Warren Wadsworth and features paintings, prints and sculptures from the Western Art Collection. Categories such as nineteenth century, Works Progress Administration, Latino, Western photographs, Native American and recent acquisitions help viewers better understand the breadth and depth of the collection.

To make certain that the exhibit contains representative works by significant regional

artists, Deb and Warren donated several pieces from their collection. In addition to Deb and Warren, the Western Art collection has had many advocates over the last hundred years, beginning with the philanthropist Anne Evans who initially encouraged the library to develop the collection. Evans is one of the founding members of the Denver Artists Club and served on the Library Commission, of which she was the first female president.

The exhibit opens in mid-August and will be on display for the rest of 2018.

Stories of Impact

Community Technology Center:

I want to thank the library and staff for the computer, copier and services on the 4th floor at the Central Library. I have been job searching since May 2016 and without having a computer at home that could process online employment applications, the computer center was a lifesaver. Also, to be able to scan, copy and print documents needed to accompany applications was a great service. The staff (Mr. James) was also helpful to troubleshoot. I took a LinkedIn tech class and that was great as well. An application I submitted in early January while at the library has resulted in a permanent position for me, so once again, thank you!

Hadley:

Two young adults first came to the ideaLAB by their therapist who was looking for a positive outlet, as their parents went through a divorce. They have since become Hadley regulars. One sibling has become a textile specialist, making a tote bag independently and creating his own shirts. The other has become an expert solderer and is so good that she's a great resource to train others. When she hears someone asking for help with ironing, sorting perler beads or soldering, she jumps right in. They have both said repeatedly that this is a place where they feel safe. In the lab, they feel like they can be themselves and try new things. Once they were set loose on the resources in the lab, these youth have blossomed.

Highlights by Erika Martinez, Communication and Community Engagement

Community Engagement - We continue to meet with City agencies, nonprofits and businesses to go over the Our Denver summary, which covers the information we gathered from community conversations held system-wide in 2016-2017. We also produced and are starting to disseminate the Our Park Hill summary, which dives deeper into community engagement in our Park Hill and Pauline Robinson branches in Park Hill and Northeast Park Hill, respectively. The team is preparing to host another 20+ community conversations to continue learning about Denverites' needs and wants.

Grants & Partnerships - We completed the first Discover Your Library session for City Agency leaders, providing insight into DPL's mission, vision and focus areas, as well as highlighting the SM Energy ideaLAB and lab expansion throughout the system. We added a 10 hour/week Grant Assistant, Gina Wencel, to our team to assist in grant writing and administration duties, adding to our organizational capacity to obtain grant funding for important work being done at DPL.

Communications - The team recently completed an assessment of DPL's digital newsletters and is making recommendations for a revised strategy. The new strategy builds on the success of DPL's digital assets (website and blogs) and reaches into new affinity and topical groups. The division recently took over newsletter production from the Digital User Experience team, allowing content to be created and shared among all of the library's communication platforms.

Plans are being finalized for the Latina Legacy Circle Induction Ceremony, held this year on Aug. 23, 5:30-7:30 p.m. at the Rodolfo "Corky" Gonzales Branch Library. The Latina Legacy Circle is pleased to welcome Anna Jo Garcia Haynes, Irene Griego, Cecilia Mascarenas, Judy Miranda, Anna Orozco Flores and Rosemary Rodriguez.

The Latino Community Service Award Ceremony will be held Saturday, Sept. 22, 1-3:30 p.m. at the Gonzales Branch Library. Honored this year will be Dr. Michele Trujillo, winner of the Lena L. Archuleta Community Service Award; Anthony Aragon, winner of the Eric J. Duran Community Service Award; and Dr. Renee Fajardo and Carlos Santistevan, recipients of the César Chávez Leadership Hall of Fame award. The ceremony is part of the Latino Heritage Month celebration.

Marketing - Wayfinding is almost complete at Central making it easier for customers to get around. The Summer of Adventure advertising campaign which includes king sized bus ads throughout Denver, Rocky Mountain PBS commercials and magazine coverage in Colorado Parent, will wrap up this August as Summer of Adventure ends August 11.

Select City Librarian Activities

Mayor/Council

- Presented 2019 budget request to the Mayor and his team
- Discussed Central safety concerns with Councilman New

- Updated Safety, Housing, Education and Homelessness Committee of City Council on library

Library Commission

- Met with Commission President Martinez to discuss Commission plans

Friends Foundation

- Met with Friends Foundation Board leadership and staff to plan for Executive Director Jeff Riley
- Helped onboard Jeff

Community Engagement

- Attended multiple Denver Days events including ones at Broadway, Eugene Field, Ford-Warren
- Attended Books + Ink fundraiser at Gonzales
- Continued to meet with Latino Cultural Arts Center
- Met with Barton Institute of Philanthropy and Social Enterprise Director
- Participated in Metro Denver Chamber Foundation's Access Denver
- Presented to City of Denver leaders in first Discover Your Library series
- Presented on use of data for decision-making for Colorado Chapter of Association of Strategic Planners
- Attended Women's Forum of Colorado new member reception

Activate!Denver Facilities Master Plan

- Met with City and other agency heads regarding ADA compliance
- Participated in multiple Elevate Denver GO Bond meetings
- Met with History Colorado to discuss naming and recognition

Early Learning and Out of School Learning

- Met with staff at Denver Afterschool Alliance
- Participated in Road to Reading Steering Committee
- Met with Denver Museum of Nature and Science to discuss collaborations

Staff

- Met with staff from Books and Borrowing, Collection Development, Interlibrary Loan, Community Technology Center, Digital User Experience and Pauline Robinson
- Met with Staff Council for Ask Me Anything session

Professional

- Attended Colorado Alliance of Research Libraries Board meeting
- Interviewed by CNN for upcoming piece

Dates to Remember

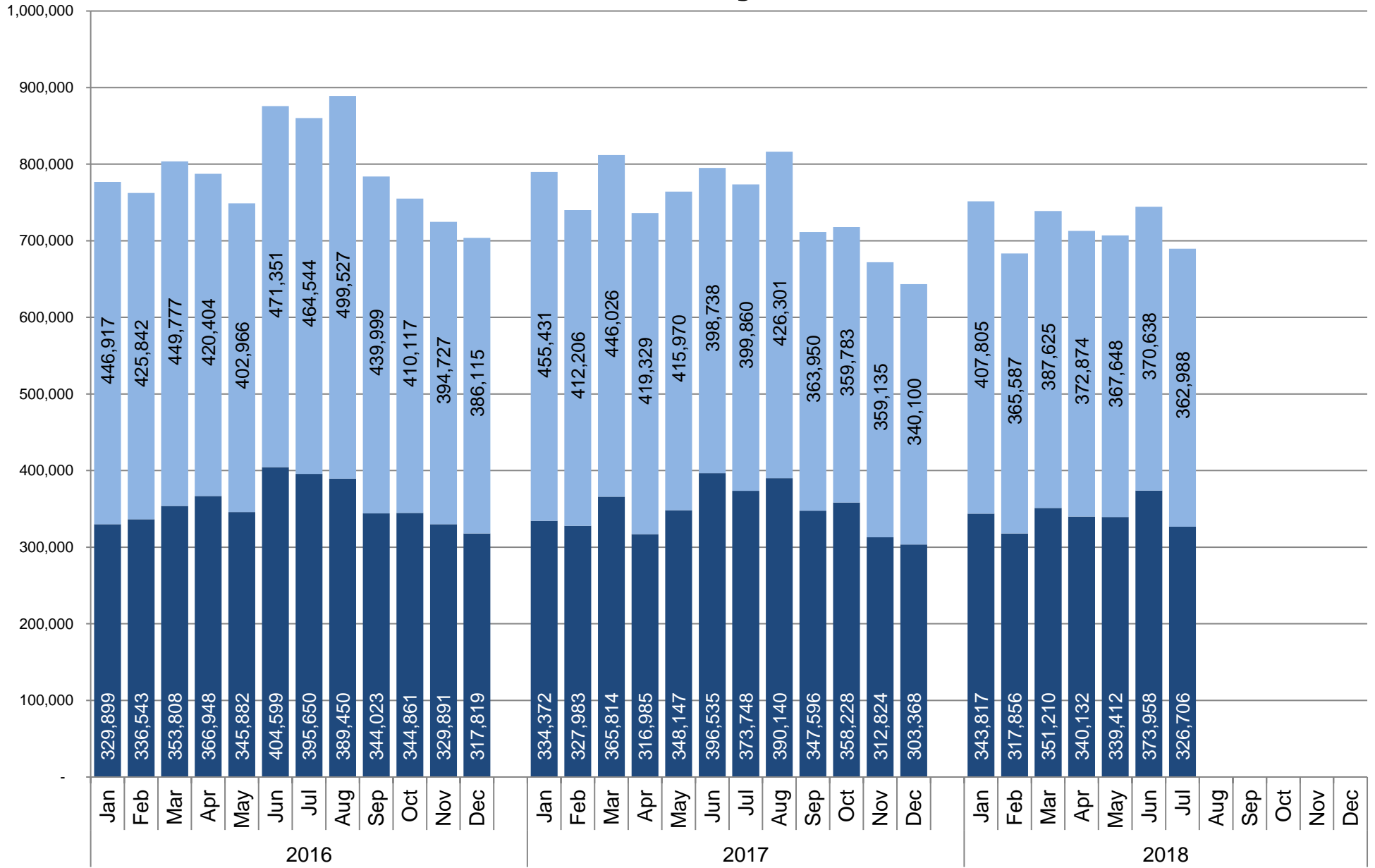
- Latina Legacy Circle, Rodolfo "Corky" Gonzales Branch Library, August 23, 5:30–7:30 p.m.
- Career Online High School Graduation, Rodolfo "Corky" Gonzales Branch Library, August 25, 9–11 a.m.

- Booklovers Ball Kick-off Party, Thursday, September 6 from 6–8 p.m., Don Yale's Home, 495 Cook St., Denver
- Eleanor Gehres Award, Central Library, Western History and Genealogy, September 11, 6–7:30 p.m.
- Discover Your Library, Central Library, Floor 7 Training Room, September 18, 7:30–9 a.m.
- Latino Awards, Rodolfo “Corky” Gonzales Branch Library, September 22, 1–5 p.m.

August 2018

Denver Public Library Total Visits By Month

■ Online
■ In Person



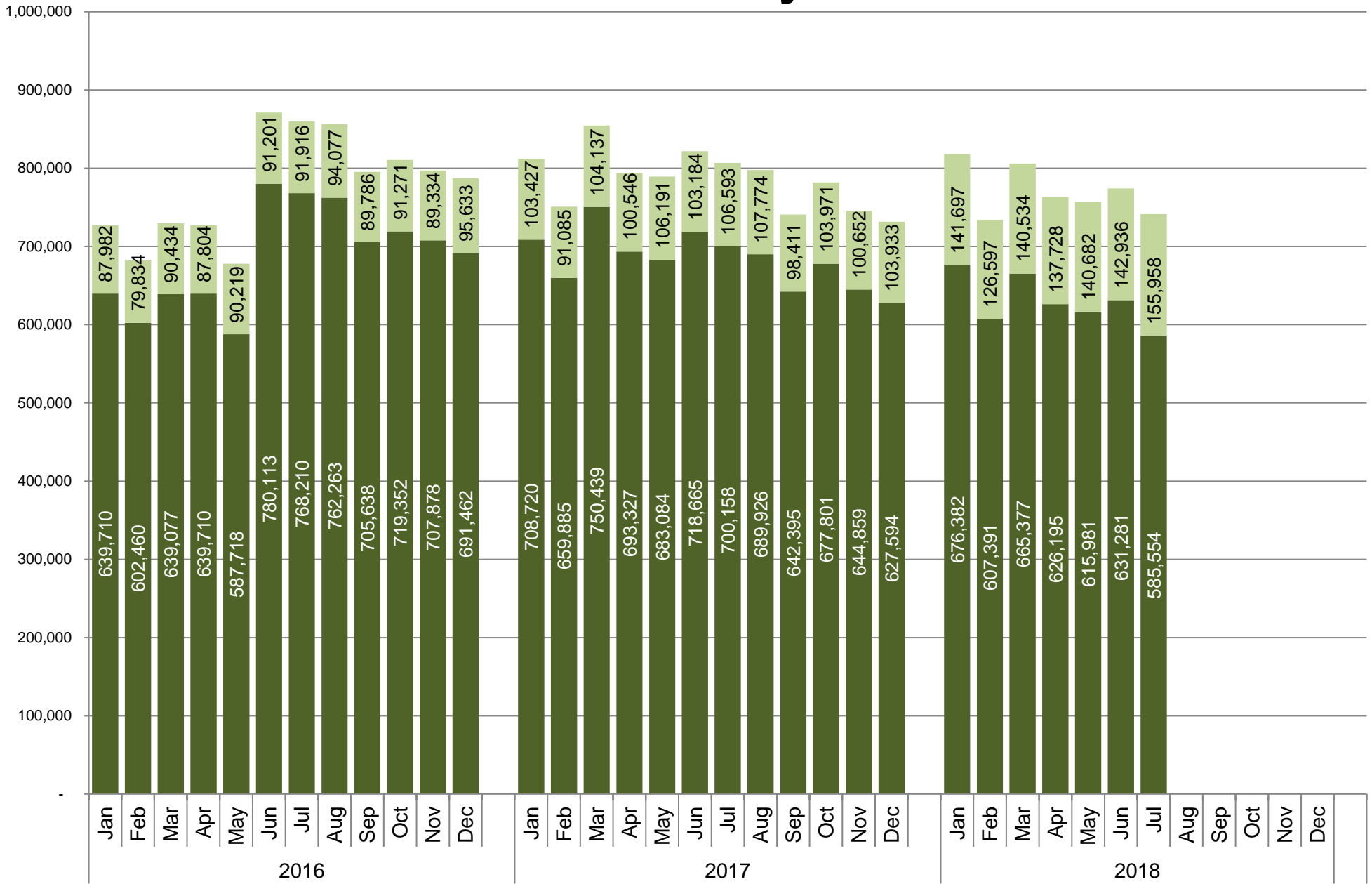
➔ Effective April 2018 Online visits have been updated to align with state and federal reporting guidelines and now only reflect visits to DPLs various websites.

Online visits - total website visits by session, as reported by DUX

In Person visits - total door count from all locations, as submitted to TrackVia Door Counts application; data collection methodology changed to be more consistent across all locations in 2015.

Denver Public Library Total Circulation By Month

Downloads
Materials



➔ Auto-renewals began on June 1, 2016.

Downloads - total downloads, including electronic books, movies, magazines, and music, as reported by DUX
Materials - total circulation of physical materials at all locations, from Polaris ILS

Denver Public Library

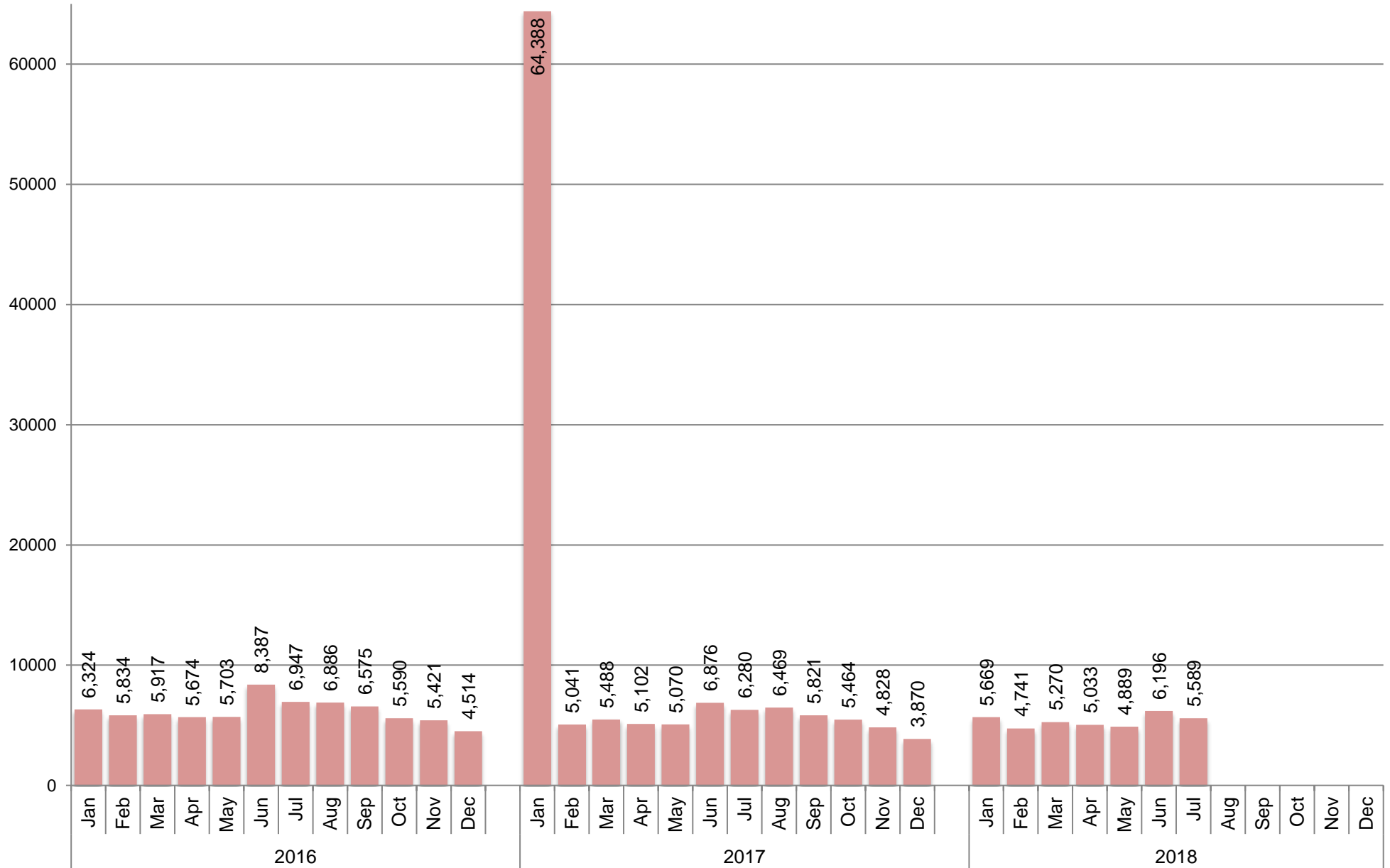
Monthly Circulation by Branch

July 2018

Location	Total Circulation	+/- Previous Month	2018/2017 Year/Year
Athmar Park	8,173	↓ (678)	↓ (5,069)
Bear Valley	27,762	↓ (2,359)	↓ (9,367)
Blair-Caldwell African American Research Library	8,028	↓ (547)	↓ (1,289)
Bookmobile	4,263	→ (128)	↓ (751)
Byers	3,528	→ (116)	→ (178)
Central Library	82,533	↓ (3,751)	↓ (19,287)
Decker	13,911	↓ (953)	↓ (1,568)
Eugene Field	21,449	↓ (3,847)	↓ (4,986)
Ford-Warren	11,528	↓ (1,156)	↓ (2,546)
Green Valley Ranch	25,095	↓ (1,985)	↓ (4,380)
Hadley	8,472	↓ (507)	↑ 7,160
Hampden	28,787	↓ (2,230)	↓ (7,232)
Montbello	9,295	→ (157)	↓ (2,209)
Park Hill	27,912	↓ (4,004)	↓ (5,517)
Pauline Robinson	5,648	→ (172)	→ (382)
Rodolfo "Corky" Gonzales	20,515	↓ (1,917)	↓ (5,953)
Ross-Barnum	7,486	↓ (795)	↓ (3,705)
Ross-Broadway	12,823	↓ (1,234)	↓ (1,851)
Ross-Cherry Creek	24,530	↓ (1,876)	↓ (3,114)
Ross-University Hills	50,672	↓ (4,217)	↓ (8,034)
Sam Gary	59,432	↓ (4,120)	↓ (9,695)
Schlessman Family	48,314	↓ (3,405)	↓ (9,730)
Smiley	19,296	↓ (1,727)	↓ (3,931)
Valdez-Perry	2,985	→ (257)	↓ (806)
Virginia Village	27,658	↓ (1,944)	↓ (5,971)
Westwood	4,412	↑ 290	↑ 230
Woodbury	21,047	↓ (1,935)	↓ (4,248)
Denverlibrary.org Downloadables	155,958	↑ 13,022	↑ 49,365
Total	741,512	↓ (32,705)	↓ (65,044)

Denver Public Library Total New Library Cards By Month

■ New Cards



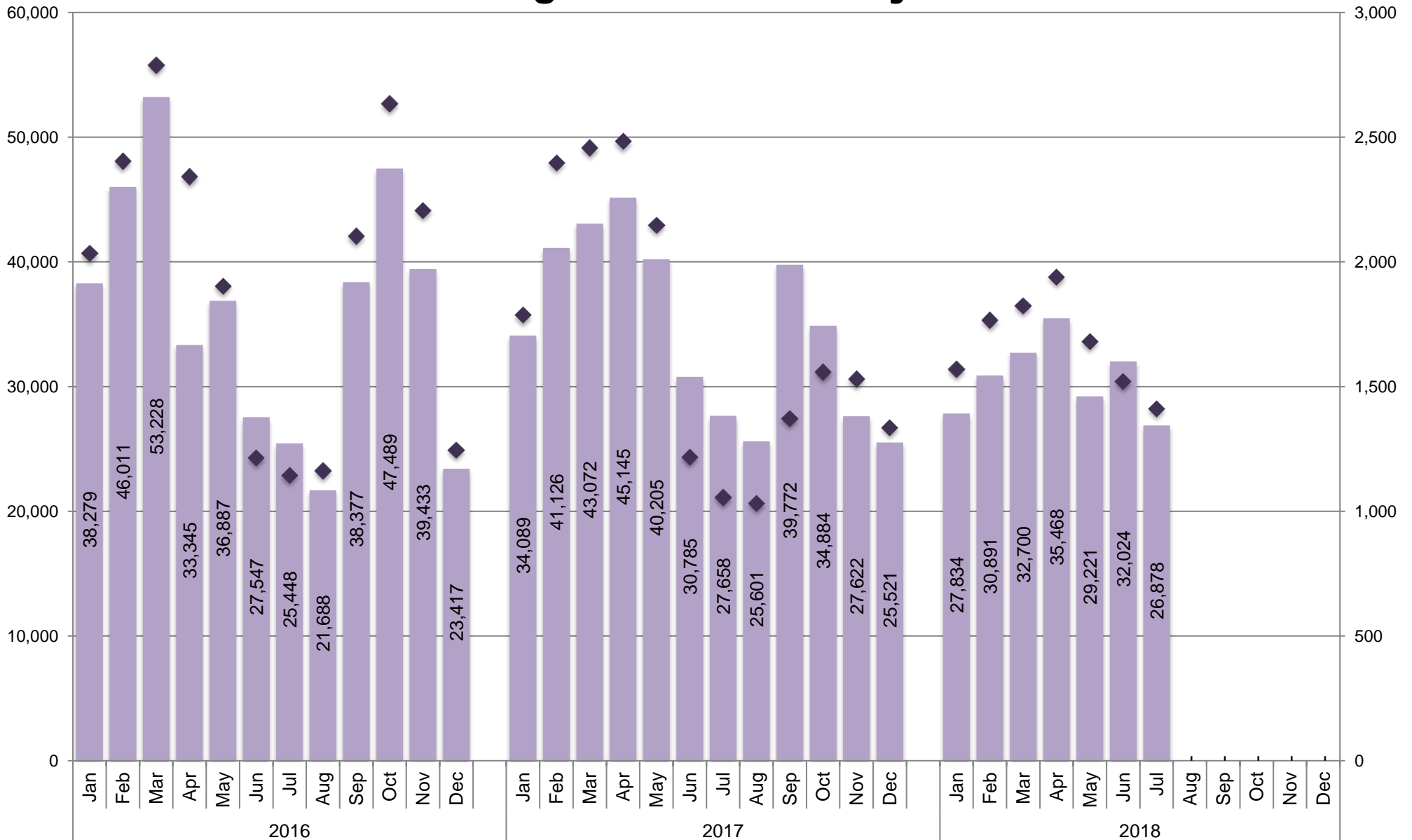
➔ MyDenver card program large DPS database upload in January 2017.

New Cards - total number of new library card registrations (including computer user only cards), as reported by IT

Denver Public Library Total Program Attendance By Month

■ Attendance

◆ Sessions



➔ Read Aloud program attendance tracking is in transition since the switch to our new Events Management system. Not all RDA storytimes are being captured properly. A solution is in the works.

Attendance - total program attendance from all locations, as submitted to TrackVia Program & Outreach Tracking application (includes programs, library events, storytimes, and tours); prior to 2015, attendance figures were not aligned with state reporting definitions and may include (Appointment Services, Exhibits, and Passive Programs).

Sessions - total number of program sessions offered (as defined in Attendance), as submitted to TrackVia Program & Outreach Tracking application



**DENVER
PUBLIC
LIBRARY**

Communications and Community Engagement

Earned Media

July 12 - Aug. 9

News:

[Mayor's State of the City](#) - Denver 8 (see reference to DPL's community resource specialists)
[Denver Public Library now offers free, Netflix-style streaming](#) - *Denver Post*, The Know
[Got a tattoo? The Denver Public Library offered a special service to the inked Tuesday](#) - 9News
[Denver shares road with 'Wheelie the Book Bike](#) - 9News
[The Denver Library's adorable book bike bring the Library straight to you](#) - Our Community Now
[Montbello Branch Library ideaLAB](#) - CBS4
[Woman suspected of burning civic center artwork arrested](#) - Fox31
[Newsletter from Councilwoman Debbie Ortega - Fix a Flat Program](#) - DenverGov News
[Syringes in Denver's streets, public overdoses becoming all too prominent](#) - *Denver Post*
[The Herd: Departures new hires and promotions](#) - BusinessDen
[Humans wanted: dogs in Denver shelter available for mid day walks](#) - 7News
[Would you be able to 3D print yourself a gun in Denver? It's Complicated](#) - CPR
[Fundraising Event Combines The Library & Tattoos: "It Was Worth It"](#) - CBS 4
[Hey book lovers: Get a literary-themed tattoo](#) - Denver 7
[The Denver Public Library transformed into a tattoo shop for a day](#) – 9News
[You can get a literary – themed tattoo at the Denver Public Library on Sunday](#) – Fox 31
[Tattoo artists ink book worms at Denver library, raising money for charity](#) – Fox 31
[Denver Public Library Celebrated ink with a literary tattoo pop-up yesterday on Colfax](#) – 303
Magazine
[Get a literary – themed tattoo at the Denver Public Library on Sunday](#) – *Denver Post*, The Know
[PHOTOS: Book enthusiasts get literary-themed tattoos at the Denver Public Library](#) – *Denver Post*, The Know
[A Denver Public Library Branch Turned Into a Tattoo Shop](#) - *Westword*
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[Denver Public Library Transforms into Tattoo Parlor for Fundraiser](#) - ULC e-News Weekly

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[Library considers going fine free](#) - *Broomfield News*
[Foothills Park & Recreation District: Tour Denver Public Library](#) - Prime Time News
[Walking Denver helps you see the city on foot](#) - *Westword*
[26 Things to do in Denver this weekend](#) - *303 Magazine*