INTRODUCTION
In FY 2017, Jacksonville Public Library (JPL) continued its transformation to an institution that enriches lives, builds community, and fosters success by bringing people, information, and ideas together. JPL is becoming more and more a destination—a place to create, to gather, to learn, to grow. Its innovative services and programs were recognized by the Florida Library Association in 2017, which awarded JPL Library of the Year. While circulation and computer use are dropping, program attendance remains at near record highs and over-all visits to libraries have stabilized. Early data indicates that Wi-Fi use seems to be stable, as well.

One of the most remarkable statistics is the increase in program offerings—in the last four years up 79% for adult programs and 60% for children’s programs—with only a 3% increase in staff and 10% more hours of operation.

The library whose performance in FY ‘17 stands out the most is the Main Library. While remaining the cornerstone of programs for the system, the Main Library is struggling in many key metrics: visitors, circulation, computer use, juvenile program attendance, and study room bookings. The limited morning and evening hours remain a key issue needing to be addressed. While historically downtown traffic has been focused during the Monday-Friday daytime hours, we are seeing more people moving and spending their free time in the downtown area. JPL’s limited evening hours limit the ability to draw evening crowds (other than ArtWalk once per month when Main remains open until 8:30 p.m.) We need to continue to assess and address the obstacles to realizing a high use Main Library.

While this report is mostly a summary of key usage statistics, it includes references to Annual Library Objectives, as well, where relevant. It is intended as a complement to the Annual Report. If statistics are cited in the Annual Report, they usually will not be repeated here.

VISITORS
• Moving in the Right Direction. After declines in visitors every year from FY ’09 through ’14, with significant declines after hours were cut in FY ‘13 (-14%) and continuing in FY ‘14 (-11%), the numbers have begun to stabilize. Visits declined in FY’15 by only 3%; in FY ’16 (the year of the 10% increase in hours) they increased by 2%.
• And in FY ’17, with nearly 3.4 million visitors, JPL decreased by 1% over the previous year. The branches altogether had almost no decline over last year. Main had a 5% decline.
• Top performers include Eastside (+28%), Argyle (+19%), and Bradham Brooks (+11%). Bradham-Brooks’ numbers were helped by the closure of Highlands in January. Argyle, with a large influx of after-school traffic, added the most visitors, with 22,060 more than the previous year. Tiny Eastside added over 19,000. Maxville finally had a good year, with 13% more visitors than FY ’16.
Declining branches include Brentwood (-23%), West (-11%), and University Park (-8%). The Main Library was down 5%, lost over 27,000 visitors compared to last year, six times more than the net decline of all the branches combined (-4,409).

BRINGING PEOPLE TOGETHER

- **Program Attendance.** In FY ’16, JPL had its second highest program attendance ever. In FY ’17, the total attendance (236,518), was 1% less than ‘16. JPL offered 6% more programs (14,455) than last year.
- **In-house program attendance** increased by 9% system-wide, and by 24% among the 20 branches.
- The number of adult programs being offered has increased by 79% in the last four years; the number of children’s programs being offered increased by 60%. At the same time, in those four years the number of staff increased by 3% (376 FTE to 387) and libraries are open to the public 10% more hours.
- **Adult Programs**
  - Adult program attendance increased 31% with 57,427 attendees. This increase is due in part to a focus on ensuring an annual calendar of system-wide programs for adults is offered, much like those historically offered by youth services.
  - Six branches more than doubled their adult program attendance (Argyle, Murray Hill, Pablo Creek, Regency, Southeast, and University Park). These branches also more than doubled their number of program offerings.
  - **Pablo Creek** was the only branch to break the 5,000 mark with 5,416 adult attendees (Turn it Up Thursdays had 3,124 attendees for the year and the Center for Adult Learning had 1,470).
  - With almost 32,000 attendees last year (a 16% increase), the Main Library alone accounts for over half of adult program attendance system-wide (57,427 altogether).
    - 3,604 people attended the Jax Bookfest on March 25 (Obj. 5.5.1)
    - 7,340 attended Jax Makerspace programs.
  - Overall, the Center for Adult Learning (CAL) served 1,535 different people, with a total attendance of 14,870. CAL has seen strong increases due to the intensified focus on GED, ESOL and Career On-Line High School programs, with an increased presence at branch libraries.
- **Outreach.** Without the visits to DCPS classes by JPL staff that took place in FY ’16, overall outreach program attendance was bound to decline (-34%), but Eastside (+56%, resulting from a 74% increase in programs), West (+93%), and Beaches (+116%) have all had dramatic increases in the number of people who have participated in programs outside the library.
- **Project LEAP** had another strong year (second year of program) of focused outreach programs, including 1,581 attendees of digital literacy programs, with 95% of participants scoring better on a post-test than they did on the pre-test. 84 external partners worked with JPL to continue the LEAP initiative.
- JPL also had a 44% increase in attendance in the meeting rooms.

FOSTERING EDUCATIONAL SUCCESS

- **DCPS PARTNERSHIP**
  - Included 564 field trips to libraries for over 21,000 students.
  - Over 30,000 students used their Student Cards to check out over 140,000 books.
  - 1,840 teachers took advantage of an Educator Card.

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1 Brentwood was actually closed more days at the end of FY ’16 than they were at the beginning of FY ’17, so no allowances were made for those closures in this report.
Over 78% of DCPS teachers, students, and parents who completed a survey reported that JPL helped the students do better in school.

- JPL offered 3,310 Early Literacy programs, attend by over 87,000 (Obj. 5.1.1).
- JPL broke the 3,000 mark for number of youth that successfully met Summer Reading goals (We were shooting for a 2% increase, but achieved a 30% increase, instead) (Obj. 5.2.1)
- 3,000 programs were offered for school age children and teens (objective: 2,500). They were attended by over 64,000 (objective: 48,000) (Obj. 5.2.2)
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- Serving Teens. Boosted by the fact that DCPS field trips now include 7th grade classes, teen program attendance was up 73% – led by Beaches (3,468), Pablo Creek (1,384), Southeast (1,319), and West (1,292). In addition, some smaller libraries doubled, tripled or even quadrupled their teen program attendance (San Marco +339%, Westbrook +229%, Willowbranch +155%). DCPS field trips were a big part of the increases, but they weren’t the only explanation. A few highlights:
  - Beaches Comic Con had 2,000 attendees.
  - Pablo Creek – A summer learning program called Dumbledore’s Army Camp drew well over a hundred in two consecutive months.
  - 453 teens attended the Young Adult Job Fair on June 6, with more than 20 companies participating.

LOANING MATERIALS

- After a leveling last year, thanks in large part to increased hours, circulation is back on a fairly steep downward decline. The $500,000 added to the materials budget did not have an immediate impact on circulation, nor did the end of the “Get to Zero” policy (effective October 1, 2016). For the year, JPL loaned 5.1 million items, down 11% from last year. Circulation in FY ‘17 was the lowest it has been in 15 years, and the funding loss and instability since 2005 continues to have a negative correlation on circulation. (City funding for library materials declined by 35% from FY ’05 to FY ’17.)
- The increase in circulation of e-materials (+15%) is offset by the steep decline in circulation at the Main Library (-18%, with over 93,000 fewer checkouts).
- Context helps to understand the over-all decline. A study conducted of peer library performance in FY ’16 reveals a close correlation between Materials Expenditures per Capita and Circulation per Capita. Eight of the top nine peers in circulation per capita made up the top eight in materials expenditures per capita, and the three systems that circulated the lowest were among the bottom four in expenditures. (JPL ranked 14th on circulation and 11th on expenditures). Nevertheless, JPL has had the steepest decline in overall circulation per capita of any of 17 peers since FY ’11 (-37%).
- Also note that circulation is declining across the country. Since 2009, the average circulation of public libraries in general has declined every year (Public Libraries, May/June 2016). Of 18 peer libraries, only six had higher circulation in FY ’16 than they had in FY ’11. All six had increases in their materials budget between FY ’11 and FY ’16 (though not dramatic increases).
- While JPL’s e-branch is now the highest circulating...
library, having surpassed Pablo Creek and Southeast early in the year, the steepness in the trajectory of growth in e-materials circulation has been gradually declining. This will be the first year since e-materials were introduced that the annual increase has been less than 20%. This again has a correlation to the amount of funding available for e-materials. (See chart.)

- **Three branches declined in circulation by 18% – 20%** (not counting Murray Hill, -26%, Highlands, -21%, and Brentwood, -29%, which were all closed for extended periods): Argyle (-20%), Webb (-18%) and Graham (-18%).
- Only two libraries increased circulation of Juvenile Reading Materials (Eastside, up 11% and Willowbranch up 10%).
- Circulation of audio-visual materials is in steep decline.
  - **DVD circulation** declined by 19%.
  - **Books on CD** declined by 15%, led by Main, which was down 26%. Main now circulates about half the audiobooks of Southeast or Pablo Creek. Seven branch libraries circulated more audiobooks than Main.
  - **The E-Library and Talking Books** alone account for 59% of the audio books circulated system wide.
  - **Circulation of music CDs**, only 96,000, declined by 21%.

- **The Main Library**’s worst circulation declines have been in music CDs (-30%), audio books (-26%), juvenile materials (-25%), and DVDs (-21%). Main’s over-all declines in circulation of audio-visual materials have not been much worse than the branches (which declined 18%). (The decline in juvenile circulation at Main is partially mitigated by the fact that 11,000 fewer students came to Main for their class visits in FY ’17 as the visits were spread across more libraries.) (See chart.)

- Historically, circulation of print materials has tracked closely with gate count (less than 100,000 difference in any year since FY ’08). In FY ’17, however, gate count was 400,000 more than print circulation, meaning visitors are coming to the library for more than materials – which is the trend that libraries across the country are experiencing.

### COMPUTERS/INTERNET/WEBSITE

- The public used **JPL computers** for 676,956 sessions, a decrease of 6% from last YTD. The Main Library, which accounts for approximately 17% of the usage, had a 13% drop in sessions in FY ’17. The branches together had a 4% decline.
  - **Eastside**, up 44% over FY ’16, has seen by far the greatest growth in public computer usage. In fact, with 17,730 sessions on their 17 computers (includes five computers that were added last March), Eastside has surpassed South Mandarin (13,658 on 40 computers), Willowbranch (11,842 on 16), Beaches (16,239 on 31), and West (17,081 on 59).
  - **According to the US Census Bureau**, while an estimated 18% of all Duval County households still do not have an internet subscription at home, 42% of households with income of less than $20,000 do not.
- Customers used **JPL Wi-Fi** a total of 419,459 times in FY ’17, almost 2/3 of the number of public computer sessions. This is the first year of measuring Wi-Fi, but over the course of the year, growth in number of Wi-Fi users has been negligible.
The **website** received 2.7 million visits, a 12% decline from last YTD. Since, at this time, the vast majority of website visits has to do with borrowing library materials, one would expect the declines or increases to correlate.

- **The new website launch**, on August 3, 2016, does not seem to have had a positive impact, yet, on frequency of use. However, on some other key metrics, the new site has achieved positive results:
  - **Average session duration** increased by 14% for external visitors.
  - **Bounce rate** (the percentage of visitors who navigate away from the site after viewing only one page) decreased by 46% for external visitors.

**INCREASING JPL’s REACH**

- **Social Media** reach continues to expand. We exceeded objectives for **Facebook reach** (target: 3,400 unique users monthly; actual: over 7,000), penetration (target 10% monthly; actual: 38%), and engagement (target: 150 engaged users/month; actual: 352). Total FB JPL page likes (same as a “Friend” for the individual user) exceeded 12,000.

- Except for the Main Library’s DCPS-related increase, only Beaches (+4%) increased the number of library cards they have issued in FY ’17. Overall, **new cards issued** at the branches declined by 8%. This needs to be a focus going forward as more people are moving to Jacksonville.

- Four libraries have seen **declines in new cards issued** of more than 20%: Brentwood (-29%), Graham (-29%), Eastside (-22%), and Webb (-21%).

**STRETCHING JPL’s DOLLARS**

- JPL applied for just over $2 million dollars in **grant funding** in FY ’17, exceeding the objective set of $1.9 million (Obj. 2.4.1). The library has made a concentrated effort to identify and submit for available grants that fit our strategic priorities. JPL had a 69% rate of success in receiving grant awards, and was awarded the most grants (22) since we have been keeping records.

- **The Conference Center** achieved its objective of $300,000 in revenue (Obj. 2.4.2).