

M E M O



Date: January 27, 2012

To: Chair Steve Albers and members of the Board of Trustees

From: Sally Porter Smith, Customer Experience Director

Subject: Comparison of Circulation Statistics, 2010 to 2011

A comparison of circulation from 2010 to 2011 shows a 2.8% (243,635 items) decline in circulation. Two factors are noteworthy:

Decrease in the circulation of DVDs by 223,404 items. Two changes impacted circulation of DVDs, first the introduction of DVD dispensing units (Movie Machines—Media Bank and Movie Towers) yielded a reduction in circulation in the libraries piloting DVD dispensers, specifically, Lakewood, Parkland, Bonney Lake, Summit and University Place. The second change, the elimination of Books Plus DVDs (browsing collection of high-demand movies) in libraries without DVD dispensers reduced popular items available for browsing. Customers were still able to request high demand DVDs and receive them as holds, but they did not find them on the shelf at their local library. Libraries without DVD dispensing units also showed a decrease in DVD circulation.

Following the DVD dispenser pilot we conducted surveys of customers to learn how the service was being received and ideas for improvement. The Library is addressing some of the obstacles and ideas customers identified in the survey. One change we implanted was to increase the number of DVDs that a customer may check out at a time. This change is already showing a positive result in DVD circulation.

Decrease in circulation corresponded with the closure of libraries for facility improvements and/or city improvement/construction projects. The following libraries were impacted: Lakewood, Gig Harbor, Parkland, Buckley, Bonney Lake, and Sumner.

The decreases in circulation due to the moving of the Milton and University Place Libraries to new locations yielded temporary declines in circulation with overall significant increases in circulation for both locations.

In reviewing circulation figures, other questions were raised regarding changes in how customers are using the Library and its collections, both in our facilities and online. Lisa Bitney and I are working with other staff to better understand and analyze the changes we are seeing.