Anchorage Public Library
Anchorage: Performance. Value. Results

Mission
Connecting people to education, information, and community

Values
- Access- Ensure all people have free and equal access to information and library spaces.
- Community- Maintain a library that is safe, welcoming, and responsive to community needs.
- Learning- Actively facilitate and promote literacy and life-long learning.

Core Services
- Access to a diverse collection of materials in various formats
- Knowledgeable and approachable staff
- Functional technology and connectivity
- Expert information and reference assistance
- Communal spaces for individual and group use
- Targeted programming that meets the needs of all our community

Accomplishment Goals
- Improve economic advancement by providing equitable access to computing equipment, programs, and resources.
- Improve public safety by providing safe and stimulating places and clean, well-maintained buildings for all.
- Increase opportunities for our children's success when they enter school, by supporting the foundations of reading, social skills, and creative skills through early learning educational activities.
- Improve civic engagement, cultural enrichment, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events.

Community Priorities and Desired Outcomes
- **Education and Skills for Life:** Children enter Kindergarten with the foundational skills for literacy and are supported by the Library in their literacy progression through elementary school; the Library supports teens and adults in learning the skills they need to be successful in life.
- **A Bridge to Information and Resources:** Anchorage is an engaged and well-informed community; the library seeks to be the trusted institution that connects people to non-biased information, experts, and materials, and adapts with the changing needs of our community.
- **Building Community:** The Library facilitates Anchorage residents coming together for camaraderie, fun, and fulfillment.

Performance Measures

- Cardholders and Library Visits
    - Currently Anchorage Public Library has issued 112,445 library cards, 46,476 of those cards are actively being used. In Q2, we had 130,557 visits. That is a 10.8%

increase from Q2 2022. This number is not entirely accurate as several of our library gates that count footfall were broken during this period. Our continued goal is 150,000 people per quarter visiting our libraries.

- Circulation of Materials
    - o Total circulation is 21% higher than 2022 and for the first time has surpassed pre-COVID circulation by a 7.5% increase over 2019. This increase is entirely due to digital circulation (downloadables) which increased by 23.3% from Q2 2022 and 41.9% from Q2 2019. While physical circulation is up 20% from Q2 2022, it is down 12.8% from the same quarter pre-COVID. Our goal is to continue to grow and meet the demand for digital materials while increasing our physical circulation to surpass 2019 levels.
    - o The Dimond Center Express library lockers came back online in June returning holds pick up and materials return service to South Anchorage. This supports increased circulation of physical materials to that service area.

- Library Visits
    - o APL had 130,557*visits in the 2nd Quarter of 2023. This is an 11% increase over 2nd Quarter 2022 and continues the trend of increased visits for the year with a 10% increase over 1st Quarter 2023. Library staff continue to market at community gatherings, through radio and print advertisements, and partnerships with other organizations.

- Program Attendance
    - o This quarter our program numbers and attendance have both decreased. Many of our key programming staff positions have either been vacant or the person in them is in acting status and covering two positions. As a result, there were less programs and less outreach visits to schools to promote Summer Discovery. Additionally, we have realigned our program parameters and metrics to better match state and national standards, and no longer count outreach booths hosted by partner organizations in our library buildings.
    - o Anchorage Public Library hosted bestselling children's graphic novel author and artist Raina Telgemeier May 17-20. She held four events at three Anchorage Public Library locations- including a presentation for homeschool and private school students, four presentations for Anchorage School District students, one event at Bosco's Comics, and one event at Wasilla Public Library. Over 2,300 people attended these events. Repeatedly we heard that this was the "best day ever" or "this is the book that made my child a reader". These events were funded by Friends of the Anchorage Public Library, a grant from Alaska State Council for the Arts & National Endowment for the Arts, Friends of the Wasilla Public Library, and Bosco's Comics.
    - o Summer Discovery is our annual reading and learning program for all ages, with an emphasis on Pre-K to sixth grade children. Research has shown that public library programs that encourage summer free choice reading are one of the most effective ways to fight summer learning loss. Summer Discovery registration began on May 20. By the end of June there were 4,072 people registered to read and learn. This is a 13% increase over total summer registrations from 2022 and is a 3% increase over the pre-COVID numbers of 2019. We have a month left to go and will continue to increase and grow this amazing and vital program.

- Computer use, including Wi-Fi use of Library technology
  - WiFi users at the library were down from the same quarter in 2022. Our computer usage was also down, and we know that was due, in large part to computers and internet access being offline due to provider outages and damage from power outages. When the computers are down, it impacts our visitor count as well.
  - The computer issues are resolved or in process of being resolved, and we expect to see these numbers rebound in Q3 and Q4. This includes a full transition of our public computers to a Chrome based operating system.

Explaining the Metrics below:

Cardholders as percentage of the population is a commonly used performance metric. It is highlighted in the book Municipal Benchmarks: Assessing Local Performance and Establishing Community Standards 3rd Edition by David Ammons. It is also commonly used in reports that libraries use to compare their performance with others. Anchorage Public Library (APL) has selected 48% because that is what the Library was at pre-2020.

Circulation is a metric used by the Institute for Museums and Libraries Services (IMLS), the federal government department in charge of grants and standards for libraries and museums. Circulation per capita has been what data analysis staff, at many libraries have used to put this figure in context of the population that they serve. APL chose a target based on what libraries with the same service population achieve.

Downloaded content measurement is included to observe the shift from physical materials such as books and DVDs, to streaming or downloaded content like eBooks and eAudiobooks. The charts below demonstrate that while print circulation is higher in terms of number of items, more individual users are choosing digital items. Anecdotally this is five people at home each checking out an eBook or downloadable eAudiobook per week; as opposed to one person coming in once a week to check out 15 picture books for their children. Also included is a graph showing this change over the last five years reflecting numbers of items circulated.
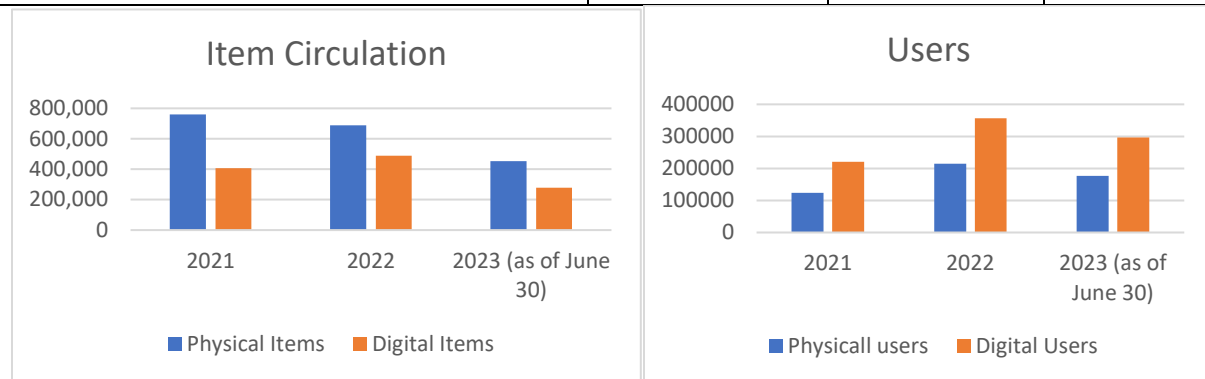
Collection spending per capita is a metric that puts our circulation numbers in a fiscal context. APL may not be performing at the same level as comparable libraries, that serve the same service population because it is underfunded in this area. In part, the Library cannot afford to buy enough digital items to circulate because digital items have higher costs associated with them. APL has been working on fundraising through grants and assistance from the Anchorage Library Foundation and Friends of the Library. APL chose a target based upon the average collection spending per capita of other libraries our size https://www.imls.gov/search-compare/

Circulation, visits, program attendance, public service hours, and number of programs, are all historically used by libraries to track use of facilities and in-person services. APL's goal has been to return to pre-COVID numbers in all categories. Service hours and visit goals were achieved in 2nd Quarter. Once the Library gets back to that level, plans are to use numbers from libraries with service populations of similar size. Comparable statistics can be found at the IMLS search and compare tool previously mentioned but also in state-wide statistics https://library.alaska.gov/dev/plstats.html.

Public Library Performance Measures	Q2 2022	Q2 2023	Target
Total Circulation	311,043	377,275	375,000
Downloaded content (Overdrive, Hoopla, etc.)	117,255^	144,555^	150,000
Physical Circulation	193,788	232,720	225,000
Visits	117,790	130,557*	150,000
Public Service hours	2,741	2,745	
Number of Library Programs	451	442	725
Program Attendance	19,318	16,199	20,000
Public Technology Use (Wi-Fi and devices)	39,377	29,113*	55,000
Website Sessions	233,794	223,893	425,000
Anchorage Population	287,752	288,189	
^ = Item is budget / funding dependent			
* = Statistics were impacted by equipment failures.			

Notable Statistics section was added to look at data that is of particular interest to staff either due to COVID caused changes or because the usage has been extraordinary in some way. Non-digital circulation has continued to grow, our engagement of new cardholders is very good, and there has been success reengaging patrons that have not used the library in a while. The reduction in visits can also be directly tied to more people choosing to engage with the library digitally.

Notable Statistics	Q2 2022	Q2 2023	Target
Visits/Capita	0.41	0.45	1.0
Computer logins/Capita	0.06	0.04*	0.1
Program Attendance/Capita	0.07	0.06	0.1
Circulation/capita	0.67	0.81	1.0

Item Circulation — Physical Items, Digital Items (2021, 2022, 2023 as of June 30)

Users — Physicall users, Digital Users (2021, 2022, 2023 as of June 30)

PVR Measure WC: Managing Workers' Compensation Claims

Reducing job-related injuries is a priority for the Administration by ensuring safe work conditions and safe practices. By instilling safe work practices, we ensure not only the safety of our employees but reduce the potential for injuries and property damage to the public. The Municipality is self-insured and every injury poses a financial burden on the public and the injured worker's family. It just makes good sense to WORK SAFE.

Results are tracked by monitoring monthly reports issued by the Risk Management Division.

Workers' Compensation Claims
Library Department
(in Dollars)

Date	Amount
9/30/2022	$-
12/31/2022	$30,735
3/31/2023	$2,500
6/30/2023	$-