Pflugerville Public Library
Statistical Report 2016

1008 W. Pfluger Street

Pflugerville, TX 78660

2016

Library Statistical Report to the City Council

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References

Texas Public Libraries Annual Report Information. (n.d.). Retrieved May 17, 2016, from https://www.tsl.texas.gov/ld/pubs/arsma/index.html

Taskforce on Public Library Accreditation Criteria and Standards. (n.d.). Retrieved from https://www.tsl.texas.gov/plstandards/index.html

Texas Library Association Standards and Laws. (n.d.). Retrieved May 17, 2016, from http://www.txla.org/standards-laws

CIPA was signed into law in December of 2000. This federal piece of legislation requires libraries receiving certain federal funds (LSTA and E-rate funding) to filter Internet access on federally-supported computer access. Libraries are constitutionally bound to unfilter access for adults (using those computers) upon request.

Authorizing legislation: Pub. L. No. 106-554 (2000) Codified at 20 U.S.C. Sections 6801, Section 6777, Section 9134 (2003), 47 U.S.C. § 254 (2003)

For additional information on federal legislation, go to ALA's issue page.

Universal Service Fund and E-Rate

The term Universal Service stems from the Telecommunications Act of 1934, where it was borne out of a drive to make telephone service available to everyone. As of the Telecommunications Act of 1996, Universal Service now applies to information services as well, including the Internet, and telecommunications companies are required to contribute to the Universal Service Fund, which is administrated by the Universal Service Administrative Company.

E-rate is an extension of Universal Service, as authorized by Congress in the Telecommunications Act of 1996. This federal initiative provides discounts to public libraries and to public and private K-12 schools on telecommunications services, Internet access, and some closely related costs, such as inside wiring. The discounts range from 20% to 90% with the deepest discounts going to those communities with the greatest need based upon the local eligibility levels for participation in the National School Lunch Program (NSLP). For more information, go to: http://www.ala.org/ala/issuesadvocacy/telecom/erate/index.cfm. See also the Texas State Libraries and Archives Commission, http://www.tsl.state.tx.us/ld/funding/usf.html.

Authorizing legislation: US Code

USA PATRIOT Act

The "Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism" Act (USA PATRIOT Act) was signed into law on October 26, 2001. The legislation expands law enforcement's investigative and surveillance authority and contains a "library provision," which allows law enforcement to gather information about patrons' reading choices and Internet access.

Digital Millennium Copyright Act (DMCA)

The Digital Millennium Copyright Act (DMCA) became effective in October 2000, and it has been incorporated into the Copyright Act (Title 17 of the U. S. Code). This landmark legislation updated U.S. copyright law to meet the demands of the Digital Age and to conform U.S. law to the requirements of the World Intellectual Property Organization (WIPO) and treaties that the U.S. signed in 1996.

Authorizing legislation: *U.S. Code*, Title 17

Other Federal Legislation For additional information on federal legislation, go to ALA's issue page.

Source: http://www.txla.org/standards-laws#public

Mission

The Library joyfully engages, inspires, informs & entertains the Pflugerville community.

Texas Open Records Act

The Texas Open Records Act exempts the public disclosure of library records that identify a person's choice of reading materials.

Authorizing legislation: *Government Code*, 552.124

Voter Registration Requirements (Elections Code)

The state's election laws stipulate that public libraries are classified as voter registration agencies. As such, public libraries must offer patrons the opportunity to register to vote at the time of library card sign-up or renewal. The law specifies some library implementation policy for voter registration and requires public libraries that receive such voter registrations to submit them within five days to the county voter authority.

Authorizing legislation: *Election Code, Title 2, Chapter 20, Voter Registration Agencies* and *Subchapter D: Public Library*.

Open Carry (Penal Code, Government Code)

The state updated legislation allowing licensed individuals to open or concealed carry of handguns on most state and public facilities. See the State Library's FAQ below for answers to library specific questions and citations to statute.

FAQ: Public Libraries and Open Carry. Texas State Library and Archives Commission.

New laws for Handgun Licensing Program (Formerly known as Concealed Handgun Licensing). Texas Department of Public Safety (TDPS).

III. FEDERAL

Library Services and Technology Act (LSTA)

LSTA is the only federal program exclusively for libraries. It is administered by the Institute of Museum and Library Services (IMLS) and is used to support statewide initiatives and also distribute the funds through subgrants or cooperative agreements to public, school, academic, research, and special libraries. There is a requirement for a state match, which helps stimulate approximately three to four dollars for every federal dollar invested. LSTA is now up for reauthorization. Texas receives upwards of $10 million every year for libraries from this program.

Authorizing legislation: Museum and Library Services Act, *U.S. Code*, Title 20, Chapter 72, Subchapter II

Administered by the Texas State Library and Archives Commission, TexShare is a broad library program that encourages the sharing of resources between Texas libraries. It includes several components: databases, TexTreasures grants, interlibrary loan service, the TexShare card, and the Library of Texas search interface. Participation in the program requires membership or an official affiliation with the program.
Eligibility requirements. (Voluntary)

Authorizing legislation/regulations: *Government Code* Chapter 441, Subchapter M, Subsections 222 - 224 and TAC Title 13, Part I, Subsection 8.3

Public Library Endowment Fund

The State Legislature created a Public Library Endowment Fund in statute in 1997, although no funds were allocated to the fund. The fund does "statutorily" exist as a place for building a corpus of state appropriations and private donations with the interest from the endowment to be used for public library support. The endowment in created within the governing statute of the Texas State Library and Archives Commission.

Authorizing legislation: *Government Code*, Chapter 441, Subchapter E, 071

Public Library District Legislation

This legislation allow for the creation of public library districts funding through sales and use tax.

Authorizing legislation: *Local Government Code*, Title 10, Parks and Other Recreational and Cultural Resources, Subtitle B, Chapter 326, Subchapter A

Multi-Jurisdictional Public Library District Legislation

This legislation allow for the creation of public library districts funding through ad valorem and/or sales and use taxes.

Authorizing legislation: *Local Government Code*, Title 10, Parks and Other Recreational and Cultural Resources, Subtitle B, Chapter 336, Subchapter A

Telecommunications Discounts

The Public Utilities Code specifies that certain institutions –institutions of higher education, public libraries, and school libraries – are to receive discounted rates for certain telecommunications services, including providing private network services at 105% or 110% of cost and the waiver of installation charges (e.g., frame relay service to link branches to central libraries or campuses in a school district). Eligible providers are not required to maintain these discounts past January 1, 2016.

Status: This program has now expired.

Authorizing legislation: *Utilities Code*, Subchapter G of Chapter 58, Subchapter D of Chapter 59, and Subchapter A (Distance Learning and Other Advanced Services) of Chapter 57.

Overview

PUBLIC LIBRARIES AND LIBRARIANS

I. LOCAL LEVEL

Public libraries (including those governed by cities, counties, and library districts as well as those created as non-profits) are funded primarily at the local level. The majority of policies, with the exception of those stipulated for the receipt of federal or state funding, are determined at the local level.

II. STATE LEVEL

Texas Public Library Standards

The Texas Public Library Standards were created by a special task force of TLA and were accepted by the Texas State Library and Archives Commission. These voluntary standards set a statewide benchmark for services and resources.

System Membership and System Program

Administered by the Texas State Library and Archives Commission, the Texas Library System is comprised of regional library systems across the state funded by contract with the Texas State Library. Nearly every public library in the state is a member of the system. Member libraries receive benefits from the system including consulting, continuing education services, and support. (Voluntary) **This program was closed out as a result of zero budgeting by the State Legislature in 2011.**

Authorizing legislation/regulations: _Government Code_, Title 4 Executive Branch, Subtitle D History, Culture, and Education, Chapter 441, Libraries and Archives, Subchapter, I, Library Systems and TAC Code, Title 13, Part I, Chapter 1, Subchapter C, 1.71-1.86

Loan Star Libraries
Administered by the Texas State Library and Archives Commission, this grant program provides direct grants-in-aid to public libraries that are members of the Texas Library System (see accreditation for System Membership above) for the following purpose. Funding levels for the program are contingent on the library meeting certain criteria. **This program was closed out as a result of zero budgeting by the State Legislature in 2011.**

Authorizing legislation/regulations: _Government Code_ §441.0091 and _TAC_, Title 13 Cultural Resources, Part 1 Texas State Library and Archives Commission, Chapter2, Subchapter C, Division 810 - 815

Actively market the Library online with social media

Continue to develop partnerships and synergies with local organizations and institutions:

Research and apply for effective grants as needed

Introduce the Library to the larger community with out-of-building contact

Continue to provide services to underserved populations

Goal 4- Staffing

Continue to support well-structured volunteer program

Support continuing education, professional development, and promotional opportunities for all staff

Increase staffing to support Heritage House expanded hours

Goal 5 – Technology

Collaborate with patrons in learning to manipulate new technologies & programs

Open Pfab Lab

Explore and implement assistive technologies

Replace all 2013 lab computers

Goal 6 – Evaluation & Review

Review and evaluate operating hours

Review Library policies and revise as needed

Review promotion of Library programs and services

Review Library volunteer program and service opportunities

Annual performance evaluation for staff and director by City Management

Fiscal responsibility: The library gathers statistics on cost and use to make certain, as custodians of the taxpayer's dollar, we are spending their money on resources they need and want.
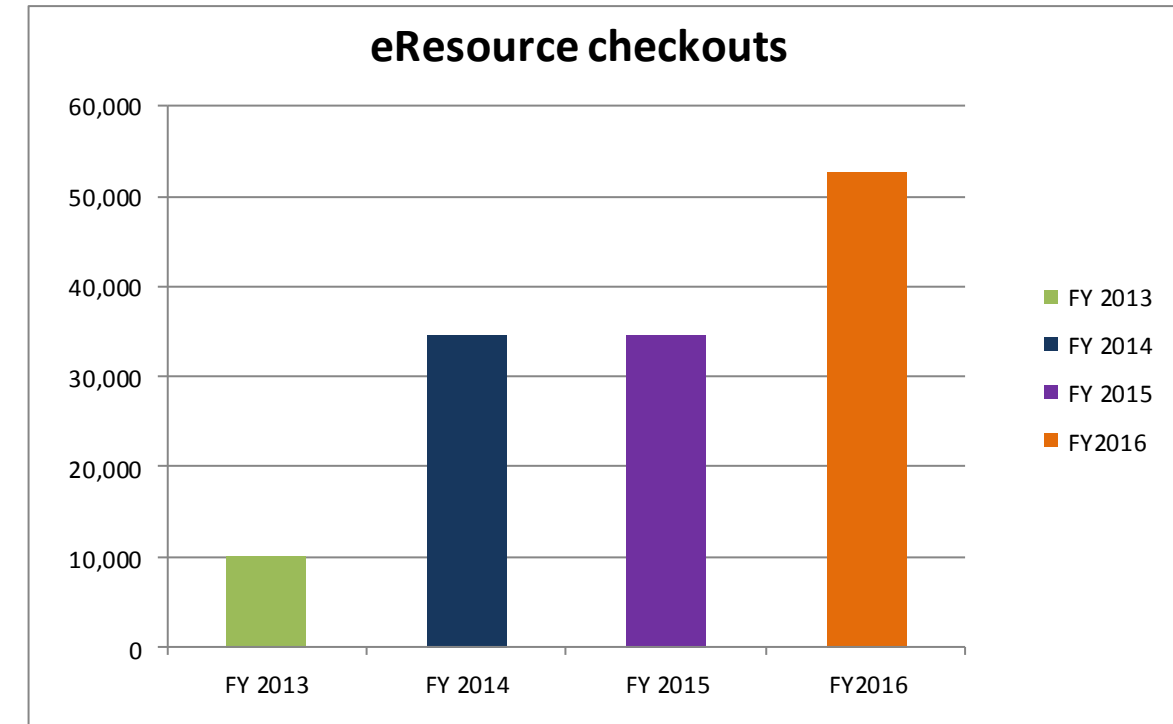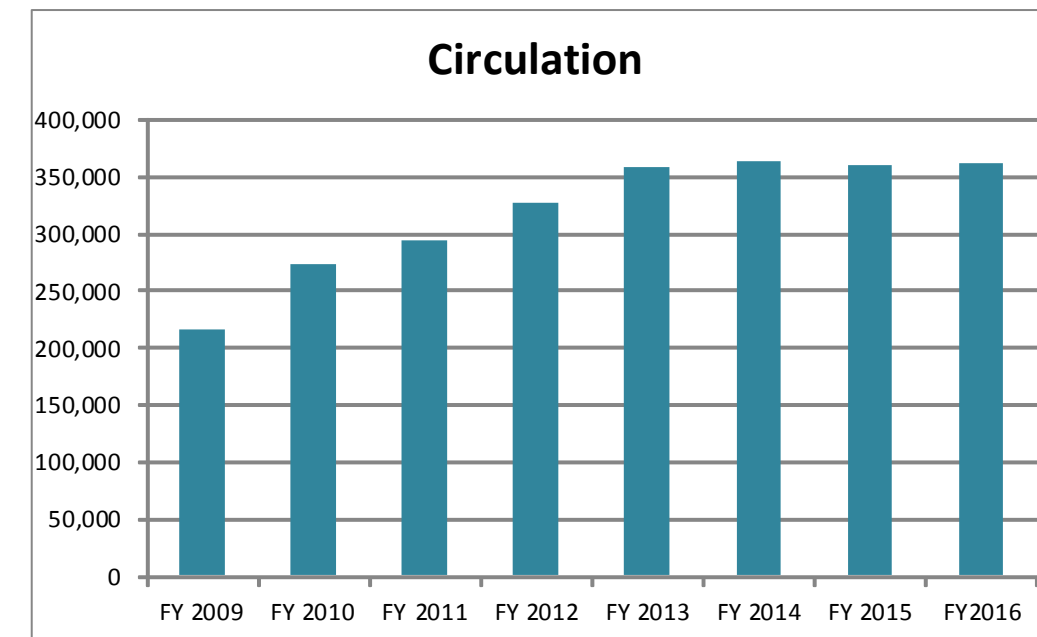
Note: The slight drop in physical items circulated reflects the increase in eResource downloads (i.e., electronic circulation. This number does not include database sessions).

2015 budget by type

2015 checkouts by type

2016 numbers are projected

FY 2017 5 year plan review
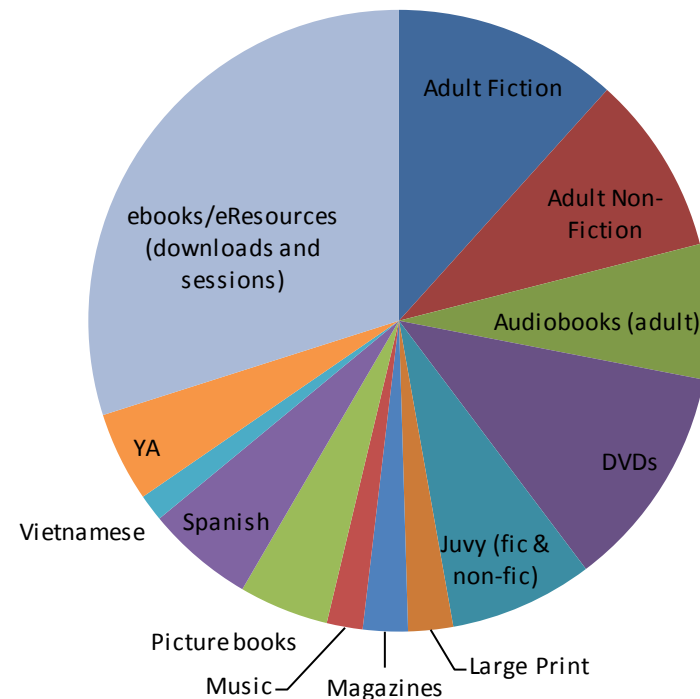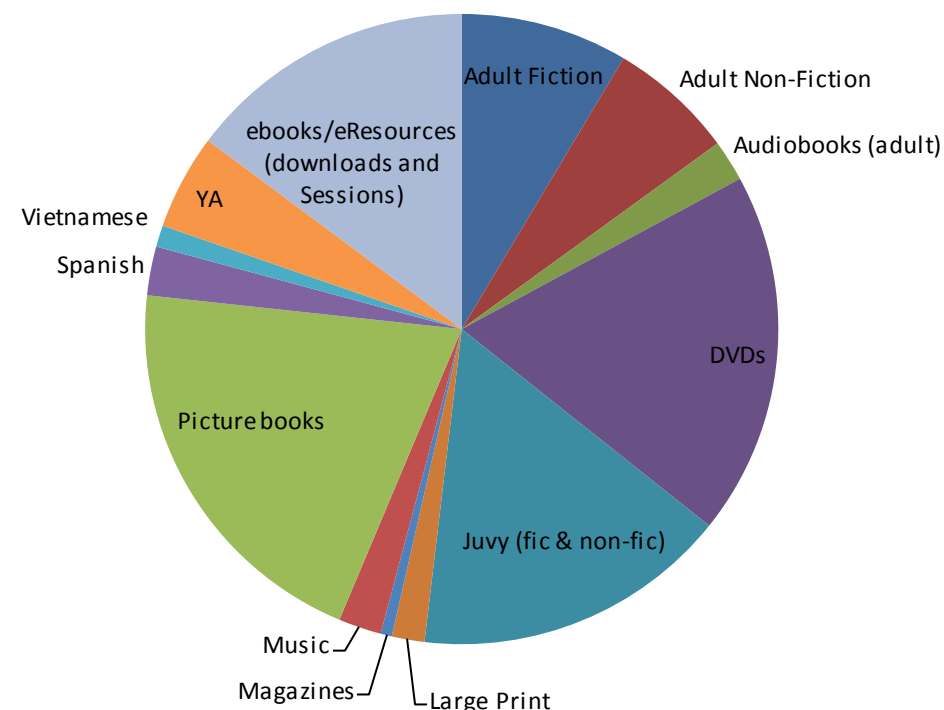
Goal 1 – Facility

Continue current preventive maintenance levels to keep the facility bright and clean

Evaluate condition of furniture and reupholster/replace as necessary

Work with the City to establish funding for a future facility

Evaluate space needs and adjust furniture and shelving layout accordingly

Goal 2 -Materials

Continue development & weeding of collections to meet state standards & anticipated needs

Continue to explore the collection of materials in new formats

Continue to keep abreast of the changing community and adjust material format and audience accordingly

Review budget vs. circulation and budget per format vs. circulation per format.

Goal 3 – Marketing & Programming

Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community and utilize services of new city marketing liaison

# Texas State Library and Archives Commission Personnel Standards

The most important component of quality library service is a knowledgeable and experienced library staff committed to providing the highest possible level of service to their community. Staffing begins with the Library Director. The most meaningful measure of staff level incorporates both population served and total service hours resulting in hours open per full-time equivalent (FTE) staff. The formula for deriving the ratio for an individual library is total hours open divided by total FTE's both items are reported in the TSLAC Annual Report. As number of hours open or number of staff increases, this ratio will change. Other staff is added as needed and as funding allows.

All staff members should:

Project an image of competence and courtesy to the public they serve

Have an understanding of the history and development of library services

Know the service goals of the library and be aware of all library policies

Be well-trained in the best practices and procedures required by their position

Training and continuing education hours which can be fulfilled with distance learning, video conferencing workshops and seminars held in-house

Participate in community-based organizations through membership and active participation

Have salaries, hours, and benefits comparable with other positions of the funding entities requiring similar educational preparation and job assignments.

Source: TLA and TSLAC Joint Taskforce on Public Library Accreditation Criteria and Standards

2016 Budget by type
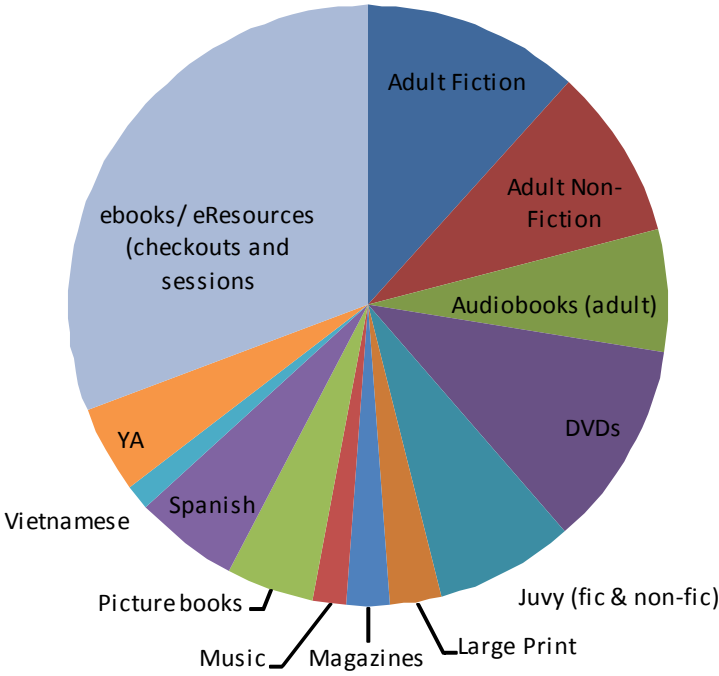
2016 Checkouts by type
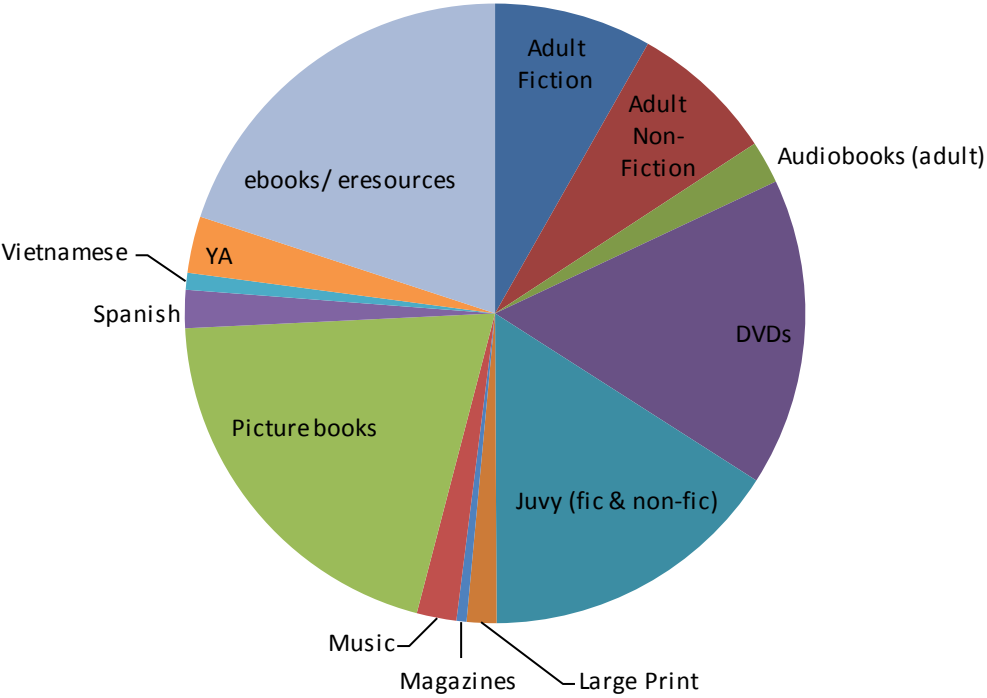
Note: Increase in popularity of eResources and eBooks expected to continue as the availability of devices and diversity of offerings continues to rise.

Tracking

The Library regularly tracks use of materials and cost per use of materials and budgets accordingly. This includes physical and electronic materials. Materials and collections that are not being used are advertised more robustly. If materials are still not being used enough to justify their cost, they are replaced.
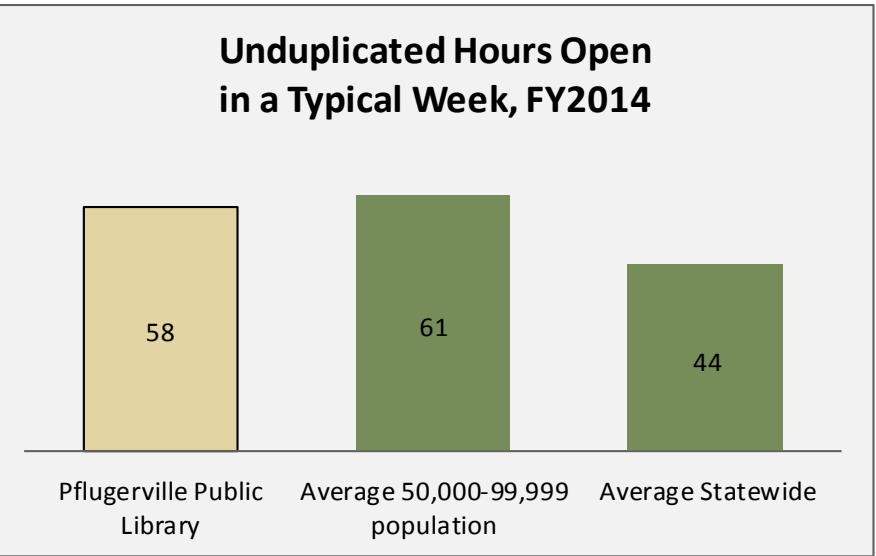
Some collections including DVDs, Juvenile Fiction and Picture Books show markedly higher use that other collections. The budget for these collections may not reflect that due to two factors.

  1) New materials are not available at a large enough volume to meet demand.

  2) These items are generally checked out in large quantities due to the relatively shorter length of time for the consumption of these materials.

Volunteers

Volunteer hours are tracked. The Library averages 5,039 volunteer hours per year, the man-hour equivalent of 5 part-time employees. This results in a savings of approximately $45,000.
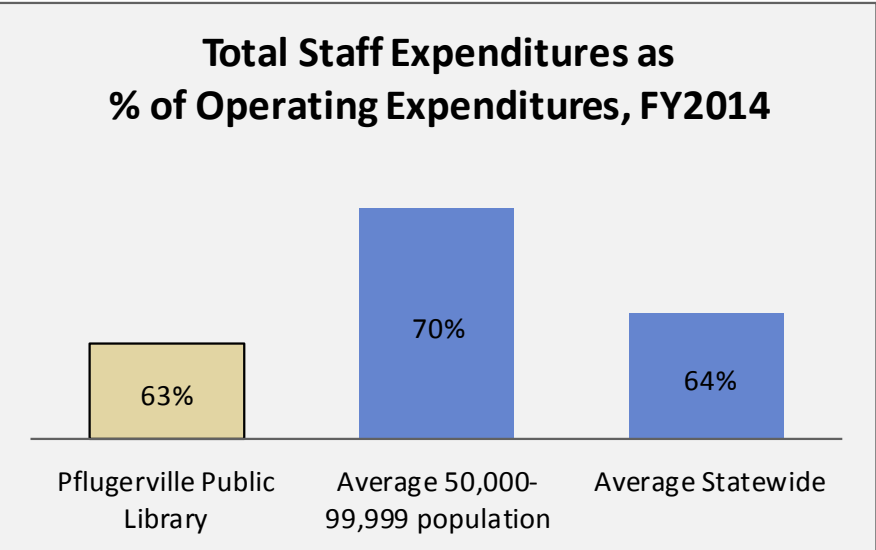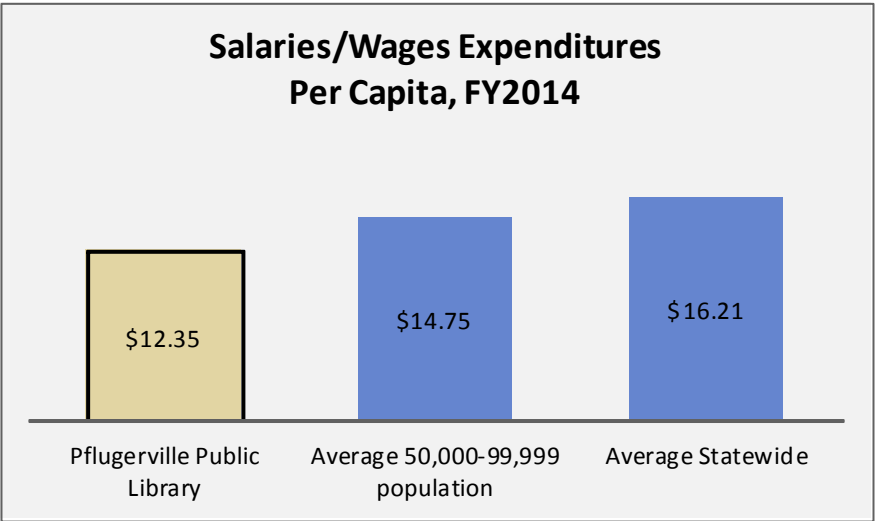
Salaries/Wages Expenditures Per Capita, FY2014

- Pflugerville Public Library: $12.35
- Average 50,000-99,999 population: $14.75
- Average Statewide: $16.21

Total Staff Expenditures as % of Operating Expenditures, FY2014

- Pflugerville Public Library: 63%
- Average 50,000-99,999 population: 70%
- Average Statewide: 64%

Unduplicated Hours Open in a Typical Week, FY2014

- Pflugerville Public Library: 58
- Average 50,000-99,999 population: 61
- Average Statewide: 44

Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014
NOTE: These charts are only as valid as the data that was provided by each library. Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013

Staff

The Library staff cannot be one-dimensional because we do not serve just one type of customer with one type of need.

Minimum skills

SOFT SKILLS

Maturity

Creativity

Sound judgement

Empathy

Patience

Open mindedness

Sense of humor

Compassionate

Public safety

Conflict resolution

Device management

Information services

IT help

Computer instruction

Marketing

Accounting

Organization

Events management

Customer service

Child/ Eldercare

HARD SKILLS

Social work

2016 Budget and format per type comparison

Legend: Series1, Series2

Categories: Adult Fiction, Adult Non-Fiction, Audiobooks (adult), DVDs, Juvy (fic & non-fic), Large Print, Magazines, Music, Picture books, Spanish, Vietnamese, YA, ebooks/ eresources

Library volunteer hours

Legend: FY 2010, FY 2011, FY 2012, FY2013, FY 2014, FY 2015, FY 2016
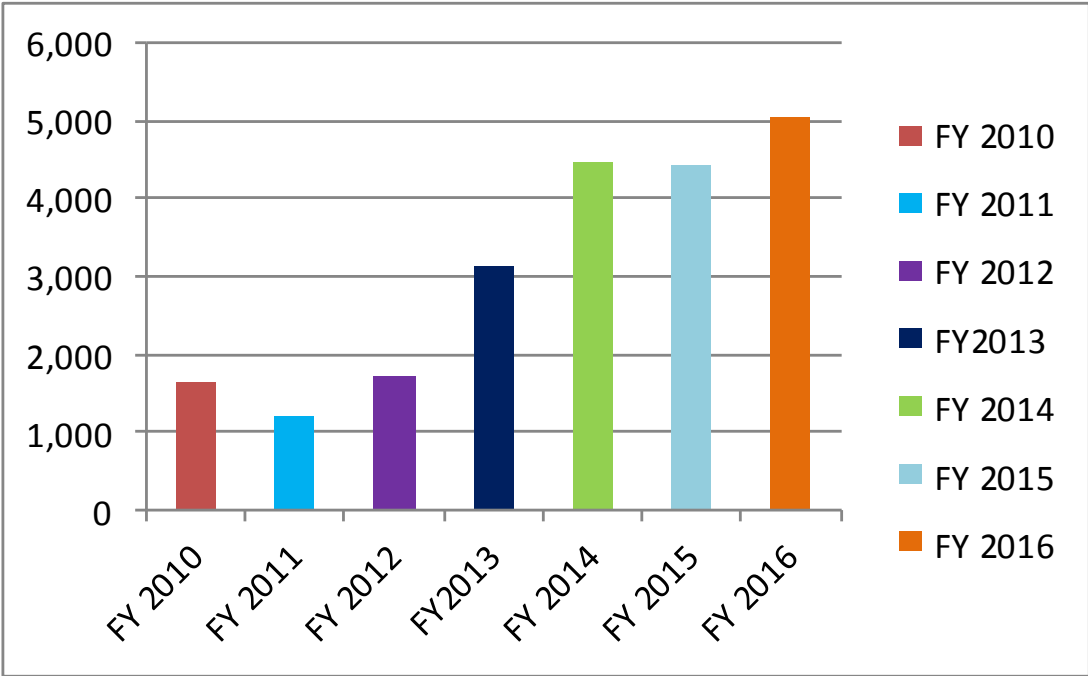
How Pflugerville Public Library compares statewide

All public libraries in Texas are required to file an annual report to the Texas State Library and Archives Commission. Libraries must meet basic standards in order to be accredited. The standards are basic, enhanced (50th percentile) and exemplary (75th percentile). The Pflugerville Library meets exemplary standards in many areas and enhanced in all others except collection size.

Optional annual reports are filed with the Public Library Association for comparison with libraries across the United States.

Library Materials Expenditures as a % of Operating Expenditures, FY2014

Pflugerville Public Library: 19%
Average 50,000-99,999 population: 14%
Average Statewide: 12%

Total Operating Expenditures Per Capita, FY2014

Pflugerville Public Library: $19.64
Average 50,000-99,999 population: $21.31
Average Statewide: $25.40

Circulation per paid Staff, FY2014

Pflugerville Public Library: 24,866
Average 50,000-99,999 population: 17,468
Average Statewide: 12,306

Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014
NOTE: These charts are only as valid as the data that was provided by each library. Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013
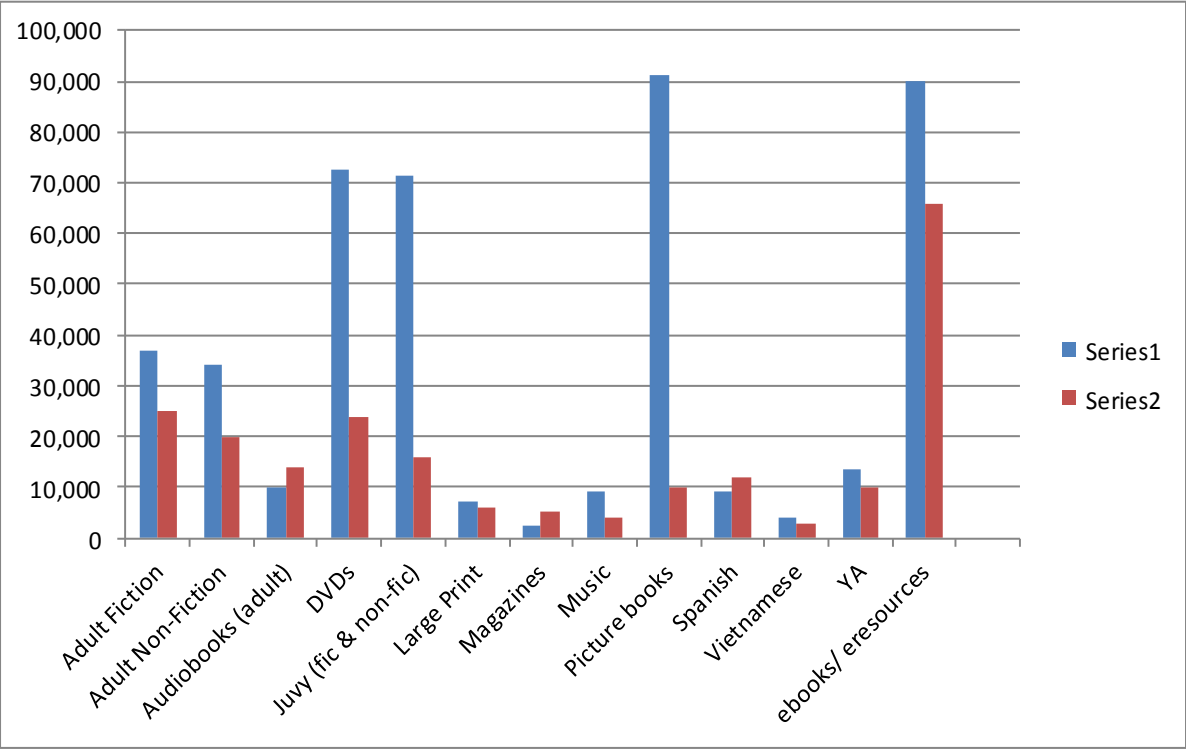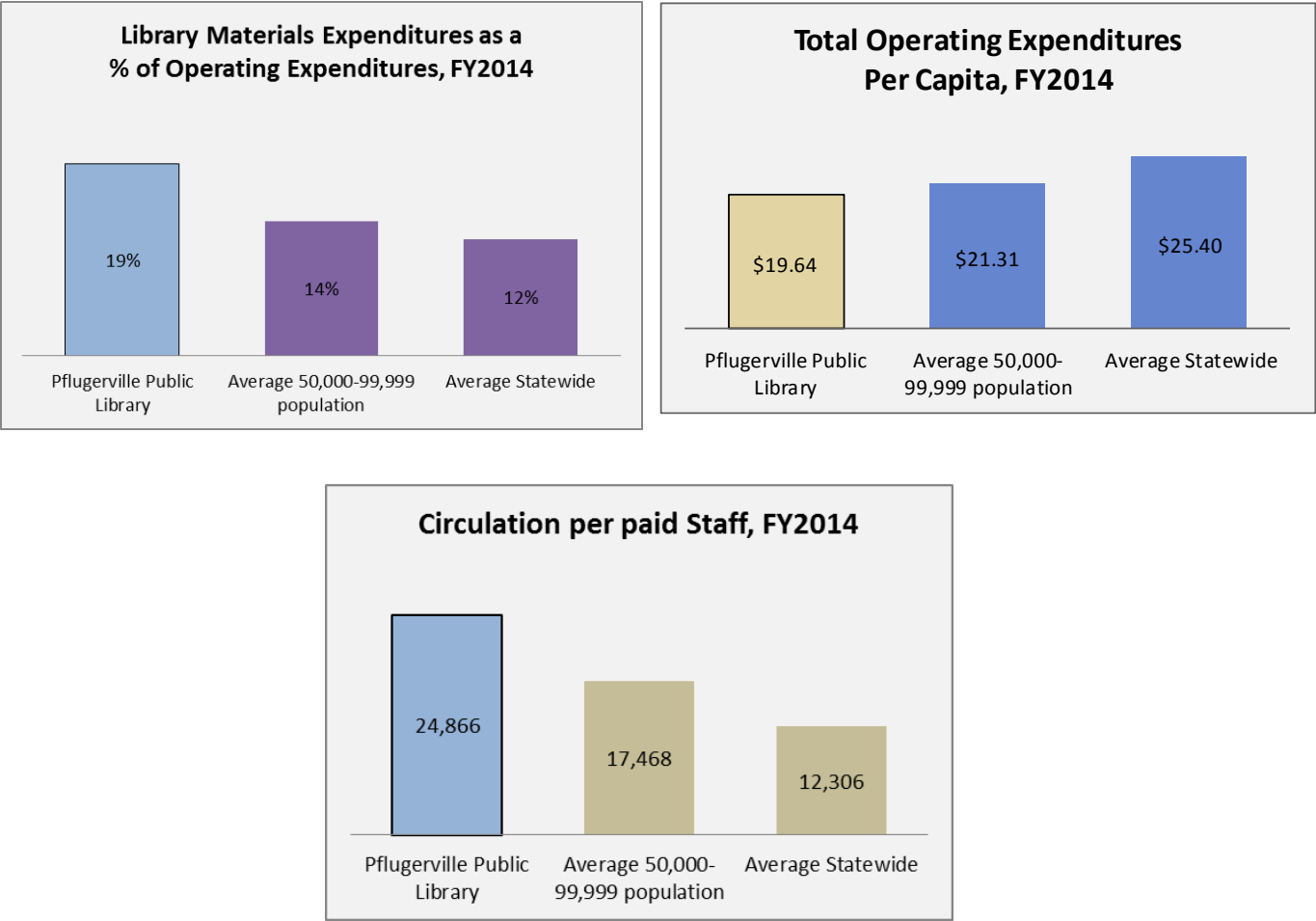
2017 Budget objectives

Increase participation in professional organizations:

- Increase training budget to allow more attendance at professional events and functions.
- Encourage more participation in professional committees and round tables.
- Encourage more participation in professional presentations.

Expanded collections

- Expand shelving for Spanish and Vietnamese collection.
- Increase budget for streaming services to meet patron demand.
- Purchase upright supports to complete shelving we already own.

Expand seating in children area and collection in youth area

- Purchase additional chairs for story time room to accommodate number of participants.
- Expand shelves into former 3D print room

Historic preservation

- Budget for repair to the Heritage House foundation.
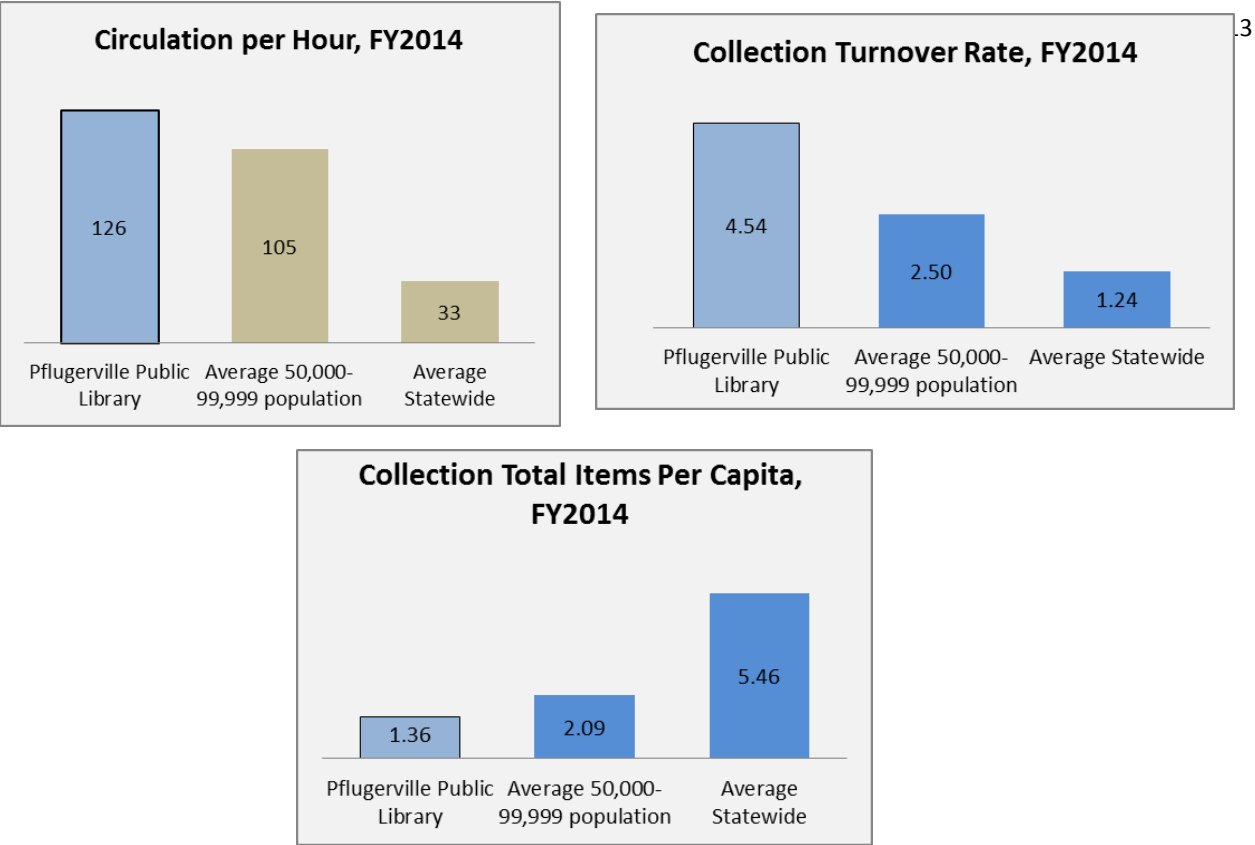- Shelves, display cases, media players and other supplies to preserve and display artifacts.

Pfab Lab

- Equipment and supplies for use by patrons in informal knowledge sharing environment.

Latest offerings

- **Pfab Lab:** a community center with tools, manufacturing equipment, and education for the purposes of enabling community members to design, prototype and create manufactured works .

- **Expanded Technology Instruction:** class from basic computers to programming with Linux. On demand and scheduled technology assistance.

- **2nd Annual MakerPfest:** a creative and entertaining demo of the latest technology, innovations, artworks and traditional skills.

- **ComicCon:** a celebration of the graphic novel, superheroes and supervillains designed to interest readers of all levels.

- **Senior Technology Programs:** Introduction of Senior Appy Hours and Crafts.

- **Book Pfestival:** an annual showcase of authors from local to international.

- **Heritage House Historic Preservation:** Phase II of the Pflugerville Historic Preservation project.

- **Girls Who Code:** nationwide project to close the gender gap in technology. Programs educate, inspire, and equip girls to pursue opportunities in technology.

- **MyWiPfi:** Mobile wifi hotspots available for checkout.

Circulation per Hour, FY2014

Pflugerville Public Library	126
Average 50,000-99,999 population	105
Average Statewide	33

Collection Turnover Rate, FY2014

Pflugerville Public Library	4.54
Average 50,000-99,999 population	2.50
Average Statewide	1.24

Collection Total Items Per Capita, FY2014

Pflugerville Public Library	1.36
Average 50,000-99,999 population	2.09
Average Statewide	5.46

Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014
NOTE: These charts are only as valid as the data that was provided by each library. Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013

Savings to members for physical items borrowed vs. purchased

FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016
Series1	Series2					

Infrastructure
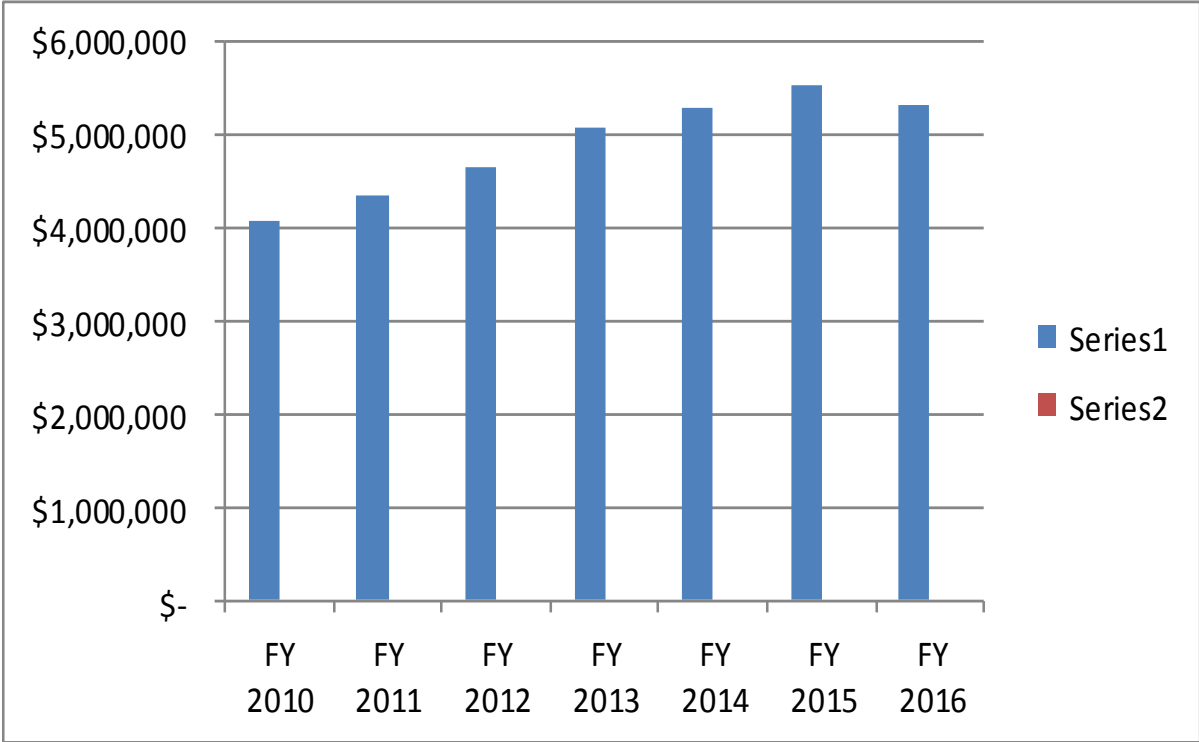
- State of the art library building: The library building was renovated and expanded in 2013. Staff and building services continue to monitor the facility to ensure it exceeds standards.

- Flexible space: The library space is designed to accommodate a number of uses from small meetings to large events.

- Movable shelves and furnishings: Library furnishings are as flexible and movable as possible so the repurposing of space is done with minimal cost or disruption.

- Educated and results driven staff: The library staff is highly educated, has a myriad of talents including instructor, teacher, artists, musicians, photographers, etc. and they are willing to flex their duties to accommodate whatever is needed.

- Supportive administration and governing bodies.

- Innovations such as Pfab Lab and computer lab.

Total program attendance

Program attendance by year
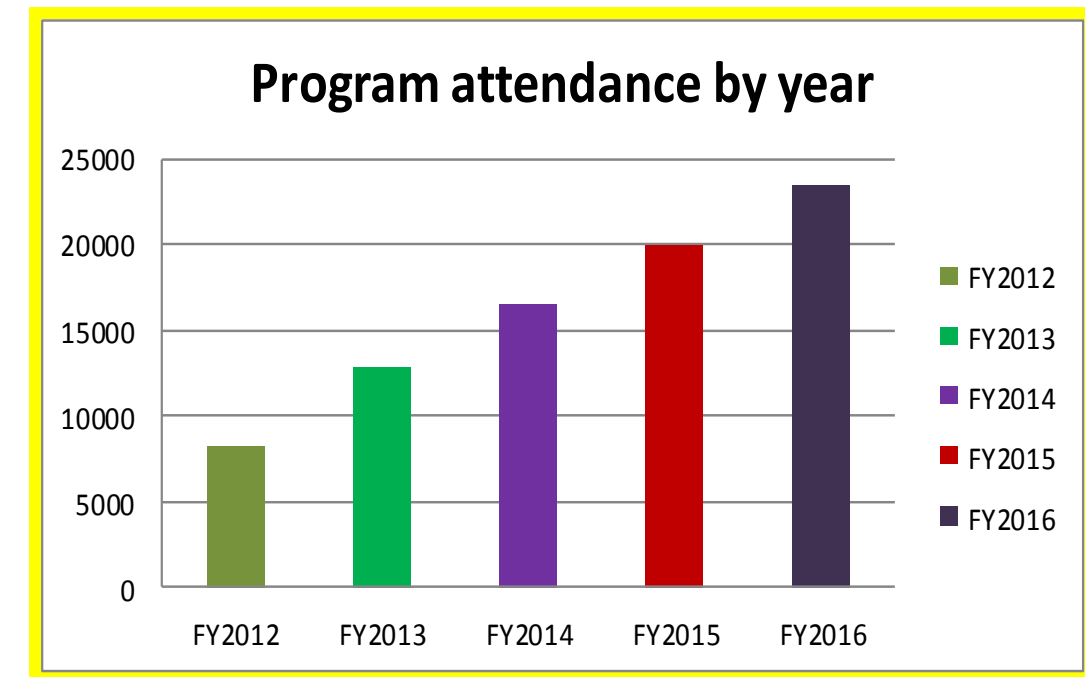
Rationale for not charging for programs

Texas Administrative Code
TITLE 13   CULTURAL RESOURCES
PART 1   TEXAS STATE LIBRARY AND ARCHIVES COMMISSION
CHAPTER 1   LIBRARY DEVELOPMENT
SUBCHAPTER C   MINIMUM STANDARDS FOR ACCREDITATION OF LIBRARIES IN THE STATE LIBRARY SYSTEM
RULE §1.72   Public Library Service

(a) Library services for the general public must be provided without charge or deposit to all persons residing in the local political subdivisions which provide monetary support to the library. These library services include the dissemination of materials or information by the library to the general public during the hours of operations of all library facilities. In this context, library services include the circulation of any type of materials, reference services, use of computers to access information sources, databases, or other similar services, and admissions to the facility or any programs sponsored or conducted by the library.

Maker activity	NA	Basic Quilting	NA	Basic Quilting
Members		NA		NA
Non-Members		$35		Free
Material fee		NA		Free
Maker activity	NA	NA	Art for Toddlers	Story time and Crafts
Members			NA	NA
Non-Members			$185 (6 classes)	Free (unlimited)
Material fee			NA	NA
Maker activity	NA	NA	Meet your Materials Home-schooler Edition (ages 5-9)	Homeschool Clubs (pre-school through Teens)
Members			NA	NA
Non-Members			$185 (one month, six days)	Free (bi-weekly, unlimited)
Material fee			NA	NA

Economic development

- Computer classes

- Conversational English

- Technology programs and classes

- Computers/ Wifi

- On demand device management

- Online educational and career guides and testing

- Interactive online language tutorials

- Volunteer opportunities

- Access to online job resources

- Access to online educational resources

- Space for: Study, business meetings, job interviews

- Mobile wifi hotspots for checkout

Transportation/ Delivery of Services

- Homebound service: The Friends of the Library work with Library staff to provide services for the home-bound and elderly.

- Video instruction: Crafts are often recorded and made available online via youtube to those who are unable to make a program.

- 24-hour eResources: Streaming video, music, ebooks, eaudiobooks, databases, educational resources, practice tests, resume builders and more are available online.

- Outreach to assisted living facilities: Library staff visits the Pflugerville Care Center twice per month to provide enrichment programs for the residents.

- 24 hour remote patron access to account information.

- Mobile wifi hotspots

Maker activity	Makerbot 3D printing	NA		3D printing Demos and on demand printing
Members	$60	NA		NA
Non-Members	$75			Demos free
Material fee	$5			5 cents per gram not to exceed $3
Maker activity	Sugar Skull	NA	NA	Sugar Skulls
Members	TBD			NA
Non-Members	TBD			Free
Material fee	TBD			Free with registration
Maker activity	NA	Knitting Basics	NA	Sit n' Knit
Members		NA		NA
Non-Members		$35		Free (monthly)
Material fee		NA		While supplies last or registration
Maker activity	NA	Snow Globes	NA	Snow Globes
Members		NA		Free
Non-Members		$30		Free
Material fee		NA		While supplies last or registration

**Price comparison of library offerings with area business offering similar programs**

|	Techshop	JoAnn Fabrics	Austin Tinking School	Pflugerville Public Library
Maker activity	Silkscreen Printing Basics	NA	NA	Screen Printing Basics
Members	$90			NA
Non-Members	$100			Free
Material fee	$10			While supplies last
Maker activity	Soldering and Basic Electronics	NA	NA	Soldering
Members	$60			NA
Non-Members	$75			Free
Material fee	$5			Free with registration
Maker activity	Arduino		NA	Arduino basics
Members	$90	NA		NA
Non-Members	$105			Free
Material fee	$10			Free with registration
Maker activity	Basic Sewing	Basic Sewing	NA	Basic Sewing
Members	$45	$35		NA
Non-Members	$55	Teen Basic Sewing		Free
Material fee	$5	$45		Free with registration

Public Safety

- Clean, safe secure building

- Emergency protocols in place

- Outstanding IT support

- Award winning Integrated Library System using SIP2 technology for patron privacy.

- Patron privacy policies in place

- Anonymity of computer use

- Anonymity of wifi use

- Classes and dialogue regarding online safety

Public Engagement

Library meeting room use by hour

- FY 2014
- FY 2015
- FY 2016
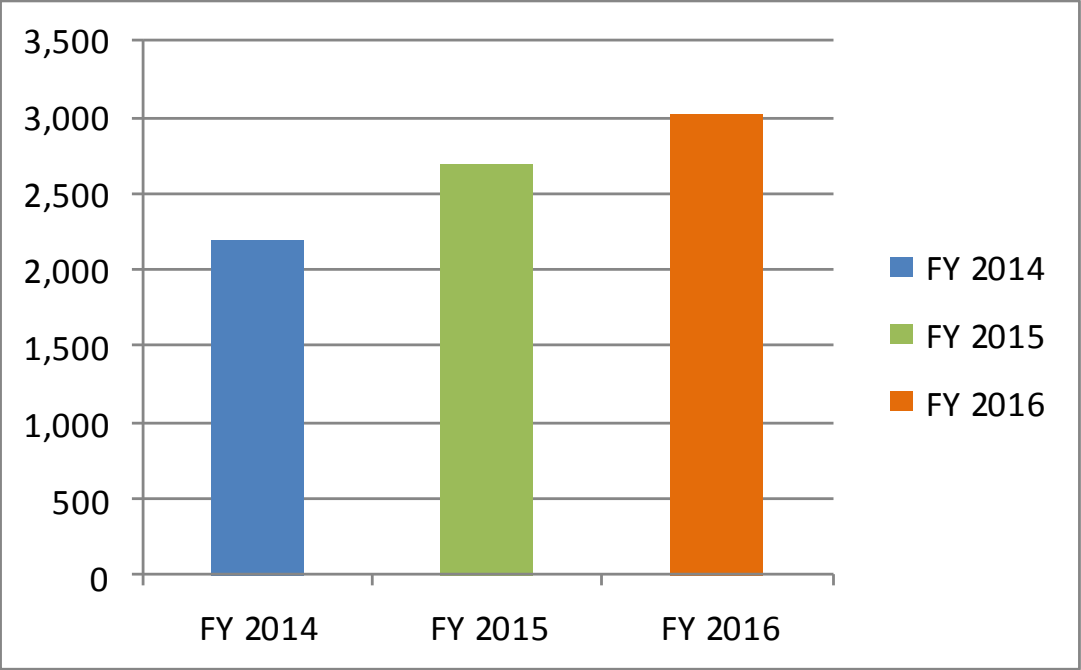
In-house computer use by session

- FY 2011
- FY 2012
- FY 2013
- FY 2014
- FY2015
- FY2016
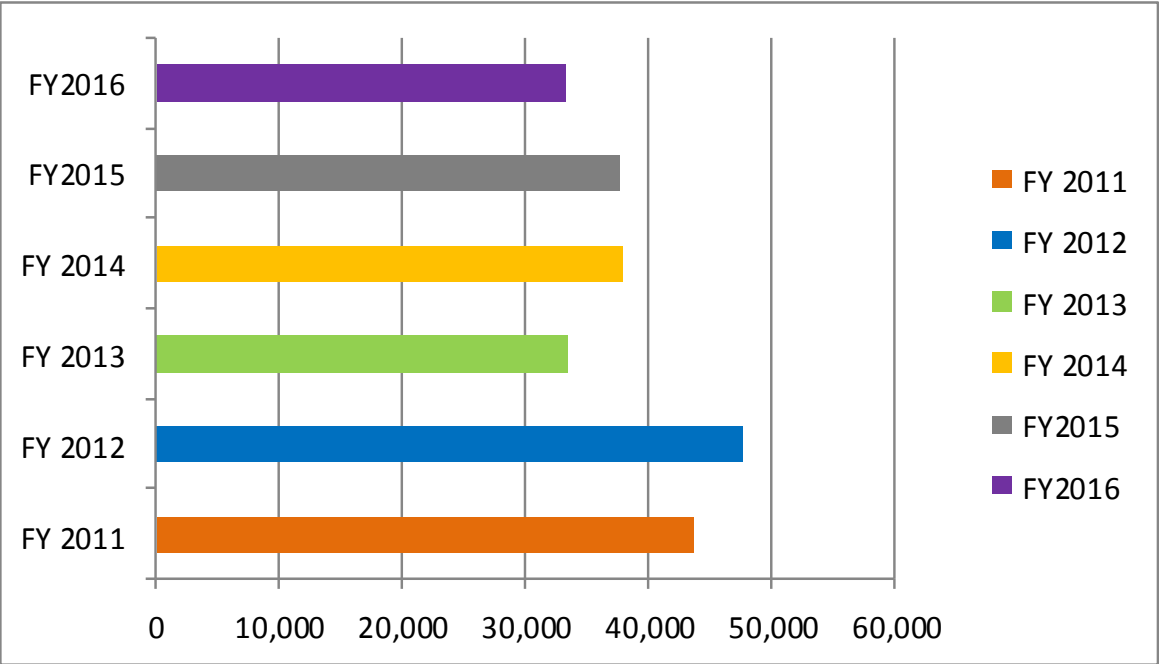
Note: The decline in Internet use is most likely due to the popularity of personal devices and increase wifi use. As of yet, we do not have a method of tracking wifi use.

Programs and clubs

In 2016 more than 24,000 people attended a club, program or event at the library.

Kids Program Attendance

Tween Program Attendance

Teen Program Attendance

Adult Program Attendance