

Pinal County Performance Management

Annual Report - FY 2014-2015

LIBRARY DISTRICT

R
SBP % increase in circulation

	Q1		Q2		Q3		Q4	FY15 YTD
FY15 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
2.00%	-3.79%	0.00%	-1.34%	0.00%	1.29%	0.00%	-2.89%	-1.73%

Over 1.3 million items were checked out from the libraries this year. There was a small increase in the third quarter, but otherwise our slight downward trend in circulation continues. A few of our affiliate libraries saw significant increases in their circulation. Mammoth Public Library checked out 18.7% more items than last year and Maricopa Public Library checked out 15.5% more items. Other libraries with increases include Kearny Public Library, Oracle Public Library and Superior Public Library.

R
SBP % increase in circulation of digital materials

	Q1		Q2		Q3		Q4	FY15 YTD
FY15 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
5.00%	35.13%	10.00%	22.53%	10.00%	-1.90%	9.00%	1.05%	11.82%

Over 47,000 digital items were downloaded this year. That is a 11.8% increase over last year. E-books continue to be our most circulated digital format with 26,155 check outs this year. Hoopla, which includes movies, television shows and music, has surpassed our digital magazines from Zinio with 8,116 downloads. We have recently added digital comics to our Hoopla subscription and expect those numbers to continue to rise. Patrons checked out 7,916 digital magazines and 4,980 downloadable audiobooks.

R
SBP % increase in visits to the library district website

	Q1		Q2		Q3		Q4	FY15 YTD
FY15 Target	Actual	YE Estimate	Actual	YE Estimate	Actual	YE Estimate	Actual	Actual
10.00%	-21.70%	0.00%	-10.79%	0.00%	-10.80%	0.00%	-15.97%	-14.99%

Visits to our Library District website have declined 15% since last year. Our web manager is making our front page more inviting with current, changing content, and is reviewing all portions of the website for updates.