



City of Colleyville

Colleyville Library Board Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817.503.1000
www.colleyville.com

Monday, December 12, 2022
6:00 PM

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

2. APPROVAL OF MINUTES

October 10, 2022

3. REGULAR AGENDA ITEMS

3a Introduction of new Colleyville Library Board Members

3b Election of Chair and Vice-Chair

3c Review Colleyville Library Board Bylaws

3d Discussion of the Colleyville Public Library Long-Range Plan 2022-2027

3e Discussion of Items for Future Agendas

4. REPORTS

4a Librarian's Report

4b Friends of the Colleyville Public Library Report

4c Colleyville Public Library Foundation Report

5. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Thursday, December 8, 2022 by 5:00 p.m.

Mary Rodne,
Library Director

A quorum of the Colleyville City Council and/or any other Colleyville Board, Commission, or Committee may be in attendance at this meeting. Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion. If you plan to attend this public meeting and have a disability requiring special accommodations, please advise the Library Assistant at least 48 hours in advance at 817.503.1150, and reasonable accommodations will be made to assist you.



City of Colleyville

Colleyville Library Board

MINUTES

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Monday, October 10, 2022
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

Chair Gary McPherson called the meeting of the Colleyville Library Board to order at 6:05 p.m.

Present Board members: Chairman Gary McPherson, Vice-Chair Joan Roberts, Molly Skinner, Joseph Stout, Kay Newton, Wanda Cotter, Joy Lee Fulton, Pat Jones. City Staff: Library Director Mary Rodne, Library Community Events Coordinator Maria Hoefke

Absent Board Members: Denise Light

2. APPROVAL OF MINUTES

August 8, 2022

A motion was made by Molly Skinner and seconded by Joan Roberts to approve the August 8, 2022 minutes. The motion was approved unanimously.

3. REGULAR AGENDA ITEMS

3a Library Board Appointments Update

Director Rodne noted that several Library Board positions were up for renewal in November, 2022, and that those with expiring terms should have received a notice from the City Secretary's office with an application. Those interested in re-applying to the Library Board need to submit their application by October 26th. It was discussed that Board members up for renewal included: Gary McPherson, Molly Skinner, Joan Roberts, and Joy Lee Fulton. All members with expiring terms indicated they would be applying to remain on the Library Board.

3b City of Colleyville Fiscal Year 2023 (FY23) Budget Update

Director Rodne updated the Board that the Library's proposed FY 2023 budget was formally approved by the City Council at the September 20, 2022 meeting. Rodne also stated the Library's proposal for the replacement of the Library's two automated materials handling systems as well as remote locker for materials pick-up was

included in the City's Colleyville Economic Development Corporation (CEDC) FY23 Budget.

Additionally, the City Council also approved the Library Board's recommendation for use of the Voluntary Library Fund in FY23, for the purchase of library materials, materials processing supplies, and library programs, in an amount not to exceed \$170,000.

3c Colleyville Public Library Long-Range Plan Update

Director Rodne reported that Aaron Babcock, Hidell and Associates Architects, had completed a draft of the Library's Long-Range Plan 2022-2027, which was currently being reviewed by City administrative staff. Rodne added that the final draft should be ready for Library Board review and discussion by the December Board meeting. When approved by the Library Board, the Plan will be presented to the City Council for approval.

3d Colleyville Public Library Fine-Free Update

Director Rodne said the Colleyville City Council formally approved the Library's Fine Free initiative including eliminating library fines and updating the Library's fee schedule. That action took place at the September 20th City Council meeting and the policy formally took effect on October 1, 2022. Rodne said most libraries in the surrounding area were already fine free and most recently, the Arlington and Richardson libraries also announced they were moving to a fine free system.

Rodne displayed the signage, t-shirts, flyers, and bookmarks the Library had made advertising for the Fine Free changes. Board members asked if the Library had received any materials from patrons with previous fines and Rodne said, yes, the Library had received some books back that had previously been withdrawn from the collection. Some Library card holders had held on to their books, knowing their fines would be eliminated.

With the Fine Free initiative, Rodne said that the Library had to update their policies regarding fees. Previously, if a Library card holder reached the \$5 late fine threshold, paying as little as \$.10 would allow them to check out or renew materials. With the new policy, Library accounts with overdue items are blocked from checking out or renewing as well as blocked from any usage of e-materials. After three warnings from the Library, at the 21-day mark, accounts are blocked and at 42 days, if nothing has been returned, patrons are billed for their items.

Board member Roberts stated that the new policy should be more motivating for users to return items on time, especially those who use the Library's e-Books.

A motion was made by Kay Newton and seconded by Molly Skinner to approve the Library's revised Circulation Policy that reflects the new fine-free policy. The motion was approved unanimously.

REPORTS

4a Librarian's Report

A. Monthly Statistics:

Director Rodne provided an overview of the statistics and programs for the months of August and September 2022. Director Rodne stated overall the statistics show the Library is doing very well and making a good comeback from previous COVID statistics. The Library's gate count, transactions, study rooms, programs, computer use, cloudLibrary, and circulation numbers have all been making a steady rise. Board president McPherson asked if program attendance had returned to pre-COVID levels. Director Rodne said that during the Summer Reading Program, the Library did see smaller crowds for some weekly programs that previously had a larger attendance pre-COVID.

B. Donations:

Rodne reported that the Library had received a total of \$10,427.05 in the months of August and September. In August, the Library had received a \$10,000 donation from long-time Library patron Ann Maddux in memory of her daughter, Athena Logan. Rodne noted that staff had discussed the option of purchasing some type of art pieces for the Library depicting Ms. Logan's love of dogs and reading. Rodne asked the Board if they had any suggestions for a lasting memorial. Board members agreed additional artwork or sculpture(s) for the Library depicting Ms. Logan's interests could be considered. Additionally, Director Rodne said the Library had received a Reimbursement Grant in the amount of \$427.05 from the Texas State Library and Archives Commission for Interlibrary Loan Lends to Texas Public Libraries in State Fiscal Year 2022. This program, Tex-Share, provides for Libraries throughout the State to request or lend materials with each other. For participating, the Library receives a certain dollar amount, which in the past has been several thousand dollars a year. This year the amount received was significantly less. Rodne noted that the Library is investigating why requests from other libraries were lower this year, which resulted in a smaller Grant amount.

C. Programs:

Rodne continued with an overview of the Library's programs for August and September. The Library hosted 29 Adult programs with 204 people attending. The Library also hosted 38 Youth programs with 887 children attending. Registration for the Fall 2022 programs opened on September 6, 2022, with the first day of classes/programs, Monday, September 12, 2022.

The Library participated in National Library Card Sign-Up Month in September with a bee-themed "Bee SMART! Buzz into the Library today," program. The month culminated with a Bee Party featuring a bee-keeper who brought in a 'slice' of a working beehive. Nearly 170 children and adults attended the after-school program which also featured bee-themed crafts and refreshments.

Additionally, Library card holders during the month of September were asked to sign-up, show or renew their Library cards. Those participating were entered into drawings for either an adult or child's Amazon Fire HD 10 or a \$50 Visa Gift Card. Also, for every five check-outs, card holders were entered in a drawing for a \$25 gift card to one of six local restaurants. The Library saw 119 new Library cards from the program.

Further, Rodne stated the Library continues the month of October with its Halloween StoryWalk® located around The Plaza. The children's book, *The Ghosts Went Floating*, is the featured story. On Halloween, the Library will host Check 'n Treat, where patrons who check out five items receive a candy treat bag. Additionally, if a child comes to the Library in costume, they will receive an extra treat. In November, the Youth Services Department will host Dino-vember themed programs. In December, the Library will host an Author Luncheon with Dave Lieber, who will discuss his books on Ross Perot, Sr. and Amon G. Carter, Sr.

4b Friends of the Colleyville Public Library Report

Friends of the Library President Joan Roberts stated the group had suspended acceptance of donations to date. The Friends had received a call from a resident looking to donate 60 boxes of cookbooks, of which the Friends said they could accept 10 boxes. However, no boxes had arrived to date. Library Board members discussed the potential for valuable older cookbooks as well as the time and travel it took to sort donations.

Roberts also noted that the Friends of the Library had donated \$500 to the Library for the upcoming Author Luncheon in December.

Roberts concluded that the Friends of the Library would be having their general meeting on October 11, 2022, via Zoom and all were invited to attend.

4c Colleyville Public Library Foundation Report

There was no formal report. In lieu, Director Rodne stated the group had been focused on the annual North Texas Giving Day, held in September. Discussion ensued regarding donations and matching funds through North Texas giving Day.

4. ADJOURNMENT

A motion was made by Joan Roberts and seconded by Kay Newton to adjourn the meeting of the Colleyville Library Board at 6:37 p.m. The motion was approved unanimously.

APPROVED BY A VOTE OF _ AYES, _ NAYS, AND _ ABSTENTIONS ON THIS THE ___ DAY OF__.

Minutes taken and prepared by:

*Maria Hoefke
Library Community Events Coordinator*



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 3a	Agenda Date 12/12/2022	Number
Type Regular Agenda Items		
Department Library		

Title

Introduction of new Colleyville Library Board Members

Explanation

This item allows for the introduction of new Colleyville Library Board member(s).

Attachments

1. Library Board Roster - Updated 11-2022

LIBRARY BOARD

PLACE 1

Kay Newton

(817) 421-0139

gksafig@aol.com

TERM: Nov 2021 – Nov 2023

PLACE 2

Gary McPherson

(972) 742-5778

McPherson7@verizon.net

TERM: Nov 2022 – Nov 2024

PLACE 3

Pat Jones

(817) 994-4880

Patjones102@gmail.com

TERM: Nov 2021 – Nov 2023

PLACE 4

Molly Skinner

(214) 536-7219

mollyskinn@aol.com

TERM: Nov 2022 – Nov 2024

PLACE 5

Wanda Cotter

(806) 886-3661

Pleiades1972@gmail.com

TERM: Nov 2021 – Nov 2023

PLACE 6

Joan Roberts

(817) 571-5721

jroberts52@gmail.com

TERM: Nov 2022 – Nov 2024

PLACE 7

Joy Fulton Lee

(817) 907-9293

joyfultonlee@gmail.com

TERM: Nov 2022 – Nov 2024

ALTERNATE 1

Joseph Stout

(817) 988-9488

josephstout@yahoo.com

TERM: Nov 2021 – Nov 2023

ALTERNATE 2

VACANT

**EX-OFFICIO – Library
Foundation**

Denise Light

(817) 319-6608

dflight16@yahoo.com

**EX-OFFICIO – Friends of the
Library**

Joan Roberts

(817) 571-5721

jroberts52@gmail.com



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 3b

Agenda Date 12/12/2022

Number

Type Regular Agenda Items

Department Library

Title

Election of Chair and Vice-Chair

Explanation

The Colleyville Library Board bylaws state that the Board shall, annually, elect a Chair and Vice-Chair from among the members. Officers shall serve a one-year term or until a successor is elected.

Attachments

1. Colleyville Public Library - Chair and Vice Chair Terms



COLLEYVILLE PUBLIC LIBRARY LIBRARY BOARD

CHAIR AND VICE CHAIR TERMS

CHAIR	VICE CHAIR	TERM
Taraba, Gary	Wollin, Carol	September 2001 - June 2002
Taraba, Gary	Wollin, Carol	July 2002 - June 2003
Jones, Pat D.	Roxburgh, Richard	July 2003 - June 2004
Jones, Pat D.	Eytcheson, Nancy	July 2004 - June 2005
Eytcheson, Nancy	Jones, Pat D.	July 2005 - June 2006
Eytcheson, Nancy	Jones, Pat D.	July 2006 - June 2007
Jones, Pat D.	Isbell, Steve	August 2007 - September 2008
Davis, Jerome	Rippe, Mary Alice	October 2008 - September 2009
Davis, Jerome	Rippe, Mary Alice	October 2009 - September 2010
Davis, Jerome	Rippe, Mary Alice	October 2010 - September 2011
Davis, Jerome	Bolline, Thad	October 2011 - October 2012
Davis, Jerome	Bolline, Thad	November 2012 - September 2013
Bolline, Thad	Davis, Jerome	October 2013 - September 2014
Bolline, Thad	Kennedy-Ziegler, Victoria	October 2014 - September 2015
Noronha, Vernon	Kennedy-Ziegler, Victoria	October 2015 - July 2016
Newton, Kay	Skinner, Molly	August 2016 - January 2018
Skinner, Molly	Billinger, Seanna	February 2018 - September 2018
Skinner, Molly	McPherson, Gary	October 2018 - November 2019
McPherson, Gary	Cecilia Sublette	December 2019 - November 2020
McPherson, Gary	Cecilia Sublette -11/20-5/21 - Open	December 2020 - November 2021
McPherson, Gary	Joan Roberts	December 2021 - November 2022
		December 2022 - November 2023



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 3c

Agenda Date 12/12/2022

Number

Type Regular Agenda Items

Department Library

Title

Review Colleyville Library Board Bylaws

Explanation

This item allows the opportunity to distribute and review the bylaws of the Colleyville Library Board.

Attachments

1. Library Board Bylaws - Approved April 2013

COLLEYVILLE LIBRARY BOARD BYLAWS

ARTICLE I – Identification and Purpose

The Colleyville Library Board was established by the City Council of Colleyville, Texas, by Ordinance O-04-1466 on June 15, 2004. The purpose of the Colleyville Library Board is to act as an advisory board to the City Council relating to all nature of library facility planning and programming.

ARTICLE II – Membership

- 2.1 The Colleyville Library Board shall consist of seven (7) members, who shall be appointed by the City Council for a two (2) year term; provided three (3) members shall be appointed each odd-numbered year and four (4) members must be appointed each even-numbered year. Places on the Board shall be numbered one (1) through seven (7). The Board shall also consist of two (2) alternates serving two-year terms. Alternates shall be numbered Alternate 1 and Alternate 2.
- 2.2 Members shall serve without compensation and until their successors are appointed.
- 2.3 Members must be residents of Colleyville, Texas unless City Council waives the residency requirement.
- 2.4 In the event of a vacancy on the Colleyville Library Board, Alternate 1 shall fill the unexpired term and Alternate 2 shall be appointed to serve as Alternate 1. In the event of more than one vacancy on the Board, Alternate 1 and Alternate 2 shall fill the unexpired terms. Applications shall be accepted through the City Secretary's office for the Alternate position(s) and filled by City Council appointment for the length of the unexpired term.
- 2.5 The City Council, if it deems it desirable, may appoint ex-officio members to the Board. Such ex-officio members shall be appointed on an annual basis and the term of office of such ex-officio members shall be one year from the date of appointment. Such ex-officio members shall have no voting authority. In consideration of appointment of ex-officio members to the Board, the President of the Friends of the Colleyville Public Library and the President of the Colleyville Public Library Foundation shall be appointed to serve as ex-officio members with concurrent terms of the Presidents of the Friends of the Colleyville Public Library and the Colleyville Public Library Foundation.

- 2.6 If a member of the Colleyville Library Board fails to maintain a seventy-five percent (75%) attendance record for all regularly scheduled meetings, the Chair or staff liaison will notify the City Secretary. City Council may, at its discretion, declare a vacancy, advertise the open position, or appoint a replacement without advertising.

ARTICLE III – Officers

- 3.1 The officers of the Colleyville Library Board shall be the Chair and the Vice Chair.
- 3.2 The Colleyville Library Board shall elect the Chair and Vice Chair from among the members annually. The officers shall serve one-year terms or until a successor is elected.
- 3.3 In the event of resignation or incapacity of the Chair, the Vice Chair shall serve as the Chair for the unexpired portion of the term.
- 3.4 City staff shall take minutes of the meeting and serve as custodian of Colleyville Library Board records.

ARTICLE IV – Meetings

- 4.1 Regular meetings shall be held bi-monthly on the second Monday of the month at 6:00 p.m. at the Colleyville Public Library, located at 110 Main Street. Meeting dates, times and location may be changed as necessary.
- 4.2 Members unable to attend a regular meeting shall notify the Chair or staff liaison by noon of the meeting day.
- 4.3 A majority of the voting Colleyville Library Board members shall constitute a quorum to conduct business of the Library Board. The act of the Colleyville Library Board members, present at a meeting, at which a quorum is in attendance, shall constitute the act of the Colleyville Library Board.
- 4.4 Meeting agendas will be posted on the City Hall bulletin boards and the City's web site 72 hours prior to a meeting. Meeting agenda packets will be available to the public on the City's website 72 hours prior to a meeting. Approved meeting minutes will be included in City Council agenda packets under Reports.
- 4.5 Meeting agenda packets will be distributed to each member 72 hours prior to a meeting.
- 4.6 The Chair shall preside at all meetings. In the absence of the Chair, the Vice Chair shall preside.
- 4.7 The Chair may recognize individuals wishing to speak regarding an item on the agenda.

- 4.8 Special meetings may be called at the request of the Chair or three members of the Colleyville Library Board for the transaction of business. Posting and notification meeting requirements shall apply to special meetings.
- 4.9 The Colleyville Library Board may establish sub committees as deemed appropriate. Such committees will be dissolved upon completion of the charge or task.

ARTICLE V – Duties and Responsibilities

- 5.1 The Colleyville Library Board acts in an advisory capacity to the City Council in all matters pertaining to the library facility planning and programming, including development of long range capital improvement programs.
- 5.2 Recommend policies for library services, and the adoption of standards for public library facilities and their financial support.
- 5.3 Receives requests for public funding for educational purposes of any public or private person(s), associations or business entities, and forward such requests with recommendations to City Council.
- 5.4 Review the annual operating budget and capital improvement requests related to library programs with the Library Director, and provide recommendations to the Director for submission to the City Manager or designee for consideration.
- 5.5 Cooperate with City boards, commissions, and committees, other governmental agencies, civic groups, and all citizens of the City in the advancement of sound library planning and programming.
- 5.6 Board members will take the Attorney General Texas Open Meetings Act on-line training course, available on this link.
http://www.oag.state.tx.us/open/og_training.shtml#22, or you may obtain a DVD of the training course from the City Secretary, and provide a copy of the Certificate of Course Completion to the City Secretary. The training must be completed not later than the 90th day after the date the member takes the oath of office or otherwise assumes responsibilities as a member of the governmental body.

ARTICLE VI – Amendments

- 6.1 These bylaws may be amended by a majority vote at any regular meeting, if all members have been notified of the proposed amendment 72 hours prior to such meeting. Amendments must be in compliance with applicable City ordinances.



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 3d	Agenda Date 12/12/2022	Number
Type Regular Agenda Items		
Department Library		

Title

Discussion of the Colleyville Public Library Long-Range Plan 2022-2027

Explanation

This item is provided to allow the Library Board to receive an update and provide input regarding the Colleyville Public Library Long-Range Plan 2022 - 2027. (Plan) Aaron Babcock, Hidell and Associates Architects, will present an overview of the updated Plan including: process, conclusions, and recommendations. Following the presentation and discussion, staff will seek Board approval of the Plan. Once approved by the Library Board, the Plan will be forwarded to City Council for approval, as defined in the Texas Administrative Code, Title 13, Part 1, Chapter 1, Subchapter C, Rule §1.83.

Attachments

1. Colleyville Public Library - Long-Range Plan 2022 - 2027 - Final Report
12.12.2022
2. Colleyville Public Library - Long-Range Plan 2022 - 2027 Presentation -
12.12.2022

COLLEYVILLE PUBLIC LIBRARY



LONG-RANGE PLAN 2022 - 2027

FINAL REPORT

12.12.2022

Prepared by
Hidell and Associates Architects, Inc.

COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN 2022 - 2027

Prepared for

**City of Colleyville, Texas
Colleyville Public Library**

by

Hidell and Associates Architects, Inc.

For more information, please contact:

110 Main Street
Colleyville, TX 76034
817.503.1150

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	iii
LIBRARY PERFORMANCE ASSESSMENT	1
INTRODUCTION	1
COMMUNITY FACTORS IMPACTING THE LIBRARY.....	2
COMMUNITY DEMOGRAPHICS	2
Aging Population.....	2
Affluence and Education.....	2
CHANGING USER TRENDS	3
Digital Collection	3
Technology	4
Omnichannel Marketing	4
Making Access Easier.....	5
Emergency Response Plan.....	5
COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY....	7
PEER LIBRARY COMPARISON	8
LIBRARY SERVICES ASSESSMENT	9
OVERVIEW OF CURRENT LIBRARY SERVICES	9
ASSESSMENT OF THE LIBRARY'S COLLECTION.....	9
ASSESSMENT OF THE LIBRARY'S TECHNOLOGY	10
ASSESSMENT OF THE LIBRARY'S PROGRAMMING	10
ASSESSMENT OF THE LIBRARY'S FACILITY	11
ASSESSMENT OF THE LIBRARY'S STAFF	12
CONCLUSIONS	13
What the Library does well.....	13
What the Library can do to improve.....	13
LIBRARY SERVICE RECOMMENDATIONS	14
Increase access to digital collections.....	14
Streamline access to the collection	14
Reallocate collection areas	15
Engage the aging population	15



COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022

Develop an Emergency response strategy.....	16
Implement strategies to react to changing Technology needs	17
Develop an Omnichannel Marketing Plan	18
Develop a replacement plan for end of use furniture and equipment.....	19
APPENDIX – ONLINE SURVEY RESULTS	20
APPENDIX – PEER LIBRARY ANALYSIS	44

ACKNOWLEDGEMENTS

The planning team would like to recognize and thank the Community members and Staff members for their knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and helped make this document possible:

Library Board

Gary McPherson, Chair

Kay Newton

Pat Jones

Molly Skinner

Wanda Cotter

Joan Roberts

Joy Fulton Lee

Joseph Stout

Denise Light, EX-Officio, Foundation

Joan Roberts, EX-Officio, Friends

Library Staff

Mary Rodne, Library Director

Kara Teeter, Adult Services Librarian

Jack Pawlowski, Circulation /Technical
Services Librarian

Jessica Hilliard, Youth Services Librarian

Mayor and City Council

Bobby Lindamood, Mayor

Kathy Wheat, Mayor Pro Tem, Place 3

Brandi Elder, Place 1

George Bond, Place 2

George W. Dodson, Place 4

Chuck Kelley, Place 5

Callie Rigney, Place 6

City Staff

Jerry Ducay, City Manager

Mark Wood, Assistant City Manager

Adrienne Lothery, Assistant City Manager



LIBRARY PERFORMANCE ASSESSMENT

LIBRARY PERFORMANCE ASSESSMENT

INTRODUCTION

The Colleyville Public Library Long-Range Plan provides a five-year framework for delivering library services and programs to meet community needs. This report includes recommendations to assist the Library in meeting the needs to best serve the residents of Colleyville.

An online survey was utilized to gauge public opinion regarding current and future library services during the planning stage. The planning team conducted several staff focus groups to gauge the current staff process and identify future needs. Key performance statistics have been analyzed as they relate to peer libraries. The previous long-range plan included several recommendations for the reorganization of the first and second floors of the Library. These changes have been analyzed to confirm the proposed changes are meeting staff and user needs. The final plan provides recommendations to address program and service needs identified during the planning process.

The Library serves the cultural, educational, and intellectual needs of Colleyville residents of all ages. First and foremost, the Library ensures that residents will have access to materials in various formats anytime/anywhere. Secondly, the Library offers an array of early literacy programs and services. Third, the Library is a resource that provides materials and programs for lifelong learning, allowing Colleyville residents to explore topics of interest for self-directed personal growth and development opportunities throughout their lives. In the FY2021, the Library had 75,305 visitors and circulated 246,043 items.

The mission of the Library is:

Colleyville residents of all ages will have state-of-the-art library services, accessible "Anytime, Anywhere."

The Library is responsible for the following core services:



Provide access to reading, viewing, and listening materials



Provide early literacy programs and services to create young readers



Provide resources for lifelong learning

COMMUNITY FACTORS IMPACTING THE LIBRARY

COMMUNITY DEMOGRAPHICS

The Colleyville Public Library serves Colleyville residents with an estimated service population of 26,057. In FY2021, the Colleyville Public Library had 10,873 resident cardholders and 1,607 non-resident cardholders from surrounding cities that offer reciprocating services. The community is one of the most affluent and highly educated communities of the Dallas-Fort Worth Metroplex, with a median household income of \$163,509 and 65% of the city's population over 18 having a bachelor's or graduate degree.

The Colleyville community has a median age of 48.6, three years older than the time of the last report in 2016. This median age is also significantly higher than the 33.6 median age of Texas residents. As the median age trends are older, the impact on library services could be significant. With 57% of the population over 50 and the age of the community trending older, the Library will need to modify services as needs change.

Aging Population. *The Journal of Librarianship and Information Science* conducted a study in 2019 regarding library services for an aging population. Results suggest that libraries serve their aging communities in multiple ways. Some libraries provide a plethora of specialized programs focused on the specific needs of older adults. Others extend core library services to ensure they are accessible to older adults. Others invest in infrastructure and staff development to prepare for an aging society. The Colleyville Library will need to implement strategies to engage the aging population and meet community needs.

Affluence and Education. National statistics indicate wealthy and highly educated people are more likely to use libraries. College graduates make up 90% of book readers. With 65% of households with a bachelor's or graduate degree, Colleyville citizens most likely use or have used library services. The 2020 census indicated that 99.7% of households have a home computer and broadband internet access. The need to provide wireless access, appropriate seating and power for those patrons that bring laptops, tablets, and smartphones will increase. The Library reduced the number of public computers in 2018, with floor space reallocated to flexible seating for patrons bringing devices. This reallocation of space has benefited patrons who use the Library for remote work, research, and study. The future need for public computer access is not expected to increase over the next five years.

CHANGING USER TRENDS

Recent events have had a significant impact on library services. The continued growth in digital content, the mainstream adoption of social media, and the global pandemic have all impacted user expectations for library services. The growth of digital content such as e-Books and e-Audiobooks has increased user demands for access to these materials. The mainstream adoption of social media has required libraries to adopt Omnichannel Marketing to communicate to community members. The global pandemic required libraries to pivot services, resulting in users' habits changing. Many of these new habits continue to affect library services and consumer expectations.

Digital Collection. Access to digital content (e-Books and e-Audiobooks) continues to gain popularity. Texas Libraries have experienced a 115% increase in digital lending since 2016. According to Pew Research, 30% of American adults have read an e-Book in 12 months. That research suggests that 23% of adults have listened to an e-Audiobook in 12 months. Currently, 24% of the Colleyville Library's overall circulation is digital, and the per capita use of the digital collection is double peer libraries. The Colleyville Library has implemented a few strategies to assist with this demand. Joining a consortium has assisted in meeting the demand for digital lending, with access to a larger selection of materials. Colleyville has been part of the cloudLibrary consortium since 2019, offering access to a larger collection. The online survey results indicated that access to this consortium was a barrier for some users who own certain Kindle models. The cloudLibrary system does not currently allow access for a user with a Kindle Paperwhite reader.

Access to a digital collection has proven to be ever-evolving and complicated for Public Libraries. In 2019, The Hachette Book Group (HBG) changed its digital lending model for libraries, replacing its perpetual ownership model with a two-year access plan for e-Books and e-Audiobooks. The "Big Five" publishers also initially decreased library prices for e-Books and e-Audiobooks but eliminated this discount when the libraries renewed access. Some publishers have replaced perpetual access for libraries to digital content with two-year access at prices ranging from \$39.99 to \$79.99, placing a financial burden on public libraries and limiting access to the public. These publishers continue to change the terms of access to digital content for libraries. Traditional print materials for libraries cost approximately \$30, which grants the Library unlimited access to lending the book for the book's life. With limitations on digital content, the availability of a public library to purchase a diverse collection becomes cost-prohibitive, as having to purchase the digital collection every year is a financial burden. The Colleyville Library utilizes three digital material purchasing types: outright purchase (own), pay-per-use, and perpetual purchase. Certain publishers allow the "own" model for digital

content, allowing the Library to lend the item indefinitely. Only 14% of all digital items were purchased using the "own" model in the last six months. The pay-per-use model charges the Library when an item is checked out. Cost can range from \$1.00 - \$9.99, depending upon demand. This model can satisfy high-demand items but comes at a higher cost.

The perpetual purchase or license model is a fee for a set amount of checkouts or time. Typically, 26 or 52 checkouts per payment or 1 to 2 years per payment. These purchase systems lead to a higher cost per collection item than the traditional print material. With digital circulation well above state and peer library averages, the Colleyville Library must continue enhancing access and increasing selections to meet user demand.

Technology Public libraries have a long history of providing communities with access to technology. Since opening in 2003, the Colleyville Public Library has offered access to public computers. Over the years, the Library has expanded the technology it offers patrons, such as wireless access, self-check-out and automated sorting check-in machines. These technologies remain a vital part of the Library's services and have assisted staff efficiencies. The Library will need to implement a plan to periodically update and replace this equipment to remain current with ever-evolving innovations.

Omnichannel Marketing Omnichannel library marketing is the practice of marketing across multiple platforms, including member e-mail, newsletter, apps, social media, and announcements on the Library's website. This approach lets libraries connect with members on multiple digital endpoints, offering a better member experience. The Library has utilized print flyers, newsletters, the Colleyville Communicator, Colleyville E-News and its website to provide information in the past. Recently, the Library added Twitter and Facebook as social media channels for promoting information. Respondents to the online survey identified Facebook and the Library's Website as the most useful forms of communication for library programs and events. The Library will need to continue to utilize omnichannel marketing to provide information to the Colleyville citizens.

As Citizens have recently embraced streaming options and virtual programming, the Library will need to elevate efforts to provide services that meet community needs. Proactive libraries understand the importance of meeting existing users' needs and dedicating more effort to keeping them. Investing in a database that engages library members throughout their journey will become key to meeting changing expectations. Information on users' preferences will enable libraries to target better messaging to engage in their services, events, and programming.

Marketing automation is all about using software to automate your marketing activities. Library marketing departments will seek to automate and integrate their siloed and repetitive tasks, such as e-mail marketing, social media posting, and event campaigns. This way, they can provide their members a targeted and tailored experience. The marketing automation technology makes these tasks easier and will enable staff to synchronize marketing across all key channels and stages of engagement.

Making Access Easier Expanding access to information resources is at the core of what libraries do. Making access easier has been a frequent opportunity for innovation in libraries, which continue to offer surprising service enhancements that help bring information to their communities. During the pandemic, access to materials was challenged with user habits changing. Library patrons utilized the drive-up window for both drop-off and pick-up of items. Placing materials on hold before coming to the Library has increased over the last few years. Over half of survey respondents identified picking up holds as an activity they do when visiting the Library.

Like those used by Amazon and UPS, self-service smart lockers provide libraries with new opportunities to streamline holds and reserves processes. The online survey results indicated that 51% of respondents picked up holds at the Library. Implementing a plan to accommodate holds beyond library hours will improve access to the collection. The Colleyville Library could utilize a smart locker system at a City owned facility to expand access to holds.

Emergency Response Plan During the pandemic social distancing adversely affected Library use, decreased program attendance, limited access to materials for some users, and changed staff roles to accommodate needs. Libraries throughout the country pivoted services in reaction to public health issues. Libraries implemented home delivery, provided curbside pick-up, and prepared kits for patrons to take home with books and crafts. Many programs throughout the US were done virtually, with storytimes on webcam and book clubs meeting via Zoom. These strategies proved so popular that libraries have integrated them into regular service offerings.

The Colleyville Library implemented a few of these strategies during the pandemic, including home delivery, the drive-up window for drop-off and pick-up and offering take and make kits. Due to its popularity, the Library plans to continue the home delivery and pick-up at the drive-up window. The Library allows patrons to pick up holds at the drive-up window and plans on offering take and make kits as long as they remain popular.



At the beginning of the pandemic, libraries were caught off guard, with limited information on how to provide socially distanced environments, if materials need to be sanitized, what staff and patron protocols should be for use, etc. Many libraries have developed not only public health strategic plans but emergency response plans, inclusive of emergency events, from natural disasters to active shooter events. These response plans identify policies and set standards and expectations for the library staff and patrons should future events occur. It is recommended the Library develop an emergency response strategy to remain prepared.

COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY

As part of the overall needs assessment process, the planning team engaged the community to assess overall satisfaction and current and future needs. A survey was distributed, resulting in **1,467 total participants**, of which 41% had used both online and in-person library services over the past 12 months. Questions included assessing the Colleyville Public Library's current conditions, challenges and solutions during Covid 19.

Questions were developed regarding future needs and potential service changes to assess public opinion regarding future services. The results indicated overall satisfaction with Library services and staff.

Who Participated



Participant Snapshot

1,466 total participants

32% used the library in person in the past 12 months*

10% only used online services in the past 12 months*

41% used both online and in person services in the past 12 months*

**(Represents activity during ongoing pandemic conditions)*

How the Participants Use the Library

- 75% checked out books or other materials
- 52% pick-up holds
- 45% read or browse the collection
- 26% download books from the online portal
- 53% have used the drive-up window for requested materials.
- 21% attend a children's program when visiting the library

What the Participants Thought

- Respondents overwhelmingly find the staff helpful and pleasant
- 88% of respondents thought the children's programs were good or excellent
- 93% rated the library facility as good or excellent

What the Participants Want

- 56% were interested in the library adding non-traditional items for check-out / use, such as an engraver, laminator, label maker, etc.
- 72% identified a notary public as a service they would utilize
- 71% identified Adult and Children's science, art, and computer classes as programs they would attend

Additional needs identified include

- Access to Saturday storytimes for working families
- Streamline access to digital collections
- Expanded access to audio books
- More digital content
- After hours holds for pick-up
- More study spaces

PEER LIBRARY COMPARISON

The Colleyville Public Library performs very well within the State of Texas. Utilizing the Texas Public Library Statistics for 2020, the planning team compared the Colleyville Public Library vs. communities with a population of (25,000 - 49,999) and the State of Texas average for all libraries.

These key statistics reveal that the Colleyville Public Library excels in key performance criteria such as library circulation per capita (54 percent above state average), and library visits (20 percent above peer libraries). The high circulation per capita and visits indicate that the Colleyville community uses the library.

The digital collection for Colleyville is circulating at a rate 3.2 times higher than the state average. The pandemic shifted user habits regarding digital circulation, increasing use.

This digital use remains strong and above peer libraries even after facilities were back to normal hours of operation.

Peer Library Analysis

<i>Colleyville FY 2021</i>		
<i>Total Circulation</i>	7.45 items/capita	2.4 Times above the state average
<i>Library Visits</i>	1.80 visits/capita	21% above peer libraries of similar size
<i>Digital Circulation</i>	1.96 items/capita	3.2 Times above the state average
<i>Physical Circulation</i>	4.14 items/capita	2.2 Times above the state average



LIBRARY SERVICES ASSESSMENT

LIBRARY SERVICES ASSESSMENT

OVERVIEW OF CURRENT LIBRARY SERVICES

Overall, the planning team found the Colleyville Public Library an active environment with well-organized access to services and collections. The recent renovations to the first and second-floor areas have resulted in a more intuitive layout for visitors. They have provided access to comfortable seating, kids' tactile activities, and a central staff access point. The Library layout is on two levels, with the adult collection and services primarily located on the first level and the children's collection and services on the second level. Program rooms are located on both levels, with the first room providing patrons access to study/work when events are not in session. The primary program rooms are on the second floor and can be divided into two spaces with a divisible wall system. The facility is in good shape and well maintained. The Library includes adult and children's collection areas, public access computers, study rooms, a dedicated storytime room, a dedicated craft room, and supports staff spaces. The Library provides access to various seating on both the first and second-floor levels.

ASSESSMENT OF THE LIBRARY'S COLLECTION

The collection is well-managed and well-organized. The Library's circulation for physical and digital items is well above state and peer library averages. The physical circulation of 7.45/items per capita is double peer library averages. The digital collection circulates over three times the state average. This strong circulation indicates the Library is being utilized by the citizens of Colleyville and is considered a well-curated collection. Over the last five years, a few trends have emerged concerning the circulation of specific collections. The children's collection accounted for 67% of all physical items, up from 53% in 2015. Specifically, picture and easy books circulation increased from 17% of overall circulation to over 30% of circulation.

Similarly, the juvenile fiction and non-fiction collections have increased and account for 26% of the Library's overall circulation. The 2014-2015 Library Long-Range Plan identified these collections as heavily used but not large enough to satisfy the need. The reorganization provided additional shelving capacity for these collections, which resulted in a large increase in use. The adult audio/visual collection has decreased use over the last five years; it now accounts for 6% of overall circulation, down from 20% in 2014-2015. This drop is expected to continue to decrease over the next five years. The technology for DVDs and CDs is limited, and streaming is becoming more ubiquitous in households. The Library should expect this collection to transition out of the library lending profile and be replaced with popular items.

ASSESSMENT OF THE LIBRARY'S TECHNOLOGY

The Colleyville Public Library provides a basic level of technology access to the community with public computers, a digital projector in each community meeting room and a large-format display in the Colleyville Room. Automated sorting systems and self-check machines have streamlined the processing of materials. Four digital signs throughout the Library provide information regarding programs and collections. Online catalogs throughout the Library assist the public in searching for materials.

Library users' expectations change as new and more advanced technology becomes available to the public. These changing expectations require the Library to assess and implement new technologies as users' needs change. The four adult public computers and eight children's computers meet current demand. Most patrons are now bringing their own devices to the Library, creating a need for tables, chairs and access to power throughout the facility. As demand for adult public computers continues to decline, the Library can repurpose those areas for patrons who bring devices. The planning team recommends the Library evaluate existing furniture use and implement portable charging stations at locations that patrons with mobile devices utilize. The existing automated sorting systems are nearing the end of service dates. The planning team recommends that the Library evaluate a replacement strategy for internal and drive-up locations.

ASSESSMENT OF THE LIBRARY'S PROGRAMMING

Programming was challenged over the past few years with reaction to the pandemic, limiting the number of programs offered and attendance by socially distanced users. Program attendance has increased as the number of programs offered begins to return to pre-pandemic levels.

The children's programming offered at the Library is comprehensive and well-attended. Many of the most popular children's programs require registration and quickly reach capacity. The community expressed a need for increased access to these popular children's programs. Storytimes are currently conducted on weekday mornings and require attendees to sign-up for access. Comments in the survey identified two options to help access these events. First, implement a Saturday storytime for working families. Second, implement a drop-in storytime, where attendees do not have to sign-up to gain access.

As stated earlier in the report, the demographics of Colleyville will affect the use, as national statistics indicate that as the population ages, they often can become disconnected from the public Library. The Colleyville Public Library does a great job

marketing to children and providing quality programming. The Library will need to actively engage older adults to ensure the Library is meeting their programming needs. The online survey identified adult and children's science and art classes as needed. These types of programs can be offered for adults only, children only, or a combined class where adults and children work together. Combined classes have proven popular for grandparents with grandkids.

ASSESSMENT OF THE LIBRARY'S FACILITY

The existing building is 24,000 square feet, located at 110 Main Street. The building was originally constructed in 2003. The existing location is centrally located within the Colleyville service area and is attached to the City Hall as part of a municipal complex. The second floor was renovated in 2011, creating a children's library and program / meeting space. A renovation of the first floor was completed in 2018, which included a reorganization of service points, collection layout, and seating based upon the 2016 Library Long Range Plan recommendations.

The Colleyville community heavily uses the existing building, with over 63,000 visitors in FY2021. This number was down from previous years due to the ongoing pandemic but is trending up in 2022. The facility is in excellent condition and well-maintained. The 2018 reorganization has provided an efficient layout with strong user satisfaction. Ninety-two percent of survey respondents rated the facility good or excellent.

The first and second-floor layouts are currently meeting program and service requirements.

The Colleyville Public Library's core mission has included providing access to the physical collection, one of the most important services. With over seventy-five percent of survey respondents identifying checking out books as something they typically do when visiting the Library, access to the collection remains the top priority for the Library. The collection is well managed and easy to navigate. Use continues to fluctuate over time and the Library will need to assess the layout as lending patterns change.

The Library includes furniture purchased over the years in line with the various renovations. Some of these items show signs of wear with heavy use over the lifespan. The planning team recommends implementing a replacement plan for worn or damaged furniture items over the next five years.

ASSESSMENT OF THE LIBRARY'S STAFF

The Library staff received excellent feedback, with over ninety-five percent of survey respondents rating the service as good or excellent. The Library operates with 12.75 full-time equivalent (FTE) staff members, which is well below the peer Library average of 19 FTE.

Circulation per paid staff was 15,825 in FY2020, double the state average and in line with peer libraries. The staff includes five librarians with ALA-MLS degrees, allowing citizens greater access to librarian services. The state average is one librarian per 15,000 residents. Colleyville has 1 librarian for every 5,400 residents. This access to librarians correlates to the number of reference questions the Library received in FY2020. Colleyville librarians assisted citizens with over 28,000 reference questions, double the state and peer Library averages.



CONCLUSIONS

CONCLUSIONS

What the Library does well...

Patron Support is very positive

CUSTOMER SERVICE



95% OF SURVEY RESPONDENTS INDICATED THE LIBRARY'S CUSTOMER SERVICE WAS EITHER GOOD OR EXCELLENT.

Digital Collection use is strong

58,012 Digital items were checked out in FY2020

| OR |

323% ABOVE THE STATE AVERAGE FOR PEER COMMUNITIES

Circulation is strong



2.2 ABOVE

THE STATE AVERAGE FOR FY2020
201,763 items or 22.62 items per registered user

What the Library can do to improve...

Priority 1

REACT TO CHANGING COMMUNITY NEEDS



How to Respond?

- Improve access to the collection
- Reallocate collection areas in response to circulation patterns
- Develop a preparedness plan for future emergency events
- Engage the aging population

Priority 2

INCREASE COMMUNICATION REGARDING LIBRARY PROGRAMS AND SERVICES



- Implement an Omnichannel marketing strategy.
- Continue feedback engagement for programs and services.

Priority 3

- Upgrade furniture and equipment that is nearing end of life conditions



LIBRARY SERVICE RECOMMENDATIONS

LIBRARY SERVICE RECOMMENDATIONS

Recommendation

Increase access to digital collections

The Colleyville Public Library has implemented various strategies to provide digital content to users. With the cloudLibrary and Press Reader, the Library has access to over 300,000 items. This access continues to change as publishers continue to update policies. The online survey feedback and user statistics indicate that using Amazon Kindle devices is strong in all communities. Currently, the cloudLibrary does not allow direct downloads to certain Amazon-type e-reader devices, which prevents some citizens from accessing digital content..

Additionally, the most popular items are typically checked out, as the cloudLibrary is shared between many communities, often leading to long wait times for access.

Goal The Colleyville Public Library should strive to achieve optimal access to digital items with balanced choices concerning funding and service providers.

Action Plan Step 1: Beginning in FY2022, increase budget allocation for digital content. Utilizing pay-per-use services can greatly benefit users, as funds are directly tied to user selected items.

Step 2: Beginning in FY2022, continue to evaluate online platforms for support of all e-Reader devices. The Overdrive platform currently supports most e-Reader devices; however, it is not part of the consortium. Publishers' policies are constantly changing, leading to other solutions which might become available over the next five years.

Recommendation

Streamline access to the collection

The number of items reserved (holds) has steadily increased over the past five years. This trend accelerated during the pandemic, with over half of survey users putting holds on items for pickup.

Goal The Colleyville Public Library should implement a remote locker for holds, allowing users to reserve an afterhours pick-up location.

Action Plan Option 1: Install a remote locker system in the Library breezeway.

Option 2: Evaluate other City owned properties for location of a remote locker system.

Recommendation**Reallocate collection areas**

Circulation of collections such as DVD's and CD's continues to diminish, as these items are no longer readily available for mainstream use. Streaming services have begun to replace this technology. Magazine use has also seen a drop in demand as publishers transition to digital circulation, reducing the number of titles available for selection.

Goal The planning team recommends the Library transition areas as collections reduce due to demand. These areas can be replaced by seating or expanding popular collections.

Action Plan Develop a plan for reduction of low use items and eplacement with shelving and/or seating.

Recommendation**Engage the aging population**

The Colleyville community has a median age of 48.6, which is significantly higher than the 33.6 median age of Texas residents. The median age has increased from 40.0 in 2000 to 45.6 in 2013 and 48.6 in 2020. The Library should initiate programs and services to engage this segment of the population, as 50% of Library card holders are 50 years or older.

Goal Stay relevant with the adult community by offering programming and services specific to their needs.

Action Plan The planning team recommends the Library implement several strategies to engage the aging population. Provide specialized programs focused on the specific needs of older adults, such as technology training (how to use the latest iPhone) or health care seminars. Extend core Library services to ensure they are accessible to older adults. Invest in infrastructure and staff development to prepare the facility and staff to react to the aging needs.

Recommendation **Develop an Emergency response strategy**

Recent public health events highlighted the need for public libraries to adopt action plans for emergency events. The action plan should include protocols for dealing with health events, building systems failures, active shooters, natural disasters, etc. Developing a comprehensive action plan with suggested protocols and strategizes for staff and patron use of the Library facility will assist the Library with future emergency events.

Goal The Colleyville Public Library should adopt a strategic plan and recommendations for how to deal with any future emergency events.

Action Plan Investigate current strategies on how public libraries react to emergency events. Develop a written plan which identifies policies, protocols and recommendations on how the Library should react to different situations. Coordinate the response plan with the City's Emergency Management Coordinator to align with city policies and protocols. Update the plan regularly to ensure the latest recommendations by emergency response experts are evaluated for implementation.

Recommendation**Implement strategies to react to changing Technology needs**

Colleyville residents have access to computers and broadband internet at home. This home adoption has resulted in a reduced need to provide public computers at the Library but has increased demand for seating with power for users who bring their own devices for work, study, or research. Additionally, many Library users have jobs that allow work from home, and the Library can become a "third" place when the office and home are not meeting the needs for remote work. These remote workers require access to a variety of seating with power. Technology has improved to provide power solutions that do not require walls and floors to be modified. The Library should consider these solutions to enhance the environment for those users who bring devices.

Goal The Colleyville Public Library should strive to provide seating throughout the Library to accommodate patrons who bring devices with them for use. This will include providing various seating options, all with power available.

Action Plan Investigate battery powered charging stations which can be installed at tables or are mobile for use at lounge seating. Develop a plan to implement these systems and transition furniture with no power to a powered configuration.

Recommendation**Develop an Omnichannel Marketing Plan**

Omnichannel Library marketing is the practice of marketing across multiple platforms, including member e-mail, newsletter, apps, social media, flyers, and the Library's website. This approach provides a better member experience with connection on multiple digital endpoints.

Libraries will need to elevate their efforts to retain users as users embrace streaming options and virtual programming from competing institutions and services.

Library marketing departments will seek to automate and integrate all of their siloed and repetitive tasks, such as e-mail marketing, social media posting, and even event campaigns. This way, they can provide a targeted and tailored experience for their members.

Goal

The Colleyville Public Library should adopt a strategic Omnichannel Marketing Plan

Action Plan

The planning team recommends several steps to develop a comprehensive communications plan.

Step 1: Identify all marketing channels that shall be used to communicate programs and services, such as, Colleyville newsletters, Facebook, Twitter, e-mail, flyers, eNews, Colleyville Communicator, etc.

Step 2: *Develop a plan for use of these channels, identifying which provide the best opportunities for outreach.*

Step 3: *Integrate these siloed channels with automated tools to streamline the process and synchronize marketing across all key channels. Investigate third party software such as Monday or hubspot.com*

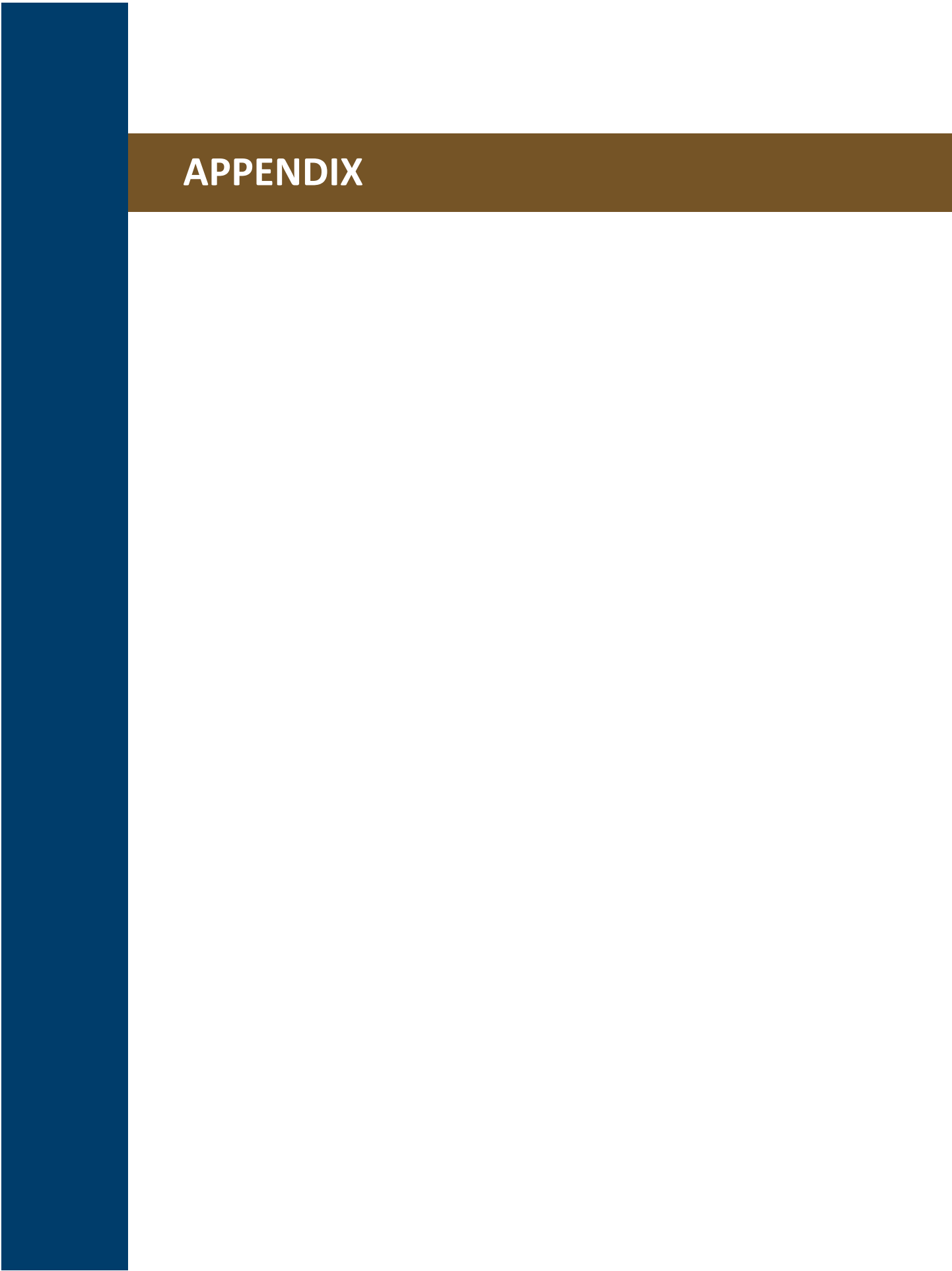
Step 4: *Invest in a database that provides feedback regarding members' behaviors. Utilizing predictive analytics and users' past engagement history will allow for a tailored approach to future programming and service suggestions.*

Recommendation**Develop a replacement plan for end of use furniture and equipment**

The Colleyville Public Library's existing furniture and equipment has been purchased over several years with original items nearing a 20 year lifespan. Due to public use, items should be evaluated for use, wear, and appropriateness for current needs. Development of a plan to replace items over a several year period will allow the Library to remain current and meet ever evolving needs.

Goal The Colleyville Public Library should develop a plan for replacement of furniture and equipment.

- Action Plan**
- Step 1:** Evaluate furniture and equipment. Identify items which are nearing end of life or are worn, damaged, or no longer meeting current needs.
 - Step 2:** Develop a plan for replacement of items including a timeline and projected cost.
 - Step 3:** Based on plan, replace items as required and continue to update the list on a periodic basis.



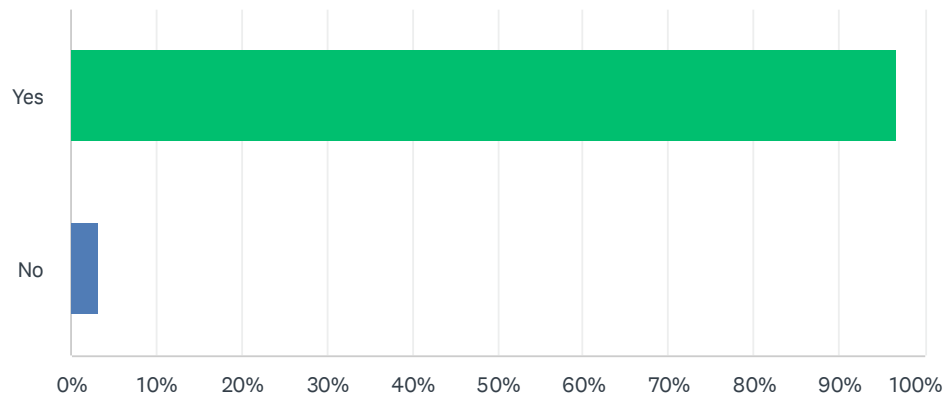
APPENDIX



SURVEY RESULTS

APPENDIX – ONLINE SURVEY RESULTS**Q1 Do you have a library card?**

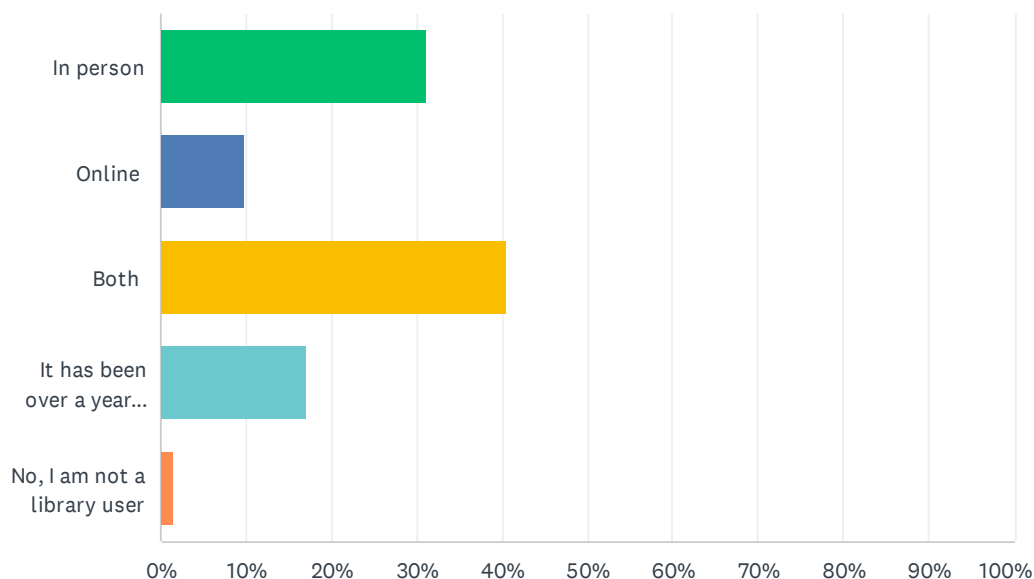
Answered: 1,455 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	96.91%	1,410
No	3.09%	45
TOTAL		1,455

Q2 Have you used the Colleyville Public Library in the past year, in person or online?

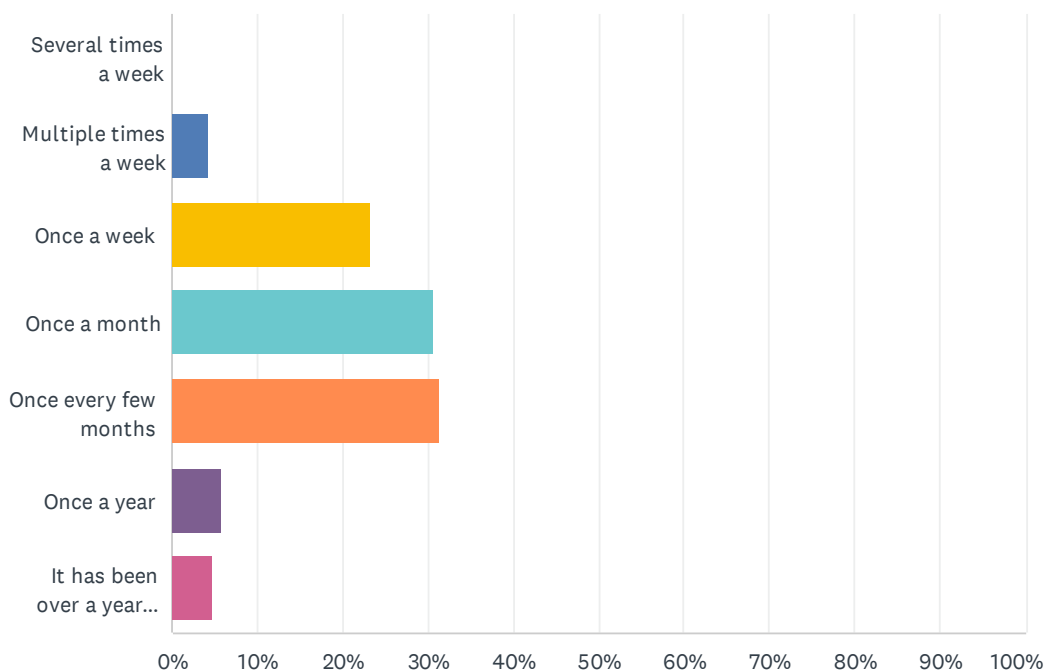
Answered: 1,462 Skipped: 3



ANSWER CHOICES	RESPONSES	
In person	31.12%	455
Online	9.85%	144
Both	40.56%	593
It has been over a year since I have visited the library, in person or online.	16.96%	248
No, I am not a library user	1.50%	22
TOTAL		1,462

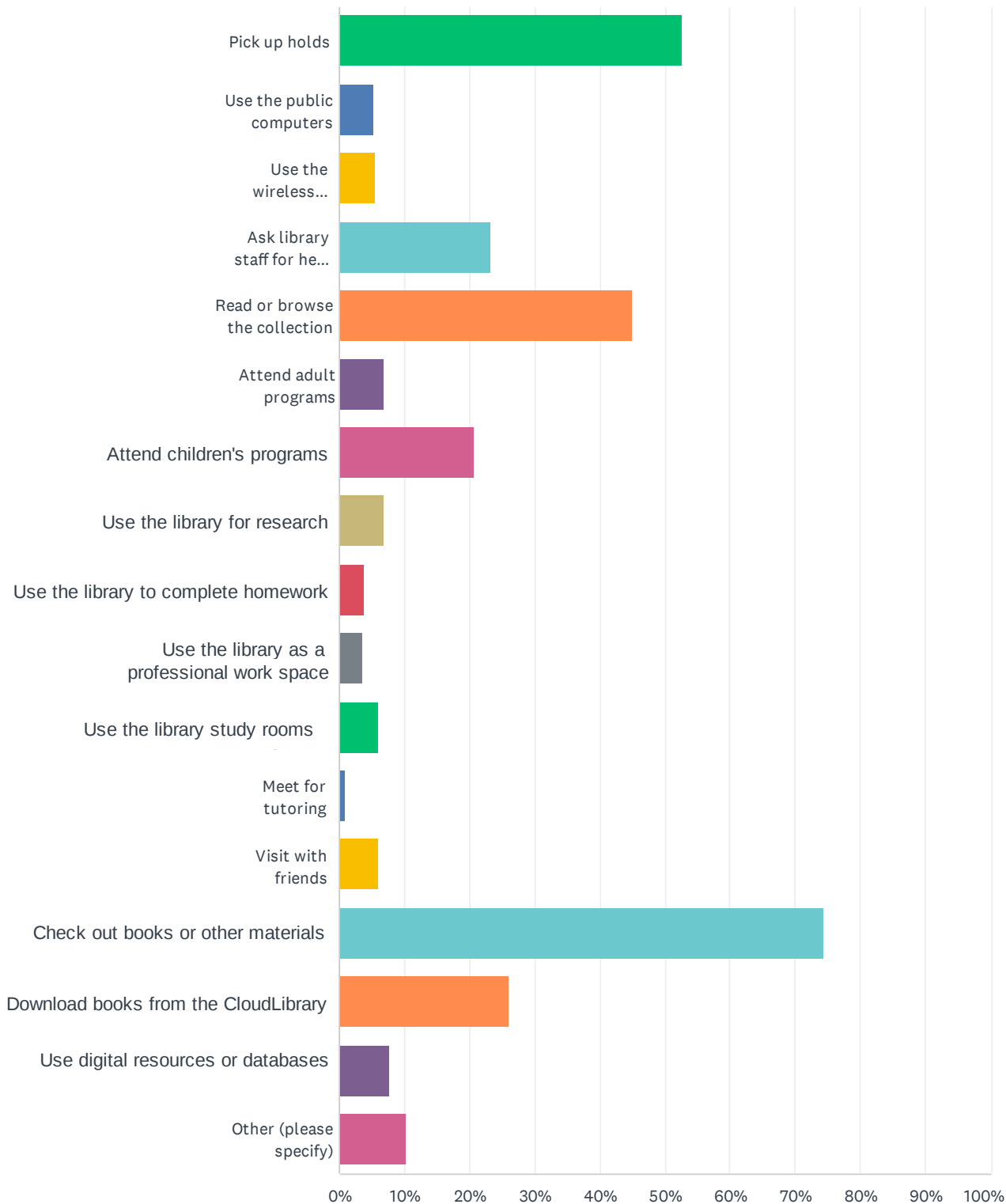
Q3 How often do you or a family member visit the Colleyville Public Library?

Answered: 1,147 Skipped: 318



ANSWER CHOICES	RESPONSES	
Several times a week	0.00%	0
Multiple times a week	4.36%	50
Once a week	23.28%	267
Once a month	30.69%	352
Once every few months	31.39%	360
Once a year	5.67%	65
It has been over a year since I have visited	4.62%	53
TOTAL		1,147

Q4 What do you typically do when you visit the library? (Please select all that apply)



COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022



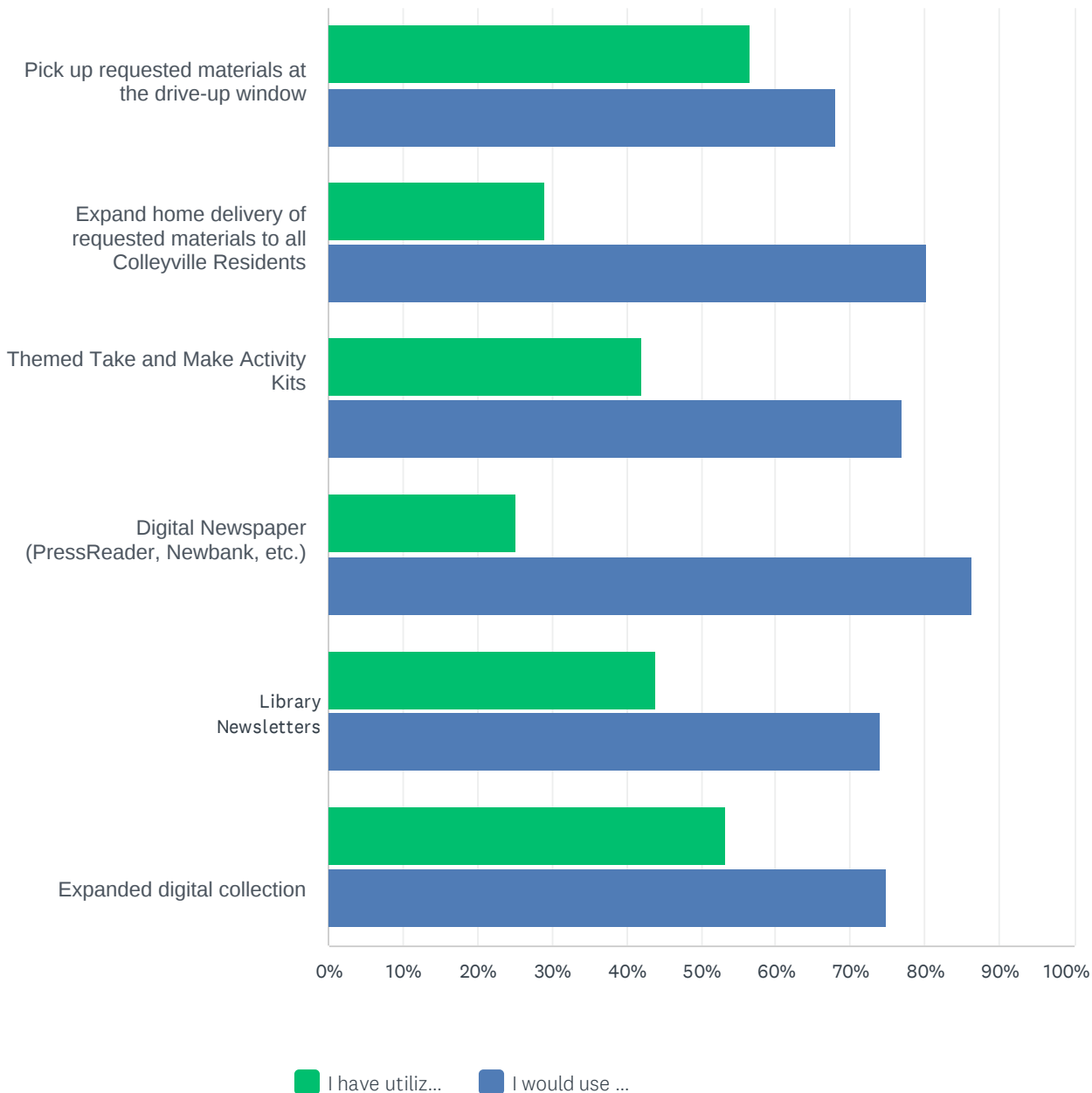
ANSWER CHOICES	RESPONSES	
Pick up holds	52.71%	602
Use the public computers	5.43%	62
Use the wireless network	5.60%	64
Ask library staff for help to find materials	23.20%	265
Read or browse the collection	45.01%	514
Attend adult programs	6.74%	77
Attend children's programs	20.58%	235
Use the library for research	6.92%	79
Use the library to complete homework	3.77%	43
Use the library as a professional work space	3.59%	41
Use the library study rooms	6.04%	69
Meet for tutoring	0.88%	10
Visit with friends	5.95%	68
Check out books or other materials	74.52%	851
Download books from the CloudLibrary	25.92%	296
Use digital resources or databases	7.62%	87
Other (please specify)	10.33%	118
Total Respondents: 1,142		

Answered: 452 Skipped: 1,013



Q6 The library implemented several new strategies to accommodate library service due to COVID 19. Please tell us which of these new services you used and if you would like the library to continue providing them.

Answered: 1,006 Skipped: 459



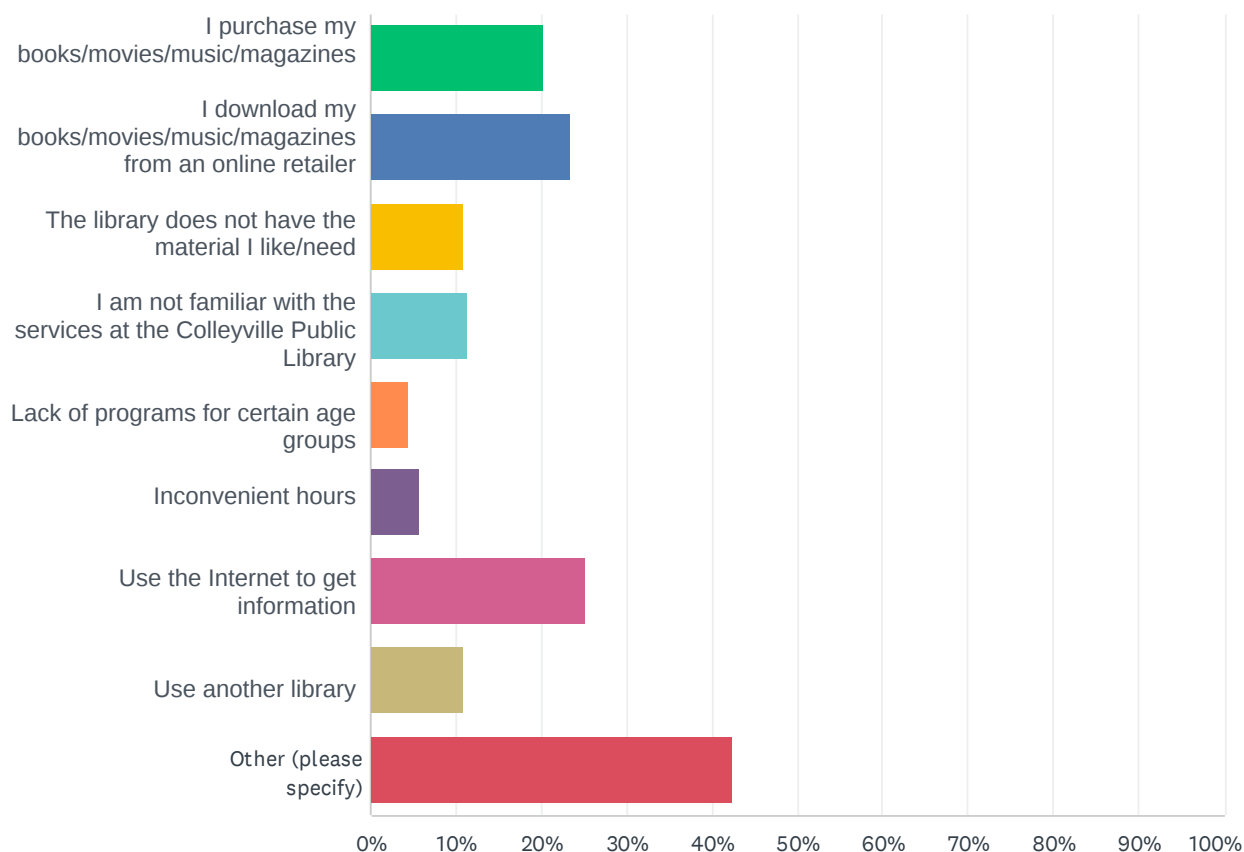
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022



	I HAVE UTILIZED THIS SERVICE IN THE PAST 15 MONTHS.	I WOULD USE THIS SERVICE IN THE FUTURE IF AVAILABLE	TOTAL RESPONDENTS
Pick up requested materials at the drive-up window	56.56% 418	67.93% 502	739
Expanded home delivery of requested materials to all Colleyville Residents	28.92% 107	80.27% 297	370
Themed Take and Make Activity Kits	41.92% 153	76.99% 281	365
Digital Newspapers (PressReader, Newsbank, etc.)	25.13% 94	86.36% 323	374
Library Newsletters	43.90% 169	74.03% 285	385
Expanded digital collection	53.32% 345	74.81% 484	647

Q7 If you have not used the Colleyville Public Library in a while, please tell us why. (Please select all that apply)

Answered: 465 Skipped: 1,000



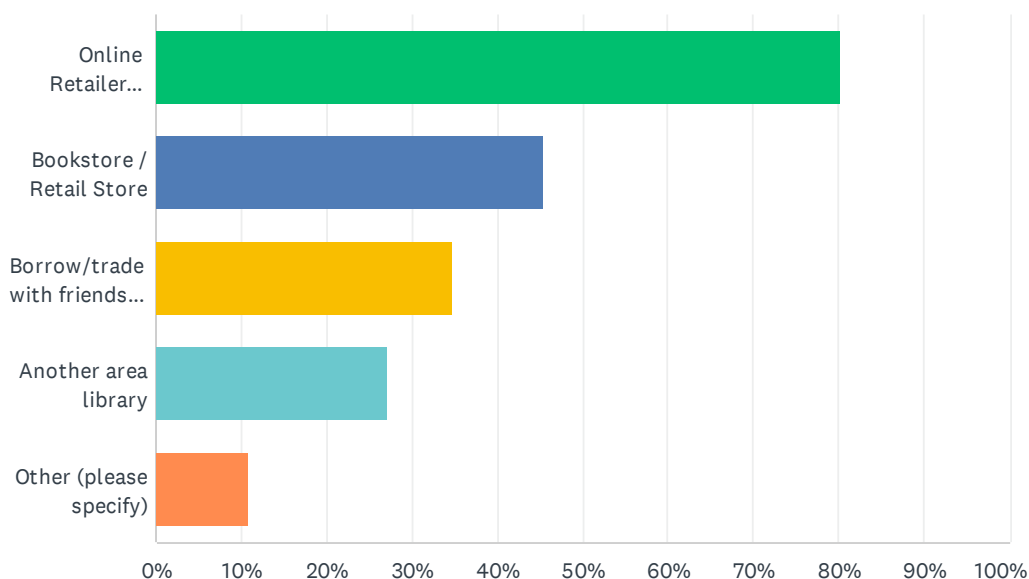
ANSWER CHOICES	RESPONSES	
I purchase my books/movies/music/magazines.	20.22%	94
I download my books/movies/music/magazines from an online retailer	23.44%	109
The library does not have the material I like/need	10.97%	51
I am not familiar with the services at the Colleyville Public Library	11.40%	53
Lack of programs for certain age groups	4.52%	21
Inconvenient hours	5.81%	27
Use the internet to get information	25.16%	117
Use another library	10.97%	51
Other (please specify)	42.37%	197
Total Respondents: 465		

Answered: 238 Skipped: 1,227



Q9 What other sources do you use when looking for books, movies, or music? (Please select all that apply)

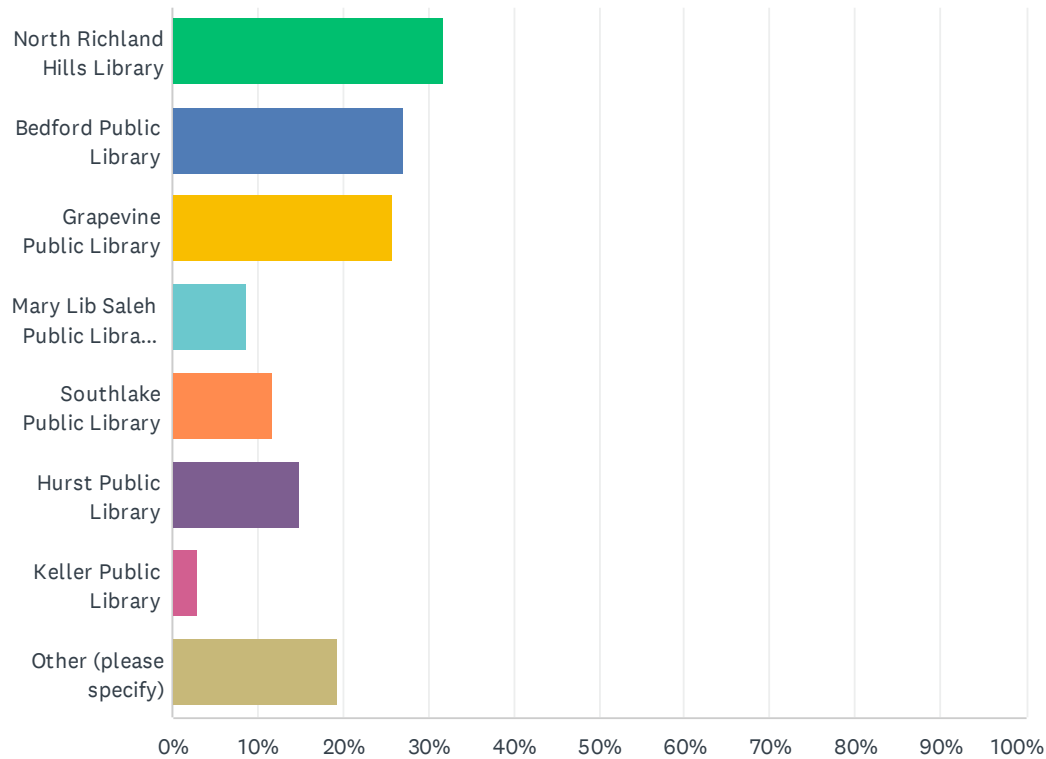
Answered: 1,315 Skipped: 150



ANSWER CHOICES	RESPONSES	
Online Retailer (Amazon, iTunes, etc...)	80.08%	1,053
Bookstore / Retail Store	45.40%	597
Borrow/trade with friends and family	34.83%	458
Another area library	27.07%	356
Other (please specify)	10.95%	144
Total Respondents: 1,315		

Q10 If you use other libraries in the area, which ones do you use?

Answered: 611 Skipped: 854



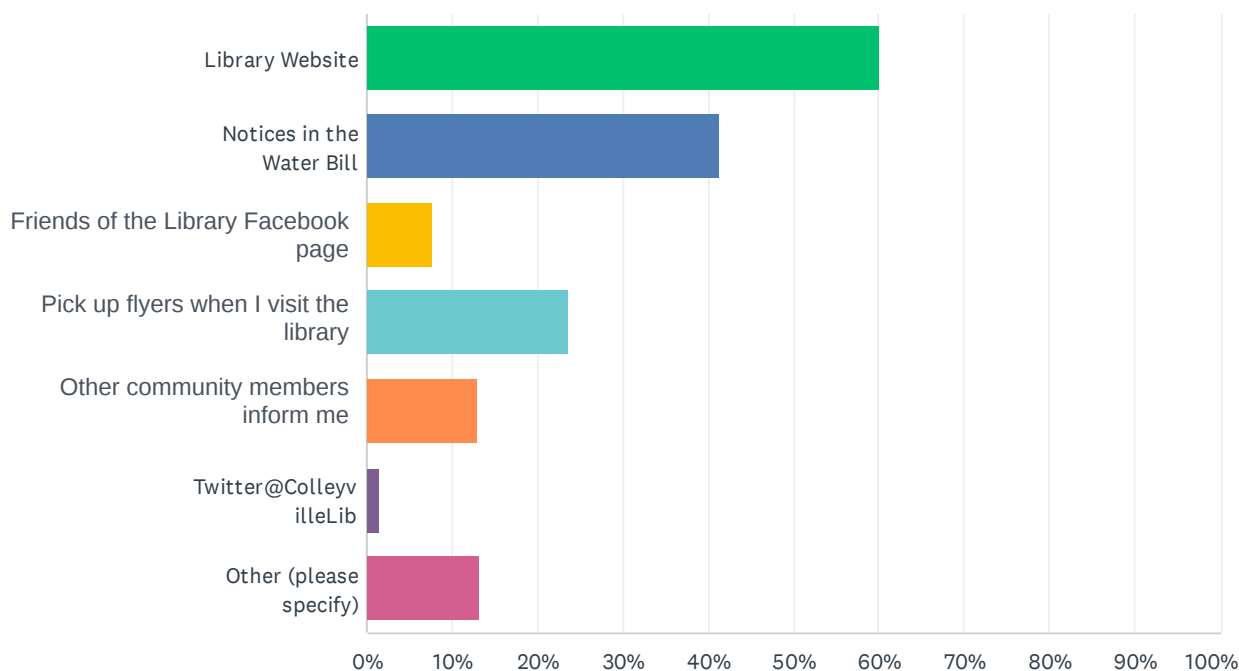
ANSWER CHOICES	RESPONSES	
North Richland Hills Library	31.75%	194
Bedford Public Library	27.17%	166
Grapevine Public Library	25.86%	158
Mary Lib Saleh Public Library, Euless	8.84%	54
Southlake Public Library	11.78%	72
Hurst Public Library	14.89%	91
Keller Public Library	2.95%	18
Other (please specify)	19.48%	119
Total Respondents: 611		

Answered: 512 Skipped: 953



Q12 How do you learn about Colleyville Library Programs and Services? (Please select all that apply)

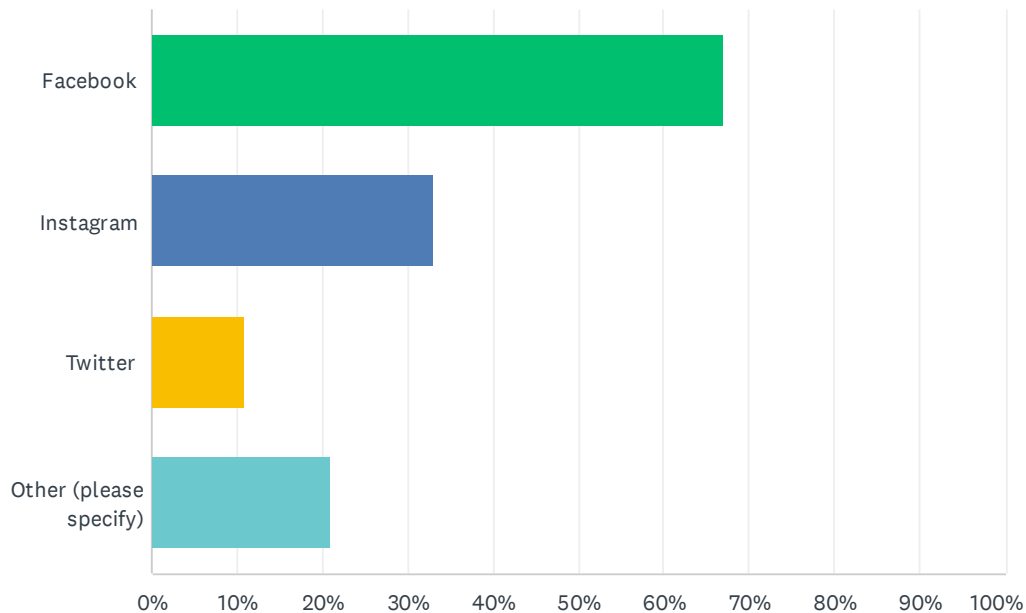
Answered: 1,271 Skipped: 194



ANSWER CHOICES	RESPONSES	
Library Website	60.11%	764
Notices in the Water Bill	41.38%	526
Friends of the Library Facebook page	7.71%	98
Pick up flyers when I visit the library	23.60%	300
Other community members inform me	12.90%	164
Twitter@ColleyvilleLib	1.57%	20
Other (please specify)	13.14%	167
Total Respondents: 1,271		

Q13 What are your preferred social media platforms? (Please select all that apply)

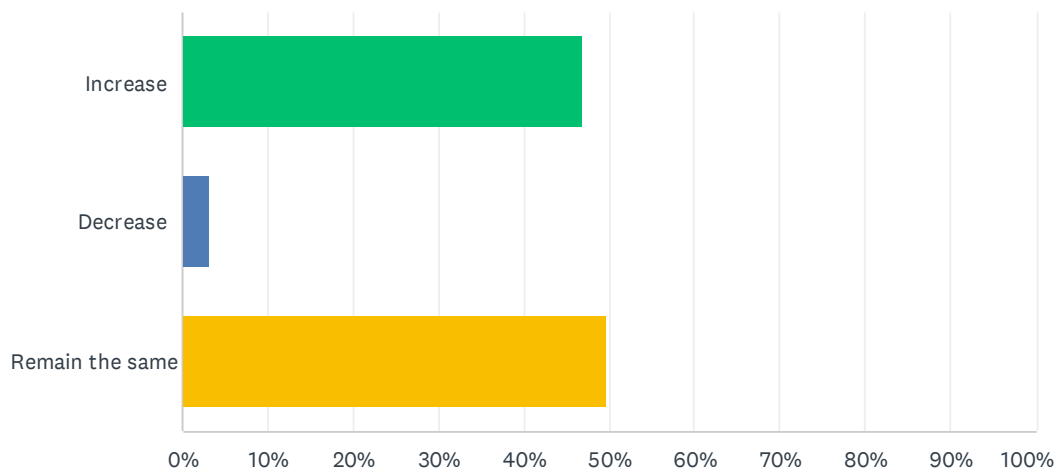
Answered: 1,161 Skipped: 304



ANSWER CHOICES	RESPONSES	
Facebook	67.01%	778
Instagram	32.99%	383
Twitter	10.85%	126
Other (please specify)	20.84%	242
Total Respondents: 1,161		

Q14 Over the next five years, do you expect your use of the Colleyville Public Library to increase, decrease, or remain the same?

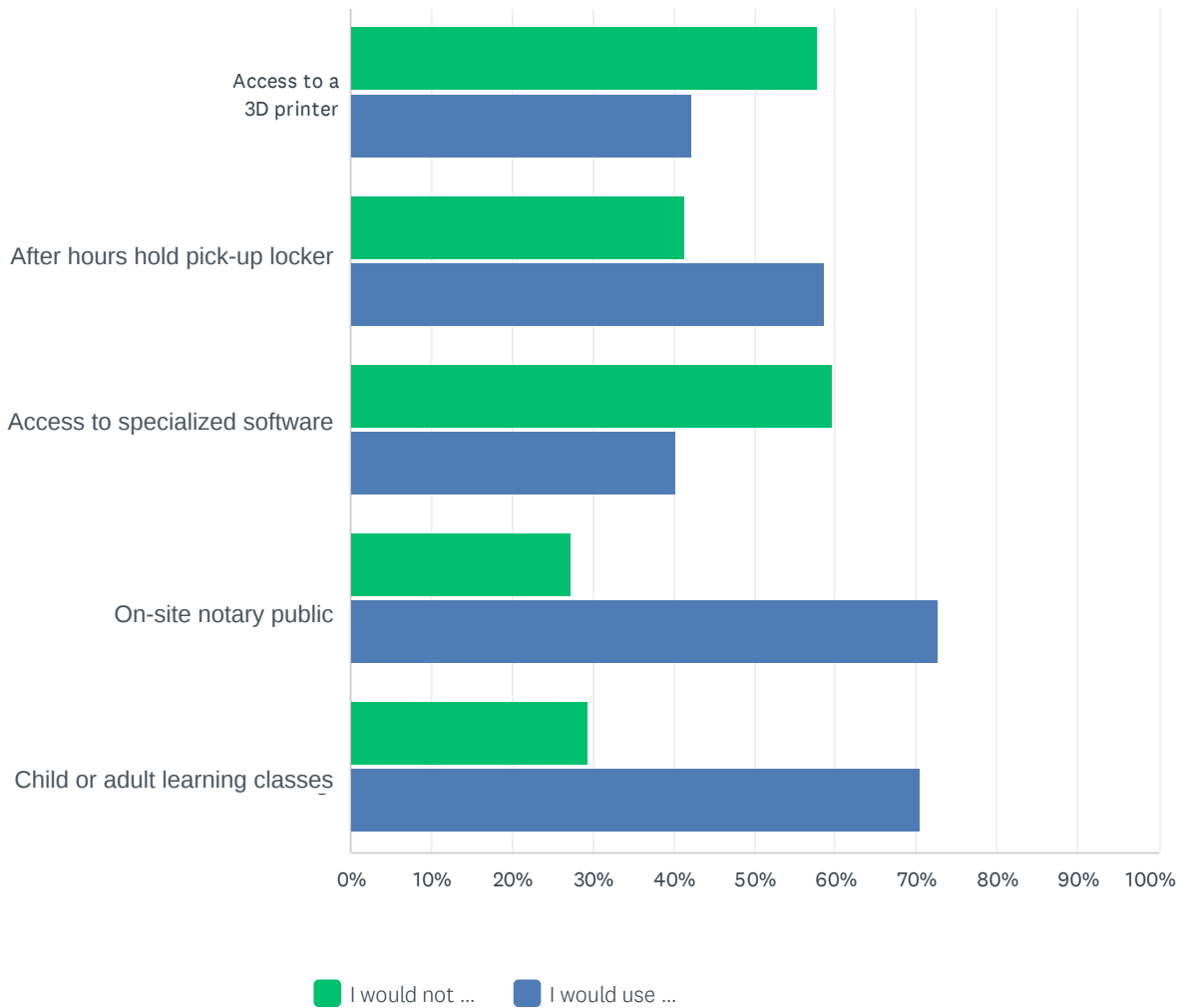
Answered: 1,351 Skipped: 114



ANSWER CHOICES	RESPONSES	
Increase	47.00%	635
Decrease	3.26%	44
Remain the same	49.74%	672
TOTAL		1,351

Q15 Which of the following new programs and services would you like to see the Colleyville Library offer?

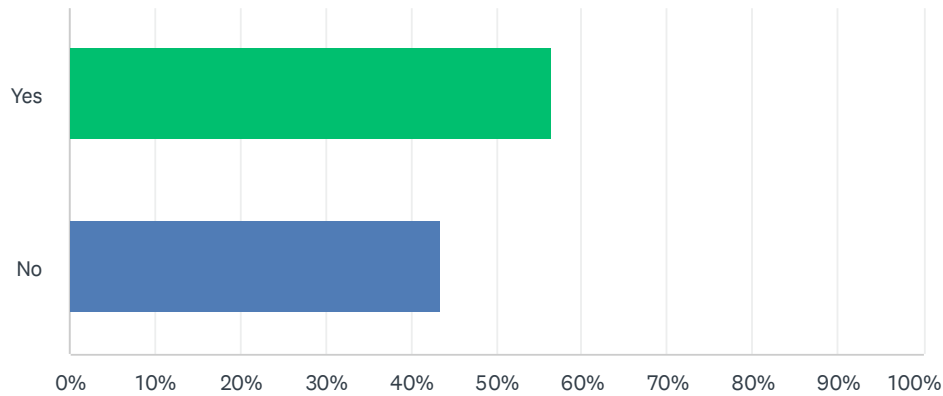
Answered: 1,284 Skipped: 181



	I WOULD NOT USE THIS PROGRAM/SERVICE	I WOULD USE THIS PROGRAM/SERVICE	TOTAL
Access to a 3D printer	57.84% 627	42.16% 457	1,084
After hours hold pick-up locker	41.34% 458	58.66% 650	1,108
Access to specialized software (e.g. Graphic Editing Software, Video Editing Software, 3D Modeling Software, etc.)	59.65% 621	40.35% 420	1,041
On-site notary public	27.27% 321	72.73% 856	1,177
Child or adult learning classes on science, art, computers, etc...	29.52% 335	70.48% 800	1,135

Q16 Would you be interested in the library offering non-traditional items for use (engraver, laminator, label maker, etc.)?

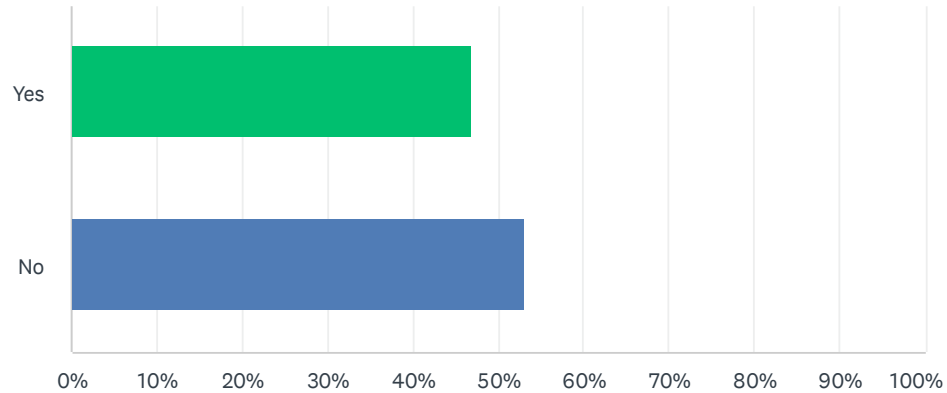
Answered: 1,270 Skipped: 195



ANSWER CHOICES	RESPONSES	
Yes	56.46%	717
No	43.54%	553
TOTAL		1,270

Q17 Would you be interested in the library hosting Maker Days?

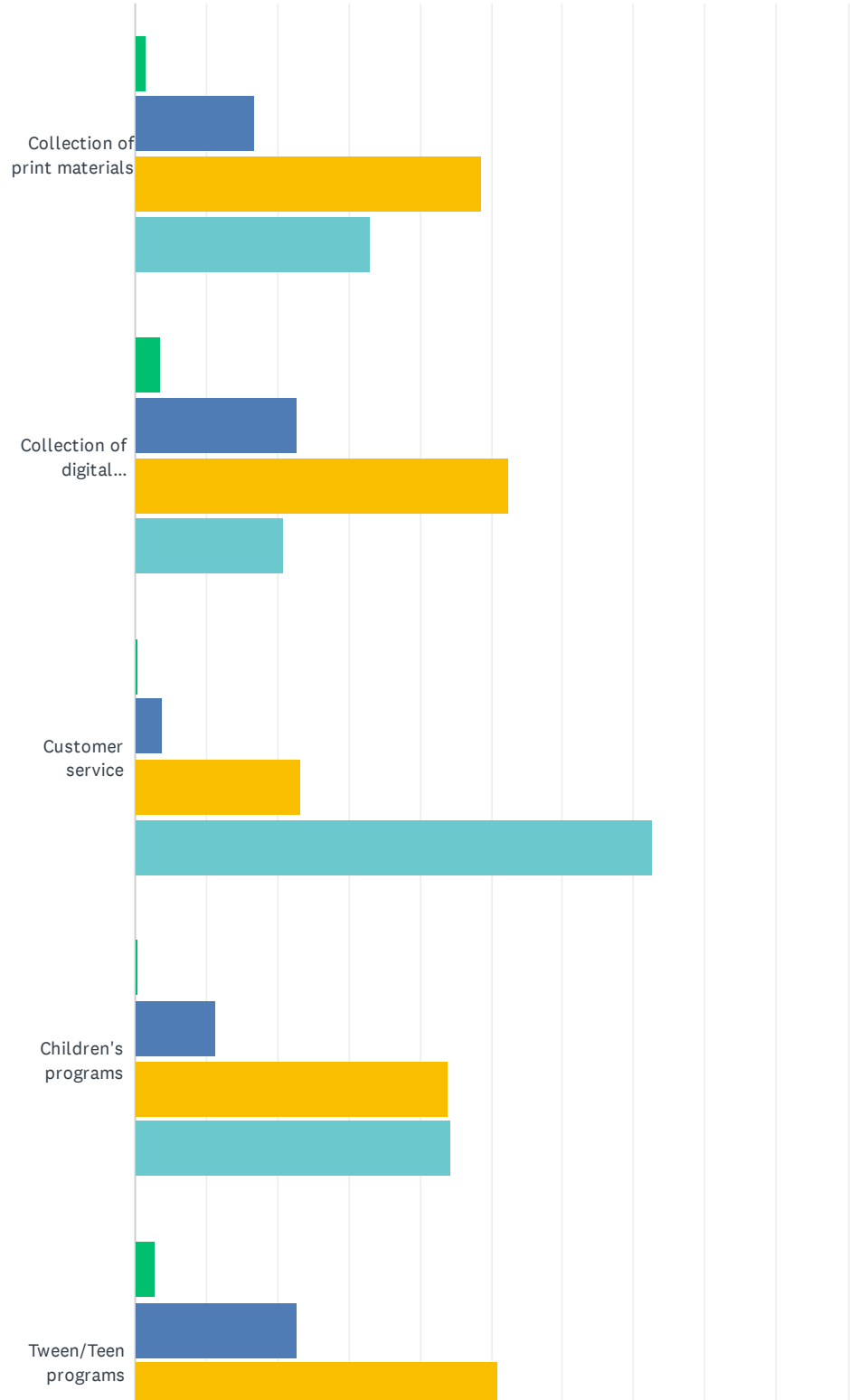
Answered: 1,211 Skipped: 254



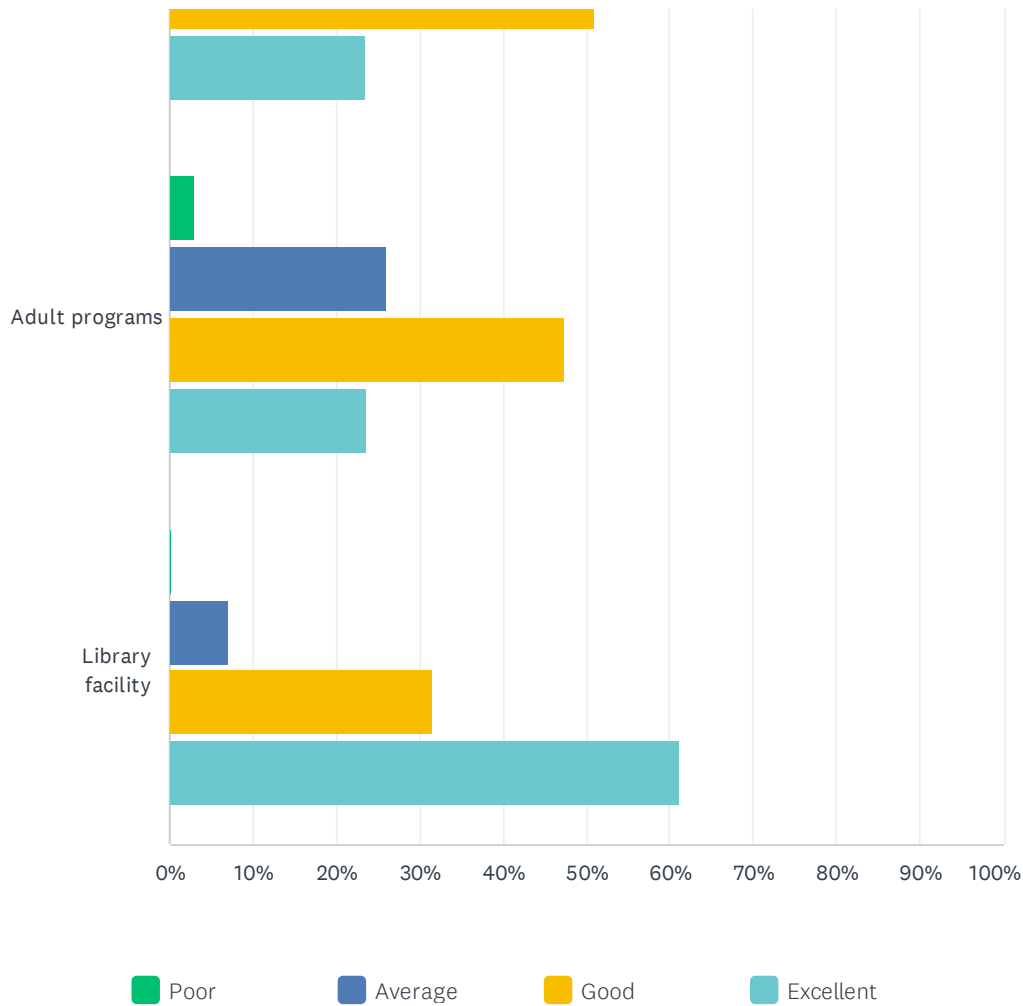
ANSWER CHOICES	RESPONSES	
Yes	46.90%	568
No	53.10%	643
TOTAL		1,211

Q18 How would you rate the library's current services?

Answered: 1,333 Skipped: 132



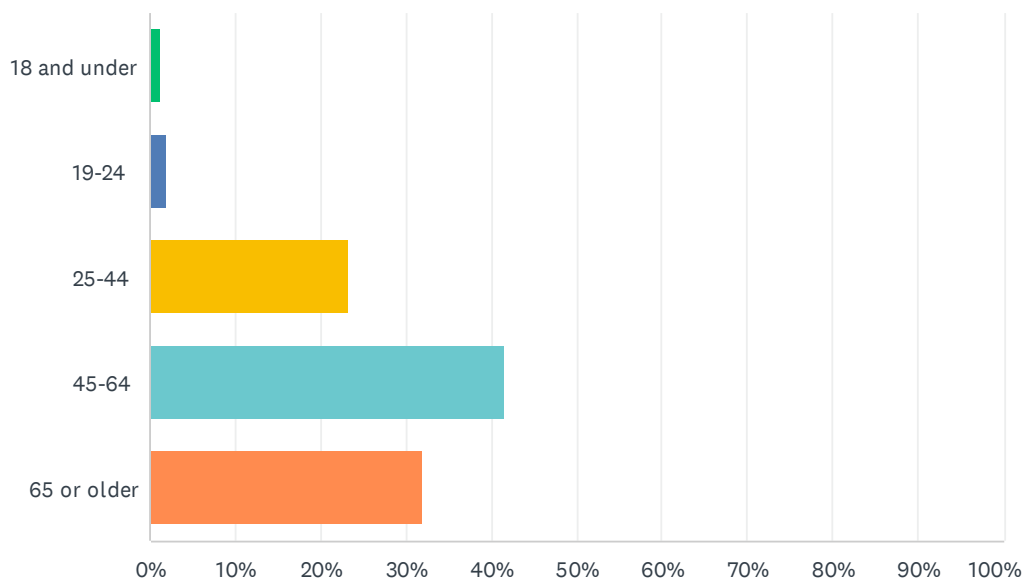
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022



	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Collection of print materials	1.48% 19	16.87% 217	48.60% 625	33.05% 425	1,286	3.13
Collection of digital materials	3.60% 41	22.85% 260	52.55% 598	21.00% 239	1,138	2.91
Customer service	0.38% 5	3.83% 50	23.14% 302	72.64% 948	1,305	3.68
Children's programs	0.44% 4	11.28% 103	43.92% 401	44.36% 405	913	3.32
Tween/Teen programs	2.71% 20	22.80% 168	51.02% 376	23.47% 173	737	2.95
Adult programs	3.02% 27	26.06% 233	47.32% 423	23.60% 211	894	2.91
Library facility	0.16% 2	6.97% 89	31.58% 403	61.29% 782	1,276	3.54

Q19 What category does your age fall into?

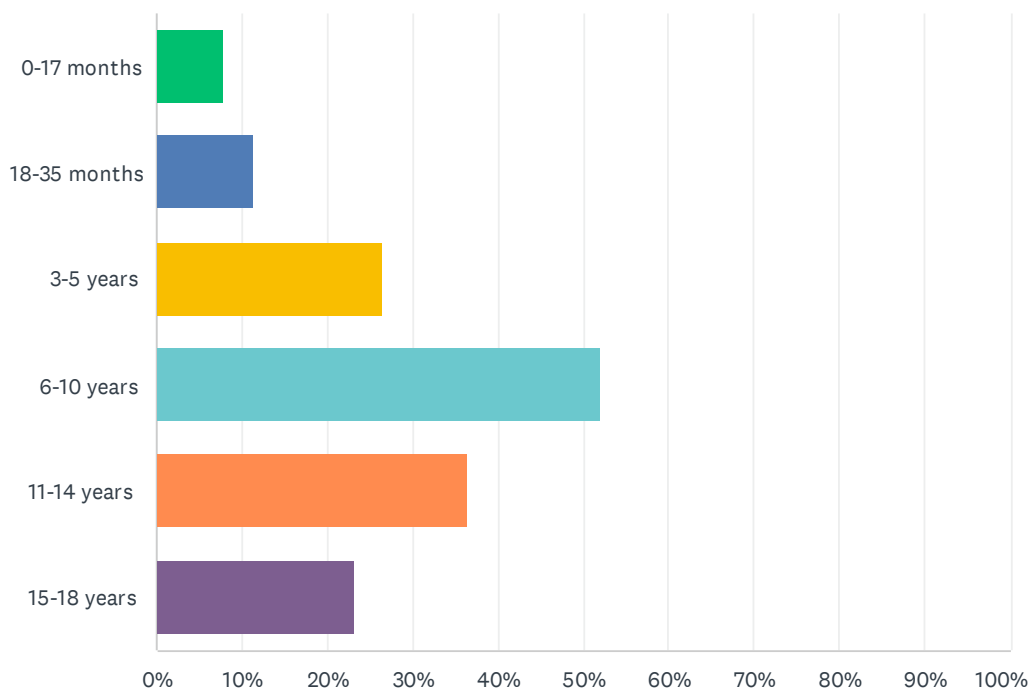
Answered: 1,352 Skipped: 113



ANSWER CHOICES	RESPONSES	
18 and under	1.33%	18
19-24	1.85%	25
25-44	23.22%	314
45-64	41.57%	562
65 or older	32.03%	433
TOTAL		1,352

Q20 If you have children who use the library, what category do their ages fall into? (Please select all that apply)

Answered: 593 Skipped: 872

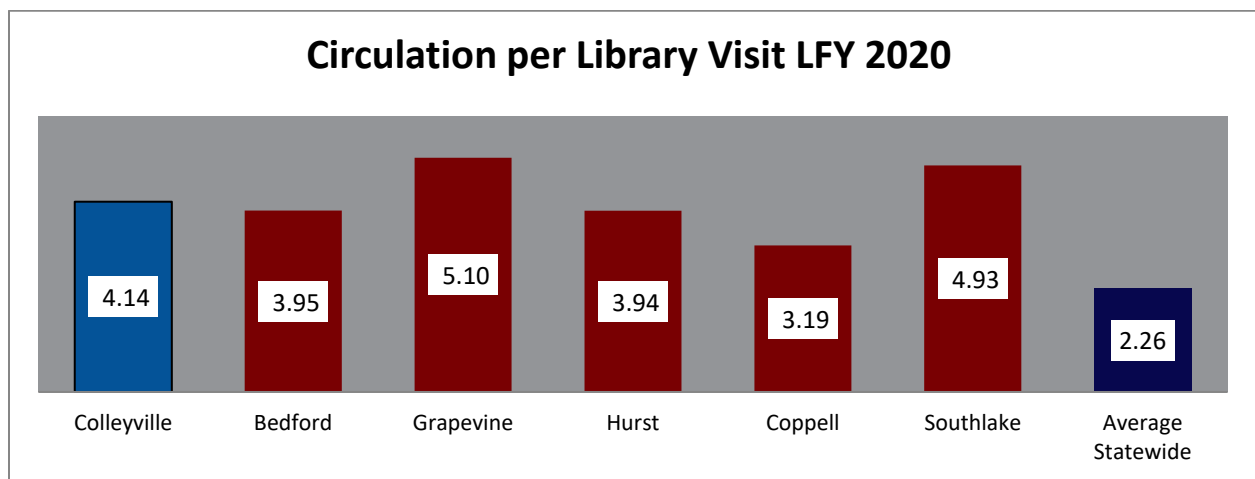
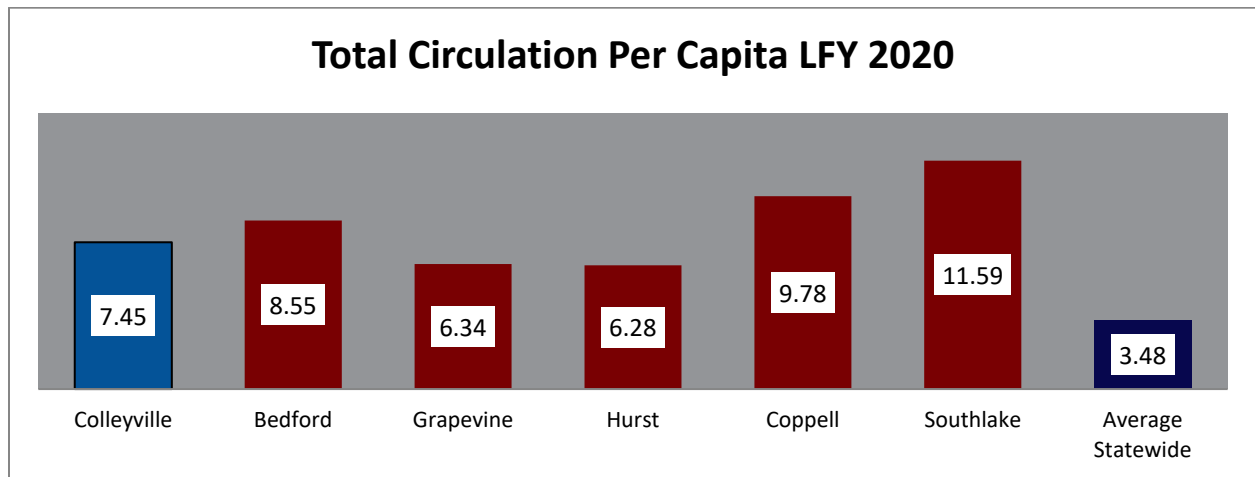


ANSWER CHOICES	RESPONSES	
0-17 months	7.93%	47
18-35 months	11.30%	67
3-5 years	26.48%	157
6-10 years	52.11%	309
11-14 years	36.42%	216
15-18 years	23.27%	138
Total Respondents: 593		

Answered: 269 Skipped: 1,196



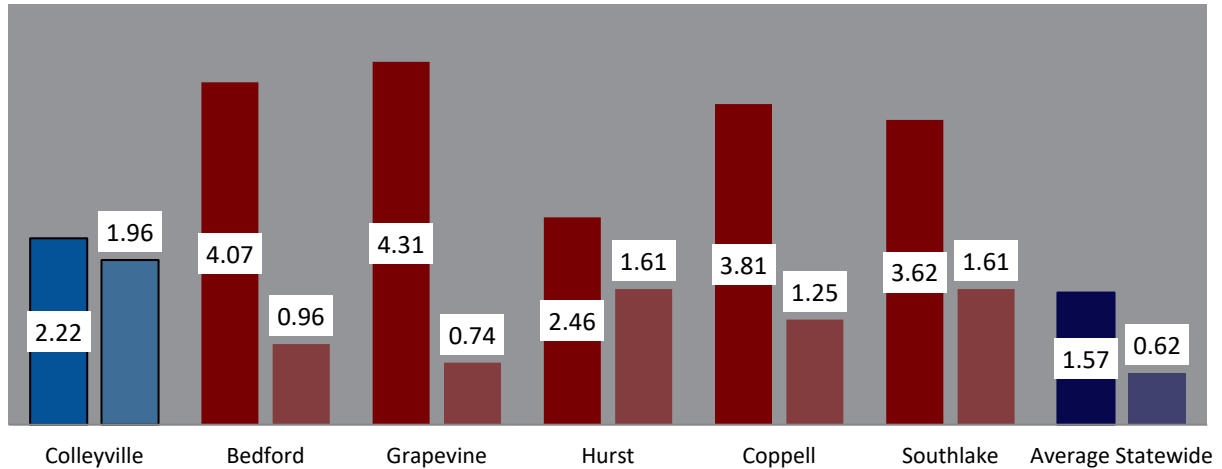
APPENDIX – PEER LIBRARY ANALYSIS



Adult Circulation Per Capita Digital and Physical LFY

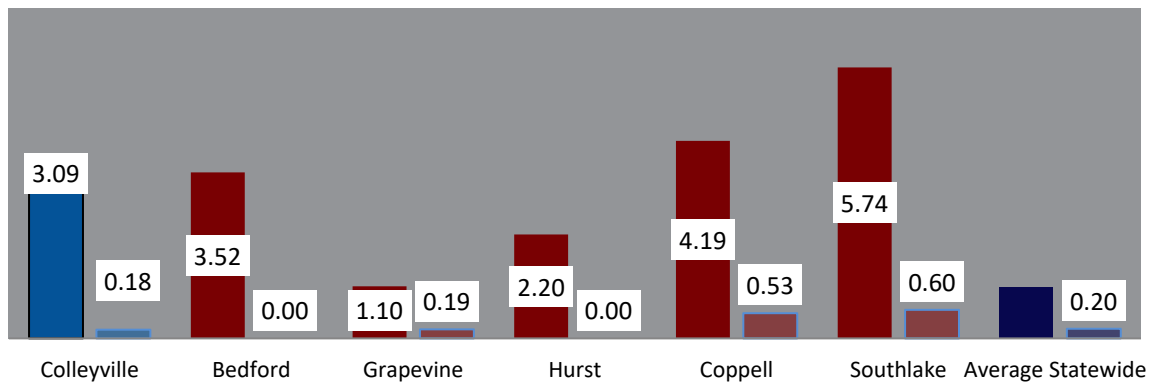
2020

■ Physical ■ Digital

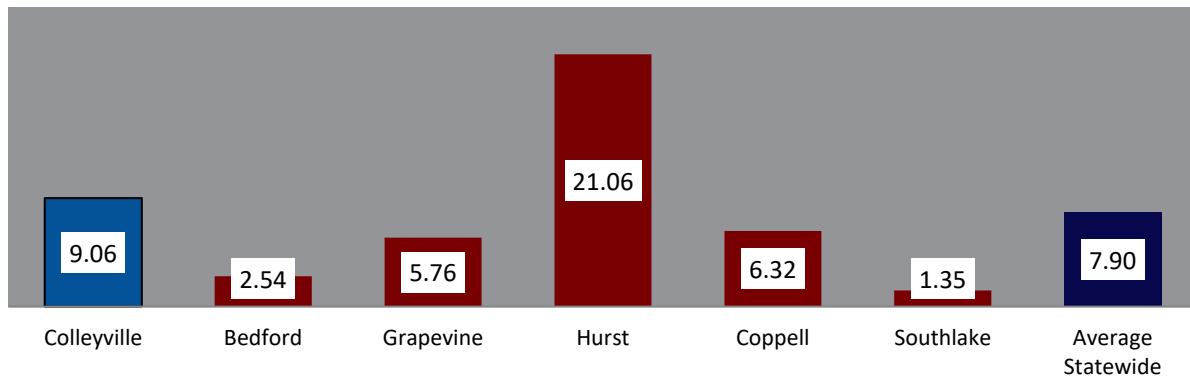


Children's Circulation Per Capita Digital and Physical LFY 2020

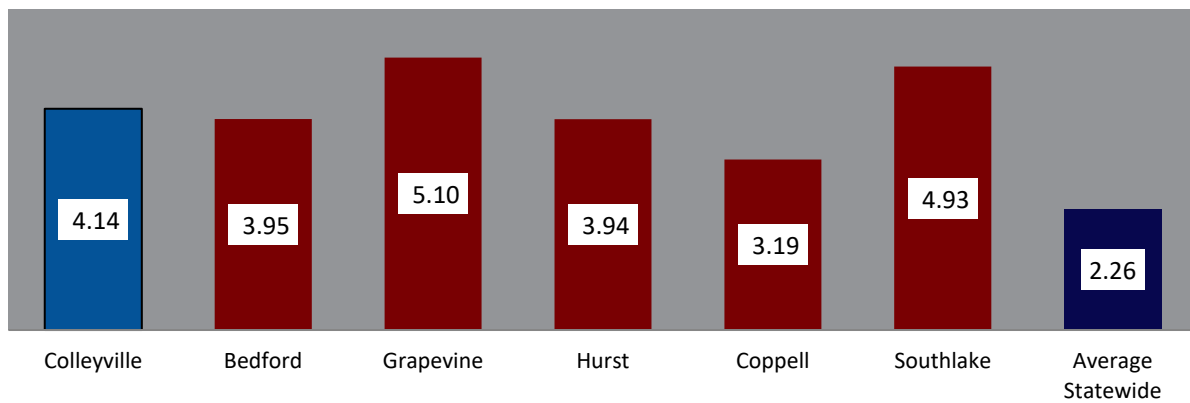
■ Physical ■ Digital



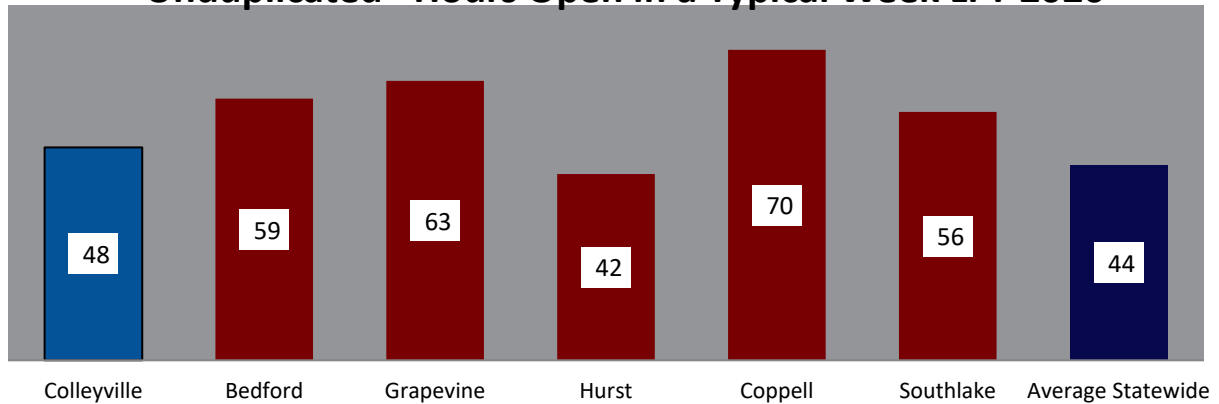
Collection-Items Per Capita LFY 2020



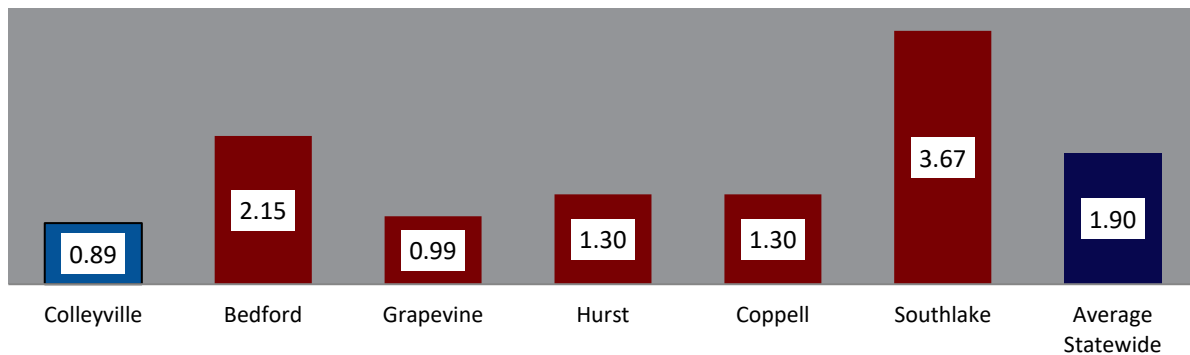
Circulation per Library Visit LFY 2020



Unduplicated* Hours Open in a Typical Week LFY 2020

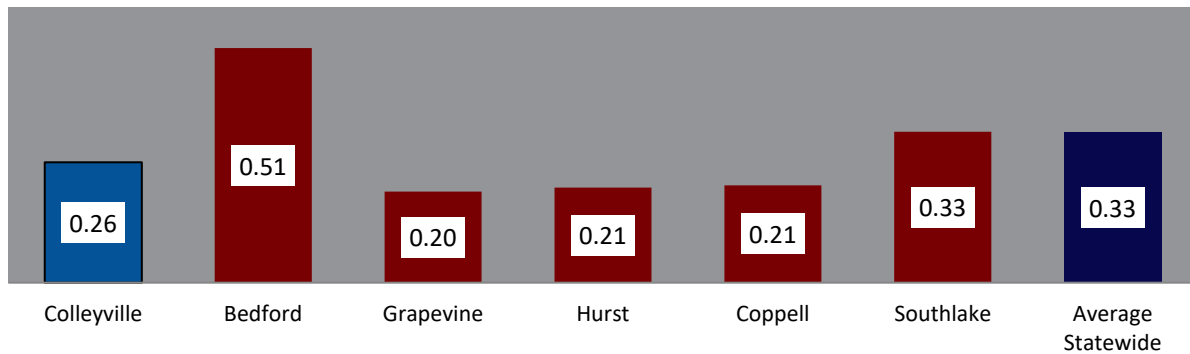


Library Square Footage Per Capita LFY 2020

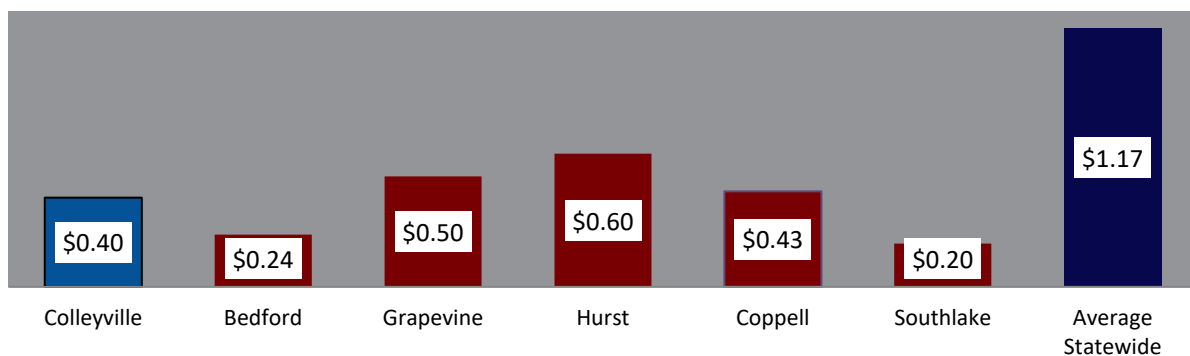


<i>Total Circulation</i>	7.45 items/capita	2.4 Times above the state average
<i>Library Visits</i>	1.80 visits/capita	21% above peer libraries of similar size
<i>Digital Circulation</i>	1.96 items/capita	3.2 Times above the state average
<i>Physical Circulation</i>	4.14 items/capita	2.2 Times above the stage average

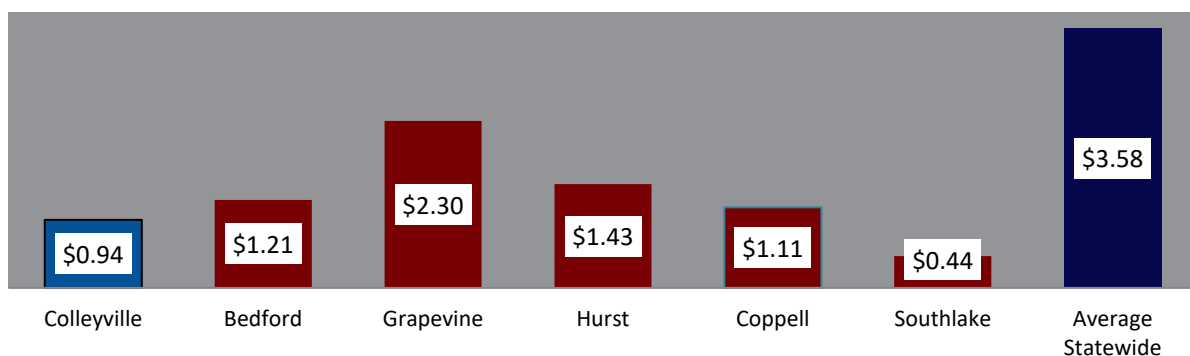
Program Attendance Per Capita LFY 2020



Physical Material Expenditure per Circulation LFY 2020



Digital Material Expenditure per Circulation LFY 2020



COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN PRESENTATION 2022 - 2027

Library Board Presentation

December 12, 2022

Prepared by
Hidell and Associates Architects, Inc.



COLLEYVILLE LIBRARY

Long-Range Planning 2022-2027

INTRODUCTION

The Planning Process

- Part of Colleyville Public Library's ongoing commitment of service to the community

The Objective

- Identify and review community needs regarding Library services
- Evaluate services and facilities in relation to community needs
- Identify improvements that will address community needs

The Result

- A working document of goals and objectives that will guide the Library through the next five years
- Satisfy the Texas State Library mandate that all accredited public libraries have a current Long-Range Plan

COLLEYVILLE LIBRARY

Long-Range Planning 2022-2027

THE PROCESS

Community factors impacting the Library

- Demographics & User Trends

We Engaged the Community

- Online Survey 1,467 total participants **or 7% of service population**

We Analyzed the Existing...

Collection

Peer Library Analysis

Technology

Programming

Library Facility

Proposed Recommendations

- REACT TO CHANGING COMMUNITY NEEDS
- INCREASE COMMUNICATION REGARDING LIBRARY PROGRAMS AND SERVICES
- REPLACE END OF LIFE FURNITURE AND EQUIPMENT

COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

Community Factors Impacting the Library

Up from 11.4% in 2014

DEMOGRAPHICS

SIZE OF COLLEYVILLE

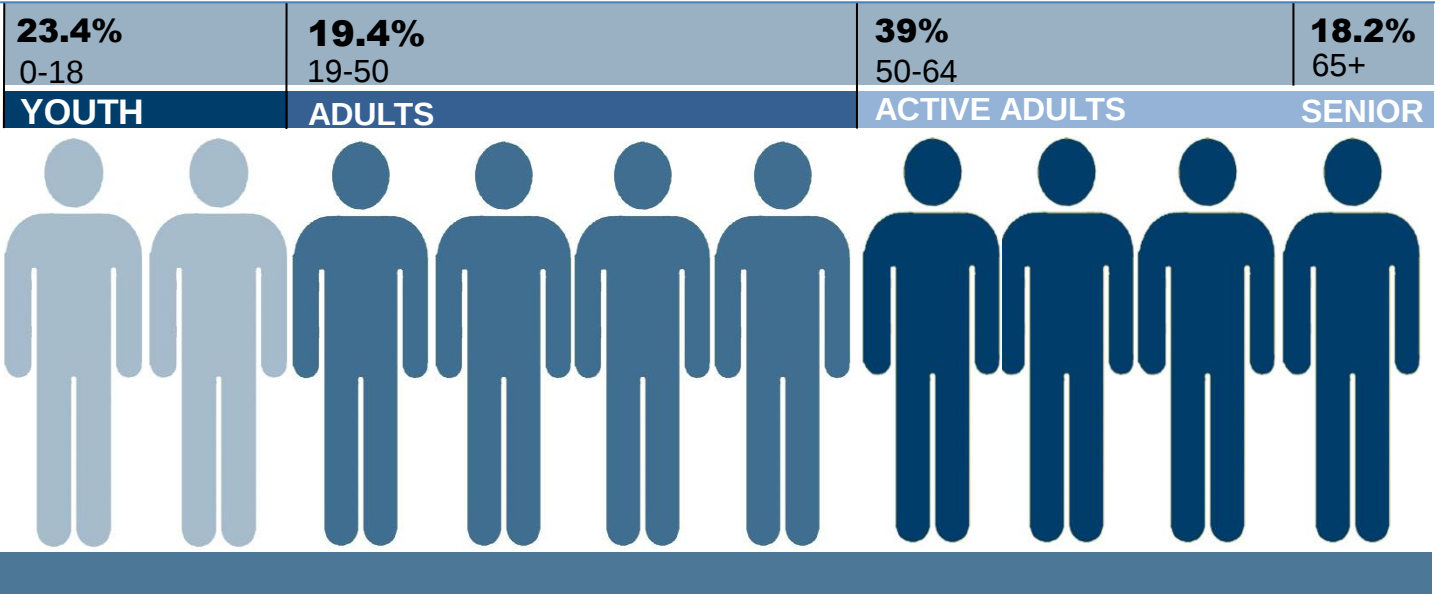
Estimated Residents (FY2020)26,057
No. of Households.....9,311

LIBRARY CARDHOLDERS

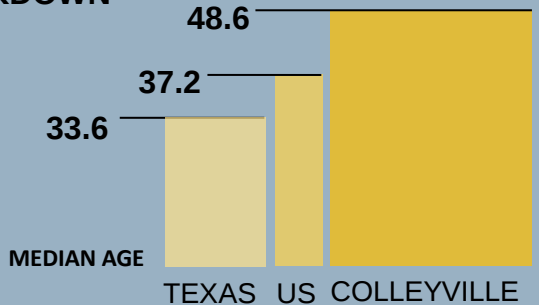
Resident Cardholders(FY2021)12,131
Non-Resident Cardholders.....1,607

COLLEYVILLE RESIDENT

Median Age.....48.6
Median Household Income.....\$163,509



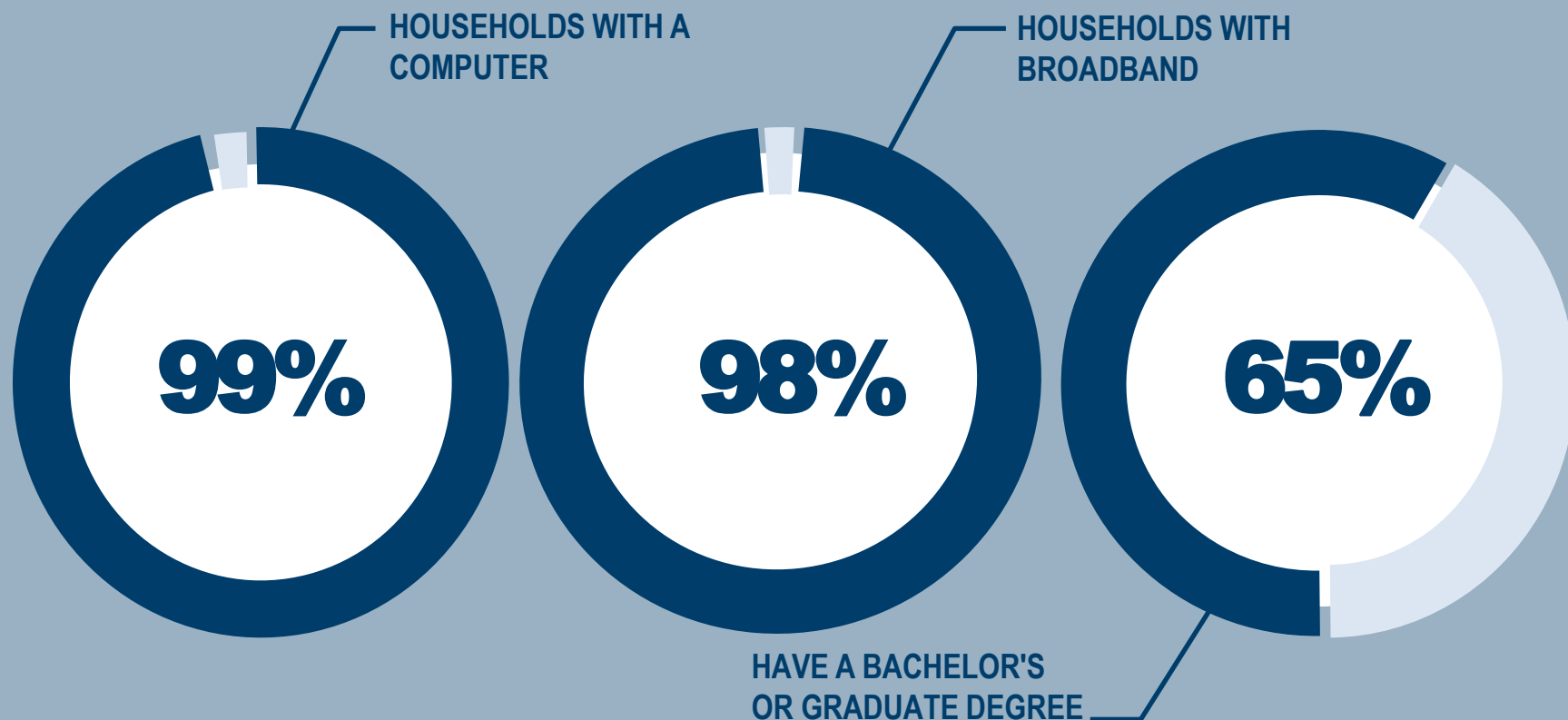
POPULATION AGE BREAKDOWN



COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

Community Factors Impacting the Library



COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

Community Factors Impacting the Library

HIGHLY EDUCATED COMMUNITY

- 65% of Colleyville households have a bachelor's or graduate degree
- 99.7% of Colleyville households have a computer at home and access to broadband internet services

STAY AT HOME TREND HAS RESULTED IN...Significant shift in borrowing habits

- Texas Libraries have experienced a 115% increase in digital lending since 2016
- Colleyville has experienced a 323% increase during that same period

REGISTERED USERS

- 10,873 OR 41% of Residents
- Number of Registered users remained strong during the pandemic

COMMUNICATION... Social Media has changed how users get information about the Library

- Omnichannel marketing is being implemented by many libraries to provide information across multiple platforms

COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

What we heard...

"promote more of your digital offering. Highlight titles that are available. Host on-line zoom meetings showing how to get your digital offerings. Perhaps create a you-tube channel/video explaining the most recent arrivals and how-to classes in downloading digital offerings. Bring in more city officials to host meet and greets. Have the officials explain what they are reading and why. Perhaps offer some fun trivia quiz events based on books or periodicals only available at the library"

More online and audio book downloads

"AFTER HOURS DROP OFF IN ANOTHER PUBLIC LOCATION. FOR EXAMPLE: LOCAL POST OFFICE"

My experience with the library has been excellent mostly due to the excellent customer service of the library staff!

"My kids love coming to pick out books and find new chapter books series with the librarians. They are so helpful."

"I feel like a library represents a community center for knowledge. Maybe if you all had Workshops for like life and business - basic classes that were advertised on Google to bring people in. Maybe advertising for group book study circles and all that. Books are a great way to connect people in a way that technology can't. I feel like shared interest across the landscape of knowledge could definitely enrich the community"

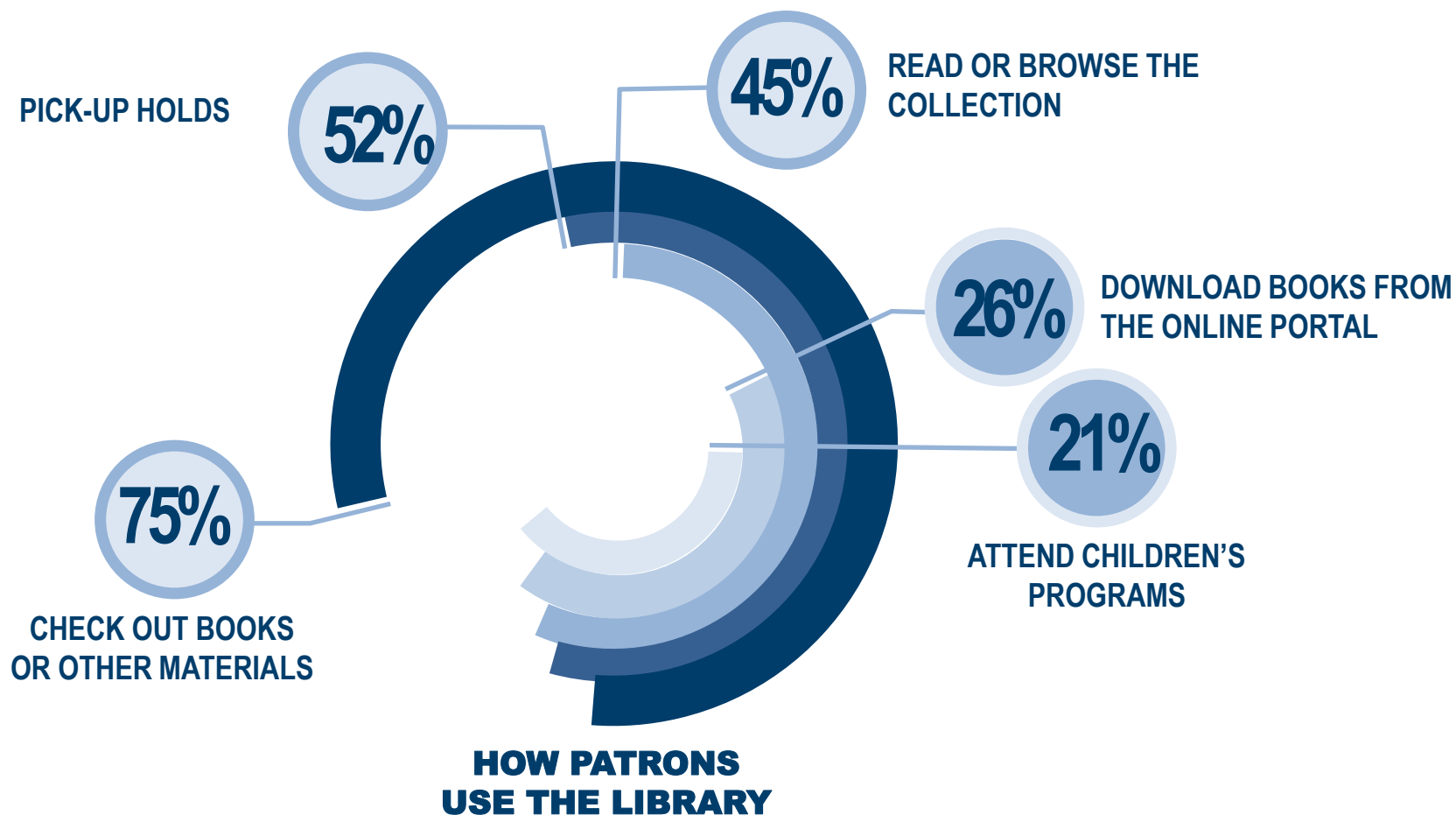
You're doing a great job!

COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

What we heard...

What respondents do when they visit the Library...

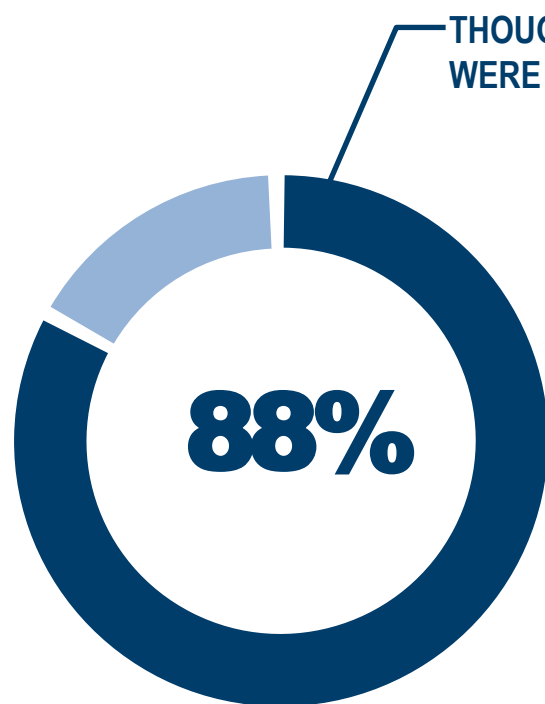


COLLEYVILLE LIBRARY

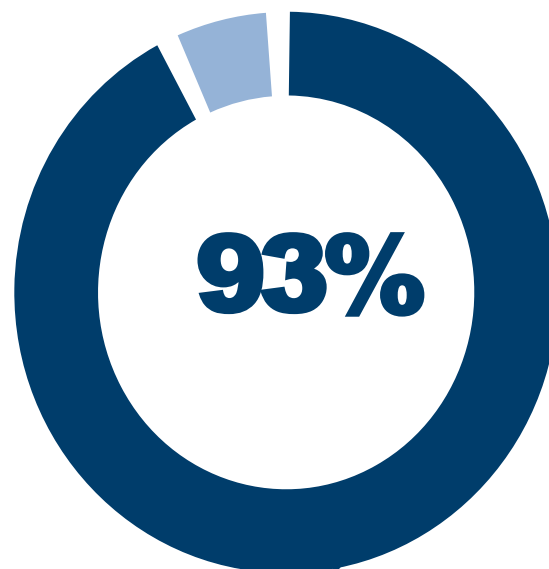
Long-Range Planning 2022 - 2027

What we heard...

What participants thought...

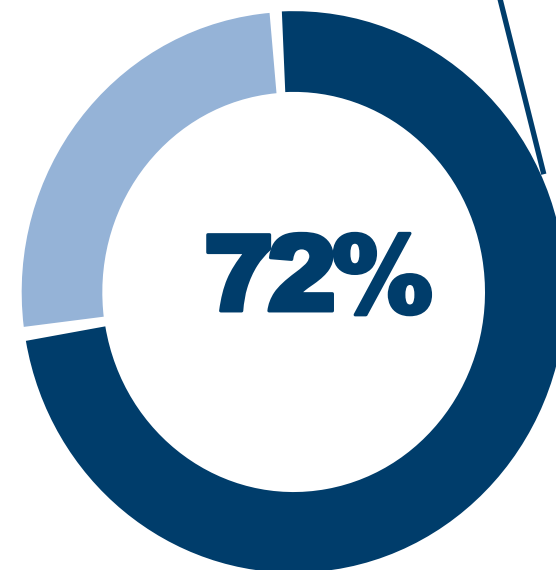


THOUGHT THE CHILDREN'S PROGRAMS
WERE GOOD OR EXCELLENT



RATED THE LIBRARY AS
GOOD OR EXCELLENT

IDENTIFIED A NOTARY
PUBLIC AS A SERVICE THEY
WOULD UTILIZE IF OFFERED



COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

Peer Library Review

CIRCULATION PER LIBRARY VISIT:

4.14 / Visit

Translation – Every visitor to the Library borrowed 4.14 items, **2.2 Times** Above State and National Averages

DIGITAL CIRCULATION PER CAPITA

1.96 / Capita

Translation – The average registered users checked out 4.5 digital items, **3.2 Times** Above State and National Averages

TOTAL CIRCULATION:

7.45 Items / Capita

Translation – The average registered user checked out 22.62 items, **2.4 Times** Above the State average for communities of similar size

LIBRARY VISITS:

1.80 Visits / Capita

Translation – 48,750 people visited the Library in FY2020, **21% ABOVE** Peer Libraries of similar size

CONCLUSIONS

WHAT THE LIBRARY DOES WELL

CUSTOMER SERVICE

95%

OF SURVEY RESPONDENTS INDICATED THE LIBRARY'S CUSTOMER SERVICE WAS EITHER GOOD OR EXCELLENT.

DIGITAL COLLECTION IS POPULAR

58,012

DIGITAL ITEMS WERE CHECKED OUT IN FY2020, WHICH WAS 323% ABOVE THE STATE AVERAGE FOR PEER COMMUNITIES.

CIRCULATION IS STRONG

2.2 ABOVE

THE STATE AVERAGE FOR FY2020, 201,763 ITEMS OR 22.62 ITEMS PER REGISTERED USER

COLLEYVILLE LIBRARY

Long-Range Planning 2022 - 2027

CONCLUSIONS

WHAT THE LIBRARY CAN DO TO IMPROVE

PRIORITY 1

REACT TO CHANGING COMMUNITY NEEDS



**How to
Respond?**

- Improve access to the collection
- Reallocate collection areas in response to circulation patterns.
- Develop a preparedness plan for future emergency events
- Engage the aging population

PRIORITY 2

INCREASE COMMUNICATION REGARDING LIBRARY PROGRAMS AND SERVICES



- Implement an Omnichannel marketing strategy
- Continue feedback engagement for programs and services

PRIORITY 3

REPLACE END OF LIFE FURNITURE AND EQUIPMENT

- Upgrade furniture and equipment that is nearing end of life conditions

COLLEYVILLE LIBRARY

Long-Range Planning Update

RECOMMENDATIONS

RECOMMENDATION

INCREASE ACCESS TO DIGITAL COLLECTIONS

Goal	The Colleyville Public Library should strive to achieve optimal access to digital items with balanced choices concerning funding and service providers.
Action Plan	Step 1: Beginning in FY22, increase budget allocation for digital content. Utilizing pay-per-use services can greatly benefit users, as funds are directly tied to user selected items. Step 2: Beginning in FY22, continue to evaluate online platforms for support of all e-Reader devices. Publishers' policies are constantly changing, leading to other solutions which might become available.

RECOMMENDATION

STREAMLINE ACCESS TO THE COLLECTION

Goal	The Colleyville Public Library should implement a remote locker for holds, allowing users to reserve an afterhours pick-up location.
Action Plan	Option 1: Install a remote locker system in the library breezeway. Option 2: Evaluate other City owned properties for location of a remote locker system.

COLLEYVILLE LIBRARY

Long-Range Planning Update

RECOMMENDATIONS

RECOMMENDATION

REALLOCATE COLLECTION AREAS

Goal	The planning team recommends the Library transition collection area as collections reduce due to demand. These areas can be replaced by seating or expanded popular collections.
Action Plan	Develop a plan for reduction of low use items and replacement with shelving and/or seating.

RECOMMENDATION

ENGAGE THE AGING POPULATION

Goal	Stay relevant with the adult community by offering programming and services specific to their needs.
Action Plan	The planning team recommends the library implement several strategies to engage the aging population. Provide specialized programs focused on the specific needs of older adults, such as technology training (how to use the latest iPhone) or health care seminars. Extend core library services to ensure they are accessible to older adults. Invest in infrastructure and staff development to prepare the facility and staff to react to the aging needs.

COLLEYVILLE LIBRARY

Long-Range Planning Update

RECOMMENDATIONS

RECOMMENDATION

DEVELOP AN EMERGENCY RESPONSE STRATEGY

Goal	The Colleyville Public Library should adopt a strategic plan and recommendations for how to deal with emergency events.
Action Plan	Investigate current strategies on how public libraries react to emergency events. Develop a written plan which identifies policies, protocols and recommendations on how the Library should react to different situations. Coordinate the response plan with the City's Emergency Management Coordinator to align with city policies and protocols. Update the plan regularly to ensure the latest recommendations by emergency response experts are evaluated for implementation.

RECOMMENDATION

IMPLEMENT STRATEGIES TO REACT TO CHANGING TECH NEEDS

Goal	The Colleyville Public Library should strive to provide seating throughout the Library to accommodate patrons who bring devices with them for use. This will include providing various seating options, all with power available.
Action Plan	Investigate battery powered charging stations which can be installed at tables or are mobile for use at lounge seating. Develop a plan to implement these systems and transition furniture with no power to a powered configuration.

COLLEYVILLE LIBRARY

Long-Range Planning Update

RECOMMENDATIONS

RECOMMENDATION

DEVELOP AN OMNICHANNEL MARKETING PLAN

Goal	The Colleyville Public Library should adopt a strategic Omnichannel Marketing Plan
Action Plan	The planning team recommends several steps to develop a comprehensive communications plan. Step 1: Identify all marketing channels that shall be used to communicate programs and services, such as, newsletters, Facebook, Twitter, email, flyers, enews, Colleyville Communicator, etc. Step 2: <i>Develop a plan for use of these channels, identifying which provide the best opportunities for outreach.</i> Step 3: <i>Integrate these siloed channels with automated tools to streamline the process and synchronize marketing across all key channels. Investigate third party software such as Monday or hubspot.com</i> Step 4: <i>Invest in a database that provides feedback regarding members' behaviors. Utilizing predictive analytics and users' past engagement history will allow for a tailored approach to future programming and service suggestions.</i>

COLLEYVILLE LIBRARY

Long-Range Planning Update

RECOMMENDATIONS

RECOMMENDATION

DEVELOP A REPLACEMENT PLAN FOR END OF USE EQUIPMENT

Goal	The Colleyville Public Library should develop a plan for replacement of furniture and equipment.
Action Plan	Step 1: Evaluate furniture and equipment. Identify items which are nearing end of life or are worn, damaged, or no longer meeting current needs. Step 2: Develop a plan for replacement of items including a timeline and projected cost. Step 3: Based on plan, replace items as required and continue to update the list on a periodic basis.

COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN PRESENTATION 2022 - 2027

Library Board Presentation

December 12, 2022

Prepared by
Hidell and Associates Architects, Inc.





City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 3e	Agenda Date 12/12/2022	Number
Type Regular Agenda Items		
Department Library		

Title

Discussion of Items for Future Agendas

Explanation

This item allows the opportunity for Library Board members to suggest items for consideration on future Library Board agendas and to confirm the next regularly scheduled meeting date.

Attachments



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 4a

Agenda Date 12/12/2022

Number

Type Report

Department Library

Title

Librarian's Report

Explanation

The reports provided are to update Board members on the statistics and programs for the months of October 2022 and November 2022.

A. Monthly Statistics

B. Donations

C. Library Programs

Attachments

1. Library Statistics - October - November 2022
2. Volunteer Hours Summary - FY 2022-2023



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/OCTOBER 2022

	October 2022	October 2021	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	11,527	5,021	130%	11,527	5,021	130%
Gate Count	10,589	4,118	157%	10,589	4,118	157%
Cloud Library Activity	782	711	10%	782	711	10%
Drive Up Transactions	156	192	-19%	156	192	-19%
Total In-Library Transactions	24,099	23,582	2%	24,099	23,582	2%
Study Room Hours Usage	272.00	334.00	-19%	272.00	334.00	-19%
Volunteer Hours	49.40	70.50	-30%	49.40	70.50	-30%

LIBRARY PROGRAMS PRESENTED

70	38	84%	70	38	84%
----	----	-----	----	----	-----

PROGRAM ATTENDANCE

1,129	627	80%	1,129	627	80%
-------	-----	-----	-------	-----	-----

COMPUTER USE

Users

Users

Children
Adult

16	0	15900%	16	0	15900%
75	0	74900%	75	0	74900%

CARD REGISTRATIONS

124	69	80%	124	69	80%
-----	----	-----	-----	----	-----

CIRCULATION

TOTAL CIRCULATION
Cloud Library

18,907	17,619	7%	18,907	17,619	7%
5,106	4,408	16%	5,106	4,408	16%

COLLECTION

367	-215	271%	73,575	72,656	1%
-----	------	------	--------	--------	----

LIBRARY RECEIPTS

\$489.18	\$743.03	-34%	\$489.18	\$743.03	-34%
----------	----------	------	----------	----------	------



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/NOVEMBER 2022

	November 2022	November 2021	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	10,403	4,638	124%	21,930	9,659	127%
Gate Count	9,460	3,789	150%	20,049	7,907	154%
Cloud Library Activity	775	691	12%	1,557	1,402	11%
Drive Up Transactions	168	158	6%	324	350	-7%
Total In-Library Transactions	24,965	22,358	12%	49,064	45,940	7%
Study Room Hours Usage	291.00	211.00	38%	564.00	544.00	4%
Volunteer Hours	100.00	93.00	8%	149.4	163.25	-8%

LIBRARY PROGRAMS PRESENTED						
	54	35	54%	124	73	70%

PROGRAM ATTENDANCE						
	1,080	529	104%	2,209	1,156	91%

COMPUTER USE		Users	Users			
Children	29	0	289900%	45	0	449900%
Adult	74	0	739900%	149	0	1489900%

CARD REGISTRATIONS						
	127	60	112%	251	129	95%

CIRCULATION						
TOTAL CIRCULATION	18,402	17,265	7%	37,309	34,944	7%
Cloud Library	4,492	4,315	4%	9,598	8,723	10%

COLLECTION						
	126	-43	393%	73,701	72,613	1%

LIBRARY RECEIPTS						
	\$247.59	\$498.18	-50%	\$736.77	\$1,241.21	-41%



COLLEYVILLE PUBLIC LIBRARY

VOLUNTEER HOURS

FISCAL YEAR 2022-2023

MONTH	VOLUNTEERS	PER- SONS	VOLUNTEENS	PER- SONS	NCL	PER- SONS	SCHOOL	PER- SONS	TEEN/ADULT COURT	PER- SONS	TOTAL	TOTAL PERSONS
October	10.90	4	1.00	1	0.00	0	37.50	14	0.00	0	49	19
November	11.00	3	6.00	1	0.00	0	80.00	20	3.00	1	100	25
December											0	0
January											0	0
February											0	0
March											0	0
April											0	0
May											0	0
June											0	0
July											0	0
August											0	0
September											0	0
FY Total	22	7	7.00	2	0.00	0	117.50	34	3.00	1	149.40	44



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 4b

Agenda Date 12/12/2022

Number

Type Report

Department Library

Title

Friends of the Colleyville Public Library Report

Explanation

A representative from the Friends of the Colleyville Public Library will provide an update and report to the Colleyville Library Board members.

Attachments



City of Colleyville Colleyville Library Board Agenda Briefing

City Hall
100 Main Street
Colleyville, Texas 76034
www.colleyville.com

Agenda Number 4c

Agenda Date 12/12/2022

Number

Type Report

Department Library

Title

Colleyville Public Library Foundation Report

Explanation

A representative from the Colleyville Public Library Foundation will provide an update and report to the Colleyville Library Board members.

Attachments