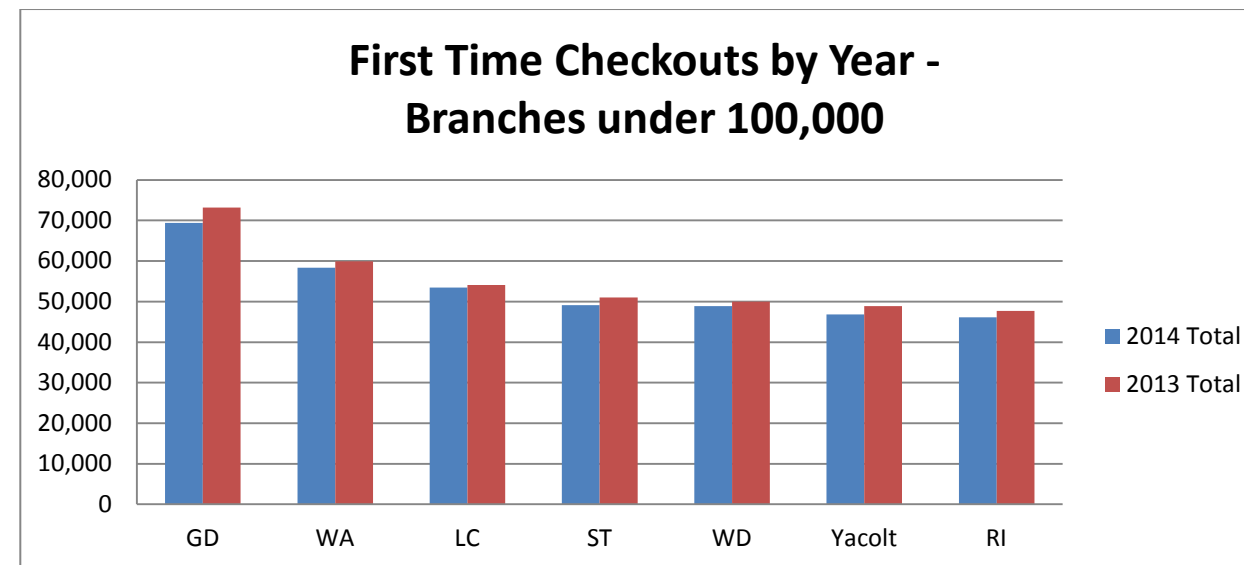
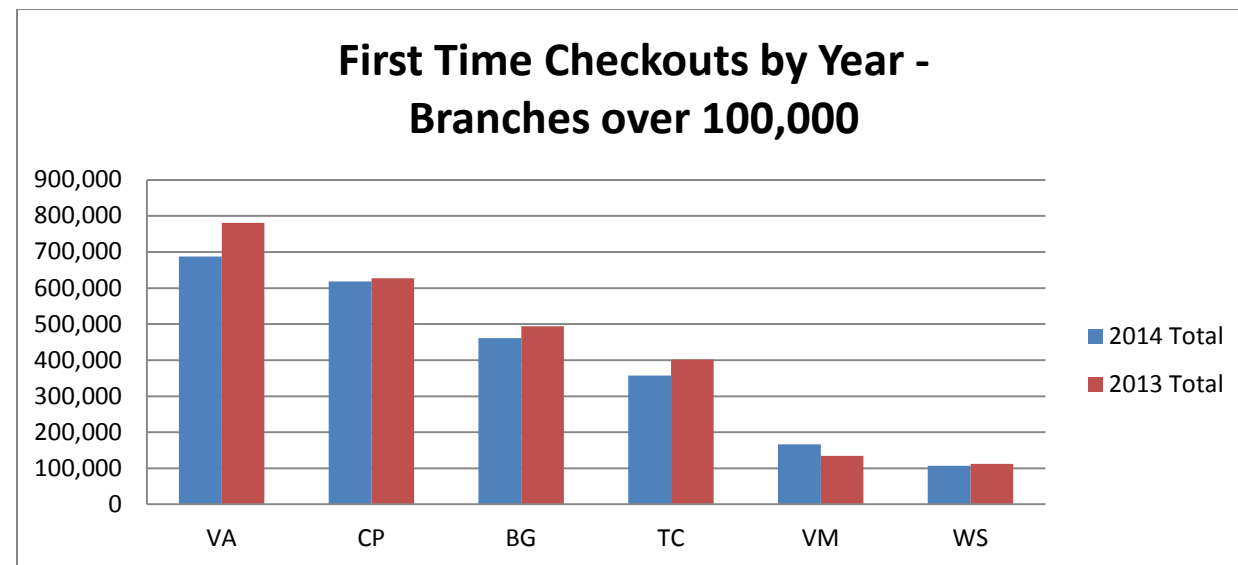


Monthly Report – January 2015

First Time Checkouts by Branch, By Month, 2014

Branch	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG	2014	2013
VA	63,822	50,159	60,367	54,113	54,080	62,976	65,248	59,980	56,829	58,581	53,743	48,006	57,325	687,904	781,037
CP	55,178	49,097	52,343	49,565	48,296	55,099	59,110	56,459	49,312	54,247	45,992	43,685	51,532	618,383	626,894
BG	42,160	35,696	42,171	38,344	37,088	39,719	41,526	37,371	38,395	41,089	34,310	33,139	38,417	461,008	493,667
TC	32,904	28,133	31,665	29,756	30,234	33,527	37,145	32,510	13,669	32,344	27,395	27,757	29,753	357,039	401,722
VM	15,213	12,473	14,850	13,028	13,072	15,008	15,332	15,388	13,176	14,572	12,827	11,924	13,905	166,863	134,155
WS	10,121	8,979	8,847	8,347	8,012	9,052	8,842	9,033	8,588	9,688	9,038	8,671	8,935	107,218	112,075
GD	6,889	5,493	6,168	6,275	6,363	5,477	6,054	6,017	5,447	5,712	4,550	4,925	5,781	69,370	73,223
WA	4,513	2,319	4,712	5,412	5,681	5,354	5,861	5,124	4,754	5,409	4,871	4,380	4,866	58,390	59,969
LC	5,068	3,984	4,648	4,615	4,362	5,204	5,061	4,074	4,184	5,006	3,437	3,798	4,453	53,441	54,059
ST	4,578	3,788	4,162	4,024	3,761	4,030	4,774	3,873	3,638	4,624	4,086	3,761	4,092	49,099	50,992
WD	4,361	3,726	4,028	4,024	4,006	4,181	4,535	3,982	4,179	4,710	3,248	3,944	4,077	48,924	49,959
Yacolt	4,340	3,914	3,903	4,170	3,774	3,849	3,800	4,098	4,443	4,064	3,481	3,002	3,903	46,838	48,921
RI	4,072	3,137	3,729	3,565	3,751	3,902	4,341	3,936	4,068	4,339	3,831	3,419	3,841	46,090	47,692
BKS	1,214	941	863	462	975	254	489	260	452	1,031	9	682	636	7,632	9,105
BKK	472	675	816	753	734	436	652	320	524	1,010	508	410	609	7,310	8,901
NB	375	254	209	233	316	346	374	273	326	398	366	355	319	3,825	4,383
Yale	168	238	190	219	221	144	81	84	244	270	218	263	195	2,340	1,674
Total	255,448	213,006	243,671	226,905	224,726	248,558	263,225	242,782	212,228	247,094	211,910	202,121	232,640	2,791,674	2,958,428

“First time checkout” includes items checked out at the location, but does not include staff or patron renewals.



With the exception of Vancouver Mall, all locations experienced a decline in first time checkouts from 2013. While materials circulation experienced a general decline from 2013, total use of library content is up, mainly due to eContent:

	YTD Circulation		
	2014	2013	Change
Battle Ground Community Library	575,891	600,790	-4.14%
Cascade Park Community Library	764,712	763,462	0.16%
La Center Community Library	64,747	67,394	-3.93%
Ridgefield Community Library	63,214	63,234	-0.03%
Three Creeks Community Library	442,985	485,119	-8.69%
Vancouver Community Library	912,297	991,864	-8.02%
The Mall Library Connection	243,548	202,920	20.02%
Washougal Community Library	82,134	80,072	2.58%
Green Mountain Library Express	349	563	-38.01%
Yacolt Library Express	49,572	50,986	-2.77%
Clark County Total	3,199,449	3,306,404	-3.23%
Woodland Community Library	59,279	60,500	-2.02%
Yale Library Express	3,541	2,042	73.41%
Cowlitz County Total	62,820	62,542	0.44%
Goldendale Community Library	83,561	88,468	-5.55%
White Salmon Valley Community Library	138,341	139,277	-0.67%
Klickitat County Bookmobile	10,121	11,830	-14.45%
Klickitat County Total	232,023	239,575	-3.15%
North Bonneville Community Library	5,675	6,252	-9.23%
Stevenson Community Library	62,810	63,942	-1.77%
Skamania County Bookmobile	9,963	10,991	-9.35%
Skamania County Total	78,448	81,185	-3.37%
District-wide renewals	242,977	279,999	-13.22%
Mail	9,077	10,275	-11.66%
InterLibrary Loan Materials	13,956	15,989	-12.71%
Misc Total	266,010	306,263	-13.14%
Downloadable eBooks	223,339	134,624	65.90%
eMagazines	10,871	11,164	-2.62%
Downloadable & streaming audiobooks	62,068	27,993	121.73%
Downloadable & streaming music	241,804	57,191	322.80%
Streaming video	11,073	525	2009.14%
eContent Total	549,155	231,497	137.22%
TOTAL	4,387,905	4,227,466	3.80%

Three Creeks closed for remodeling 9/15 to 10/1

The Mall Library Connection Library Closed for Remodeling Jan-March 2013

All libraries closed for All Staff Day 9/30

Visitors by month, 2014 vs. 2013:

Branch	2014 Total	2013 Total	% Change
Jan	185,691	174,117	6.6%
Feb	160,361	166,664	-3.8%
Mar	184,103	177,863	3.5%
Apr	172,924	170,040	1.7%
May	169,073	166,037	1.8%
Jun	180,516	192,521	-6.2%
Jul	193,167	203,241	-5.0%
Aug	184,394	190,453	-3.2%
Sep	156,368	173,013	-9.6%
Oct	185,472	186,993	-0.8%
Nov	161,200	175,235	-8.0%
Dec	156,441	158,081	-1.0%
Total	2,089,710	2,134,258	-2.1%

It is important to keep in mind that in the middle of 2014, FVRL started implementing new people counting devices and software, and it is only in the first weeks of 2015 that all locations are using the new counters. This change has resulted in some branches experiencing a decline in counted visitors, but should not be taken as a downward visitor trend.

2015 will provide a new baseline of visitor data for all locations.

Visitors by Branch, 2014 vs. 2013:

Branch	2014 Total	2013 Total	% Change
VA	537372	574019	-6.4%
CP	342982	353122	-2.9%
TC	301700	344885	-12.5%
BG	231204	239451	-3.4%
VM	181660	113378	60.2%
WS	112938	110528	2.2%
GD	75909	76086	-0.2%
RI	63859	62010	3.0%
WD	61026	72226	-15.5%
ST	55727	63939	-12.8%
WA	43576	42298	3.0%
LC	37973	39894	-4.8%
Yacolt	30282	27638	9.6%
BKS	5145	6012	-14.4%
BKK	5035	5410	-6.9%
NB	2147	2262	-5.1%
Yale	1175	1100	6.8%
Website	937720	835924	12.2%

There are several other factors that have impacted visitor counts at some locations, such as closures in 2013 and 2014, counters not working for multiple months (requiring estimates to be developed based on other measures, such as circulation) and not every location had new counters at the same time.

Here's to 2015, and useful data!

New Cards By Month and Branch, 2014:

2014	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	AVG.	TOTAL
VA	858	668	754	659	653	780	770	753	673	703	614	483	697	8,368
CP	369	341	371	356	328	515	452	406	383	398	293	258	373	4,470
VM	240	188	244	203	206	263	286	298	217	211	231	210	233	2,797
BG	156	221	190	138	135	233	196	166	170	135	102	100	162	1,942
TC	151	134	186	182	131	213	163	124	45	139	130	109	142	1,707
WS	61	73	51	45	82	106	75	64	60	65	56	56	66	794
GD	36	42	56	44	35	74	53	40	50	51	22	31	45	534
WA	44	33	54	33	34	50	49	40	42	35	30	28	39	472
ST	38	28	37	27	40	40	52	33	60	38	36	29	38	458
RI	27	27	21	25	99	39	22	23	26	31	13	15	31	368
WD	35	26	26	36	16	31	38	23	38	30	13	17	27	329
LC	14	26	18	27	25	41	47	33	15	22	16	23	26	307
BKK	6	1	3	4	2	4	1	6	30	2	1	4	5	64
BKS	2	2	2	6	4	3	0	1	5	4	0	5	3	34
NB	4	1	2	3	1	3	4	3	2	5	2	1	3	31
Yacolt	1	3	3	6	3	1	2	3	3	1	0	4	3	30
Yale	2	1	0	0	0	1	0	0	3	6	1	0	1	14
Total	2,044	1,815	2,018	1,794	1,794	2,397	2,210	2,016	1,822	1,876	1,560	1,373	1,893	22,719

New Library Cards by Month:

Month	2014 Total	2013 Total	% Change
Jan	2044	2027	0.8%
Feb	1815	1813	0.1%
Mar	2018	2157	-6.4%
Apr	1794	2136	-16.0%
May	1794	2052	-12.6%
Jun	2397	2590	-7.5%
Jul	2210	2473	-10.6%
Aug	2016	2356	-14.4%
Sep	1822	2291	-20.5%
Oct	1876	2114	-11.3%
Nov	1560	1908	-18.2%
Dec	1373	1477	-7.0%
Total	22719	25394	-10.5%

New Cards by Branch 2014 vs. 2013:

Branch	2014 Total	2013 Total	% Change
VA	8,368	9,864	-15.2%
CP	4,470	4,875	-8.3%
VM	2,797	2,771	0.9%
BG	1,942	2,253	-13.8%
TC	1,707	1,985	-14.0%
WS	794	812	-2.2%
GD	534	508	5.1%
WA	472	498	-5.2%
ST	458	528	-13.3%
RI	368	321	14.6%
WD	329	328	0.3%
LC	307	301	2.0%
BKK	64	64	0.0%
BKS	34	47	-27.7%
NB	31	40	-22.5%
Yacolt	30	40	-25.0%
Yale	14	13	7.7%
Total	22,719	25,248	-10.0%

Population Change Detail for Counties in our service area:

Jurisdiction	Births 2010-2011	Births 2011-2012	Births 2012-2013	Births 2013-2014
Clark County	5,385	5,420	5,499	5,583
Cowlitz County	1,228	1,217	1,158	1,074
Klickitat County	238	209	208	203
Skamania County	99	104	111	93
Jurisdiction	Deaths 2010-2011	Deaths 2011-2012	Deaths 2012-2013	Deaths 2013-2014
Clark County	2,937	2,975	3,080	3,154
Cowlitz County	975	1,025	1,052	1,122
Klickitat County	161	206	159	118
Skamania County	80	83	88	78
Jurisdiction	Residual Net Migration 2010-2011	Residual Net Migration 2011-2012	Residual Net Migration 2012-2013	Residual Net Migration 2013-2014
Clark County	189	805	1,831	4,871
Cowlitz County	37	158	144	448
Klickitat County	105	97	51	65
Skamania County	65	104	2	55
Jurisdiction	Annual Change in Total Population 2010-2011	Annual Change in Total Population 2011-2012	Annual Change in Total Population 2012-2013	Annual Change in Total Population 2013-2014
Clark County	2,637	3,250	4,250	7,300
Cowlitz County	290	350	250	400
Klickitat County	182	100	100	150
Skamania County	84	125	25	70

The overall population change is less helpful for us than the number of births and the net migration. While the population of our service area increased by about 7,600 over the course of a year, the number of new people in the area is actually above 11,000. "Residual Net Migration" shows the difference between people leaving the area and people moving into it. Unfortunately, the specific information of how many moved away and how many moved in is not available. So a net migration of 4,781 for Clark County means that at least that many people moved in. The total new people in our area could be much higher, if there are a lot of people moving out of the area.

Website Visits and other measures:

Website traffic 2014 vs. 2013:

Website visits	2014	2013	% Change
January	86252	5042	1610.7%
February	75681	67400	12.3%
March	82280	72674	13.2%
April	73532	70331	4.6%
May	73737	77962	-5.4%
June	89210	80652	10.6%
July	86045	82445	4.4%
August	78022	80000	-2.5%
September	76527	78250	-2.2%
October	77066	78896	-2.3%
November	71272	72892	-2.2%
December	68096	69380	-1.9%
Total	937720	835924	12.2%

January of 2013 was when the current version of the website first went live, but it was a couple months before everyone was being directed to the new site. In general, website traffic has been fairly steady and comparable month to month for both years. In June, website traffic was quite a bit higher than the same month in 2013, likely due to the changes with Summer Reading.

For all stats relating to website traffic, visits to our website from internet computers in our libraries are discounted. For 2013 and part of 2014, every public internet computer defaulted to our library web page when the internet was launched. This data is meant to reflect the number of people choosing to go to our library website.

Mobile, Tablet, and Desktop Access to Library Website, 2014 vs. 2013:

	2014 - Mobile	2013 - Mobile	% Mobile Change	2014 - Tablet	2013 - Tablet	% Tablet Change	2014 - Desktop	2013- Desktop	% Desktop Change
January	12745	466	2635.0%	14231	444	3105.2%	59594	4360	1266.8%
February	10793	8219	31.3%	11192	6700	67.0%	53752	55704	-3.5%
March	11248	7909	42.2%	12379	7343	68.6%	57375	59970	-4.3%
April	11192	6678	67.6%	10183	7399	37.6%	51366	57376	-10.5%
May	10127	8463	19.7%	10937	9628	13.6%	54446	59894	-9.1%
June	14542	9772	48.8%	14143	11070	27.8%	60866	60698	0.3%
July	15574	10538	47.8%	13743	10593	29.7%	56398	61778	-8.7%
August	14586	10449	39.6%	12124	10127	19.7%	49458	60342	-18.0%
September	13422	9905	35.5%	12612	9839	28.2%	50631	58656	-13.7%
October	14187	11270	25.9%	12878	9484	35.8%	49614	57351	-13.5%
November	13610	10427	30.5%	11946	10238	16.7%	45595	51388	-11.3%
December	13865	9062	53.0%	10504	10427	0.7%	43557	50071	-13.0%
Total	155891	103158	51.1%	146872	103292	42.2%	632652	637588	-0.8%

“Mobile” refers to devices such as smart phones. “Tablet” refers to devices similar to ipads. “Desktop” includes both desktop and laptop computers.

Overall, desktop computer use is on the decline. Tablet and mobile access to our website is increasing dramatically, however. Together, mobile and tablet access to the library website accounted for about 1/3 of all traffic in 2014, vs. less than ¼ of all traffic in 2013.

Customer Service

Location	Reference	Patron Accounts	Facilitative/Directional	Total	Visitors	% Visitors with Reference	% Visitors with Interactions
VA	78767	87997	111579	278343	537372	14.7%	51.8%
CP	21645	38480	23660	83785	342982	6.3%	24.4%
TC	13065	32162	12441	57668	301700	4.3%	19.1%
VM	11895	27963	13767	53625	181660	6.5%	29.5%
BG	10543	22932	10738	44213	231204	4.6%	19.1%
WS	7566	19383	9477	36426	112938	6.7%	32.3%
WA	6214	10127	4082	20423	43576	14.3%	46.9%
GD	5525	7319	6968	19812	75909	7.3%	26.1%
RI	5005	5642	7020	17667	63859	7.8%	27.7%
LC	3458	7293	3068	13819	37973	9.1%	36.4%
ST	3471	4368	5408	13247	55727	6.2%	23.8%
WD	1976	5473	2808	10257	61026	3.2%	16.8%
BKK	2483	2535	1222	6240	5035	49.3%	123.9%
BKS	715	1911	1989	4615	5145	13.9%	89.7%
YACOLT	442	663	364	1469	30282	1.5%	4.9%
YALE	195	1144	39	1378	1175	16.6%	117.3%
NB	286	598	390	1274	2147	13.3%	59.3%
Branch Total	173251	275990	215020	664261	2089710	8.3%	31.8%
VIRTUAL	1991	1548	885	4424	937720	0.2%	0.5%
District Total	175242	277538	215905	668685			

In 2014, we switched from gathering Reference stats every day to gathering three measures of customer service on a quarterly basis. We also made some adjustments and clarifications about how we define and measure reference interactions.

Virtual customer service stats are included here as well, showing the types and quantity of customer interactions handled by Virtual Services and District Reference staff.

Visitors with reference transactions at other libraries, 2013:

Library Name	Visitors	Reference transactions	% of Visitors with Reference Transactions
Yakima Valley Libraries	724,536.0	218,365.0	30.1%
Sno-Isle Libraries	3,521,951.0	1,047,746.0	29.7%
Timberland Regional Library	2,812,677.0	436,670.0	15.5%
Seattle Public Library	6,734,655.0	880,845.0	13.1%
Spokane Public Library	1,387,652.0	173,471.0	12.5%
King County Library System	9,909,257.0	1,033,634.0	10.4%
Everett Public Library	633,251.0	64,979.0	10.3%
Tacoma Public Library	849,763.0	83,296.0	9.8%
Mid-Columbia Library System	1,265,513.0	107,087.0	8.5%
Fort Vancouver Regional Library District	2,105,520.0	177,853.0	8.4%
Whatcom County Library System	891,311.0	66,352.0	7.4%
Kitsap Regional Library	1,159,468.0	80,261.0	6.9%
Pierce County Library System	2,444,754.0	139,667.0	5.7%
North Central Regional Library	1,250,010.0	64,734.0	5.2%

All the libraries shown are represented by 2013 data. Our visitor/reference ration is roughly the same this year as it was last year. The average of these larger systems in our state is just over 12%.

Programs

Month	Programs	Attendance	Att. Per Program
January	442	9957	23
February	471	10260	22
March	505	11071	22
April	505	11016	22
May	531	16289	31
June	696	22809	33
July	482	16424	34
August	338	8427	25
September	430	10369	24
October	534	13648	26
November	397	9659	24
December	376	8720	23
Total	5707	148649	26

Not surprisingly, the peak of attendance and number of programs is summer time, with a significant dip in August – historically a month where there is a break from regular programming at many locations.

The attendance per program also increases by a significant margin during the summer months.

