

# LIBRARY ADVISORY COMMITTEE

Gary Shaffer  
Library Services  
February 24, 2025



PALM DESERT



# TODAY'S DISCUSSION



PALM DESERT  
**Library**

- Library Statistics
- Customer Feedback
- Library In Action
- One Book - One Palm Desert
- Featured Resources
- Partnership & Community Engagement Spotlight
- Library Budget

# LIBRARY STATISTICS

## JULY - JANUARY 2024-2025

Metric	January	Fiscal YTD	Annual Goal	Notes
<b>Library cards issued</b>	1,225	8,677	15,000	Number of active customers to date
<b>Checkouts</b>	18,664	102,372	200,000	Physical and Digital checkouts (went live 10/31/24)
<b>Link+</b>	167	427	2,500	
<b>Visits</b>	10,079	56,155	100,000	Number of library visitors
<b>Study Room &amp; Community Room bookings</b>	141	1,043	2,000	Study Room and Community Room usage
<b>Lap-top Checkouts</b>	644	4,056	7,500	Number of laptop sessions
<b>Online Help/Website visits</b>	17,883	65,776	100,000	Visitors to the library's website to access info & resources

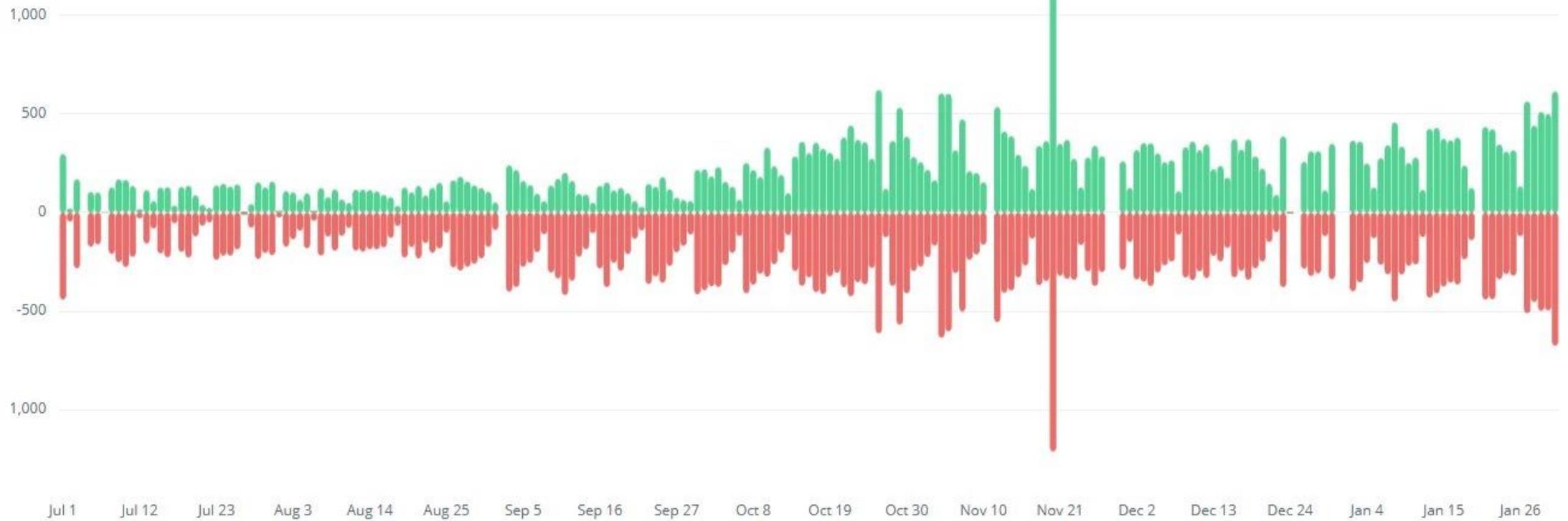
# OUTREACH & VOLUNTEERS JULY-JANUARY 2024-2025

Type of Programs	By the Numbers January	By the Numbers FY to date	Annual Goal	Notes
<b>Outreach Events</b>	2	62	120	Annual Goal = # of events Total attendance to date 518
<b>In-library Book Sales # / \$</b>	\$2,117.79	\$14,100	\$22,500	
<b>Volunteer Hours</b>	177.5	1,021.75	1,750	
<b>Volunteers</b>	9	9	36	Library volunteers

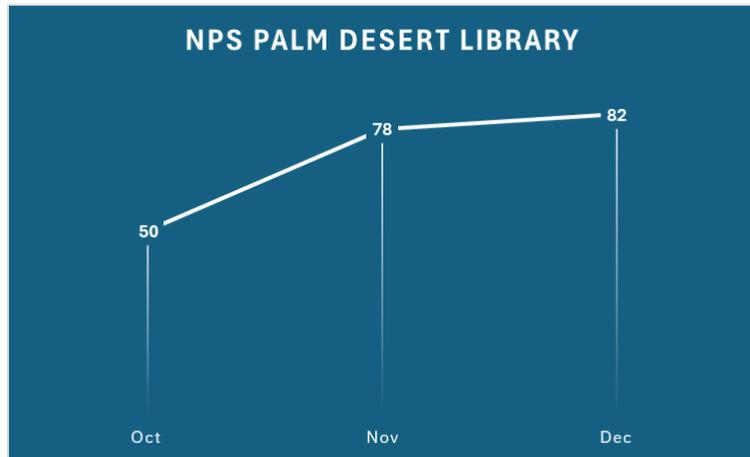
# LIBRARY PROGRAMS JULY-JANUARY 2024-2025

Type of Programs	Number of Programs	Attendees to date	Annual Goal	Examples
<b>Early Learners and Family Programming</b>	81	896	1,500	Storytimes and Little Learners Lounge
<b>School Age Children</b>	81	1292	2,500	Afterschool Discovery and LEGO afternoons
<b>Young Adult</b>	39	627	1,000	Class Visits and Teenscape
<b>Adult</b>	80	2,127	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
<b>Virtual</b>	21	1,016	2,000	Virtual Author Talks
<b>YTD</b>	<b>302</b>	<b>5,958</b>	<b>11,000</b>	*Does not include group meetings

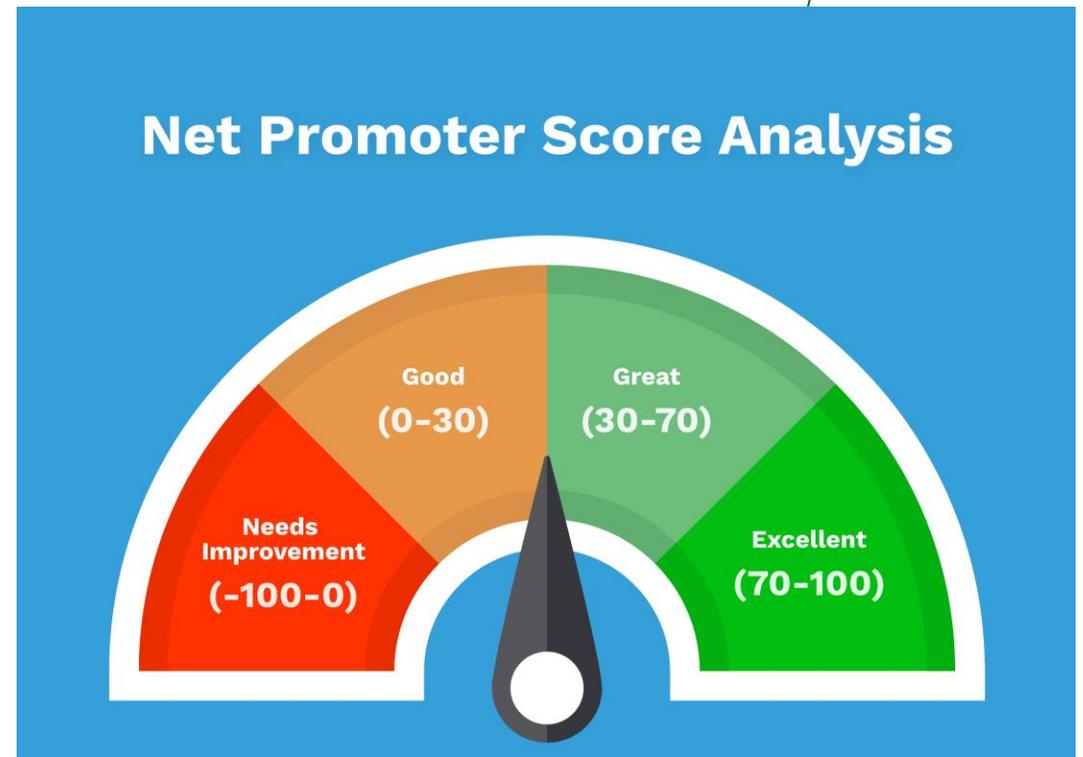
# VISITOR TRENDS



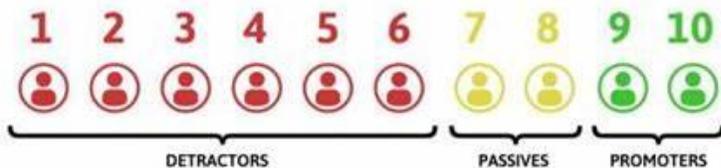
# NET PROMOTER SCORE



Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100



## Net Promoter Score



$$\text{NPS} = \% \text{ (Promoters) } - \% \text{ (Detractors)}$$

# CUSTOMER FEEDBACK

January 2025

## Positive Feedback (14):

- Ease of use, great electronic eBook selection that is up to date on recent releases. Friendly staff, great location and facility.
- I have been taking my 3- and 5-year-olds to the kids playtime on Monday and Friday and we love it.
- Great Library, the switch was an asset for your patrons.
- I want to commend the staff on their incredible customer service. The library is well organized and clean.

## Negative Feedback (5):

- Love the new upgrades but the audiobooks are not in the best location for those of us with mobility issues. Maybe audio books can be on display like the new books.
- I was very unhappy that Palm Desert would no longer be part of the RCLS; I loved our library just as it was. I came to the 'NEW' Library with a negative attitude. However, staff is very helpful (as was RCLS). I hope whatever you hope to achieve is worth the transition. It has been a great library and this will be too. PS- thank you for staying open on Sundays and for Tech Tutors.
- The library is too hot! Can you turn up the a/c?



Public Piano



Historical Society



KMIR Interview



Glass Cutting Program

# THE LIBRARY IN ACTION

# ONE BOOK - ONE PALM DESERT MARCH 28-29, 2025

## Meet Gobi and Dion Leonard

### Friday, March 28, 2025

Panel Discussion on the Gobi Desert

- **Panelist:** Dion Leonard, Author of *Finding Gobi*
- **Panelist:** Dr. James A. Danoff-Burg, Vice President of Conservation at the Living Desert Zoo and Gardens
- Location: Palm Desert Library
- 11am-12pm

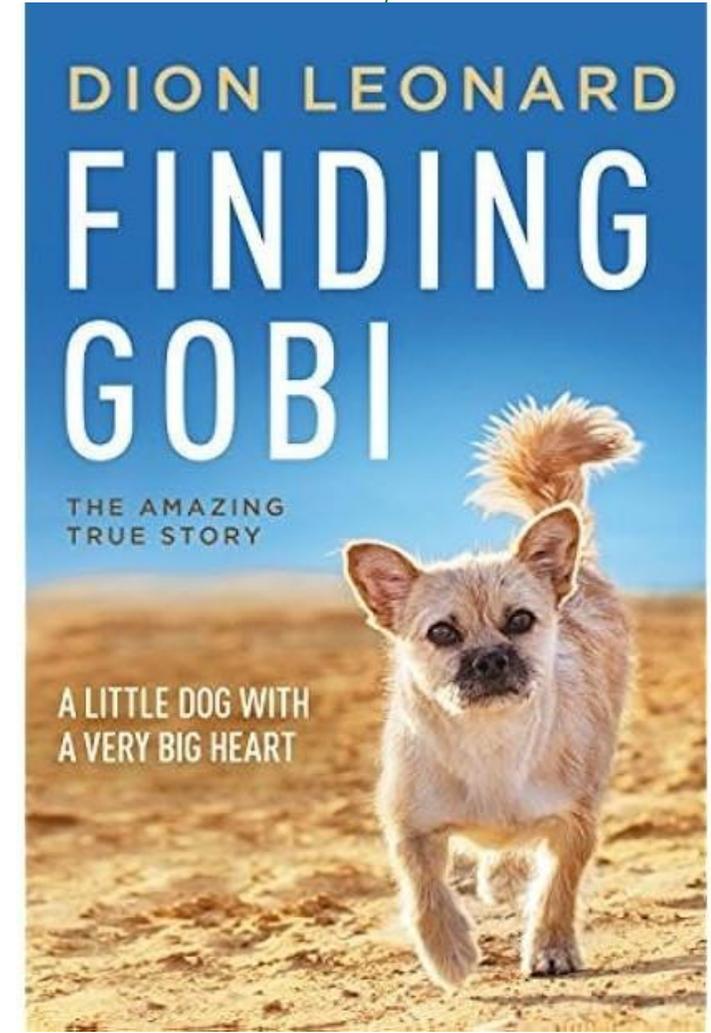
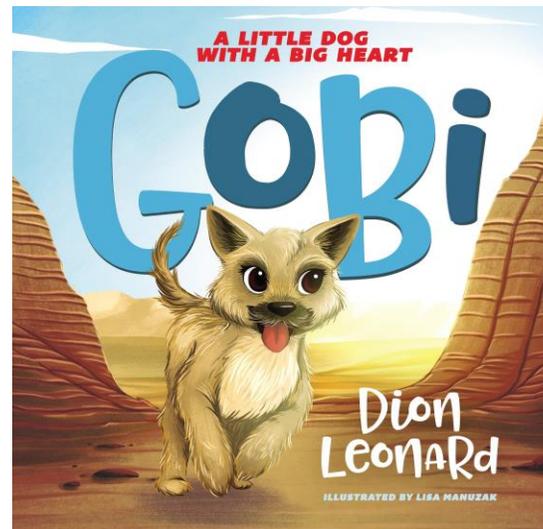
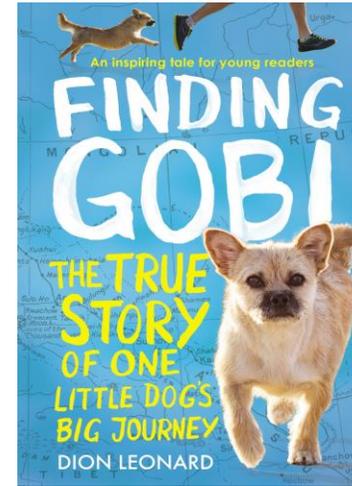
### Saturday, March 29, 2025

- Children's Storytime with Author Dion Leonard and Gobi
- Location: Palm Desert Library
- 10:30am

### Saturday, March 29, 2025

Meet the Author of *Finding Gobi*, Dion Leonard

- Location: UCR- Palm Desert
- 3:30-4:30pm



# FEATURED RESOURCES: BRAINFUSE'S HOMEWORK HELP NOW, JOB NOW & VET NOW



- Online Tutoring with subject matter & grade-level experts
- Assignment review
- English & Spanish



- Resume Review & Tips
- Job Coaching
- New Career identification



RICHARD N. BOLLES



WHAT COLOR  
IS YOUR  
PARACHUTE?

# PARTNERSHIPS & COMMUNITY ENGAGEMENT SPOTLIGHT

## LOCAL ARTS COMMUNITY

- Arts Council
  - Cross-promotion
  - Themed bookmark
- Coachella Valley Watercolor Society
  - Arts of the month spotlight
- Desert Cities Art Council
  - Spring & Fall 2025 art exhibit



# LIBRARY BUDGET – JANUARY 2025

## City of Palm Desert Library

January 1 - 31, 2025

	Budget FY 2024-25	% of Budget	Encumbrances through Jan. 31, 2025	Remaining Balance through Jan. 31, 2025	Monthly Actuals Jan. 2025	Actuals through Jan. 31, 2025	% of Budget Actuals
<b>Revenues</b>							
Misc Fee (Copies, Book sales, Media)						\$1,493.11	
Contributions						\$50,000.00	
<b>Total Operating Revenues</b>						<b>\$51,493.11</b>	
<b>Expenditures</b>							
Staff Salary/Benefits	\$1,739,597.00	67%		\$813,980.36	\$182,494.23	\$925,616.64	53%
Books, software & Digital collections	\$389,792.40	15%	\$63,321.03	\$105,138.34	\$19,691.04	\$221,333.03	57%
Rent, Facility repairs & Janitorial	\$262,892.60	10%	\$53,576.99	\$46,193.58	\$11,853.32	\$163,122.03	62%
Programming/Outreach	\$49,000.00	2%	\$6,000.00	\$28,081.61	\$5,974.17	\$14,918.39	30%
Office supplies & equip. rentals	\$53,293.00	2%	\$13,959.97	\$15,639.96	\$8,255.64	\$23,693.07	44%
Other expenses	\$113,100.00	4%	\$25,383.05	\$27,448.64	\$17,154.48	\$60,268.31	53.0%
<b>Operating Expenditures</b>					<b>\$245,422.88</b>	<b>\$1,408,951.47</b>	
Remaining Balances			<b>\$162,241.04</b>	<b>\$1,036,482.49</b>			
<b>Adopted Budget</b>	<b>\$2,601,077.00</b>						
<b>Adjusted Budget [1]</b>	<b>\$2,607,675.00</b>						

\* The six categories listed above encompass multiple accounts  
 [1]\$6,598 Encumbrance Carryovers

# MID-YEAR BUDGET REQUEST UPDATE

Account	Adopted Budget	Current Budget	Actual	Encumbrance	Remaining Balance	Requested Amount	Revised Budget	Justification
Books & Materials	\$299,100	\$181,942	\$37,744.51	\$69,000.17	\$75,197.32	<b>\$50,000</b>		Due to unanticipated costs the book budget was used to support other account items.
Professional Services	\$53,250	\$68,200	\$20,664.16	\$41,662.57	\$5,873.27	<b>\$50,000</b>		One-time expenses to cover internal cameras.
Software License	\$118,500	\$159,755	\$142,675.74	\$16,874.34	\$204.92	<b>\$25,000</b>		Additional money for Digital Collection, Overdrive, to better respond to patron demand.
	<b>\$2,601,077</b>	<b>\$2,607,675</b>				<b>\$125,000</b>	<b>\$2,732,675</b>	<ul style="list-style-type: none"> <li>• FY 24/25 Adopted Budget \$2,601,077</li> <li>• \$2,607,675 Adjusted Budget (Encumbrance Carryover)</li> <li>• Total Requested: \$125,000</li> <li>• Adjusted FY 24/25 Budget: \$2,732,675</li> </ul>

# LIBRARY WORKING BUDGET FY 2025-'26

<b>Item</b>	<b>Amount</b>
Staff Salaries & Benefits	\$1,882,436
Books, Software & Digital Collections <sup>1</sup>	\$ 77,790
Rent, Facility Repairs & Janitorial	\$ 192,874
Programming/Outreach	
Office supplies & Equip. Rentals	\$ 13,800
Supplies (other)	\$ 12,100
<b>Total</b>	<b>\$ 2,179,000</b>

1. Software as a service

# THANK YOU

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PALM DESERT



# RIVERSIDE COUNTY P.D. LIBRARY VS. MUNICIPAL JANUARY 2025

Statistics	RCLS-PD March 2023	Palm Desert Jan. '24 Municipal Library	Notes
Library Visits	7,870	10,079	a.k.a. door-count
Meeting Room Use	?	141	Groups
Meeting Room Attendance	506	735	
Children's Programs	?, 280	31 360	a.k.a. pre-school & school-aged
Teen Programs	?, 120	4 32	a.k.a. young adult
Adult Programs	?, 495	29 199	
Volunteer Hours	431	177.5	Hours per volunteer RCLS 14.9
Volunteers	29	9	Hours per volunteer PD 20.93 ↑
Circulation	?	18,664	a.k.a. checkouts

