

# LIBRARY ADVISORY COMMITTEE

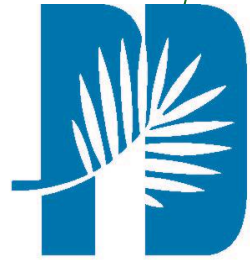
Gary Shaffer  
Library Services  
April 28, 2025



PALM DESERT



# TODAY'S DISCUSSION



PALM DESERT  
**Library**

- Library Statistics
- Customer Feedback
- National Library Week & 1-Book Re-Caps
- Featured Resource
- Library In Action

# LIBRARY STATISTICS

## JULY – MARCH 2024-2025

Metric	March	Fiscal YTD	Annual Goal	Notes
Library cards issued	917	10,582	15,000	Number of active customers to date
Checkouts	23,118	145,427	200,000	Physical and Digital checkouts
Link+	146	699	2,500	Link+ went live 10/31/24. Link+ #'s are included in overall checkouts
Visits	13,042	80,969	100,000	Number of library visitors
Study Room & Community Room bookings	195	1,406	2,000	Study Room and Community Room usage
Lap-top Checkouts	761	5,601	7,500	Number of laptop sessions
Online Help/Website visits	19,991	102,764	100,000	Visitors to the library's website to access info & resources

# OUTREACH & VOLUNTEERS

## JULY-MARCH 2024-2025

Type of Programs	By the Numbers March	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	9	21	30*	
In-library Book Sales	\$1,982	\$16,849	\$22,500	
Volunteer Hours	278.5	1485.75	1,750	# of hours
Volunteers	15	15	36	# of library volunteers

# LIBRARY PROGRAMS

## JULY-MARCH

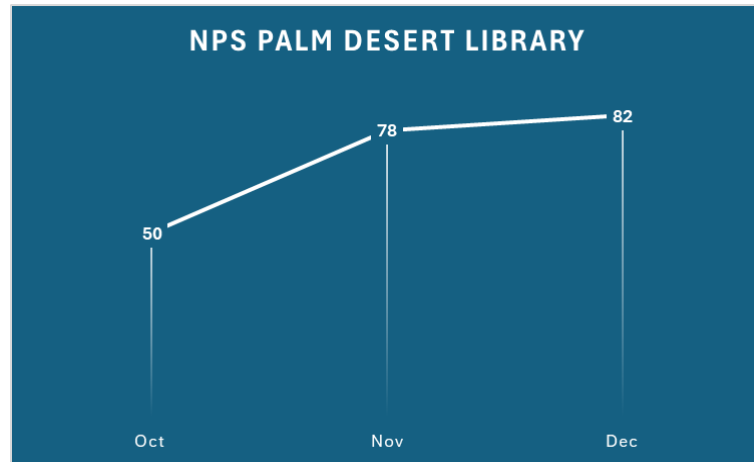
### 2024-2025

Type of Programs	Number of Programs to date	Attendees to date	Annual Attendee Goal	Examples
Early Learners and Family Programming	118	1,467	1,500	Storytimes and Little Learners Lounge
School Age Children	106	1,621	2,500	Afterschool Discovery and LEGO afternoons
Young Adult	63	755	1,000	Class Visits and Teenscape
Adult	138	3,390	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
Virtual	27	1,159	2,000	Virtual Author Talks
YTD	452	8,392	11,000	*Does not include group meetings

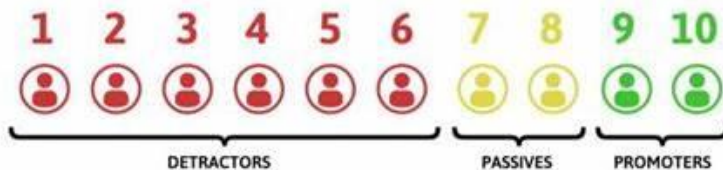
# RIVERSIDE COUNTY P.D. LIBRARY VS. MUNICIPAL MAR '23 – MAR '25

Statistics	RCLS-PD Branch Mar. '23	Palm Desert Library – Mar. '25	Notes
Library Visits	7,870	13,042	a.k.a. door-count
Meeting Room Use	?	66	Groups
Children's Programs	?, 280	31, 586	a.k.a. pre-school & school- aged
Teen Programs	?, 120	13, 70	a.k.a. young adult
Adult Programs	?, 495	32, 784	
Volunteer Hours	431	90	
Volunteers	29	5	
Circulation	?	14,184	a.k.a. checkouts

# NET PROMOTER SCORE: 78



## Net Promoter Score



$$\text{NPS} = \% \text{ (Green)} - \% \text{ (Red)}$$

Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100
Feb	88
Mar	89



The Net Promoter Score (NPS) is a metric used to gauge customer loyalty and satisfaction, calculated by asking customers: "On a scale of 0 to 10, how likely are you to recommend the Palm Desert Library to a friend or colleague?"

# Customer Comment

“

I wanted to tell you how much I enjoy the digital content from the Palm Desert Library. I am not able to visit the physical library often, but feel so connected to it by your weekly updates and your online collection. Thank you. Libraries are so important/valuable in this era and I am very fortunate to have a Palm Desert Library card in my collection. My best to all of you.

”



# CUSTOMER FEEDBACK: 41 TOTAL

March 2025

## Positive Feedback (34):

- "I just wanted to thank you again for such a well organized and happy event. It's given me some much-needed encouragement to carry on with more events. Hopefully, they will be as great as yours." (presenter)
- I attended yoga today and the class was excellent. The instructor was very good!
- Pokémon: great program to get the community involved.
- This was a fantastic event. Meeting Gobi was the best part!
- Great event. Loved the speaker, the content, the location, lovely staff – nice work!

## Negative Feedback (2):

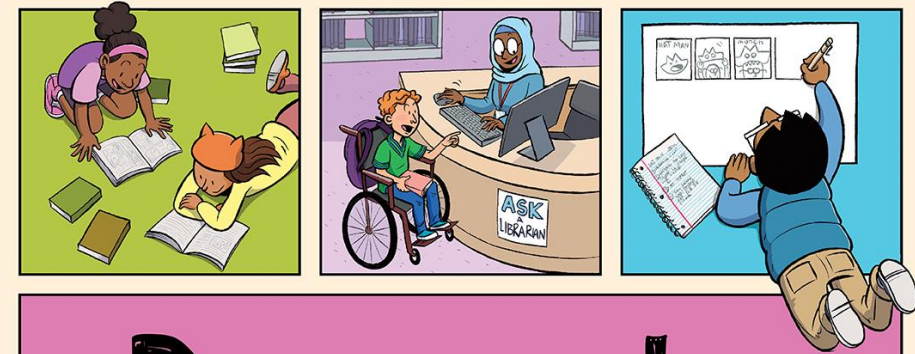
- There used to have sooo many books for sale, why is it so limited now? [We will suggest the Friends produce bookmarks advertising their online sales.](#)
- Please reconsider the piano in the lobby, it is distracting. [The piano has been relocated to the Community Room.](#)

## Comments (5):

- A patron mentioned we should have intro to computer classes. [We conduct such training 1 to 1, via our volunteer tech tutors.](#)
- Another patron mentioned having more docking stations in the back by Non-Fiction. [We moved a docking station here.](#)

# NATIONAL LIBRARY WEEK RECAP

- Proclamation presented at City Council
- American Heart Assoc. presented staff with a bouquet of heart-shaped balloons
- A Big Thank You was provided to staff by the Friends of the Palm Desert Library
- Two media appearances



# Drawn to the Library

## National Library Week

April 6-12, 2025

ALA American Library Association

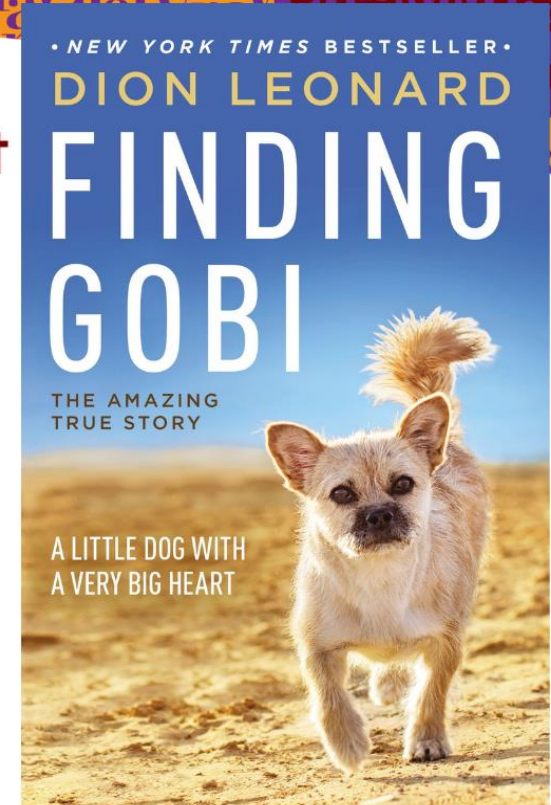
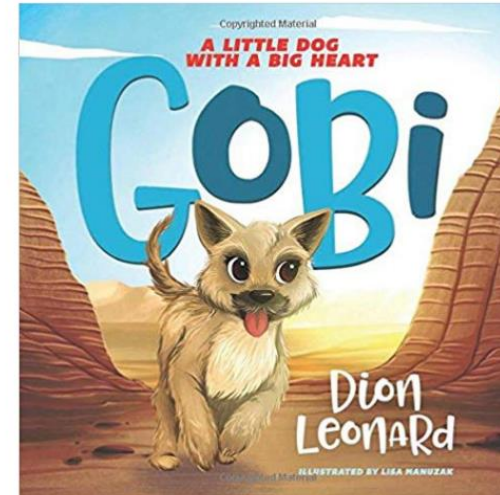
Library Champions

SCHOLASTIC

# ONE BOOK - ONE PALM DESERT WRAP UP

Programs	10
Attendees	550
Outreach Attendees	155
Books distributed	150
Number of checkouts	145
Media Coverage Events	4

## One Book One Palm Desert 2025



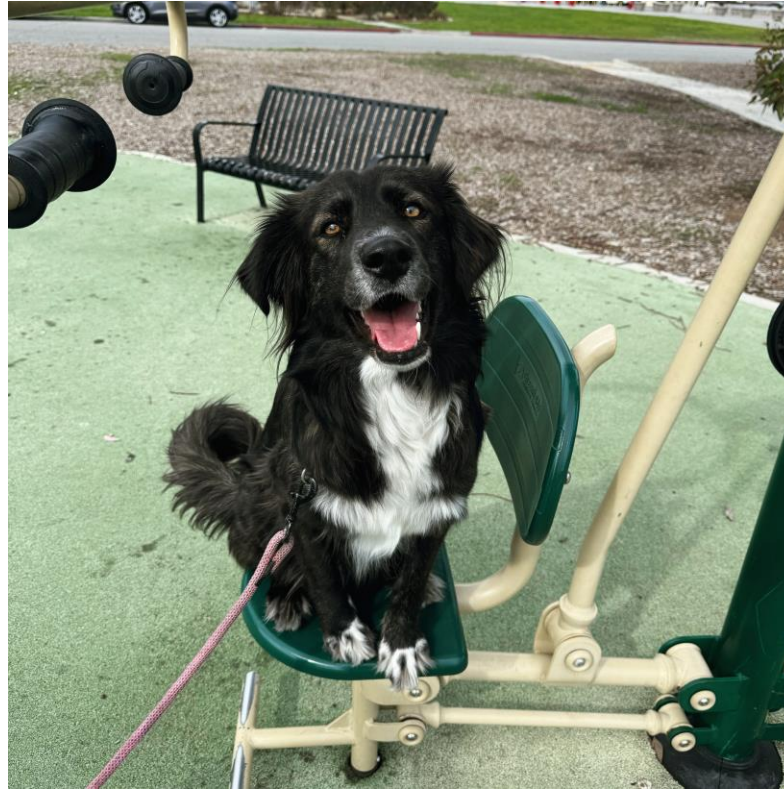
March 28th and 29th  
[www.PalmDesertReads.org](http://www.PalmDesertReads.org)





## ONE BOOK – ONE PALM DESERT 2025





# WINNERS !!!!

Dog Photo Contest

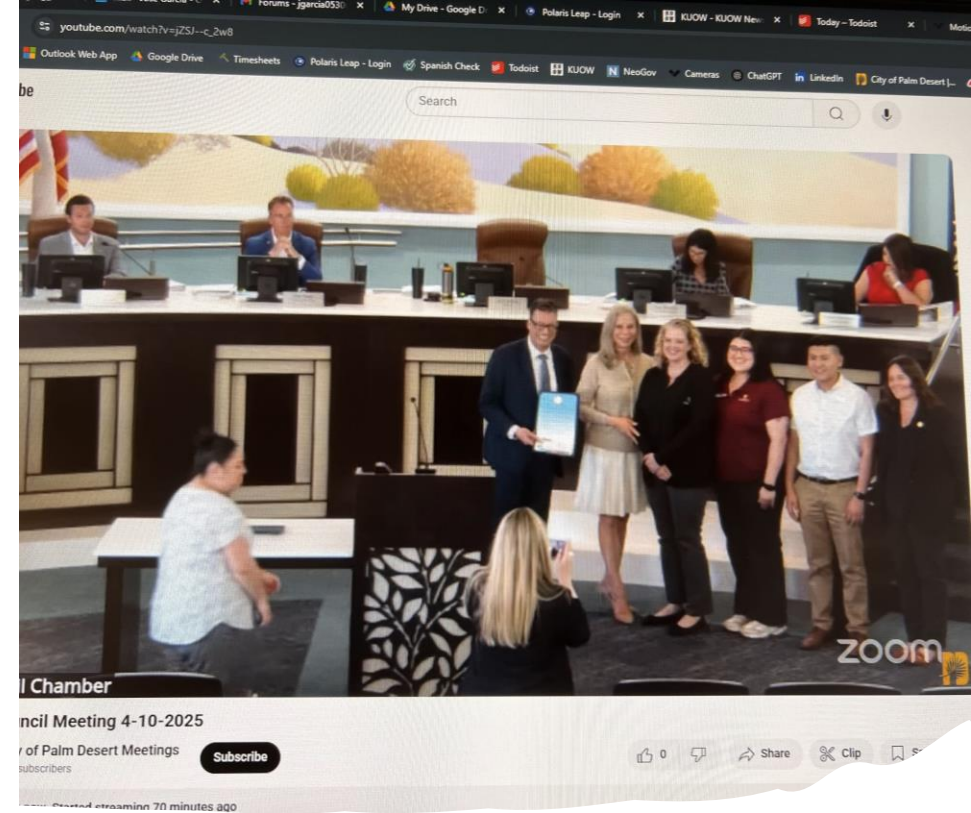
## FEATURED RESOURCE:

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- The most popular library e-book and eAudiobook platform.
- Read and listen to eBooks on the libby app or read them on your Kindle.
- Part of a consortium of over 12 libraries.
- eBooks available in English and Spanish.
- 8,763 checkouts July-March. 1,575 core users.







# THE LIBRARY IN ACTION



# THANK YOU

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PALM DESERT

