

LIBRARY ADVISORY COMMITTEE

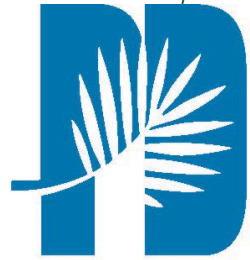
Gary Shaffer
Library Services
March 24, 2025



PALM DESERT



TODAY'S DISCUSSION



PALM DESERT
Library

- Library Statistics
- Customer Feedback
- Library In Action
- Bookmobile
- College Corps
- One Book – One Palm Desert
- Partnerships and Community Engagement
- Library Budget

LIBRARY STATISTICS

JULY – FEBRUARY 2024-2025

| Metric | February | Fiscal YTD | Annual Goal | Notes |
|--------------------------------------|---------------|----------------|------------------|--|
| Library cards issued | 988 | 9,665 | 15,000 | Number of active customers to date |
| Checkouts Link+ | 17,373 126 | 107,969 553 | 200,000 2,500 | Physical and Digital checkouts (went live 10/31/24) |
| Visits | 11,772 | 67,927 | 100,000 | Number of library visitors |
| Study Room & Community Room bookings | 156 | 1,211 | 2,000 | Study Room and Community Room usage |
| Lap-top Checkouts | 784 | 4,840 | 7,500 | Number of laptop sessions |
| Online Help/Website visits | 16,997 | 82,773 | 100,000 | Visitors to the library's website to access info & resources |

OUTREACH & VOLUNTEERS JULY–FEBRUARY 2024- 2025

| Type of Programs | By the Numbers February | By the Numbers FY to date | Annual Goal | Notes |
|------------------------------------|----------------------------|------------------------------|----------------|---|
| Outreach Events | 1 | 12 | 120 | Annual Goal = # of events Total attendance to date 454 |
| In-library Book Sales # / \$ | \$1,901 | \$14,867 | \$22,500 | |
| Volunteer Hours | 185.5 | 1,207.25 | 1,750 | |
| Volunteers | 9 | 9 | 36 | Library volunteers |

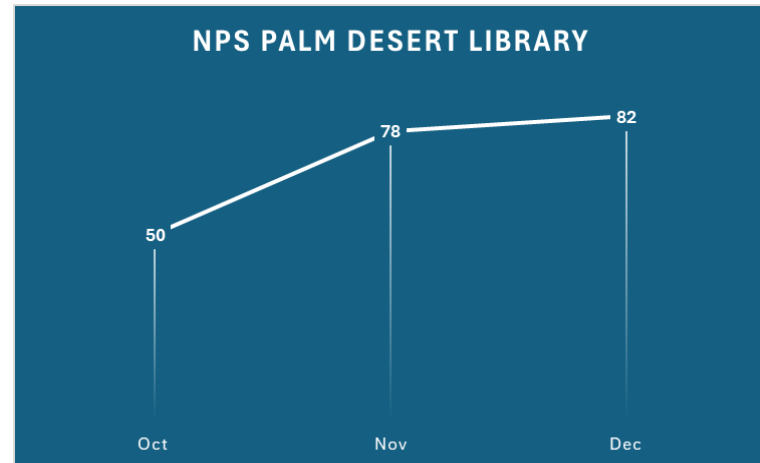
LIBRARY PROGRAMS

JULY-FEBRUARY

2024-2025

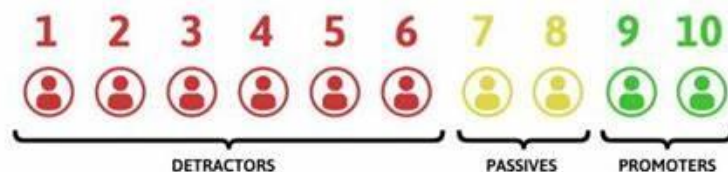
| Type of Programs | Number of Programs to date | Attendees to date | Annual Attendee Goal | Examples |
|---------------------------------------|----------------------------|-------------------|----------------------|--|
| Early Learners and Family Programming | 115 | 1,260 | 1,500 | Storytimes and Little Learners Lounge |
| School Age Children | 105 | 1,556 | 2,500 | Afterschool Discovery and LEGO afternoons |
| Young Adult | 61 | 743 | 1,000 | Class Visits and Teenscape |
| Adult | 132 | 3,085 | 4,000 | Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong |
| Virtual | 24 | 1,088 | 2,000 | Virtual Author Talks |
| YTD | 437 | 7,732 | 11,000 | *Does not include group meetings |

NET PROMOTER SCORE: 75.7



| Weighted Avg. | |
|---------------|-----|
| Oct | 50 |
| Nov | 78 |
| Dec | 82 |
| Jan | 100 |
| Feb | 88 |

Net Promoter Score



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



CUSTOMER FEEDBACK: 30 TOTAL

February 2025

Positive Feedback (17):

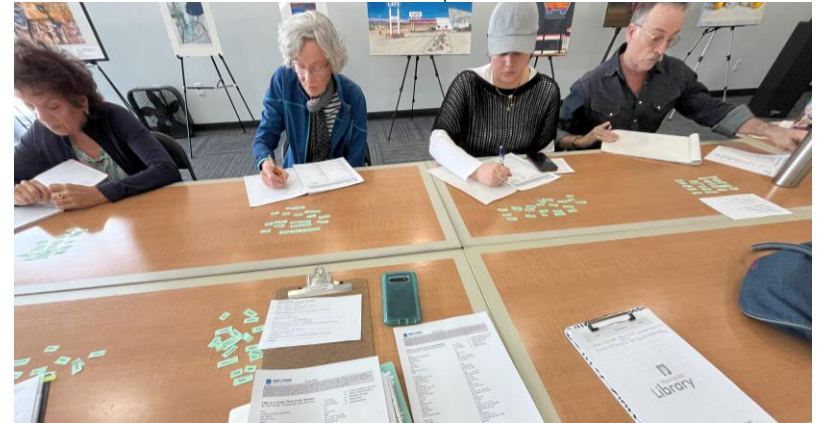
- Wonderful friendly staff, Daniella was great. Staff is always friendly and helpful, they are always fantastic
- The telescopes were top of the line. The gentlemen sharing information were very knowledgeable. We will be back for future star parties!
- The piano player is lovely.
- Book selection is great! loves putting her books on hold and the friendly environment is
- Customer really likes the automatic renew and the text messages and notifications.
- Patron loves the weekly newsletter and forwards it to her friends so they can plan their

Negative Feedback (6):

- The ability to source books from other libraries is weak [Customer did not want a LINK+](#)
- The computers lock too quickly, please change the settings to allow more time. [Staff](#)

Comments (7):

- Please bring back rubber bands for 'holds. [We upgraded to hold labels that adhere to](#)



THE LIBRARY IN ACTION

BOOKMOBILE

The bookmobile meets people where they are! These outreach efforts increase public engagement, ensuring library resource are accessible and visible to the city.

Bookmobile Statistics:

- Concerts in the Park (October 2025) - 120 attendees
- Shops at Palm Desert - October 2025 - Current - 155 attendees
- Street Fair at College of the Desert - December - January 2025 - 86 attendees
- Wildflower Festival (March 2025) - 200 attendees



COLLEGE CORPS OPPORTUNITY

CaliforniansforAll College Corps program combines academic and hands-on work experience for college students.

CaliforniansForAll College Corps is a first-of-its kind state service and career development program that provides students with financial support and professional experience while engaging in meaningful community service in education.

The Palm Desert Library applied to be a host agency, for the 2025-26 fiscal year. If accepted, Corps members would work at the library facilitating afterschool educational and tutoring programs for K-12 students. Each Corps member will complete 450 hours of service.



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

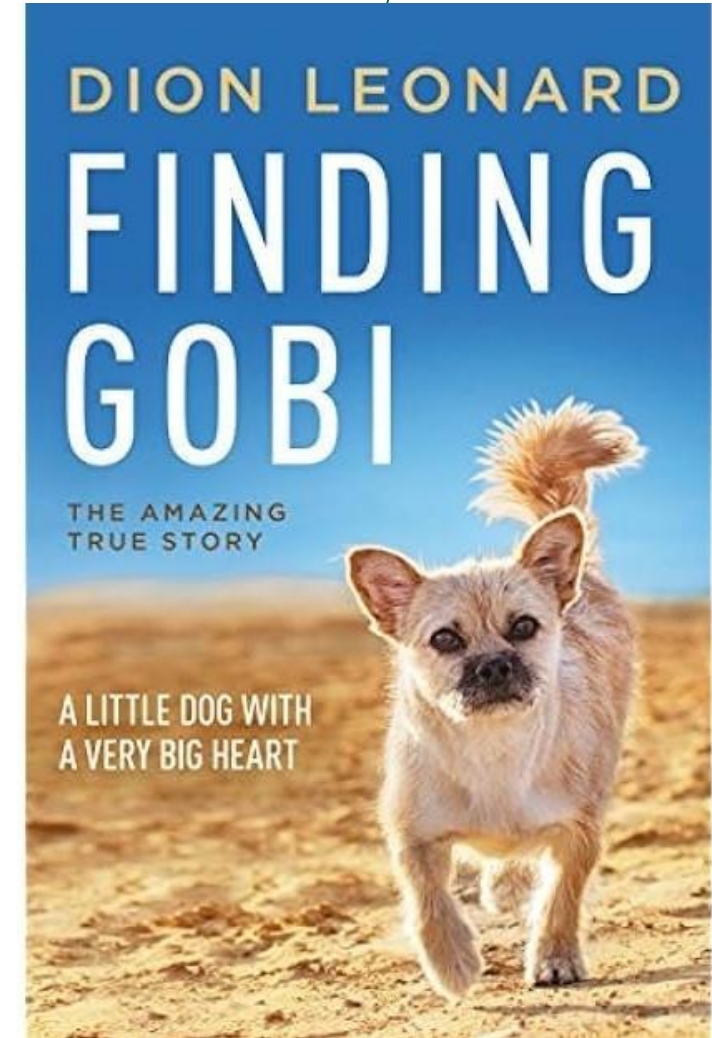
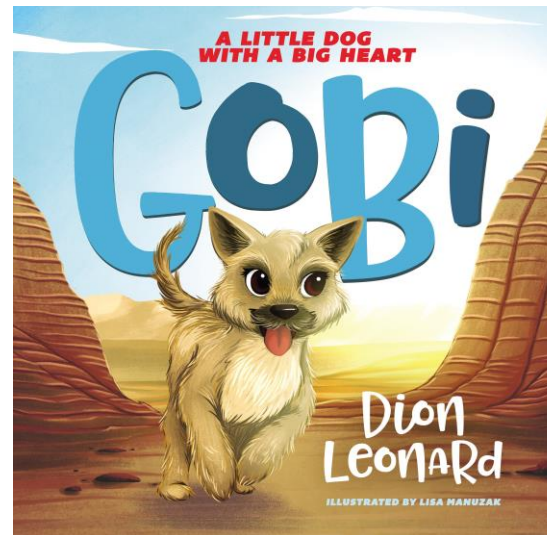
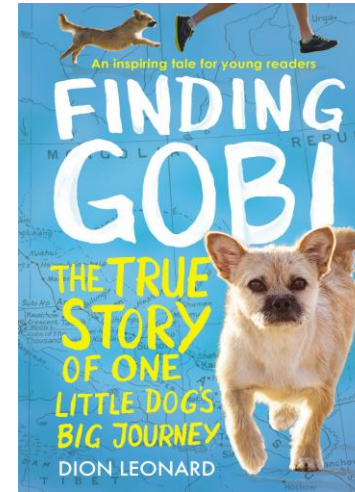
Saturday, March 29, 2025

- 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



FEATURED RESOURCE :

- A curated database of children's e-books.
- Features over 1100 titles for grades K-6.
- Includes unique animated, talking picture books, read-along chapter books, non fiction books and videos.
- Available in English, Spanish and French.
- Features Graphic Novels – a student favorite!
- 220 uses and counting so far this year.



PARTNERSHIPS & COMMUNITY ENGAGEMENT SPOTLIGHT

Senior Living/Center Facilities

Our goal is to Engage with Palm Desert's senior citizen community to meet their reading, educational and recreational needs by creating library awareness through our collections, programs and services.

- Partners
 - Joslyn Center
 - Atria Senior Living
 - The Carlotta



LIBRARY BUDGET – FEBRUARY 2025

| City of Palm Desert Library | | | | | | | |
|---------------------------------------|-----------------------|--------|-----------------------|-----------------------|---------------------|-----------------------|-------------|
| February 1-28, 2025 | | | | | | | |
| | Annual Budget | % of | Encumbrances | Remaining Balance | Monthly Actuals | YTD | % of Budget |
| | FY 2024-25 | Budget | through Feb. 28, 2025 | through Feb. 28, 2025 | Jan. 2025 | Actuals | Actuals |
| Revenues | | | | | | | |
| Misc Fee (Copies, Book sales, Media) | | | | | | \$2,259.02 | |
| Contributions | | | | | | \$50,000.00 | |
| Total Operating Revenues | | | | | | \$52,259.02 | |
| Expenditures | | | | | | | |
| Staff Salary/Benefits | \$1,665,479.00 | 62% | | \$611,617.73 | \$128,244.63 | \$1,053,861.27 | |
| Books, software & Digital collections | \$464,792.40 | 17% | \$112,647.12 | \$111,182.87 | \$24,188.61 | \$240,962.41 | 52% |
| Rent, Facility repairs & Janitorial | \$257,072.60 | 10% | \$46,776.99 | \$46,531.37 | \$417.92 | \$163,764.24 | 64% |
| Programming/Outreach | \$49,000.00 | 2% | \$6,000.00 | \$26,977.28 | \$1,104.33 | \$16,022.72 | 33% |
| Office supplies & equip. rentals | \$59,583.00 | 2% | \$13,535.90 | \$21,362.23 | \$991.80 | \$24,684.87 | 41% |
| Other expenses | \$169,400.00 | 6% | \$17,675.57 | \$79,473.84 | \$11,873.69 | \$72,250.59 | 43% |
| Operating Expenditures | | | | | \$166,820.98 | \$1,571,546.10 | |
| Remaining Balances | | | \$196,635.58 | \$897,145.32 | | | |
| Adopted Budget | \$2,601,077.00 | | | | | | |
| Adjusted Budget [1] | \$2,607,675.00 | | | | | | |
| Adjusted Budget [2] | \$2,665,327.00 | | | | | | |

* The six categories listed above encompass multiple accounts

[1] \$6,598 Encumbrance Carryovers

[2] \$57,652 Mid-Year budget

THANK YOU

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PALM DESERT

