

LIBRARY – YEAR END REVIEW

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Library Services
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PALM DESERT



LIBRARY STATISTICS

FISCAL YEAR 2024-25

Metric	Fiscal Year Numbers	Annual Goal	Notes
Library cards issued	12,992	15,000	Number of active customers to date
Checkouts	200,431	200,000	Physical and Digital checkouts
Link+	2,539	2,500	(went live 10/31/24)
Visits	110,909	100,000	Number of library visitors
Study Room & Community Room bookings	1,895	2,000	Study Room and Community Room usage
Lap-top Checkouts	7,784	7,500	Number of laptop sessions
Website visits	147,755	100,000	Visitors to the library's website to access information & resources

OUTREACH & VOLUNTEERS FISCAL YEAR 2024-25

Type of Programs	By the Numbers FY to date	Annual Goal	Notes
Outreach Events	83	120	Annual Goal = # of events Attendance: 2,568
In-library Book Sales # / \$	\$22,026.98	\$22,500	
Volunteer Hours	1904.75	1600	
Volunteers	16	36	Library volunteers

LIBRARY PROGRAMS FISCAL YEAR 2024-25

Type of Programs	Number of Programs	Attendees	Annual Attendee Goal	Examples
Early Learners and Family Programming	176	2,707	1,500	Storytimes and Little Learners Lounge
School Age Children	151	2,884	2,500	Afterschool Discovery and LEGO afternoons
Young Adult	97	931	1,000	Class Visits and Weekly Teenscape
Adult	210	4,549	4,000	Film Series, Learning In Retirement, Craft, Book Clubs, Grand Opening, and Mahjong
Virtual	35	1,489	2,000	Virtual Author Talks
YTD	669	12,560	11,000	*Does not include group meetings

NET PROMOTER SCORE: 72.9

The Net Promoter Survey is sent weekly to 10% of patrons that recently visited the Library. The survey is based around a single question (below)

On a scale from 0 (not at all likely) to 10 (very likely), how likely are you to recommend the library to others? *



Weighted Avg.	
Oct	50
Nov	78
Dec	82
Jan	100
Feb	88
Mar	89
Apr	25
May	25
Jun	100

Emails Sent: 617

Open Rate: 65.48%

Click Rate: 8.91%

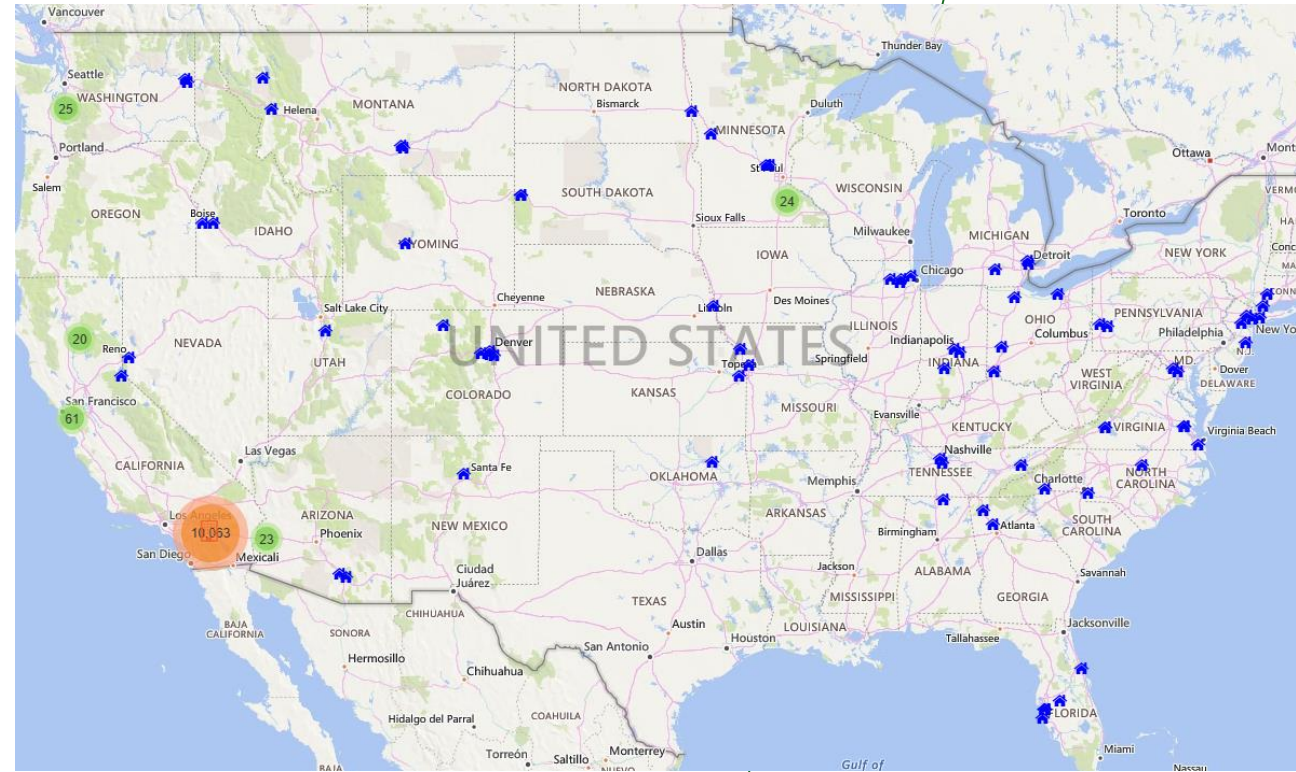
Survey responses: 55



LIBRARY CARDHOLDERS

Palm Desert Library Cardholders by Coachella Valley City

City	Cardholders	Percentage
Palm Desert	6,315	61.5%
La Quinta	524	5.1%
Cathedral City	756	7.3%
Rancho Mirage	402	3.9%
Indian Wells	266	2.6%
Indio	1,312	12.7%
Palm Springs	232	2.2%
Desert Hot Springs	307	3%
Thousand Palms	136	1.3%
Yucca Valley, Joshua Tree, and Twentynine Palms	71	.7%



THANK
YOU!

STAFF
PROVIDE

- Ready reference
- Interlibrary loans (via LINK+)
- PC troubleshooting
- Local resources referral
- Information literacy
- Reading recommendations
- Programming
- **Just to name a few services!**

