

Library Long Term Financial Trends

Seattle City Council

Civic Development, Public Assets,
and Native Communities Committee



The Seattle Public Library...

- Gives everyone the opportunity to learn and excel.
- Helps level the playing field for underserved populations.
- Finds creative solutions to meet the public's changing needs and interests.





The Library's 2017 impact

- Circulated 11.6 million items (or 16 items for per Seattle resident)
 - 5.3 million print books
 - 3.0 million CDs, DVDs and audiobooks
 - 15,300 laptops, tablets and Wi-Fi hotspots
- Hosted 17 million patron visits (or 23 visits per Seattle resident)
 - 5.2 million in-person visits to the Central Library and branches
 - 11.8 million online visits to SPL's website and catalog
- And...
 - Managed 4.9 million item hold requests for patrons
 - Provided 2.5 million public computer and Wi-Fi sessions
 - Provided 356,500 database sessions
 - Held 11,000 Library programs that were attended by 329,400 people



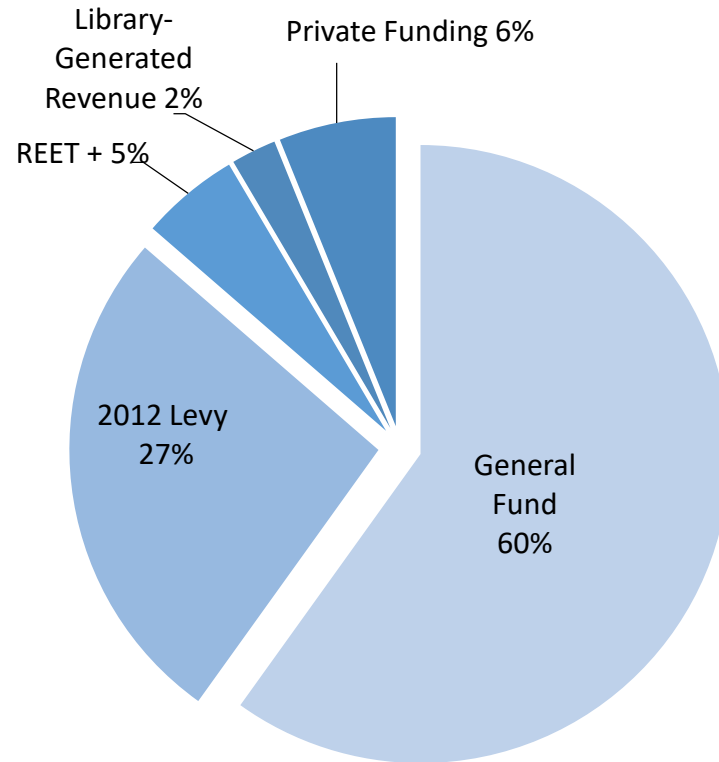
The Library's 2017 programming impact

- Student success
 - **11,400 kids and teens learned STEAM skills in Summer of Learning**
 - **1,200 Homework Help sessions**
 - **4,000+ 4th and 5th-graders reading 10 books in our Global Reading Challenge**
 - **2,600+ story times in multiple languages, where 80 percent of participants report learning skills to help their children learn to read and write**
- People in need
 - **Circulated 50 Wi-Fi hotspots to tent city residents**
 - **9,000+ people received assistance completing tax returns**
- Adult learning
 - **4,800 residents attended ESOL classes**
 - **1,300 people attended citizenship classes**
- Business support
 - **2,100 people attended business workshops and events**
 - **200 meetings with local start-ups to help ensure their success**



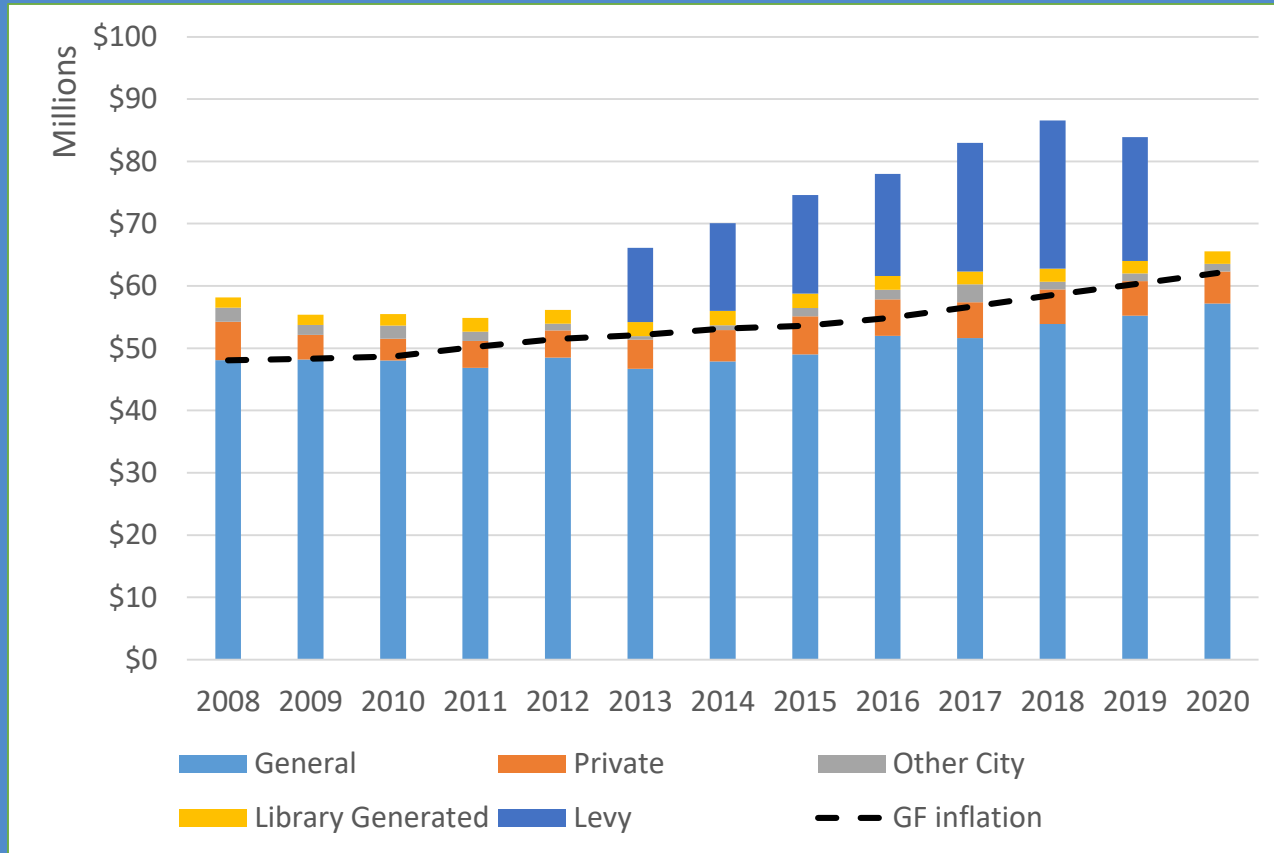
The Seattle Public Library is funded by a variety of public and private sources. For 2018,

- General Fund and REET account for 65% of the Library's resources.
- The 2012 Levy accounts for 27% and expires at the end of 2019.



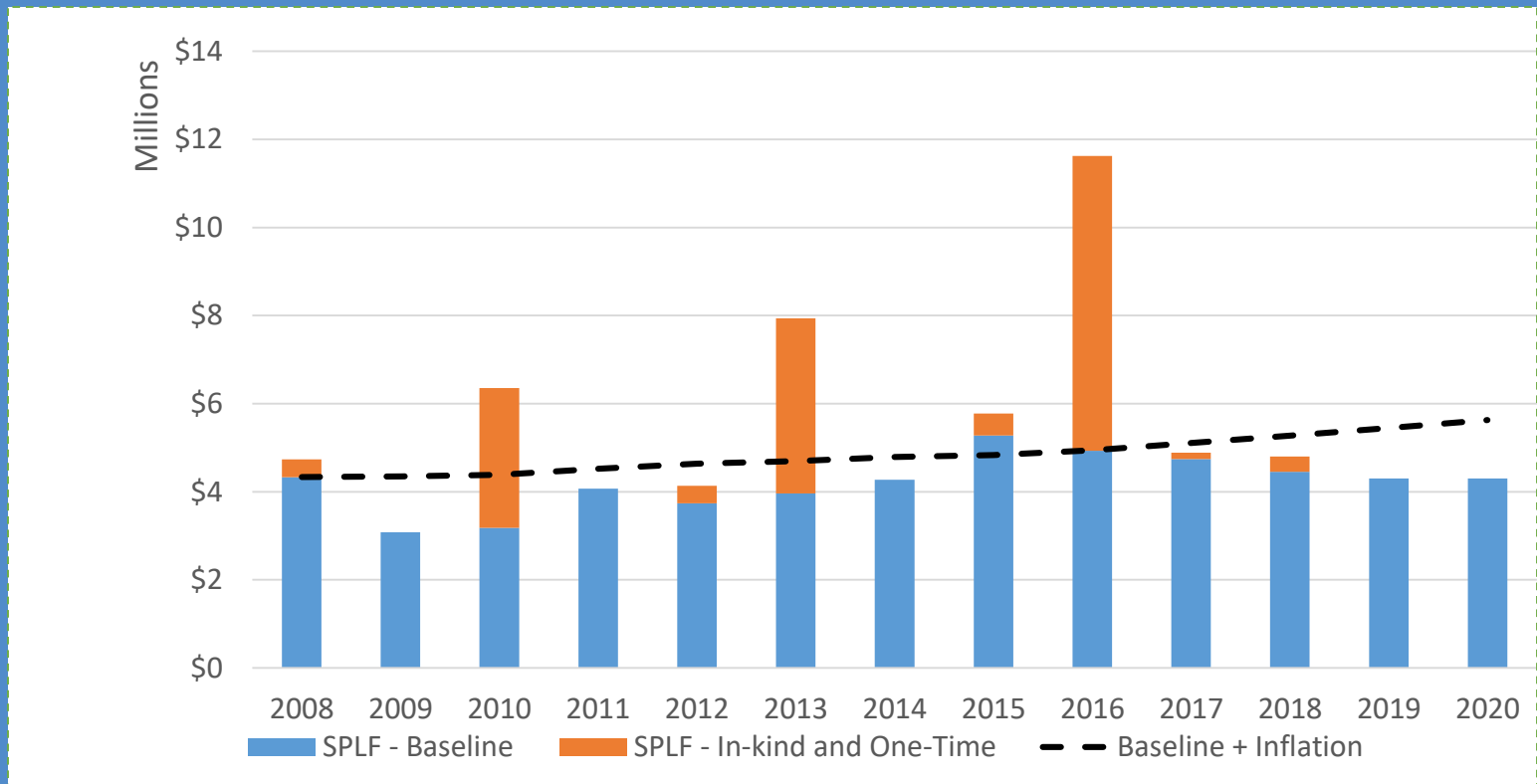


The 2012 Library Levy accounts for most of the increase in resources available since 2008





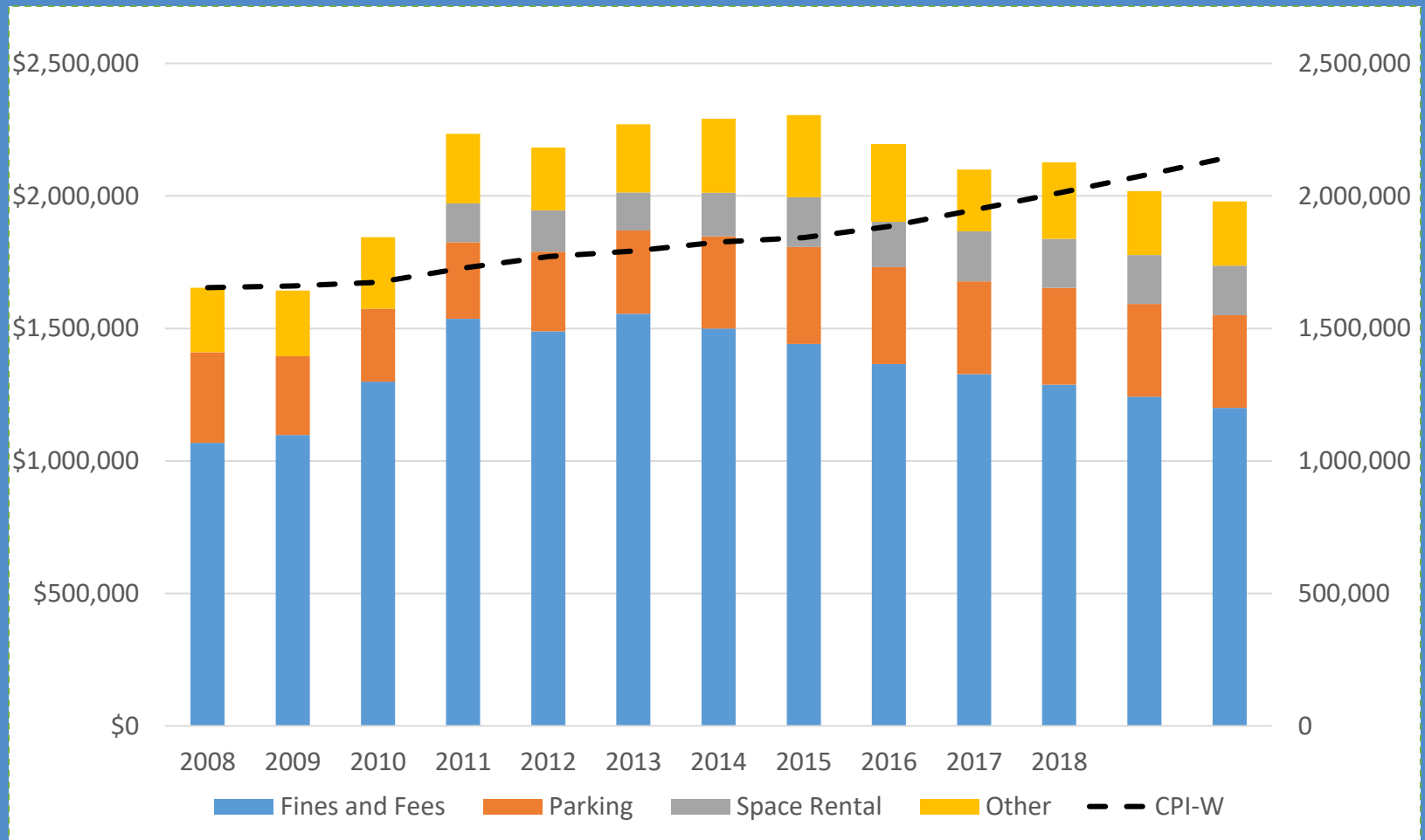
Private resources from SPLF – primarily driven by fundraising—are expected to remain relatively flat in near-term.



*SPLF-In-kind and one-time items above represent non-recurring exceptions that may include software, books and other special items based on retail sales prices and certified appraised values.



Library-generated revenues peaked in 2015 and have been declining since.





Public

- General Fund pays for personnel, Library materials and buildings
- Levy pays for:
 - expanded hours
 - more copies of physical and digital library materials
 - enhanced maintenance and security.
 - major maintenance
 - restoration of service cuts during the Great Recession
- Cable Franchise Fees pay for digital literacy and circulating hotspots
- REET pays for capital improvements

Private

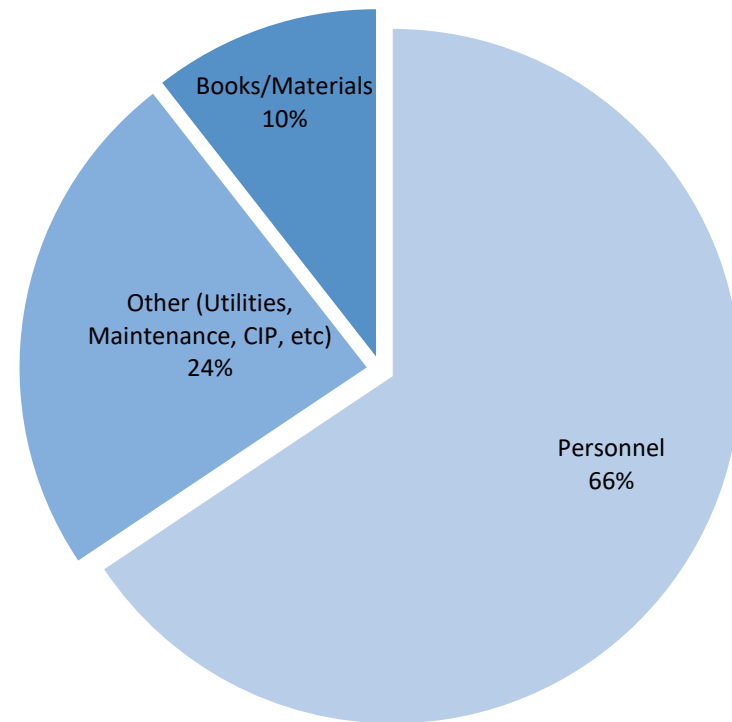
- Gifts and donations pay for enhanced programming, books and materials
- Private funds supplement city resources and don't supplant them
- Donors earmark some private funds for specific purposes
- Private funds are often one-time opportunities



The Seattle Public Library spends most of its money on personnel, materials and facilities. In 2018,

- Personnel accounts for 66% of total Library expenditures
- Collections accounts for 10.5%
- The remainder is primarily expenses driven by maintaining 27 buildings throughout the city

Expenditures across all funding sources

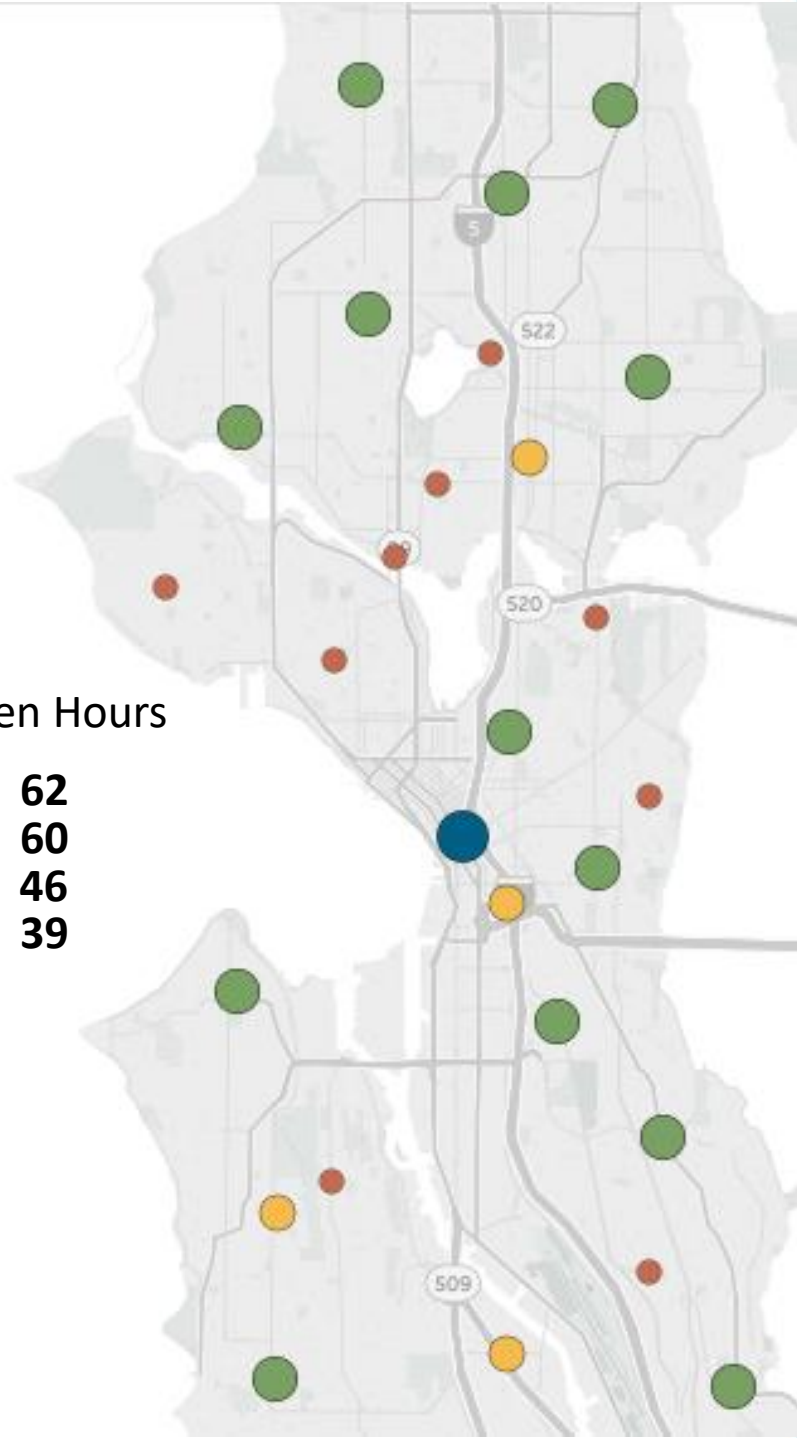
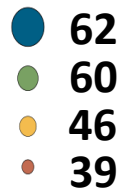




How We Use Public Funds

- 27 locations open between 39 and 62 hours per week
- Keeping buildings open requires a minimum level of direct service and support staff to meet service expectations and maintain safety of branch personnel and patrons
- Staffing accounts for 66% of the Library's overall budget and for 83% of the Library's General Fund expenditures

Open Hours





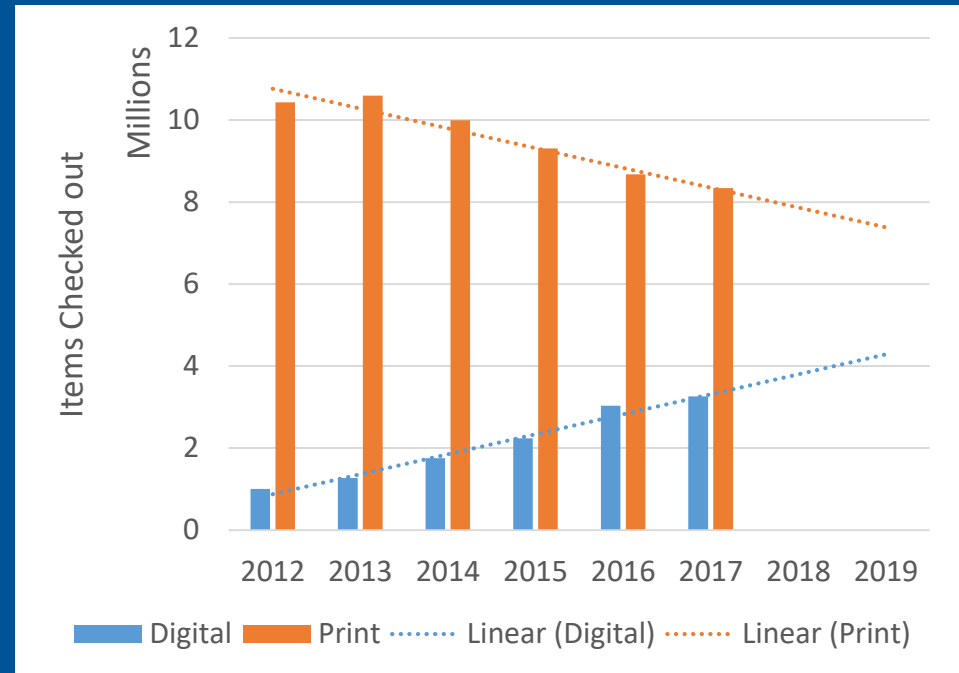
Changes in people costs since 2012

- New City leave benefits
 - Paid Family Leave
 - Paid Parental Leave
 - Sick/Safe Leave
- Tenure
 - Less available productive time to staff locations.
 - Retirement payouts
- Equity work in the community – i.e. sanctioned encampment visits, increased community outreach



Patrons are shifting from physical to digital materials

- Since 2012, patrons' use of digital materials has increased by over 225% while use of physical materials has declined by 20%.
- We anticipate this trend will continue.
- There is still strong demand for physical materials.





Changes in materials cost since 2012

- Digital materials cost more than print materials.
- We've added digital formats as they have become available.
- SPL has expanded format and language offerings to increase access and achieve social equity goals.
- We've improved how fast we get physical materials to patrons through floating collections and Peak Picks



Examples of format price differences

The 17th Suspect: Women's Murder Club Series		
Hardcover	\$ 17.40	Little Brown
Large Print	\$ 31.00	Little Brown
Audiobook	\$ 35.00	Hachette
ebook	\$ 87.00	Hachette
eaudio	\$ 47.99	Blackstone

Bad Blood: Secrets and lies in Silicon Valley		
Hardcover	\$ 16.77	Alfred a Knopf (RH)
Large Print	\$ 30.00	Random House
Audiobook		Not available in audiobook
ebook	\$ 65.00	Random House
eaudio	\$ 95.00	Books on Tape



Maintaining Our Assets

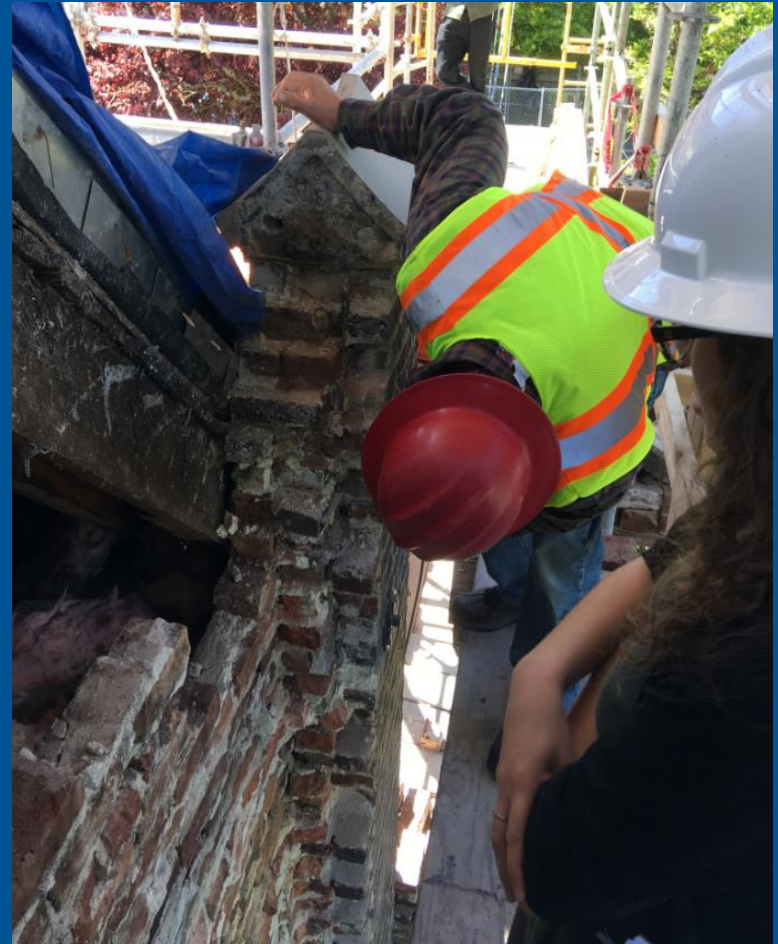
27 locations

- 10 landmarked buildings
- 7 Carnegie-era libraries (100+ years old)

SPL must maintain building systems for 612,000 sf

SPL must evolve these buildings, too, to meet changes or deficiencies around:

- ADA
- Restrooms
- Technology – WIFI





Changes in facilities costs since 2012

- Building systems replaced through the 1998 Libraries for All Bond Measure are now at least 10 years old
- City's focus on need to address unreinforced masonry buildings (University, Fremont, Green Lake, Douglass-Truth, Columbia and West Seattle) for earthquake preparedness.
- Growth in use of Wi-Fi for personal devices—laptops, tablets, phones—requiring increased investment in IT infrastructure to support access.

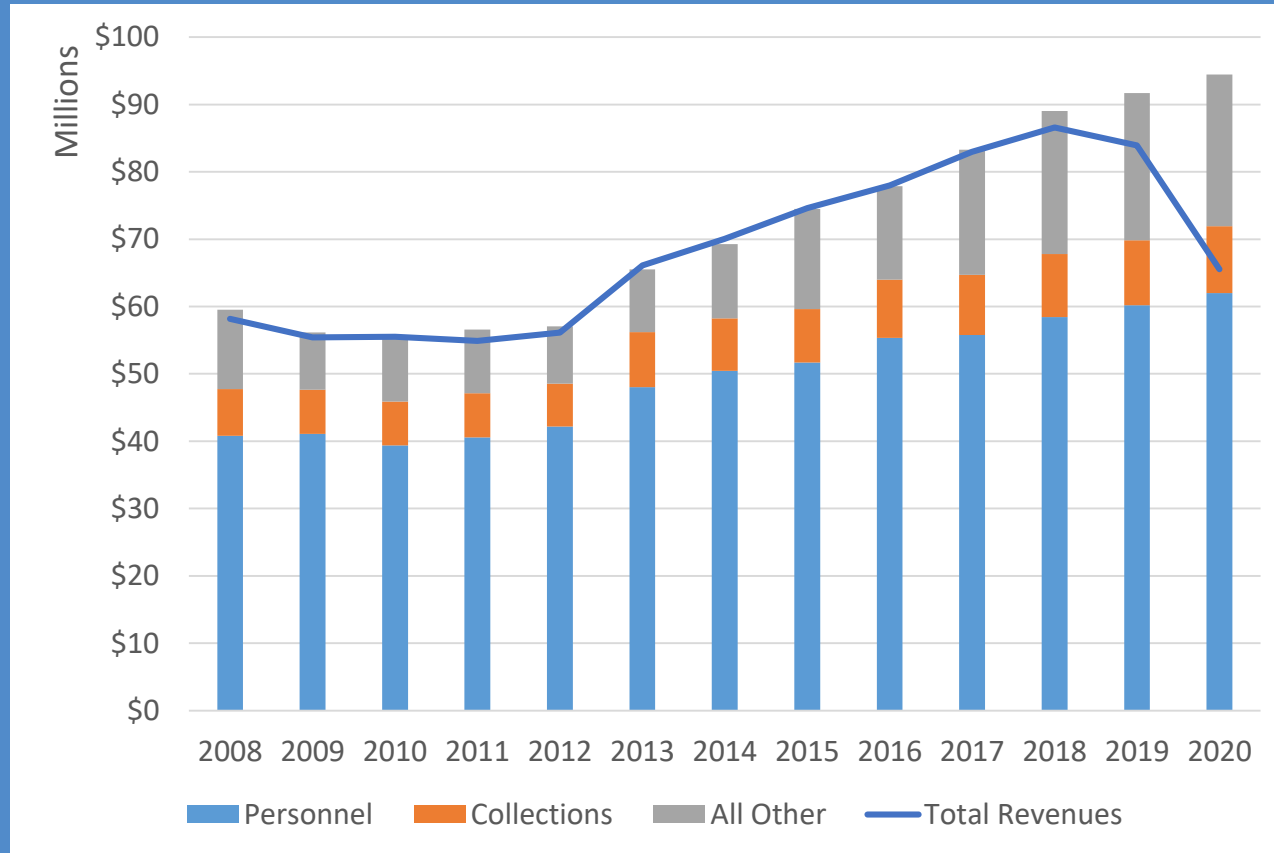


Other changes since 2012

- Seattle is facing unprecedented increases in people experiencing homelessness.
 - The unsheltered population in Seattle has more than doubled since the 2012 One Night Count, increasing from 1,898 individuals to 4,488 in 2018.
 - The population in emergency shelters has increased 36% to 3,585 individuals during this timeframe; most emergency shelters are not open during the day.
- The Library serves as a day center for many people experiencing homelessness, which means..
 - Facilities are experiencing more intensive use by patrons who frequent the Library because they have nowhere else to go, requiring additional custodial personnel.
 - Many patrons struggle with substance use disorder or mental illness requiring additional security personnel while creating an increasingly challenging work environment for staff.
 - The Library contracts with DESC to provide social services information and referral services, expanding the program in 2018 to support growing homelessness around Ballard, Capitol Hill, University District and Lake City.



Library revenues versus expenditures





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