

# RICHMOND PUBLIC LIBRARY

## BOARD OF TRUSTEES

March 27, 2019

Main Library  
101 East Franklin Street  
Richmond, Virginia 23219

11:45 a.m.

Added Handouts at Meeting  
at End of Board Packet



## Richmond Public Library Board

101 E. Franklin Street  
Richmond, VA 23219  
(804) 646-4256 / fax: (804) 646-7685



### Library Board of Trustees Meeting

Wednesday, March 27, 2019

11:45 a.m.

### A G E N D A

<b>Call to order:</b>	11:45 a.m.	Mr. Butterfield
<b>Consent Agenda:</b>		Mr. Butterfield
<ul style="list-style-type: none"><li>• Approval of Agenda</li><li>• Approval of Minutes</li><li>• Approval of Pending Gifts</li><li>• Approval of Statistical Report</li></ul>		
<b>Public Comment Period:</b>		
<b>Reports:</b>	12:00 p.m.	
<ul style="list-style-type: none"><li>• Library Friends</li><li>• Library Foundation</li></ul>		Ms. DeBoer/Mr. Dishon Ms. Hansen
<b>Administration Reports:</b>		Mr. Firestine
<b>Board Committee Reports:</b>	12:10 p.m.	
<ul style="list-style-type: none"><li>• Chairman</li><li>• Finance Committee</li><li>• Facilities Committee</li><li>• Governance Committee</li></ul>		Mr. Butterfield Ms. Weaver Ms. Zwirner Mr. Lydiard
<b>Unfinished Business:</b>	12:30 p.m.	Mr. Butterfield
<ul style="list-style-type: none"><li>• Book Discussion-Chapters 2-3</li></ul>		
<b>New Business</b>	12:40 p.m.	
<b>Adjourn</b>		Mr. Butterfield
<b>Tour – Main Library</b>	1:00 p.m.	All
<b>Next Meeting:</b>		
April 24, 2019		
North Avenue Branch Library		
2901 North Avenue		

**Library Board Meeting Minutes - DRAFT**  
**February 27, 2019**

**PRESENT:** Chair Kevin Butterfield, Vice Chair William Yates, Barbara Burton, Danita Green, David Lydiard, Larry Olanrewaju, Daisy Weaver, Gail Zwirner

**STAFF:** Scott Firestine, Clay Dishon, City Attorney Laura Drewry, Karin Hansen, Heather Montgomery, Gianna Pack

**ABSENT:** Tanya Francis, Friends of the Library Chair Ruth DeBoer, Cheryl Clarke

Meeting of the Richmond Public Library (RPL) Library Board of Trustees (LBOT) was called to order by Chair Kevin Butterfield at 11:46 a.m. at the Broad Rock Branch Library located at 4820 Old Warwick Road, Richmond, Virginia 23224.

<b>Consent Agenda Amended</b>	Approve the January 23, 2019 meeting minutes, Statistical Reports, and the Pending Gifts Report as submitted and amend the current agenda to add New Business item and announcement of the tour for the next meeting. <i>Motion: Barbara Burton, Second by David Lydiard – Approved Unanimously.</i>
<b>Public Comment Period</b>	None were present.
<b>REPORTS</b>	
<b>Friends of the Library (FOL)</b>	<b>Scott Firestine on behalf of Ruth DeBoer:</b> <ul style="list-style-type: none"> <li>• March 2 – Book Drive, book drop.</li> <li>• March 20 – Bus trip to the Library of Congress with other events throughout the year to celebrate the FOL 60th Anniversary.</li> <li>• Kelly Kyle is the lead of the Committee to discuss renovations to the park.</li> </ul>
<b>Library Foundation</b>	<b>Ms. Hansen:</b> <ul style="list-style-type: none"> <li>• Once plans come together on park renovations, the Foundation would be willing to donate funds as well as have grant and fundraising opportunities available.</li> <li>• New partnership with the VCU Medical Center Axillary. They have a project called Author Ashe books for kids. Volunteers give out books to children that are in the hospital. They impact close to 12,000 kids per year that receive free books. Starting soon when volunteers go to the hospital to give out free books, they will give out items from the library as well. This should encourage these children and their families to use our libraries in person and electronically.</li> <li>• June Foundation Board Meeting will be later in the afternoon with a social following. Board members, Foundation members, and staff will be invited. More information is forthcoming. Tentative date is Wednesday, June 5.</li> <li>• Ms. Hansen thanked Mr. Yates for volunteering to be on the Foundation Board. The next full Foundation Board Meeting will be March 13 at the Main Library, starting at 8:00 a.m.</li> </ul>

<b>Administration</b>	<p><b>Highlights and Additions to Director’s Report:</b></p> <p><b>Hull Street Art Project:</b> Invitations will be mailed for the March 28 Sculpture Dedication Ceremony. The original date discussed was changed.</p> <p><b>SIRSI RFP:</b> The contract is still in negotiation. It is close to a final draft. DIT notified the library that the existing server currently cannot be backed-up, which could lead to a catastrophic data loss.</p> <p><b>Fine Free Library Card Update:</b> The Policy is in process.</p> <p><b>Parking Meters:</b> Parking meters were not located on streets around the Main Library.</p> <p><b>Sewer Issues:</b> Ginter Park Branch Library had to close. Other sites are experiencing sewer issues.</p>
<b>BOARD COMMITTEE REPORTS</b>	
<b>Chair</b>	<p><b>Kevin Butterfield:</b> Attended an information session on the Richmond portal that is located in the middle of Monroe Park. It is an audiovisual-equipped enclosure that allows people around the world to connect and talk as though they are in the same room. The plan is to have the portal moved to different locations throughout the City to reach out to as many people as possible. Mr. Butterfield encouraged Board Members to stop by to check out the portal.</p>
<b>Finance</b>	<p><b>Daisy Weaver:</b> Ms. Weaver reported on the FY19 Operating Budget and the Monthly Budget Reports. She also reported on the Law Library Revenue report which was produced by the Finance Department. The report was discussed at length in the Finance Committee prior to the Board Meeting. Although the report depicted no loss of money, it also depicted that it was not making a lot of money. The Finance Committee asked Mr. Firestine to obtain documentation that supports the Law Library Revenue Report.</p>
<b>Facilities</b>	<p><b>Gail Zwirner:</b></p> <ul style="list-style-type: none"> <li>• RFP: Forty people showed up for the pre-bid meeting held at the Main Library on January 29. Proposals are to be submitted by March 1. Early May is the target date to award the project. The review committee members are Scott Firestine, Clay Dishon, Natalie Draper, Dexter Goode, and Kevin Lucas. Mr. Firestine will check to see who can attend the presentations.</li> <li>• HVAC Project: On-going.</li> <li>• Main Library: April 1 is the target date to move the Law Library and the Children’s sections around.</li> </ul>
<b>Governance</b>	<p><b>David Lydiard:</b> Two members are rotating off the Board: Danita Green and Gail Zwirner will be leaving June 30, 2019. Larry Olanrewaju will be rotating off the Board on October 24, 2019, which the date is in question. Mr. Lydiard is working with Ms. Allison Miessler of the Clerk’s Office to start advertising for applicants and obtain a specific date for Mr. Olanrewaju.</p>

**UNFINISHED BUSINESS**

Members discussed the Introduction and Chapter 1 of the book *Palaces for the People* by Eric Klinenber. There will be a discussion on Chapters 2-3 for the March 27, 2019 meeting.

**NEW BUSINESS**

Approve the Technology Tools Spaces and Equipment Policy with the amended change to add “and Copyright Laws” to the Intellectual Property Rights paragraph.

*Motion: David Lydiard, Second by Daisy Weaver – Approved Unanimously.*

*There being no further business, the meeting was adjourned at 12:59 p.m. by unanimous consensus by the Library Board of Trustees present at the meeting. The next meeting will be held on Wednesday, March 27, 2019, at 11:45 a.m. at the Main Library, 101 East Franklin Street, Richmond, Virginia 23219.*

Approved: \_\_\_\_\_

Mr. Kevin Butterfield, Chair

Recorder: Gianna Pack  
RPL Executive Assistant

## Director's Report

March 2019

### Director Activities for February 23 to March 22, 2019:

February 25	RVAH2O – Internal Stakeholders Meeting
February 25	Father Nicholas Bacalis and Sylvia Evans – Book Donation
February 25	City Council Meeting
March 6	RPLF Finance Committee Meeting
March 6	RPL Friends of the Library Full Board Meeting
March 6	Council Special Meeting – Mayor Presented Budget
March 8	Google Grow at Main – Mayor
March 11	Budget Work Session 1 at City Hall
March 11	City Council Meeting
March 13	Full Foundation Board Quarterly Meeting
March 13	Workshop #5 – CIP Governance Process Development Group
March 13	RVA 300 Advisory Council Meeting
March 15	University of Richmond Community Engagement Program Meeting
March 18	Budget Work Session 2 at City Hall
March 19	FOL Park Committee Meeting to Discuss Main Library Park Upgrades
March 20	VCU Common Book Eviction Partnership Meeting
March 21	Meeting with Procurement – Library Retrofit Master Plan/Design Service
March 23	Council Meeting

### Staffing Update:

- Rachel Condon hired March 4, Library Assistant II/PTE-Ginter Park.

**Budget Update:** Mayor Stoney delivered his balanced budget to City Council on March 6. It is a balanced budget that raises property taxes \$.09 per \$100, added a \$.50 tax to a pack of cigarettes, and increased the utility gas rate by \$.03. For the Library, the City preserved funding for operations, increased the books and materials budget, preserved the added Sunday hours, and absorbed a staggering 5% increase in the health insurance. In short, RPL is moving in a positive direction. The Mayor's budget still has to make its way through City Council over the next three months.

**RFP Update:** On March 1, the City received nine bids for the RFP for architectural services. The Committee will convene on March 25 to discuss and complete the RFP scoring evaluations.

**Hull Street Branch Art Project:** The Sculpture Dedication Ceremony is scheduled for March 28 at 10:00 a.m. to 10:45 a.m. with the Mayor in attendance. Invitations were mail to City Council, Richmond Public School Board Superintendent and Board Members, City staff, and Hull Street surrounding businesses.

**Saints Constantine and Helen Greek Orthodox Cathedral:** Met with Father Nicholas Bacalis and Sylvia Evans on February 25. They donated their 100th Anniversary Commemorative Album to the Richmond Public Library. One album will be stored in the Special Collections room and one album will go into the circulation collection.

**Teen Tech Week:** Concluded March 8. Oculus Go, robot demonstrations, and STEM activities were held at various library locations.

## **Director's Report (Continued)**

**March 2019**

**Google Grow:** Grow with Google had over 400 registrants participate in classes held all day at the Main Library on March 8. The Google Beacon, a sign 15' x 6' x 4' was greeting Main Library patrons Friday morning. RPL is one of only three libraries in the state to have this training offered to the community. I especially want to thank Natalie, Nanditha, as well as all of the team at Main who helped get them here and making it work. This was a wonderful training for our community and supports our mission literacy and learning.

**Library Foundation:** The Library Foundation Finance Committee reviewed and approved the audit and reviewed P&E on March 6. The full Quarterly Foundation Board met on March 13 with Kevin Butterfield and Bill Yates in attendance.

**Friends of the Library (FOL):** The Friends of the Library full Board met on March 6. The FOL will fund and support National Library Week on April 7-13. The Library will request a proclamation from the Mayor to celebrate.

<b>CIRCULATION</b>															
<b>LOCATION</b>	<b>FY</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>Total</b>	<b>YTD % chnge</b>
<b>Belmont</b>	FY16	10,263	10,897	9,891	9,684	8,546	8,203	7,784	8,963	8,980	8,301	8,208	10,590	110,310	
	FY17	12,068	12,314	9,973	9,766	9,727	9,071	9,709	9,715	10,114	9,238	9,446	10,411	121,552	
	FY18	10,836	10,486	8,290	8,385	7,353	6,096	7,651	7,545	8,099	7,402	7,632	7,864	97,639	-24%
	FY19	8,429	8,074	8,103	7,888	7,303	6,144	7,099	6,630	-	-	-	-	59,670	-13.80%
<b>Broad Rock</b>	FY16	5,958	5,859	5,765	5,288	4,905	4,931	4,223	4,448	4,834	4,282	3,336	4,401	58,230	
	FY17	4,883	4,773	4,248	4,706	3,966	3,454	3,729	3,192	3,595	3,377	3,851	4,136	47,910	
	FY18	4,574	4,062	3,726	3,809	3,665	3,096	3,308	2,986	3,132	3,304	2,910	3,289	41,861	-14%
	FY19	3,910	3,609	2,671	3,217	2,505	2,086	2,488	2,801	-	-	-	-	23,287	-7%
<b>East End</b>	FY16	4,119	4,565	4,313	3,747	3,411	3,375	3,653	3,286	3,303	3,206	3,822	4,629	45,429	
	FY17	4,572	4,371	3,581	3,420	2,945	3,029	3,463	2,981	3,529	4,977	3,515	3,460	43,843	
	FY18	3,635	3,481	3,033	2,948	2,632	2,281	2,698	2,574	2,838	2,637	2,865	3,325	34,947	-25%
	FY19	2,996	2,648	2,614	2,820	2,587	2,176	2,915	2,451	-	-	-	-	21,207	-5%
<b>Ginter Park</b>	FY15	2,942	402	469	481	144	440	405	354	512	586	292	1,238	8,265	
	FY16	6,247	5,924	5,374	5,770	5,031	4,517	4,812	4,582	5,401	4,641	4,868	5,310	62,477	
	FY17	5,751	6,070	5,338	5,152	4,854	3,898	4,327	4,370	4,522	4,653	4,023	5,263	58,221	-7%
	FY19	5,211	5,163	4,864	4,278	3,762	2,812	3,864	3,653	-	-	-	-	33,607	-20%
<b>Hull Street</b>	FY16	4,172	3,508	3,727	4,159	3,901	3,776	3,252	3,318	3,280	2,845	3,158	3,459	42,555	
	FY17	3,174	3,245	3,088	3,131	3,400	2,477	2,816	2,962	2,989	2,348	2,766	2,843	35,239	
	FY18	2,947	3,155	2,178	2,106	2,202	1,772	2,218	2,304	2,241	2,034	1,824	2,147	27,128	-30%
	FY19	2,010	2,305	3,323	1,844	1,838	1,852	2,287	1,870	-	-	-	-	17,329	-23%
<b>Main</b>	FY16	12,022	11,975	8,749	11,056	10,376	10,221	10,620	11,464	11,338	11,585	11,658	12,075	133,139	
	FY17	12,103	12,264	10,330	10,655	9,611	9,049	9,629	9,600	10,821	8,969	9,826	10,528	123,385	
	FY18	10,304	11,144	9,794	9,946	9,126	7,750	9,149	8,706	9,223	8,069	7,769	8,155	109,135	-13%
	FY19	8,719	8,877	8,655	9,774	9,099	8,202	9,418	8,749	-	-	-	-	71,493	0%

**CIRCULATION (CONTINUED)**

LOCATION	FY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	Total	YTD % chnge
North Avenue	FY16	5,048	4,863	4,990	5,133	4,410	4,830	4,300	4,239	4,267	3,927	3,708	4,024	53,739	
	FY17	4,235	4,448	3,768	3,564	3,308	3,260	2,972	2,943	3,186	2,714	3,017	2,985	40,400	
	FY18	3,112	3,455	3,238	3,802	3,011	2,562	3,094	3,328	3,093	2,580	2,271	2,269	35,815	-13%
	FY19	2,979	2,493	2,709	2,918	2,390	2,059	2,604	2,264	-	-	-	-	20,416	-47%
West End	FY16	13,330	12,920	11,542	11,076	9,860	9,475	9,940	10,262	10,600	10,194	10,044	6,429	125,672	
	FY17	983	1,070	785	752	628	604	647	568	745	502	591	613	8,488	
	FY18	826	3,012	7,426	8,165	7,940	6,974	7,981	7,390	8,641	8,882	9,802	11,202	88,241	90%
	FY19	11,660	11,438	10,076	10,172	8,539	7,313	9,145	7,434	-	-	-	-	75,777	1%
Westover Hills	FY16	9,531	9,735	11,638	8,747	7,425	4,424	7,991	7,874	9,497	8,201	8,610	9,047	102,720	
	FY17	9,530	9,400	8,231	8,065	7,407	7,223	7,564	7,848	8,405	6,798	8,059	8,058	96,588	
	FY18	8,685	8,571	7,262	7,133	6,933	6,324	6,895	6,548	6,576	6,660	6,186	7,501	85,274	-13%
	FY19	8,071	7,787	7,566	7,102	6,120	5,364	7,072	6,155	-	-	-	-	55,237	-6%
Econtent	FY16	3,902	4,065	3,902	3,767	3,840	3,701	4,311	3,969	3,916	3,735	3,978	3,787	46,873	
	FY17	4,107	3,770	3,470	3,611	3,568	3,899	3,962	3,701	4,370	4,102	3,906	4,494	46,960	
	FY18	4,676	4,689	4,042	4,125	3,923	3,874	4,566	4,224	4,835	4,935	5,409	5,320	54,618	14%
	FY19	5,985	6,407	5,683	5,581	5,278	5,874	6,375	5,874	-	-	-	-	47,057	28%
RPL Total	FY16	56,905	53,327	50,782	49,707	44,861	41,798	45,042	45,928	48,244	45,355	44,784	44,460	571,193	
	FY17	59,644	60,356	53,498	53,685	48,876	46,061	47,568	47,645	51,795	44,958	48,914	54,186	617,186	
	FY18	57,515	60,843	56,558	57,424	54,326	48,350	54,710	52,552	55,906	55,332	53,155	59,017	665,688	7%
	FY19	59,970	58,801	56,264	55,594	49,421	43,882	53,267	47,881	-	-	-	-	425,080	-10%

<b>NEW PATRON CARDS FY2019</b>													
<b>LOCATION</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>Total</b>
Belmont	141	148	138	108	88	76	122	75					896
Broad Rock	155	148	141	136	107	85	126	130					1,028
East End	123	121	114	96	102	78	100	107					841
Ginter Park	142	151	162	117	68	41	60	46					787
Hull Street	95	121	129	64	60	90	98	95					752
Main	294	339	341	276	250	192	355	274					2,321
North Avenue	116	124	94	90	99	64	93	95					775
West End	143	128	95	80	79	41	100	76					742
Westover Hills	150	140	114	120	78	94	118	121					935
Online Reg E-Card	333	302	295	241	186	150	149	131					1,787
<b>Total FY2019</b>	<b>1,692</b>	<b>1,722</b>	<b>1,623</b>	<b>1,328</b>	<b>1,117</b>	<b>911</b>	<b>1,321</b>	<b>1,150</b>					<b>9,077</b>
<b>Total FY2018</b>	<b>1,251</b>	<b>1,488</b>	<b>1,573</b>	<b>1,229</b>	<b>1,018</b>	<b>871</b>	<b>1,216</b>	<b>1,198</b>	<b>996</b>	<b>1,138</b>	<b>1,067</b>	<b>1,161</b>	<b>14,206</b>

<b>DOOR COUNT FY19</b>	<b>Jul-18</b>	<b>Aug-18</b>	<b>Sep-18</b>	<b>Oct-18</b>	<b>Nov-18</b>	<b>Dec-18</b>	<b>Jan-19</b>	<b>Feb-19</b>	<b>Mar-19</b>	<b>Apr-19</b>	<b>May-19</b>	<b>Jun-19</b>	<b>TOTAL</b>
Belmont	6,612	6,824	6,242	6,544	5,408	4,738	6,278	5,945					48,591
Broad Rock	7,042	7,205	6,046	7,302	5,356	4,513	5,374	5,678					48,516
East End	7,418	8,274	7,070	6,668	5,665	5,823	7,026	6,056					54,000
Ginter Park	6,765	5,940	4,278	4,981	4,189	3,364	4,823	4,350					38,690
Hull Street	10,678	10,946	9,371	8,486	12,574	5,686	7,241	7,499					72,481
Main	14,277	15,263	13,877	14,752	13,491	11,006	14,839	14,305					111,810
North Avenue	6,785	6,946	5,140	5,822	4,422	4,524	4,998	5,179					43,816
West End	4,778	4,757	4,199	4,495	3,544	3,341	4,439	4,294					33,847
Westover Hills	6,286	7,256	6,752	7,180	7,608	5,430	8,121	6,953					55,586
<b>TOTALS FY 2019</b>	<b>70,641</b>	<b>73,411</b>	<b>62,975</b>	<b>66,230</b>	<b>62,257</b>	<b>48,425</b>	<b>63,139</b>	<b>60,259</b>					<b>507,337</b>
<b>TOTALS FY 2018</b>	<b>62,057</b>	<b>74,617</b>	<b>69,494</b>	<b>70,700</b>	<b>63,466</b>	<b>55,560</b>	<b>63,750</b>	<b>65,351</b>	<b>68,782</b>	<b>69,881</b>	<b>70,586</b>	<b>71,037</b>	<b>805,281</b>
<b>TOTALS FY 2017</b>	<b>72,398</b>	<b>78,366</b>	<b>68,881</b>	<b>69,394</b>	<b>61,547</b>	<b>52,517</b>	<b>49,906</b>	<b>64,911</b>	<b>71,163</b>	<b>64,777</b>	<b>69,506</b>	<b>68,301</b>	<b>791,667</b>

PROGRAMS FY19	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	TOTAL FY19	TOTAL FY18
<b>Belmont</b>														
Adult Programs	29	19	19	23	19	13	27	24	0	0	0	0	173	197
Adult Attend	133	84	57	155	69	60	129	138	0	0	0	0	825	1,071
Young Adult Programs	1	1	1	0	1	1	1	1	0	0	0	0	7	7
Young Adult Attend	0	3	5	0	0	2	0	4	0	0	0	0	14	17
Juvenile Programs	22	4	0	8	6	2	8	6	0	0	0	0	56	243
Juvenile Attend	421	38	0	219	124	44	161	172	0	0	0	0	1,179	4,984
<b>Total Attend</b>	<b>554</b>	<b>125</b>	<b>62</b>	<b>374</b>	<b>193</b>	<b>106</b>	<b>290</b>	<b>314</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,018</b>	<b>6,072</b>
<b>Total Programs</b>	<b>52</b>	<b>24</b>	<b>20</b>	<b>31</b>	<b>26</b>	<b>16</b>	<b>36</b>	<b>31</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>236</b>	<b>447</b>
<b>Broad Rock</b>														
Adult Programs	14	5	11	25	33	7	12	29	0	0	0	0	136	265
Adult Attend	63	108	52	213	97	20	62	211	0	0	0	0	826	1,310
Young Adult Programs	2	6	5	7	5	3	4	4	0	0	0	0	36	8
Young Adult Attend	11	49	62	89	69	25	55	74	0	0	0	0	434	79
Juvenile Programs	34	18	18	24	15	27	31	22	0	0	0	0	189	244
Juvenile Attend	239	255	134	554	284	124	175	455	0	0	0	0	2,220	2,135
<b>Total Attend</b>	<b>313</b>	<b>412</b>	<b>248</b>	<b>856</b>	<b>450</b>	<b>169</b>	<b>292</b>	<b>740</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,480</b>	<b>3,524</b>
<b>Total Programs</b>	<b>50</b>	<b>29</b>	<b>34</b>	<b>56</b>	<b>53</b>	<b>37</b>	<b>47</b>	<b>55</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>361</b>	<b>517</b>
<b>East End</b>														
Adult Programs	32	21	32	28	28	25	19	31	0	0	0	0	216	264
Adult Attend	217	147	178	308	218	213	219	367	0	0	0	0	1,867	2,125
Young Adult Programs	2	0	5	7	4	8	3	8	0	0	0	0	37	12
Young Adult Attend	29	0	25	21	20	23	10	37	0	0	0	0	165	155
Juvenile Programs	16	18	10	12	13	11	3	8	0	0	0	0	91	100
Juvenile Attend	315	85	82	151	113	93	71	41	0	0	0	0	951	2,121
<b>Total Attend</b>	<b>561</b>	<b>232</b>	<b>285</b>	<b>480</b>	<b>351</b>	<b>329</b>	<b>300</b>	<b>445</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,983</b>	<b>4,401</b>
<b>Total Programs</b>	<b>50</b>	<b>39</b>	<b>47</b>	<b>47</b>	<b>45</b>	<b>44</b>	<b>25</b>	<b>47</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>344</b>	<b>376</b>

<b>PROGRAMS FY19 (CONTINUED)</b>	<b>Jul-18</b>	<b>Aug-18</b>	<b>Sep-18</b>	<b>Oct-18</b>	<b>Nov-18</b>	<b>Dec-18</b>	<b>Jan-19</b>	<b>Feb-19</b>	<b>Mar-19</b>	<b>Apr-19</b>	<b>May-19</b>	<b>Jun-19</b>	<b>TOTAL FY19</b>	<b>TOTAL FY18</b>
<b>Ginter Park</b>														
Adult Programs	16	10	24	25	23	13	22	35	0	0	0	0	168	190
Adult Attend	216	192	226	288	147	121	226	312	0	0	0	0	1,728	1,741
Young Adult Programs	2	0	0	0	1	0	0	1	0	0	0	0	4	8
Young Adult Attend	29	0	0	0	1	0	0	14	0	0	0	0	44	181
Juvenile Programs	16	8	7	10	7	6	9	8	0	0	0	0	71	197
Juvenile Attend	315	125	35	81	24	48	108	45	0	0	0	0	781	7,788
<b>Total Attend</b>	<b>560</b>	<b>317</b>	<b>261</b>	<b>369</b>	<b>172</b>	<b>169</b>	<b>334</b>	<b>371</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,553</b>	<b>9,710</b>
<b>Total Programs</b>	<b>34</b>	<b>18</b>	<b>31</b>	<b>35</b>	<b>31</b>	<b>19</b>	<b>31</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>243</b>	<b>395</b>
<b>Hull Street</b>														
Adult Programs	9	7	10	15	4	4	4	8	0	0	0	0	61	104
Adult Attend	64	80	106	164	19	30	69	56	0	0	0	0	588	1,267
Young Adult Programs	10	3	1	2	0	2	1	1	0	0	0	0	20	52
Young Adult Attend	237	15	13	25	0	4	0	5	0	0	0	0	299	446
Juvenile Programs	13	12	11	16	4	4	6	8	0	0	0	0	74	155
Juvenile Attend	682	323	198	261	21	55	156	156	0	0	0	0	1,852	3,782
<b>Total Attend</b>	<b>983</b>	<b>418</b>	<b>317</b>	<b>450</b>	<b>40</b>	<b>89</b>	<b>225</b>	<b>217</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,739</b>	<b>5,495</b>
<b>Total Programs</b>	<b>32</b>	<b>22</b>	<b>22</b>	<b>33</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>17</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>155</b>	<b>311</b>
<b>Main</b>														
Adult Programs	0	0	14	0	0	11	13	13	0	0	0	0	51	358
Adult Attend	0	0	420	0	0	404	626	737	0	0	0	0	2,187	8,986
Young Adult Programs	5	2	1	6	4	3	9	7	0	0	0	0	37	8
Young Adult Attend	46	95	1	108	81	41	152	45	0	0	0	0	569	441
Juvenile Programs	31	0	19	26	0	23	28	24	0	0	0	0	151	169
Juvenile Attend	726	0	373	464	0	495	642	413	0	0	0	0	3,113	4,649
<b>Total Attend</b>	<b>772</b>	<b>95</b>	<b>794</b>	<b>572</b>	<b>81</b>	<b>940</b>	<b>1,420</b>	<b>1,195</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,869</b>	<b>14,076</b>
<b>Total Programs</b>	<b>36</b>	<b>2</b>	<b>34</b>	<b>32</b>	<b>4</b>	<b>37</b>	<b>50</b>	<b>44</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>239</b>	<b>535</b>

<b>PROGRAMS FY19 (CONTINUED)</b>	<b>Jul-18</b>	<b>Aug-18</b>	<b>Sep-18</b>	<b>Oct-18</b>	<b>Nov-18</b>	<b>Dec-18</b>	<b>Jan-19</b>	<b>Feb-19</b>	<b>Mar-19</b>	<b>Apr-19</b>	<b>May-19</b>	<b>Jun-19</b>	<b>TOTAL FY19</b>	<b>TOTAL FY18</b>
<b>North Avenue</b>														
Adult Programs	17	13	21	33	21	16	23	29	0	0	0	0	173	313
Adult Attend	244	171	110	271	84	149	167	119	0	0	0	0	1,315	2,796
Young Adult Programs	3	3	1	0	7	6	8	4	0	0	0	0	32	64
Young Adult Attend	11	15	34	0	41	35	26	21	0	0	0	0	183	583
Juvenile Programs	29	18	24	21	39	26	23	24	0	0	0	0	204	297
Juvenile Attend	594	795	329	430	267	519	163	436	0	0	0	0	3,533	4,484
<b>Total Attend</b>	<b>849</b>	<b>981</b>	<b>473</b>	<b>701</b>	<b>392</b>	<b>703</b>	<b>356</b>	<b>576</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,031</b>	<b>7,863</b>
<b>Total Programs</b>	<b>49</b>	<b>34</b>	<b>46</b>	<b>54</b>	<b>67</b>	<b>48</b>	<b>54</b>	<b>57</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>409</b>	<b>674</b>
<b>West End</b>														
Adult Programs	10	13	11	16	9	9	15	16	0	0	0	0	99	279
Adult Attend	101	110	81	118	54	49	70	65	0	0	0	0	648	715
Young Adult Programs	2	0	2	2	1	0	1	1	0	0	0	0	9	7
Young Adult Attend	0	0	31	5	0	0	0	0	0	0	0	0	36	109
Juvenile Programs	15	20	15	20	12	15	18	17	0	0	0	0	132	175
Juvenile Attend	288	341	283	526	313	237	417	12	0	0	0	0	2,417	2,625
<b>Total Attend</b>	<b>389</b>	<b>451</b>	<b>395</b>	<b>649</b>	<b>367</b>	<b>286</b>	<b>487</b>	<b>77</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,101</b>	<b>3,449</b>
<b>Total Programs</b>	<b>27</b>	<b>33</b>	<b>28</b>	<b>38</b>	<b>22</b>	<b>24</b>	<b>34</b>	<b>34</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>240</b>	<b>461</b>
<b>Westover Hills</b>														
Adult Programs	4	14	12	13	17	12	18	23	0	0	0	0	113	81
Adult Attend	68	143	71	89	177	123	330	253	0	0	0	0	1,254	754
Young Adult Programs	3	1	1	2	0	0	1	2	0	0	0	0	10	1
Young Adult Attend	14	2	8	6	0	0	3	2	0	0	0	0	35	1
Juvenile Programs	30	21	21	32	18	18	16	20	0	0	0	0	176	142
Juvenile Attend	334	358	252	607	331	224	238	574	0	0	0	0	2,918	1,897
<b>Total Attend</b>	<b>416</b>	<b>503</b>	<b>331</b>	<b>702</b>	<b>508</b>	<b>347</b>	<b>571</b>	<b>829</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,207</b>	<b>2,776</b>
<b>Total Programs</b>	<b>37</b>	<b>36</b>	<b>34</b>	<b>47</b>	<b>35</b>	<b>30</b>	<b>35</b>	<b>45</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>299</b>	<b>224</b>
<b>Grand Total Attend</b>														
<b>Grand Total Attend</b>	<b>5,397</b>	<b>3,534</b>	<b>3,166</b>	<b>5,153</b>	<b>2,554</b>	<b>3,138</b>	<b>4,275</b>	<b>4,764</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>31,981</b>	<b>57,366</b>
<b>Grand Total Programs</b>														
<b>Grand Total Programs</b>	<b>367</b>	<b>237</b>	<b>296</b>	<b>373</b>	<b>291</b>	<b>265</b>	<b>323</b>	<b>374</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,526</b>	<b>3,940</b>

<b>COMPUTER USE FY19</b>	<b>Jul-18</b>	<b>Aug-18</b>	<b>Sep-18</b>	<b>Oct-18</b>	<b>Nov-18</b>	<b>Dec-18</b>	<b>Jan-19</b>	<b>Feb-19</b>	<b>Mar-19</b>	<b>Apr-19</b>	<b>May-19</b>	<b>Jun-19</b>	<b>TOTAL</b>
Belmont Workstation	1,397	1,518	1,288	1,314	1,135	947	1,234	1,071					9,904
WIFI	367	371	376	1,054	962	867	1,169	1,066					6,232
Broad Rock Workstation	2,500	2,489	1,865	2,147	1,766	1,512	2,097	2,099					16,475
WIFI	586	592	601	1,026	814	674	850	870					6,013
East End Workstation	1,628	2,064	1,709	1,805	1,558	1,233	1,888	1,666					13,551
WIFI	377	381	386	1,050	864	842	1,184	1,117					6,201
Ginter Park Workstation	1,435	1,637	1,447	1,554	1,182	1,009	1,363	1,244					10,871
WIFI	160	176	179	1,078	819	707	1,087	972					5,178
Hull Street Workstation	1,660	2,151	1,894	1,627	1,508	1,360	1,784	501					12,485
WIFI	93	94	95	950	960	983	1,142	911					5,228
Main Workstation	3,144	3,634	3,413	3,535	2,843	3,947	2,554	3,396					26,466
Children's Workstation	216	239	167	192	182	149	157	178					1,480
WIFI	2,748	2,775	2,817	4,687	4,006	3,947	5,070	4,227					30,278
North Avenue Workstation	1,501	1,472	1,377	1,392	1,197	999	1,319	1,319					10,576
WIFI	324	327	332	1,031	648	739	752	809					4,962
West End Workstation	778	818	716	735	623	575	741	671					5,657
WIFI	324	327	332	542	514	494	542	540					3,615
Westover Hills Workstation	1,487	1,697	1,436	1,571	1,234	967	1,364	1,464					11,220
WIFI	416	420	426	813	678	614	771	643					4,782
<b>TOTALS FY 2019</b>													
	<b>21,141</b>	<b>23,182</b>	<b>20,857</b>	<b>28,103</b>	<b>23,493</b>	<b>22,565</b>	<b>27,068</b>	<b>24,764</b>					<b>191,174</b>
<b>TOTALS FY 2018</b>													
	15,815	21,725	22,930	24,159	20,415	10,066	22,675	23,448	21,326	22,134	22,591	20,439	247,723
<b>TOTALS FY 2017</b>													
	18,053	20,329	18,204	17,496	15,525	12,916	6,925	15,994	17,966	21,582	23,985	20,701	209,676

<b>TECHNICAL SERVICES - ITEMS BY LOCATION</b>											
<b>FY19</b>	<b>Belmont</b>	<b>Broad Rock</b>	<b>East End</b>	<b>Ginter Park</b>	<b>Hull Street</b>	<b>MAIN</b>	<b>North Avenue</b>	<b>West End</b>	<b>Westover Hills</b>	<b>OverDrive</b>	<b>Monthly Total</b>
<b>Jul-18</b>	309	155	167	243	175	506	168	346	309		<b>2,378</b>
<b>Aug-18</b>	340	190	172	233	153	569	175	413	359	158	<b>2,604</b>
<b>Sep-18</b>	208	130	144	142	84	388	139	276	235	79	<b>1,825</b>
<b>Oct-18</b>	365	172	165	204	98	707	221	451	363	62	<b>2,808</b>
<b>Nov-18</b>	198	118	113	134	91	356	145	244	248	1	<b>1,648</b>
<b>Dec-18</b>	117	65	49	79	30	326	54	158	124	239	<b>1,241</b>
<b>Jan-19</b>	199	99	118	157	95	430	127	244	222	10	<b>1,801</b>
<b>Feb-19</b>	237	101	161	158	65	384	111	260	226	223	<b>1,926</b>
<b>Mar-19</b>											
<b>Apr-19</b>											
<b>May-19</b>											
<b>Jun-19</b>											
<b>Branch Total FY 2019</b>	<b>1,973</b>	<b>1,030</b>	<b>1,089</b>	<b>1,350</b>	<b>791</b>	<b>3,666</b>	<b>1,140</b>	<b>2,392</b>	<b>2,086</b>	<b>872</b>	<b>16,231</b>
<b>Branch Total FY 2018</b>	<b>3,247</b>	<b>2,040</b>	<b>1,972</b>	<b>2,414</b>	<b>1,985</b>	<b>5,549</b>	<b>1,890</b>	<b>3,480</b>	<b>3,292</b>	<b>1,673</b>	<b>13,853</b>
<b>Average</b>	<b>247</b>	<b>129</b>	<b>136</b>	<b>169</b>	<b>99</b>	<b>458</b>	<b>143</b>	<b>299</b>	<b>261</b>	<b>109</b>	<b>1,353</b>

Richmond Public Library  
 FY19 Operating Budget  
 as of  
 February 28, 2019

ACCOUNT	DESCRIPTION	Budget	Actual	% Spent	Balance
			Expended 28-Feb-19		Available 28-Feb-19
60000	SALARIES - FULL TIME	\$ 2,748,595	\$ 1,781,233	64.8%	\$ 967,362
61000	SALARIES - PART TIME	\$ 381,163	\$ 159,670	41.9%	\$ 221,493
62000	SALARIES - TEMPORARY	\$ -	\$ 6,939	0.0%	\$ (6,939)
63000	FICA	\$ 194,045	\$ 115,262	59.4%	\$ 78,783
63001	RET CON RSRS	\$ 611,444	\$ 388,817	63.6%	\$ 222,627
63002	MEDCARE FICA	\$ 45,382	\$ 26,956	59.4%	\$ 18,426
63003	GROUP LIFE	\$ 16,394	\$ 10,948	66.8%	\$ 5,446
63006	H/C ACT TEMP	\$ 572,540	\$ 331,425	57.9%	\$ 241,115
63008	STATE UNEMPLOYMENT	\$ -	\$ -	0.0%	\$ -
63011	HEALTH SAVINGS	\$ -	\$ 15,875	0.0%	\$ (15,875)
64104	EDUCATION PAY	\$ -	\$ -	0.0%	\$ -
64105	BONUS PAY	\$ -	\$ -	0.0%	\$ -
	<b>Personnel Expenses</b>	<b>\$ 4,569,563</b>	<b>\$ 2,837,125</b>	<b>62.1%</b>	<b>\$ 1,732,438</b>
71141	BOOKS	\$ 501,332	\$ 352,765	70.4%	\$ 148,567
71141	DATABASES	\$ -	\$ -	0.0%	\$ -
71142	MULTIMEDIA PRODUCTS	\$ 6,953	\$ -	0.0%	\$ 6,953
72122	MAGS & NEWSPAPER	\$ 36,659	\$ 5,274	14.4%	\$ 31,385
	<b>Collection Development</b>	<b>\$ 544,944</b>	<b>\$ 358,039</b>	<b>65.7%</b>	<b>\$ 186,905</b>
70131	ADVERTISING	\$ 1,995	\$ -	0.0%	\$ 1,995
70161	DATA PROCESSING - OCLC	\$ 240,645	\$ 224,641	93.3%	\$ 16,004
70161	PLANNING MGMT SERVICES	\$ 129,032	\$ 79,139	61.3%	\$ 49,893
70218	VEHICLE REPAIR	\$ 3,154	\$ 5,372	170.3%	\$ (2,218)
70311	PRINTED SUPPLIES	\$ 1,300	\$ 1,258	96.7%	\$ 42
70412	TRANSPORTATION	\$ -	\$ -	0.0%	\$ -
70413	MILEAGE ALLOWANCE	\$ 2,760	\$ 129	4.7%	\$ 2,631
70551	SECURITY	\$ 357,121	\$ 350,799	98.2%	\$ 6,321
70552	CONTRACT AND TEMP PERSONNEL	\$ 20,000	\$ 108,716	543.6%	\$ (88,716)
71012	OFFICE STATIONARY SUPPLIES	\$ 13,220	\$ 5,198	39.3%	\$ 8,022
71016	ADVERTISING	\$ -	\$ -	0.0%	\$ -
71143	LIBRARY OPERATING SUPPLIES	\$ 17,946	\$ 11,982	66.8%	\$ 5,964
72113	POSTAGE	\$ 4,569	\$ 3,846	84.2%	\$ 723
72121	CONFERENCES & CON	\$ 2,092	\$ 2,489	119.0%	\$ (397)
72123	MEMBERSHIP DUES	\$ 1,352	\$ -	0.0%	\$ 1,352
72124	TRAINING	\$ 1,189	\$ 2,139	179.9%	\$ (950)
72131	COMPUTER SUPPLIES	\$ 28,537	\$ 28,783	100.9%	\$ (246)
72153	EQUIPMENT	\$ 12,200	\$ 3,411	0.0%	\$ 8,789
73104	BANK FEES	\$ -	\$ 3,194	0.0%	\$ -
76119	PAGERS	\$ -	\$ -	0.0%	\$ -
77103	FUEL-D/O VEHICLE	\$ 2,200	\$ 1,004	45.6%	\$ 1,196
77104	VEHICLE MONTHLY STANDING	\$ 493	\$ 329	66.7%	\$ 164
77201	INTERNAL PRINTING	\$ -	\$ -	0.0%	\$ -
80001	DEPRECIATION	\$ -	\$ -	0.0%	\$ -
80004	BUILDINGS & STR	\$ -	\$ -	0.0%	\$ -
80006	EQUIPMENT & OFFICE MAINTENANCE	\$ 7,970	\$ 3,057	38.4%	\$ 4,913
80007	VEHICLE EXPENSES	\$ -	\$ -	0.0%	\$ -
	<b>Other Expenses</b>	<b>\$ 847,776</b>	<b>\$ 835,487</b>	<b>98.6%</b>	<b>\$ 12,289</b>
	<b>TOTAL GENERAL FUND</b>	<b>\$ 5,962,283</b>	<b>\$ 4,030,652</b>	<b>67.6%</b>	<b>\$ 1,931,631</b>



Richmond Public Library  
 Foundation, Friends, Groups and Individual Donations  
 FY 2018-2019

Consent Agenda: Pending Library Board Approval - Wednesday, March 27, 2019

Date	Donor Name	Current Month Amount	Purpose/Location	YTD Account Balance		
				Gift	Foundation	Friends
14-Dec-19	Richmond Virginia Fire / Police	\$ 200.00	North Avenue Branch	\$ 200.00		
	<b>Monthly Total</b>	<b>\$ 200.00</b>				
	<b>YTD Total</b>	<b>\$ 16,190.00</b>	<b>Year To Date Total</b>	<b>\$ 1,190.00</b>	<b>\$ 15,000.00</b>	<b>\$ -</b>

# All Web Site Data Report

## Pages

Feb 1, 2019 - Mar 1, 2019

All Users  
100.00% Pageviews

### Explorer

#### Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	29,537 % of Total: 100.00% (29,537)	24,538 % of Total: 100.00% (24,538)	00:01:57 Avg for View: 00:01:57 (0.00%)	15,950 % of Total: 100.00% (15,950)	45.27% Avg for View: 45.27% (0.00%)	54.00% Avg for View: 54.00% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	11,987 (40.58%)	10,144 (41.34%)	00:08:00	9,489 (59.49%)	56.05%	71.29%	\$0.00 (0.00%)
2. /about/locations/main-library/	2,459 (8.33%)	2,076 (8.46%)	00:01:12	1,867 (11.71%)	17.02%	41.97%	\$0.00 (0.00%)
3. /books-media/	1,587 (5.37%)	1,210 (4.93%)	00:01:47	71 (0.45%)	34.72%	43.92%	\$0.00 (0.00%)
4. /search/	988 (3.34%)	753 (3.07%)	00:01:30	43 (0.27%)	48.89%	49.29%	\$0.00 (0.00%)
5. /services/	950 (3.22%)	709 (2.89%)	00:00:36	52 (0.33%)	5.66%	12.84%	\$0.00 (0.00%)
6. /about/locations/	794 (2.69%)	611 (2.49%)	00:00:55	72 (0.45%)	36.49%	26.45%	\$0.00 (0.00%)
7. /about/locations/ginter-park/	719 (2.43%)	436 (1.78%)	00:07:44	365 (2.29%)	22.40%	47.84%	\$0.00 (0.00%)
8. /about/locations/west-end/	660 (2.23%)	566 (2.31%)	00:01:36	452 (2.83%)	19.91%	48.48%	\$0.00 (0.00%)
9. /services/get-card/	602 (2.04%)	508 (2.07%)	00:08:23	69 (0.43%)	64.79%	53.65%	\$0.00 (0.00%)
10. /about/locations/belmont/	537 (1.82%)	478 (1.95%)	00:01:36	389 (2.44%)	23.39%	43.02%	\$0.00 (0.00%)

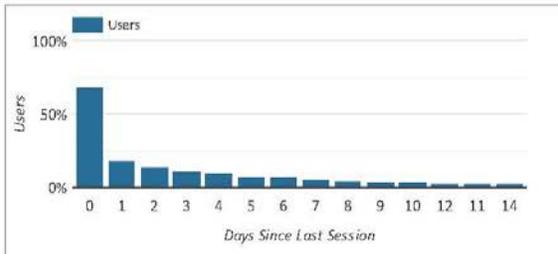


## Session Info, Page Info, Referrals, Circs

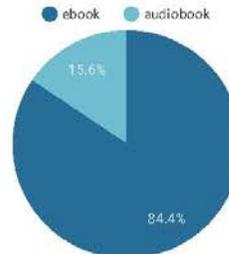
Feb 1, 2019 - Feb 28, 2019

<b>Sessions</b> <b>7,000</b> ↓ -7.7%	<b>Avg. Session Duration</b> <b>04:23</b> ↑ 4.9%	<b>Pageviews</b> <b>52,420</b> ↓ -4.1%	<b>Pages / Session</b> <b>7.49</b> ↑ 3.9%
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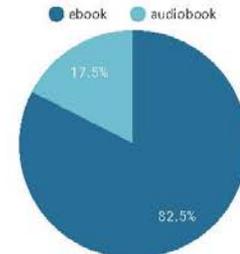
Days Since Last Session by Users



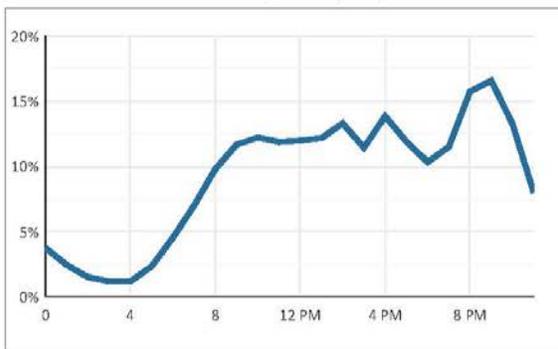
Checkouts by Format



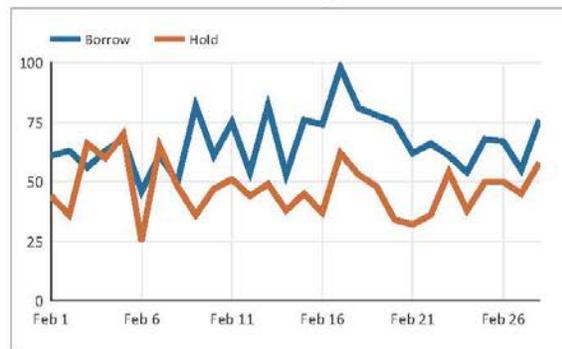
Holds by Format



Users by Hour (EST)



Circulations by Date



Top 10 Referrals by Sessions

Full Referrer	Sessions
1. (direct)	71.16%
2. google	18.46%
3. rvalibrary.org/books-media/	3.33%
4. bing	1.65%
5. ibistro.ci.richmond.va.us/uhtbin/cgisirsi/	1.34%
6. rvalibrary.org/online-library/	1.27%
7. rvalibrary.org/services/online-resources/	0.68%
8. yahoo	0.58%
9. mail.google.com/mail/mu/mp/990/	0.24%
10. outlook.live.com/	0.22%

Top 10 Viewed Pages

Page Title	Pageviews
1. Homepage	21.02%
2. Loans	10.75%
3. Search results	4.37%
4. Holds	4.36%
5. Newly Added	3.49%
6. Wish list	2.48%
7. Newly Added Audiobooks	1.67%
8. Newly Added eBooks	1.37%
9. Browse subjects	1.26%
10. Most Popular Audiobooks	0.86%

# Acquisition Information

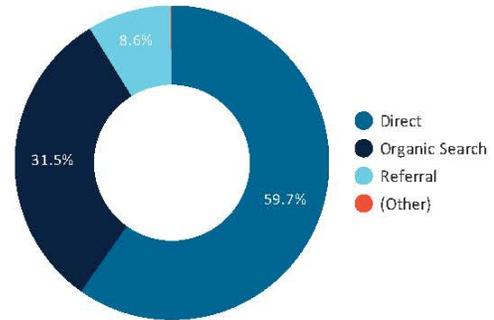
Feb 1, 2019 - Feb 28, 2019

<b>Users</b> <b>3,871</b> ↓ -13.3%	<b>New Users</b> <b>1.3K</b> ↓ -28.4%	<b>Sessions</b> <b>7,000</b> ↓ -7.7%
--	---	--

## Top 10 Source/Medium

Source / Medium	Users	New Users	Sessions
1. (direct) / (none)	60.28%	40.49%	71.16%
2. google / organic	28.14%	44.17%	18.4%
3. rvalibrary.org / referral	6.24%	7.35%	5.46%
4. bing / organic	2.27%	2.58%	1.65%
5. ibistro.ci.richmond.va.us / referral	1.99%	2.7%	1.44%
6. yahoo / organic	1.09%	1.61%	0.58%
7. duckduckgo / organic	0.31%	0.52%	0.17%
8. r.search.aol.com / referral	0.11%	0.17%	0.07%
9. libraryextension.com / onpage_c...	0.11%	0.11%	0.19%
10. mail.google.com / referral	0.11%	0%	0.45%

## Top Channels



## Top Referral Traffic Sources & Top Landing Pages

Source Referrals	Users	Sessions
1. rvalibrary.org	71.7%	70.32%
2. ibistro.ci.richmond.va.us	22.83%	18.57%
3. mail.google.com	1.29%	5.85%
4. outlook.live.com	0.96%	2.78%
5. r.search.aol.com	1.29%	0.88%
6. ecosia.org	0.96%	0.44%
7. onlineblog.top	0.64%	0.29%
8. amazon.com	0.32%	0.29%
9. email21.godaddy.com	0.32%	0.29%
10. start.lenovo.com	0.32%	0.15%

Landing Page	Users	Sessions
1. /	68.49%	53.36%
2. /account/loans	9%	14.77%
3. /account/holds	2.89%	6.58%
4. /search	6.11%	3.65%
5. /library/kids	4.82%	2.19%
6. /collection/239258	2.57%	1.17%
7. /media/2624799	0.64%	0.58%
8. /media/C4621572-BCEC-4817-977...	0.96%	0.58%
9. /media/460379	0.32%	0.44%
10. /media/2240774D-8877-453A-B33...	0.64%	0.44%

# Search Information

Feb 1, 2019 - Feb 28, 2019

<b>Total Quick Searches</b> <b>5,061</b> ↓ -10.5%	<b>Session Searches w/No Circs</b> <b>1,278</b> ↓ -16.5%	<b>Avg. Search Depth</b> <b>2.4</b> ↑ 17.6%
---	--	---

### Top 25 Search Terms

Search Terms	Total Searches
1. Educated	46
2. Where the Crawdads Sing	40
3. David Baldacci	22
4. Harry Potter	21
5. James Patterson	17
6. Louise Penny	15
7. Stephen King	15
8. The Tattooist of Auschwitz	15
9. The Silent Patient	14
10. Big Nate	13
11. Nora Roberts	12
12. John Grisham	12
13. The Alice Network	11
14. All the Light We Cannot See	11
15. We Were the Lucky Ones	10
16. C. S. Lewis	10
17. Crazy Rich Asians	10
18. educated	10
19. Nine Perfect Strangers	10
20. The Great Alone	9
21. The Lost Girls of Paris	9
22. A Discovery of Witches	9
23. White Fragility	9
24. Janet Evanovich	9
25. Circe	9

### Top 25 Quick Search Terms that Didn't Result in a Borrow, Hold, or Download

Search Terms	Total Searches
1. Educated	11
2. Where the Crawdads Sing	7
3. Harry Potter	6
4. Crazy Rich Asians	5
5. Eleanor Oliphant Is Completely Fin...	5
6. The Silent Patient	5
7. White Fragility	5
8. We Were the Lucky Ones	4
9. On the Come Up	4
10. David Baldacci	4
11. Giving Effective Feedback (HBR 20-...	4
12. Catch-22	4
13. The Tattooist of Auschwitz	4
14. From the Ground Up	4
15. Calypso	4
16. educated	4
17. The Last Castle	3
18. A Gentleman in Moscow	3
19. burns milkman	3
20. Zom-B	3
21. An American Marriage (Oprah's Bo...	3
22. Never Have I Ever	3
23. All Dogs Have ADHD	3
24. Stephen King	3
25. All the Light We Cannot See	3

# Kids & Teens eReading Rooms Info

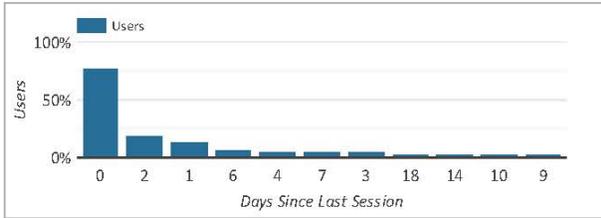
Feb 1, 2019 - Feb 28, 2019

## Kids

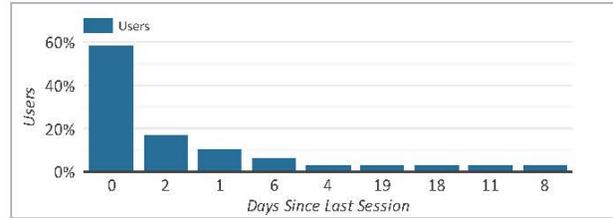
## Teens



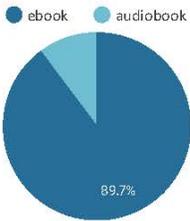
Days Since Last Session by Users



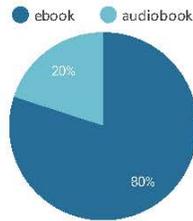
Days Since Last Session by Users



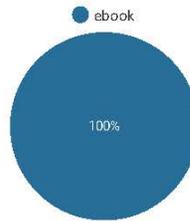
Checkouts by Format



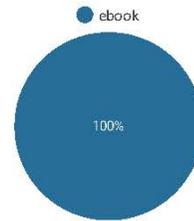
Holds by Format



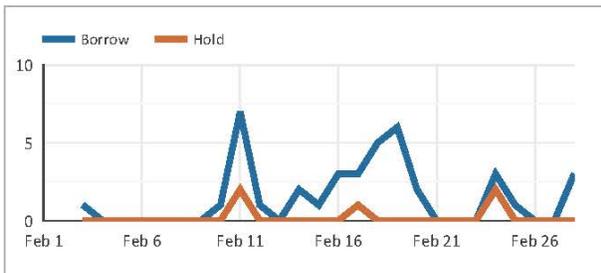
Checkouts by Format



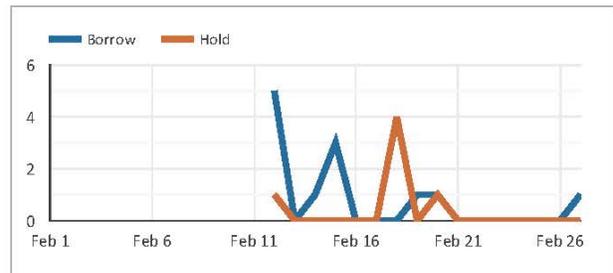
Holds by Format



Circulations by Date



Circulations by Date



Top 10 Kids Room Search Terms

Search Terms	Total Searches
1. Fancy Nancy	2
2. Summoned to the Thirteenth Grave	1
3. Fancy Nancy and the Sensational B...	1
4. Bridge to Terabithia	1
5. humphrey	1
6. Amelia Bedelia	1
7. Dork Diaries	1
8. magic tree house	1
9. The Baby-Sitters Club	1
10. Nancy Drew	1

Top 10 Teen Room Search Terms

Search Terms	Total Searches
1. James Patterson	2
2. six of crows	1
3. rin chupeco	1
4. Gabriel Garcia Marquez	1
5. witches of the east end	1
6. P. C. Cast	1
7. Eleanor & Park	1
8. To All the Boys I've Loved Before	1
9. James Dashner	1
10. Lara Croft: Tomb Raider	1

Total Checkouts

95

Total Holds

20

**Checkouts by Curated Collections**

Curated Collection Name	Site 	Checkouts 
1. Read-Alongs & Picture Books	Kids	7
2. Giggles & Belly Laughs	Kids	2
3. #WeNeedDiverseBooks	Kids	1
4. Wild Reads	Kids	1
5. Spring into a New Series	Main	16
6. Cuddle up with a Cozy Mystery	Main	13
7. PBS Presents: The Great American Read	Main	12
8. Humor Me	Main	9
9. PEN America Literary Awards	Main	7
10. Books to the Big Screen	Main	7
11. Thrill Rides	Main	6
12. Crook's Corner Book Prize - 2018	Main	5
13. New You 2018	Main	5
14. Escape into History	Teens	2
15. Teen Thrillers	Teens	1
16. Reality Check	Teens	1

**Holds by Curated Collections**

Curated Collection Name	Site 	Holds 
1. PBS Presents: The Great American Read	Main	4
2. PEN America Literary Awards	Main	4
3. Spring into a New Series	Main	3
4. Books to the Big Screen	Main	2
5. New You 2018	Main	2
6. Crook's Corner Book Prize - 2018	Main	2
7. Better in Translation	Main	1
8. Thrill Rides	Main	1
9. Fit for a King, Queen, or Teen	Teens	1

## Curated Lists Info - Pageviews

Feb 1, 2019 - Feb 28, 2019

Pageviews

# 709

Avg. Time on Page

# 31

Seconds

	Curated Collection Pages	Site <span style="font-size: small;">📍 ▲</span>	Pageviews	Avg. Time on Page
1.	Read-Alongs & Picture Books	Kids	28	00:00:17
2.	Giggles & Belly Laughs	Kids	9	00:00:17
3.	Wild Reads	Kids	3	00:00:12
4.	#WeNeedDiverseBooks	Kids	2	00:00:10
5.	PBS Presents: The Great American Read	Main	167	00:00:42
6.	Spring into a New Series	Main	108	00:00:21
7.	Thrill Rides	Main	85	00:00:47
8.	Books to the Big Screen	Main	84	00:00:30
9.	Humor Me	Main	43	00:00:29
10.	Crook's Corner Book Prize - 2018	Main	41	00:00:18
11.	PEN America Literary Awards	Main	37	00:00:23
12.	New You 2018	Main	37	00:00:28
13.	Cuddle up with a Cozy Mystery	Main	33	00:00:32
14.	Better in Translation	Main	9	00:00:17
15.	reference	Main	3	00:00:21
16.	Fit for a King, Queen, or Teen	Teens	7	00:00:09
17.	Escape into History	Teens	6	00:00:12
18.	Teen Thrillers	Teens	4	00:00:23
19.	#WeNeedDiverseBooks	Teens	3	00:00:18

## Glossary of Terms

Feb 1, 2019 - Feb 28, 2019

This page is to help clarify definitions for common terms used within this Analytics report.

**\*\*\* All information shown within the report is for Lightning sites ONLY**

Term	Definition
Sessions	A group of events performed by a user; the activity by a unique user in one visit to your site. The default session timeout is 30 minutes, which means that if someone is inactive on your website for over 30 minutes, then a new session will be reported if they perform another interaction, for example, viewing another page.
Users	The total number of distinct devices that have accessed your site. Device refers to any connectable technology (laptop/mobile/tablet) able to view your site. Note: we refer to device rather than person because multiple people can look at the same device at any one time, and one person can use multiple devices to look at the same site.
New Users	The total number of devices that did not have a Google Analytics cookie enabled on the browser when a patron visits the first page of a session. If a patron deletes their cookies and comes back to the site, the patron will be counted as new.
Pageview	Reported when a page has been viewed by a user on your website. When a visitor hits the back button, a pageview is recorded. When a visitor hits refresh, a pageview is recorded. Every time a page is opened in the browser, regardless of whether it has been cached, a pageview is recorded.
Unique Pageview	Counts a page once even if it was viewed multiple times within a single session. For example, if someone landed on your homepage, then viewed the 'about us' page and then navigated back to your homepage, the homepage would have 1 unique pageview (even though the page was viewed twice during the session).
Avg. Session Duration	The average duration time of a session. Provides a top-level view of how long users are spending on your website.
Bounce Rate	The percentage of sessions with a single pageview. It doesn't matter how long the visitor was on the page or how they left. Technically, it's a session with only one interaction. It's important to apply context when analyzing bounce rate, since some pages will deliver all of the information somebody is looking for on a single page
Full Referrer	Reported when a user clicks through to your website from another third-party website. The referrals table allows you to see all of the websites (by domain) that are sending you traffic.
Unique Searches	The number of unduplicated searches on your website over the course of a specified time period.
Session Searches w/No Circs	Search terms that didn't result in a Borrow, Hold, or Download
Growth Indicators	<p>These indicators are for the previous period in which the date range is specified at the top of the page. These indicators will also compare to the previous period, NOT the previous year, unless otherwise stated.</p> <p>For example: If the date range for the report is September 1 - September 30, then the indicators will be comparing to the previous month of August (August 1 - August 31).</p> <p>For Example: If the date range selected for the report is July 15 - September 30, then the indicators will be comparing to that previous period of 77 days (May 15 - July 14).</p>
Curated Collection Circulation Notes	<p>These are the most common ways a patron can Borrow or Place a Hold on a title:</p> <ol style="list-style-type: none"> <li>1. Directly on the homepage</li> <li>2. By opening a curated collection list and borrowing from the curated collection results page</li> <li>3. On the title's details page</li> <li>4. After performing a search on a title and borrowing from the returned search results page</li> <li>5. From certain account pages</li> </ol> <p>***Only in situations #1, #2, &amp; #3 are we able to track circulations from the curated collections.</p>



Handout at Meeting



# DR. DOROTHY I. HEIGHT

(1912-2010)-MARKER SA-87 & DELTA SIGMA THETA SORORITY, INC. MARKER

## UNVEILING CEREMONY

**MARCH 24, 2019**

**3 PM**

**FIRST BAPTIST CHURCH OF SOUTH RICHMOND  
1501 DECATUR STREET, RICHMOND, VA 23224**

*Musical Prelude*

HUGUENOT HIGH SCHOOL CHOIR

*Mistress of Ceremonies*

REV. DR. MICHELLE MCQUEEN-WILLIAMS  
First Baptist Church of South Richmond

**WELCOME**

**REV. DR. MICHELLE MCQUEEN-WILLIAMS**

**BREETINGS**

**REV. DR. DWIGHT C. JONES**

Senior Pastor, First Baptist Church of South Richmond

**THE HONORABLE RALPH S. NORTHAM**

Governor, Commonwealth of Virginia

**THE HONORABLE JUSTIN E. FAIRFAX**

Lieutenant Governor, Commonwealth of Virginia

**THE HONORABLE LEVAR M. STONEY**

Mayor, City of Richmond

**LETTERS FROM U.S. SENATORS**

**THE HONORABLE ROSALYN R. DANCE**

Senator, Commonwealth of Virginia

On behalf of Senator Mark Warner and Senator Tim Kaine

**REMARKS**

**PRESTON A. PAGE**

Coordinator, Dr. Dorothy I. Height Highway Marker Committee

**JUANITA B. MASSENBURG**

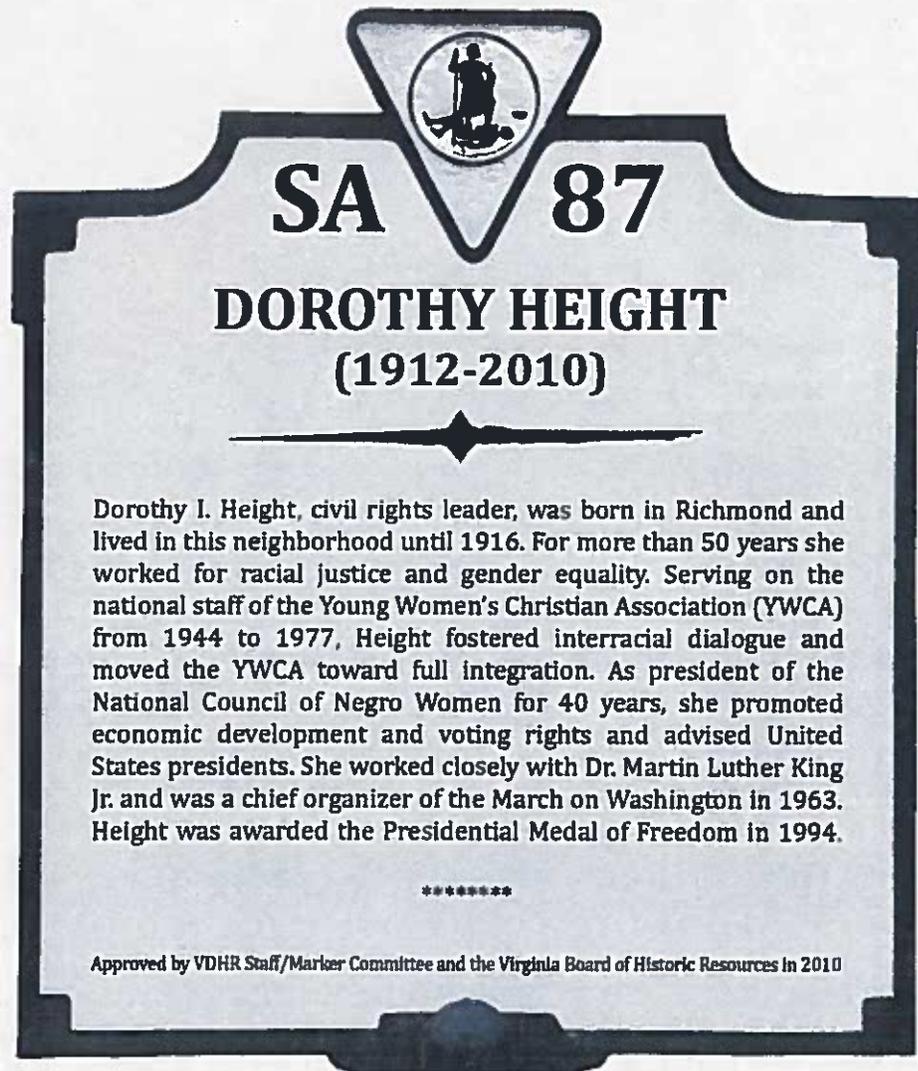
# UNVEILING OF VIRGINIA HISTORIC HIGHWAY MARKER

HULL STREET BRANCH LIBRARY  
(1400 Hull Street)

## PRESENTATION OF MARKER

**JULIE V. LANGAN**

Director, Virginia Department of Historic Resources  
Virginia State Historic Preservation Officer



## RECEPTION

IMANI CATERING & CONFERENCE CENTER  
(1506 Hull Street)

**MUSIC AND LIGHT REFRESHMENTS**

*"Without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop."*

**~ Dorothy Height**

## *Special Thanks*

**VIRGINIA DEPARTMENT OF HISTORIC  
RESOURCES STAFF**

**RICHMOND ALUMNAE CHAPTER OF  
DELTA SIGMA THETA SORORITY, INC.**

**FIRST BAPTIST CHURCH OF SOUTH  
RICHMOND**

**HULL STREET BRANCH LIBRARY**

**HUGUENOT HIGH SCHOOL**

**VIRGINIA UNION UNIVERSITY**

**DR. DOROTHY I. HEIGHT HIGHWAY MARKER COMMITTEE:**

**DR. DORIS MALLORY BEY**

**PRESTON PAGE**

**NIDERIA BROWN**

**TONYA SCOTT-HICKMAN**

**VALENA DIXON**

**SHERI SHANNON**

**NATALIE DRAPER**

**KRISTIN THOMPSON**

**DR. JENNIFER LOUX**

**MARC WAGNER**

**BISHOP ERNEST MOORE**

**AMY WENTZ**

MARK R. WARNER  
VIRGINIA



UNITED STATES SENATOR  
WASHINGTON, D.C.

March 24, 2019

Dear Friends,

I am pleased to extend my warmest greetings to all who are gathered for the unveiling ceremony of the Virginia historical highway marker in honor of Dr. Dorothy I. Height.

Reflecting on Dr. Height's life, the importance of her role in our Nation's history becomes clear. She exemplified what it means to be a leader. Through her leadership of the National Council of Negro Women, Young Women's Christian Association, and Delta Sigma Theta Sorority, she worked tirelessly as an advocate for civil rights and women's rights. Today, we commemorate her accomplishments and recognize her extraordinary and courageous leadership.

Please accept my very best wishes for a successful event.

Sincerely,

A handwritten signature in blue ink that reads "Mark R. Warner".

MARK R. WARNER  
United States Senator



March 24, 2019

Dear Dorothy Height Marker Committee; State and Local Officials, and Assembled Guests:

It gives me great pleasure to congratulate the Virginia Department of Historic Resources and community partners as you install a marker commemorating historic civil rights activist Dr. Dorothy Height. I admire Dr. Height's work across our nation and abroad through her many roles spanning over 50 years.

Dr. Height has a long legacy of promoting economic development, and equal rights for African Americans and women across our nation. Through her service with the Young Women's Christian Association, the National Council of Negro Women, and Delta Sigma Theta Sorority, Inc., she has left a lasting legacy of service. Today our country and our Commonwealth continues to remember the important work of Dr. Height and the impact she made on the nation.

Best wishes for a rewarding and enjoyable commemoration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tim Kaine', written in a cursive style.

Tim Kaine

247,723

PUBLIC COMPUTER SESSIONS



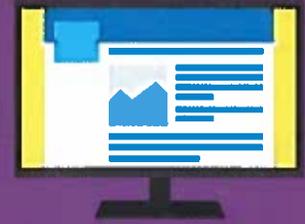
TOTAL AMOUNT PATRONS SAVED BY USING PUBLIC LIBRARY MATERIALS

*\*ACCORDING TO THE ALA'S LIBRARY VALUE CALCULATOR*

\$10,758,943

124,029

VISITORS TO THE WEBSITE



805,281

VISITORS TO THE LIBRARY

632,879

ITEMS CHECKED OUT (PRINT, MEDIA, AUDIO)



**By The Numbers**  
**RICHMOND PUBLIC LIBRARY**

FISCAL YEAR 2017-2018



14,206

NEW LIBRARY CARDS ISSUED

3,533

NUMBER OF BOOKS GIVEN TO RICHMOND CHILDREN THROUGH PROGRAMS WITH THE RICHMOND PUBLIC LIBRARY FOUNDATION



6,276

FOLLOWERS ON SOCIAL MEDIA

57,366

PEOPLE ATTENDED A PROGRAM, CLASS, OR EVENT



Ask your librarian about books or classes today!



**Richmond Public Library**

101 East Franklin Street  
Richmond, Virginia 23219 | (804) 646-7223  
[rvalibrary.org/](http://rvalibrary.org/)

# Richmond Public Library Community Survey

## RESULTS SNAPSHOT

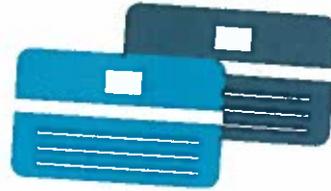
March 2018



908 SURVEYS COMPLETED

672 ONLINE - 236 ON PAPER

24.2% OF RESPONDENTS HAVE CHILDREN IN THEIR HOUSEHOLD, 75.8% DO NOT



88.8%  
CARDHOLDERS

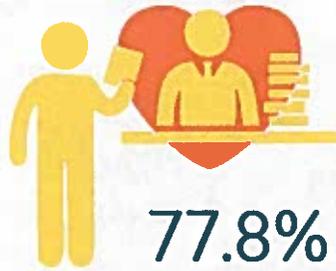
89.7%

HAVE VISITED A LIBRARY IN THE PAST YEAR



97.2%

REPORT THAT THE LIBRARY SOMETIMES OR USUALLY HAS WHAT THEY ARE LOOKING FOR



77.8%

HAVE A FAVORABLE VIEW OF LIBRARY STAFF



75.8%

ARE AWARE OF THE LIBRARY'S DIGITAL RESOURCES, 46.2% USE THEM

### TOP REASONS THAT RESPONDENTS VISIT THE LIBRARY

- 87.4% To request or borrow an item
- 27.2% Computer access
- 23.1% Digital resources
- 19.8% Special event (art, music, author)
- 18.2% Programs for children and teens



57.4% FEEL THAT THE LIBRARY'S HOURS OF OPERATION ARE ADEQUATE

- 21.3% Would like more evening branch library hours
- 27.8% Would like the branch libraries to be open on Sunday



**Richmond Public Library**

101 East Franklin Street  
Richmond, Virginia 23219 | 804-646-2554  
[rvalibrary.org/](http://rvalibrary.org/)

ail services.  
rginia, it was to get a  
ing, but she kept up her

ping her family's flower  
ecious relied on others  
ild and do her laundry.  
on to leave the informa-  
as she puts it, "I wasn't

rge both women's busi-  
nission is to offer full-  
r home and business.  
ns or one-time services  
as decluttering, small  
obile massages, mani-

it wasn't easy letting go  
ch had been cultivated

ord to describe what we  
ord Turner. "We set our  
people in order to bring

es they do requires two  
sub-contractors, all of  
the Turners personally.  
encompasses our mis-  
g to alleviate the pres-  
arents experience."

ie Joy Concierge offers  
gement. "When a bride  
e is as interested in the  
ith a laugh. "I'll be your  
hings like dress colors

or RSVP services so you won't be so stressed. It's all about helping people."

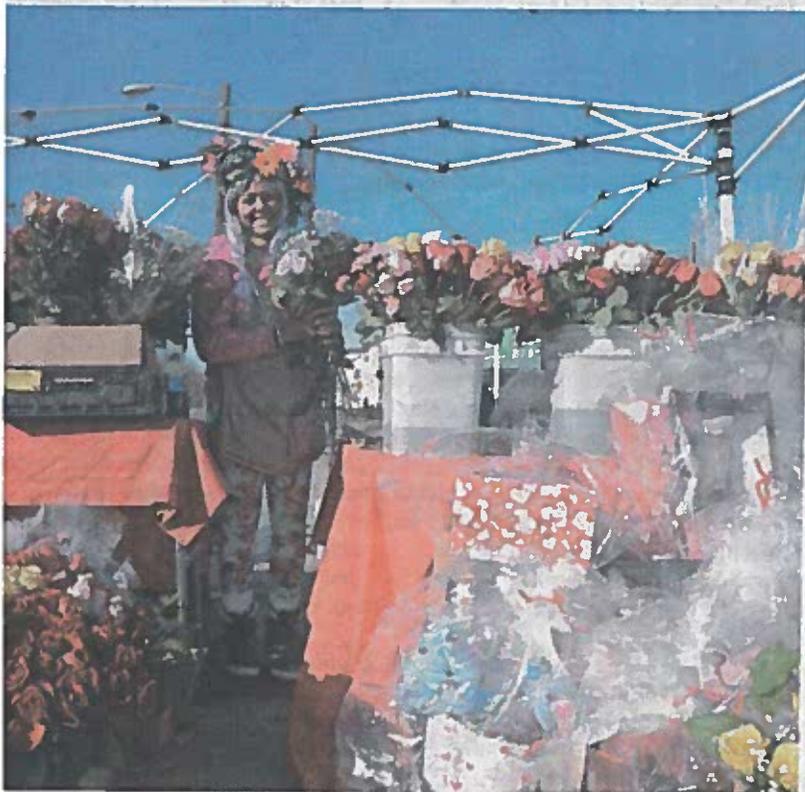
Flowers are still a big part of the business and the duo has myriad ways to get them into customers' hands. In addition to the outdoor holiday stands — one at CVS at Boulevard and Broad, another at Chamberlayne and Brookland Park Boulevard — they supply flowers to businesses wanting to use them to reward customers and employees. The elaborate flower-covered hats they fashion are available for sale and can be found at Easter on Parade along Monument Avenue.

Seeking to address the needs of an aging baby boomer population, they've added more services. "For those with no one to care for them, we bridge the gap," Stafford Turner says. "Anything they need, even simple things like going to the grocery store or doing errands. We even offer a joy ride in a Jaguar because it brings joy." Joy rides for Valentine's Day sold out weeks in advance.

As solid as their relationship is, both women admit that there can be times when it's difficult working with such a close family member, but their mutual admiration for each other's talents and skills more than compensates for that.

While the business name may be new, Stafford Turner is still known as the Flower Lady. She once walked into a courtroom, only to have the judge greet her by saying, "Hi, Flower Lady." As far away as Paris, a man approached her because he recognized her as the Flower Lady.

"Your purpose for being on earth is to experience joy," Turner insists. "Too many people are not experiencing joy because they have too much going on. We're here to help them with that because we want them to have more joy in their life." \$



SCOTT ELMAQUIST

ecious Turner sells flowers at Chamberlayne Avenue and Brookland Park

# National Library Week @ Richmond Public Library April 7-13, 2019

## Libraries=Strong COMMUNITIES



Celebrate the Richmond community & join us for events at your Library!

### RIPPLE STORYTIMES

RIPPLE shares one of his favorite stories about the library!

### QUILT SQUARE PROJECT

Create a square that will be linked together & displayed at your RPL.

### POP-UP LIBRARY @ CITY HALL

Staff shares library resources and details in the City Hall atrium from 10am-2pm Monday thru Friday.

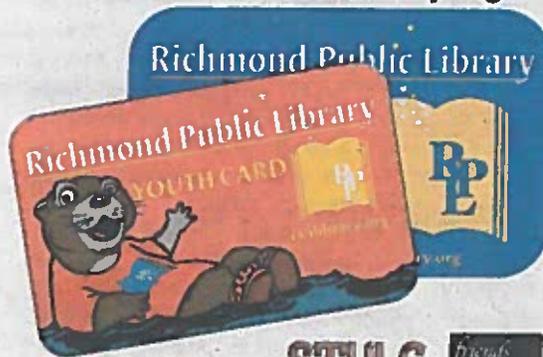
### 2019 YAVA AWARD BOOKS

Young Adult Virginia Authors titles will be announced.

### FINE FORGIVENESS

All items returned during National Library Week will be fine free.

For details visit [rvqlibrary.org](http://rvqlibrary.org)



Sponsored by:





March 8, 2019

Mayor Levar Stoney  
Selena Cuffee-Glenn, Chief Administrative Officer  
Cynthia Newbille, City Council President  
Chris A. Hilbert, City Council Vice-President  
Betty Burrell, Director of Procurement  
900 E. Broad St., Suite 201  
Richmond, VA 23219

BY EMAIL

Dear Mayor Stoney, Ms. Cuffee-Glenn, Dr. Newbille, Mr. Hilbert and Ms. Burrell:

We are reaching out on behalf of the U.S. Green Building Council and the Richmond Green City Commission to request that a clarification be issued regarding the recent Request for Proposal (RFP) for the Richmond Public Library, Library Retrofit – Master Plan / Design Services. This request is similar to the request we made last August in connection with the design of replacement buildings for Elkhardt-Thompson Middle School, E.S.H. Greene Elementary School, and George Mason Elementary School. We applaud the City's ultimate decision to confirm LEED Silver-level certification as a requirement for those replacement school buildings, and we urge you to take steps to ensure that the library projects—and all other city buildings projects—meet this requirement.

We recognize that the deadline for submissions to this RFP just passed, but we only recently became aware of it and an addendum and/or a clarification could—and should—still be issued to those who responded to the RFP.

We also recognize that the Main Library RFP is a more overview-level solicitation and that it includes "Green Building / Sustainable Design / Energy Efficiency design plan and process" within its "Project Design Plan & Approach" section. Nonetheless, we recommend providing respondents and the general public with explicit clarification that LEED Silver-level certification is a City requirement for this project as well. The clear language of Richmond City Council Resolution No. 2008-R152 that ". . . all new building or facility construction, major renovation or improvement projects undertaken on existing buildings or facilities which exceed 10,000 gross square feet shall meet the Leadership in Energy and Environmental Design (LEED) Green Building Rating System's Silver rating" applies in this case as well.

There are many reasons for requiring a high level of green building in public space modernization, including occupant health benefits, pollution reduction, and cost savings on facility maintenance. The opportunity to achieve such benefits in renovating the Main Library must not be lost.

More broadly, a clear statement regarding LEED Silver-level certification in all RFP documents signals to the design community that this is a key project consideration, which will then become central to development of their response (including statement of firm and consultant qualifications as well as preliminary design concepts). Furthermore, such a clear statement would reassure the general public that both the letter and the intent of Resolution No. 2008-R152 will be honored throughout this procurement process.

Thank you for your consideration and I hope we can continue to count on your support in providing greener, more efficient buildings.

Sincerely,



Cindy Zork  
Director, Community – Virginia  
U.S. Green Building Council



Trip Pollard  
Chair  
Richmond Green City Commission