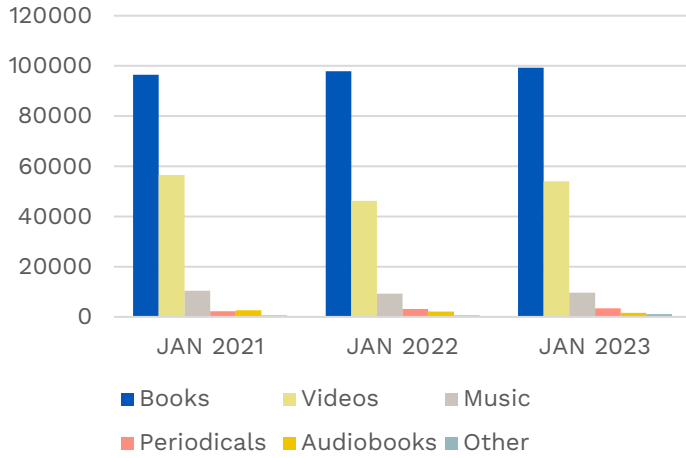
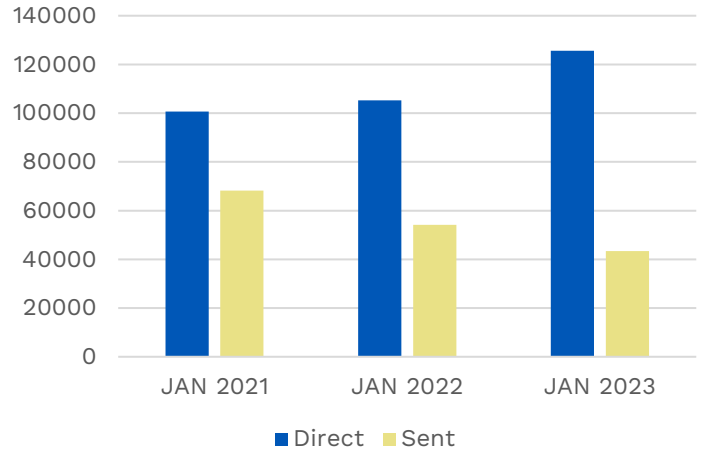


Circulation

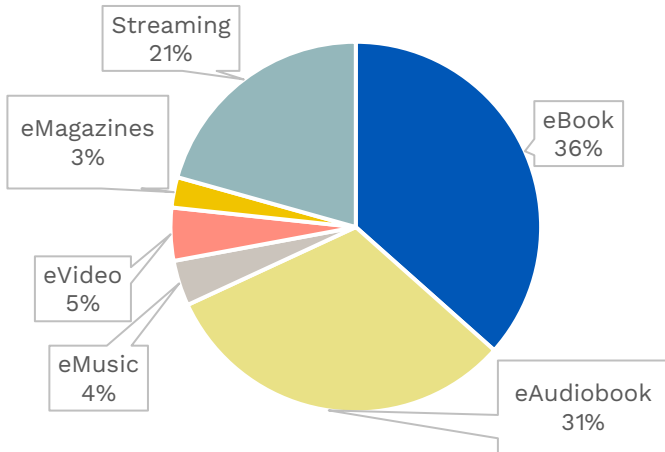
Physical Circulation



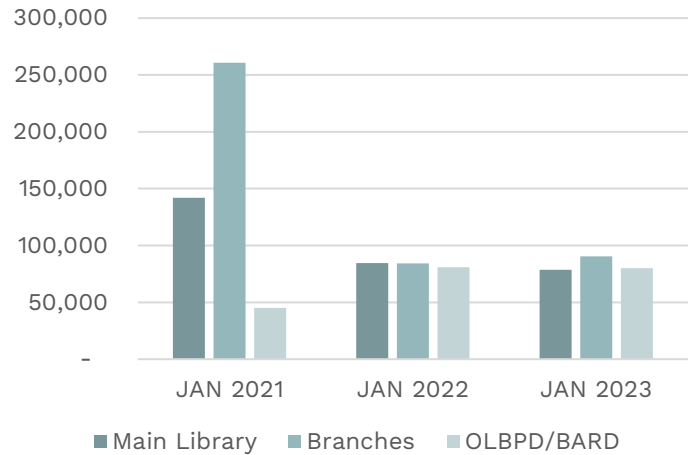
Direct vs Sent



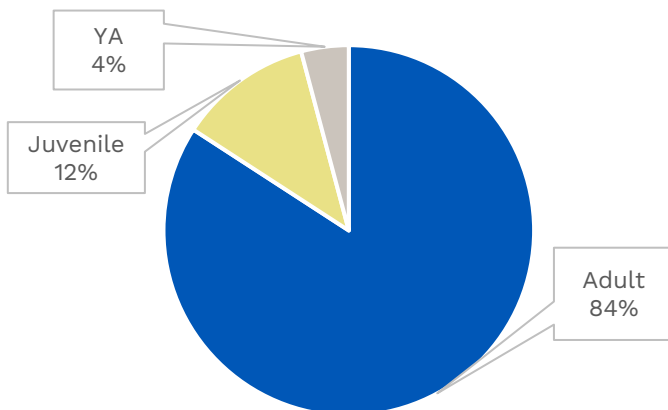
Electronic Circulation



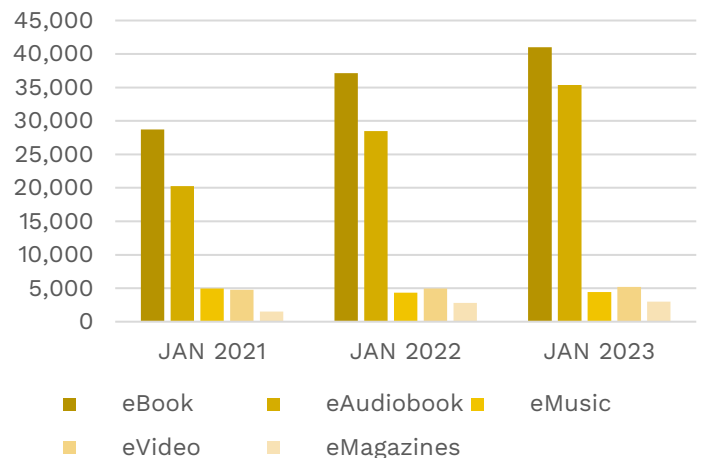
Circulation Trends 2019-2023



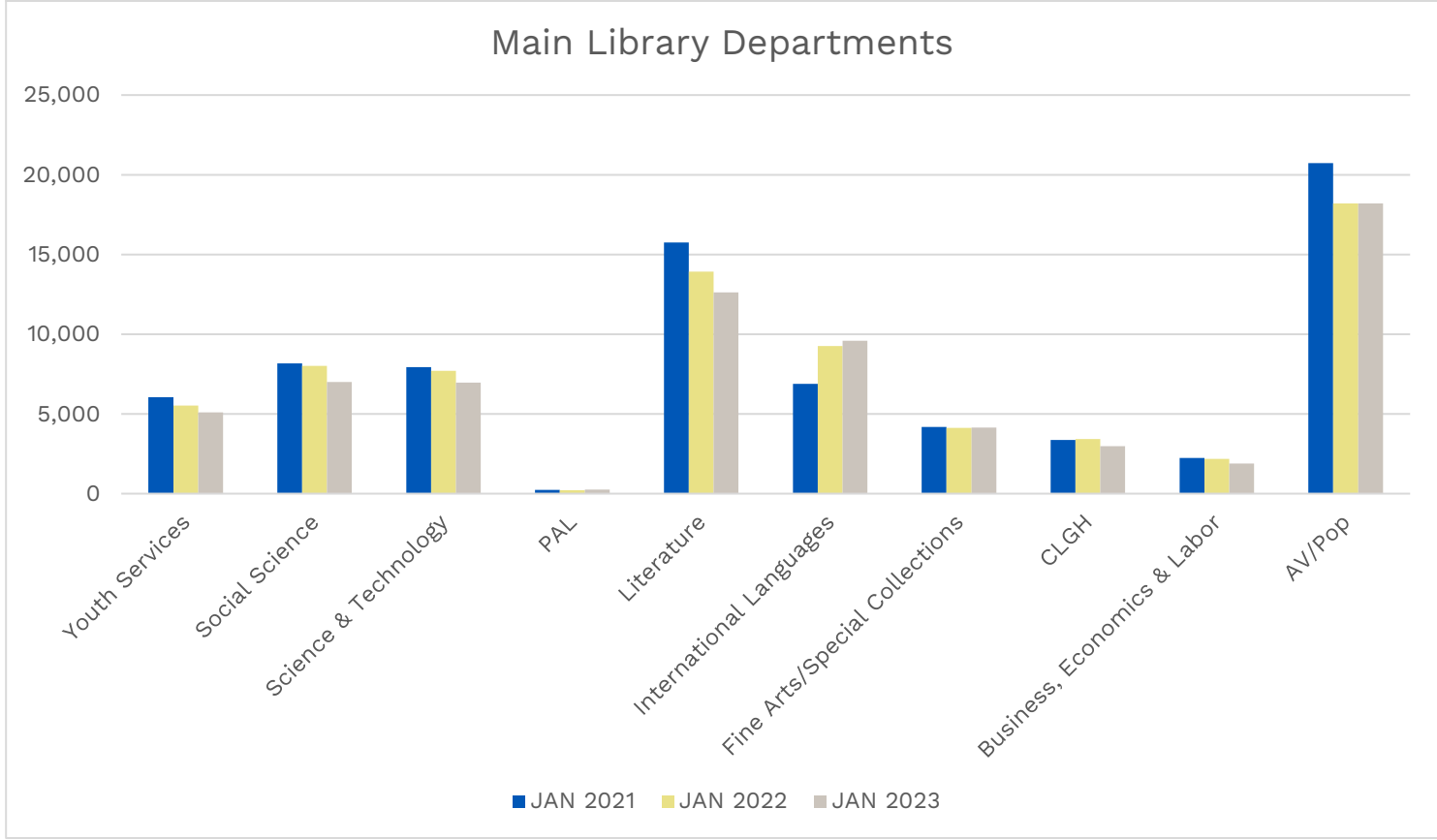
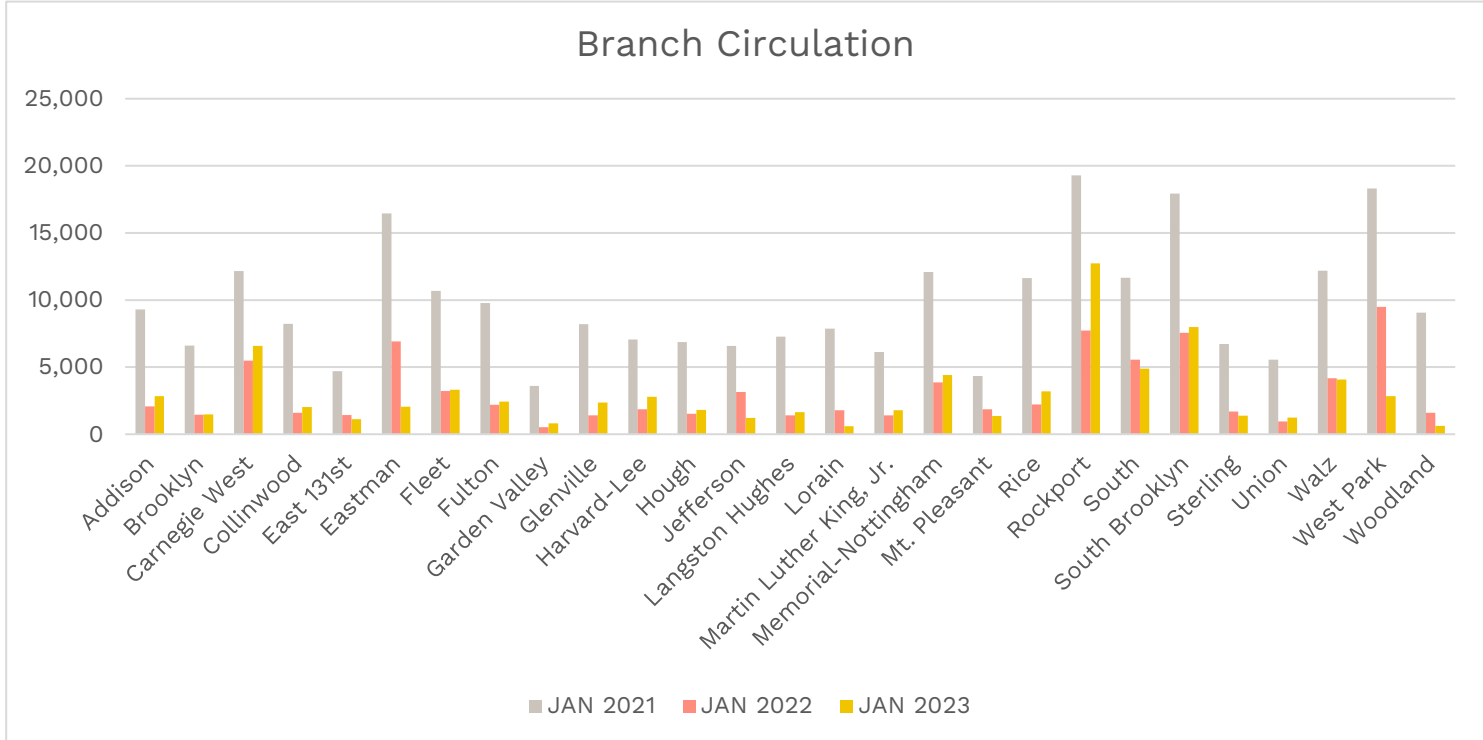
Circulation by Reading Level



Emedia Circulation Trends

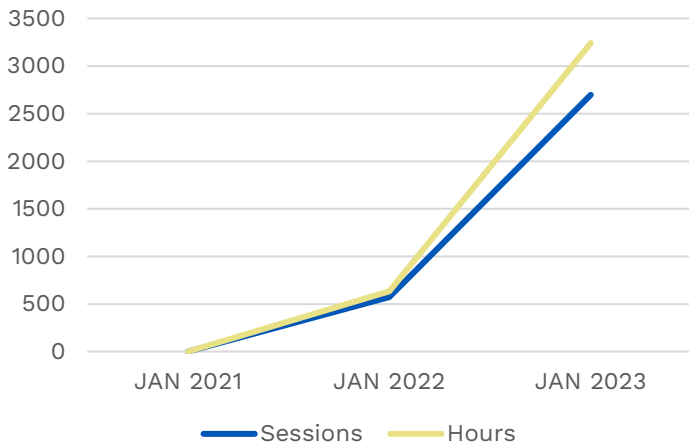


Circulation

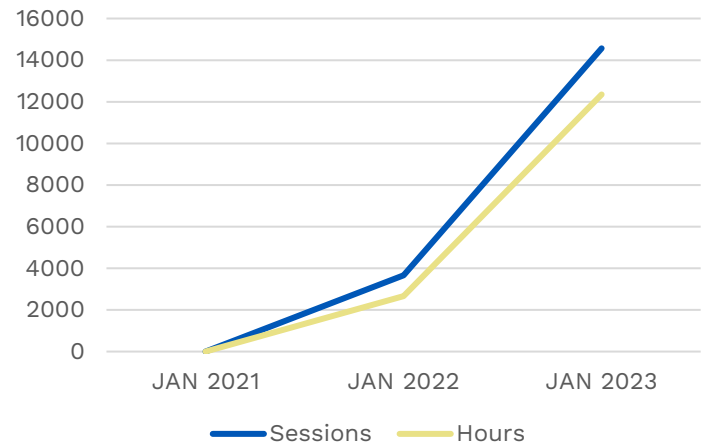


Technology & Services

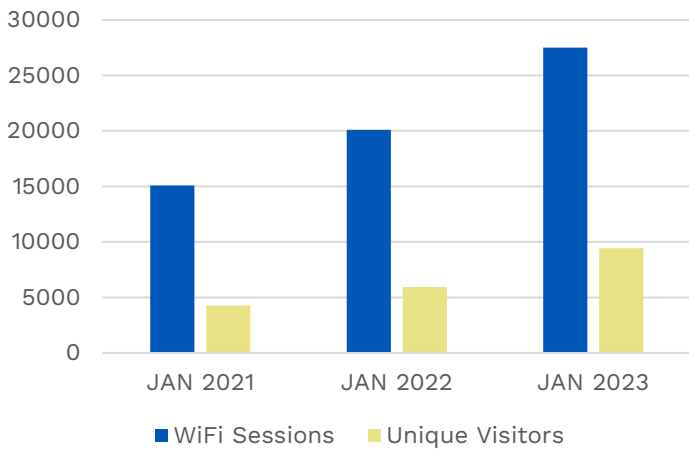
Computer Use - Main



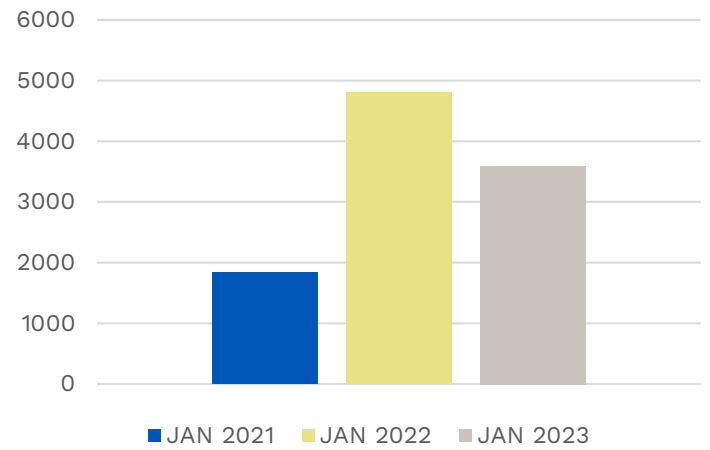
Computer Use - Branches



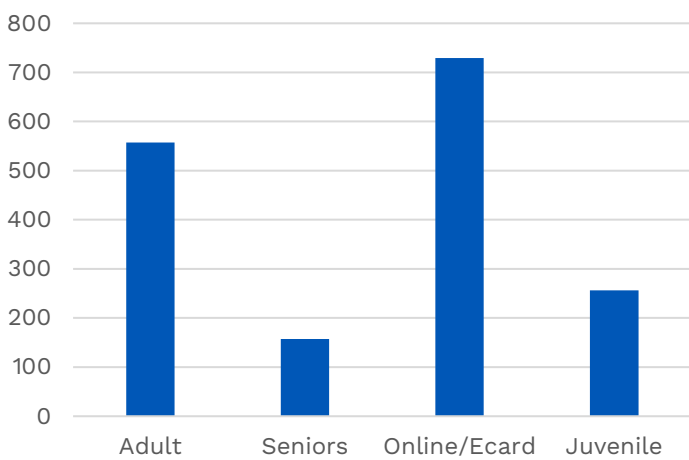
WiFi Use



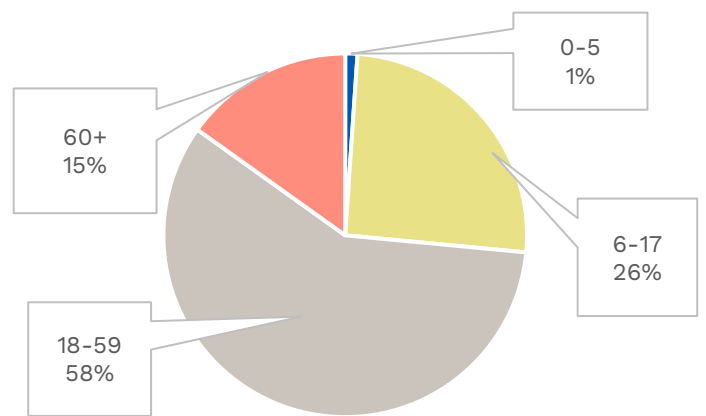
Virtual Reference



New Cards Issued

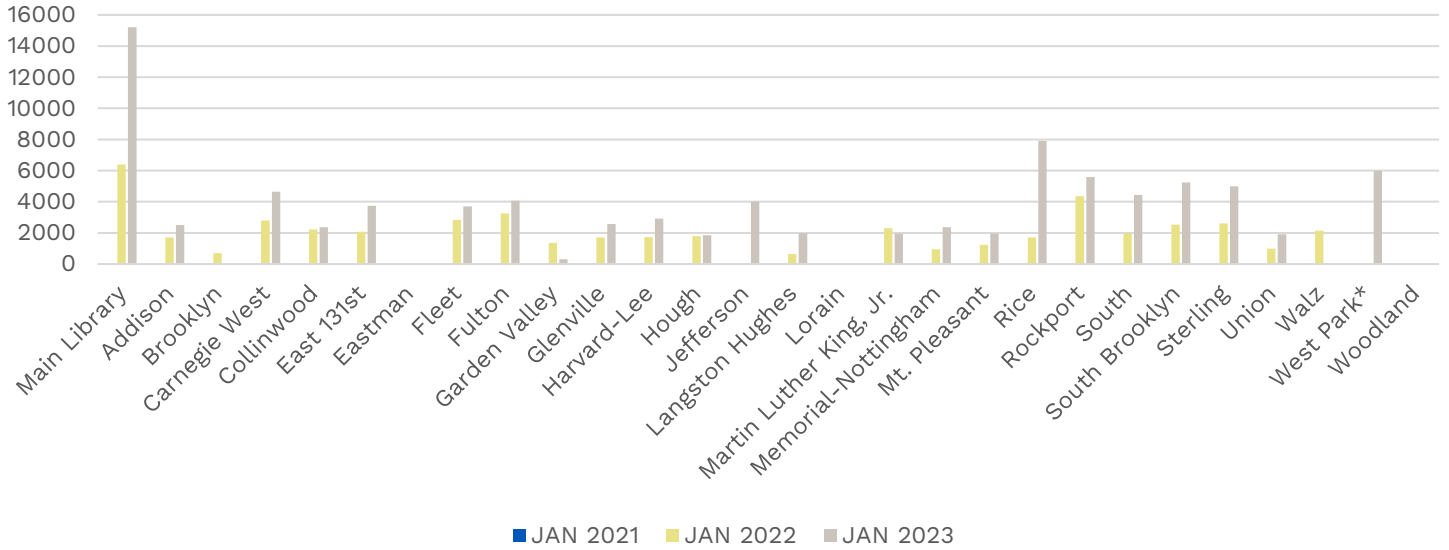


Ages of all Active Cardholders

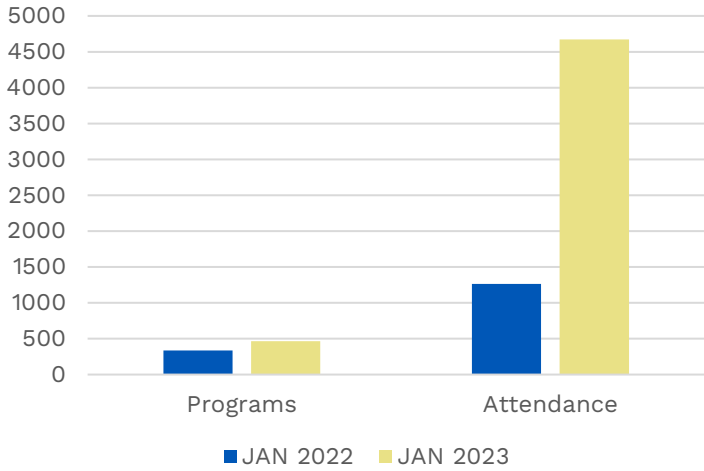


Patron Visits & Programming

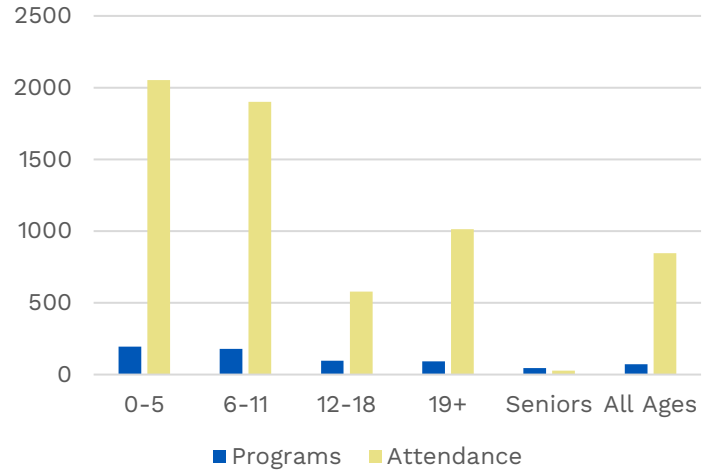
Visits



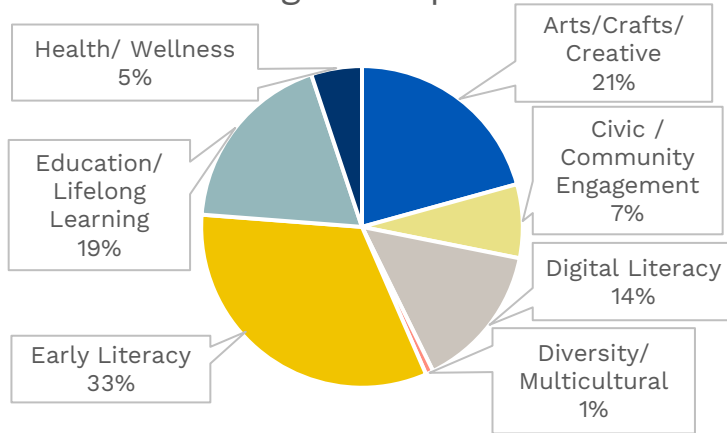
Programs Held



Age Distribution



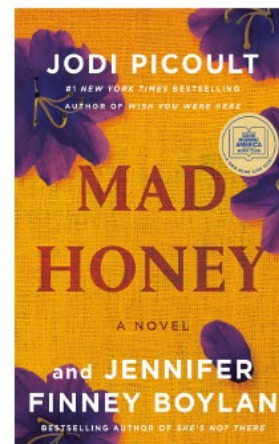
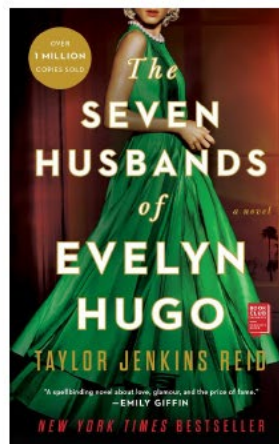
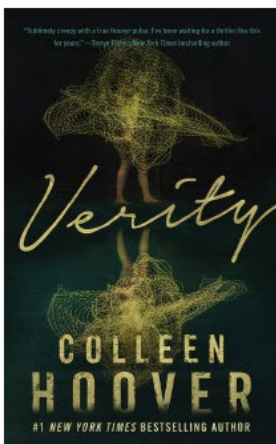
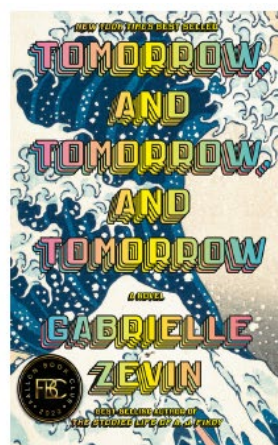
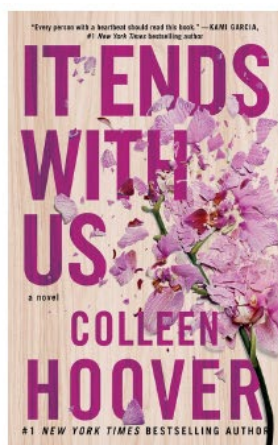
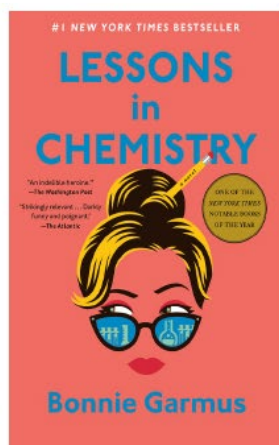
Program Topics



Patron Interests

January 2023 Top 10

	Adult		Juvenile
The Light We Carry	Michelle Obama	Bob Books	Bobby Lynn Maslen
Desert Star	Michael Connelly	Splatoon	Sankichi Hinodeya
The Boys from Biloxi	John Grisham	Dog Man	Dav Pilkey
No Plan B	Lee Child	Diper Overlode	Jeff Kinney
Without a Trace	Danielle Steel	Peppa Pig Phonics	Lorraine Gregory
Long Shadows	David Baldacci	Brown Girl Dreaming	Jacqueline Woodson
Going Rogue	Janet Evanovich	Catwad	Jim Benton
It Starts With Us	Colleen Hoover	The Meltdown	Jeff Kinney
Demon Copperhead	Barbara Kingsolver	Fancy Nancy	Jane O'Connor
A World of Curiosities	Louise Penny	Big Nate	Lincoln Pierce



Facilities Master Plan: Jefferson, West Park, and Woodland Branches closed for construction as of 4/5/2021. Lorain Branch closed for construction as of 10/9/2021. Eastman Branch closed for construction as of 12/13/2021. Walz Branch closed for construction as of 3/5/2022. Brooklyn Branch closed for construction as of 5/7/2022. Jefferson Branch reopened 10/15/22. Hough Branch reopened 11/12/22. West Park Branch reopened 1/7/23.

COVID: No services offered: 3/14-6/7/2020; Curbside/walk-up services only: 6/8-8/23/2020, 11/21/2020-2/21/2021; 12/27/2021-1/17/2022; Open with occupancy restrictions/time limits: 8/24-11/20/2020, 2/22-12/25/21, 1/18/22-11/5/22.

Other: Garden Valley Branch closed due to building issues 12/17/22-1/31/23

Monthly Activity Analysis for January 2023

As we mark the beginning of another new year we can see some new trends emerging through the library's numbers. While we can never pinpoint a specific reason for patron tendencies, there are a few variables that definitely have had an effect on the library's performance.

- Moving out of pandemic mode. During the height of the pandemic, library service was not business as usual. Many safety protocols were implemented, including closing buildings for extended periods, delivering only curbside or walkup services, enforcing occupancy limits, and quarantining library materials. While the library remains vigilant in keeping both our staff and patrons safe by encouraging healthy practices and procedures, most of the restrictive practices ceased by November 2022.
- Facilities Master Plan. Beginning in 2021 the library began a decade-long plan to improve every building in the system. This necessitates extended closures of multiple branches at once which drastically affects circulation and attendance. Some patrons do utilize other branches when their preferred or home branch is closed, however there is evidence that many do not.
- Statewide courier issues. The State Library of Ohio provides statewide delivery for interlibrary loan materials. For CPL, this includes all deliveries to CLEVNET-member libraries. In June 2021, the State Library contracted with a new courier to provide this service. The new courier was severely unprepared for the volume of deliveries and issues quickly arose. Libraries throughout the state experienced months-long delays in transit times and many went weeks without a single pickup. At one point, CPL had over 50 pallets full of materials waiting to be picked up from our dock. To ease some of the wait times for patrons, most libraries, including CPL, changed their procedures so that requests would only be filled from the patron's home library. For larger systems, this had a very negative impact on circulation. Since the courier change was contracted through the State Library, individual systems had very little recourse. In April 2022, the State Library with assistance from the State Attorney General was able to terminate the contract and went back to the previous courier. Nearly all delivery issues have been resolved since then, however many libraries have kept their amended holds procedures in place.

Circulation

In a refreshing sign, books continue to outpace all other material formats. With the availability and affordability of streaming sources improving, video use has declined overall for the past couple of years although it still represents a sizable amount of circulation. Despite those same improvements in the music industry, the library's music circulation has remained steady. Periodicals circulation have also held steady even though the number of physically published titles has declined over the last several years.

The library's ratio of direct circulation (materials borrowed at one of our locations) to sent circulation (CPL-owned materials borrowed at CLEVNET-member libraries) has grown dramatically over the last two years. This can be directly attributed to the way requests are filled, as described above. More libraries are prioritizing their own materials over having them sent in from other systems. Not only is this affecting the direct-sent ratio, but it is negatively affecting the library's overall circulation totals which has relied on CLEVNET requests for a large percentage of total circulation.

Emedia circulation continues to grow in nearly all categories with the largest gains coming from ebooks and eaudiobooks. Video, music, and magazines have also grown slightly.

Branch circulation has drastically declined since 2021 as we have many locations closed for FMP work. Larger branches that have remained open, such as Carnegie West, Harvard-Lee, Memorial-Nottingham, Rice, and Rockport have seen increases as patrons have shifted from closed locations.

Main Library departments have seen slight declines compared to 2021, with the exception of International Languages.

Technology and Services

As COVID restrictions eased, the use of the library's computers and wifi has exploded. This marks an obvious shift in the way patrons use the library. While our visits and circulation remain stagnant, computers and wifi access are very important services for our patrons.

Virtual reference remains popular, showing that our patrons value the services we provide even if they are not able to visit.

CPL issued an astonishing 1702 cards in January. The largest number of cards issued were online or ecards. However, the largest percentage of cards were issued in person. The library always sees an increase in new cards in January, in a sort of post-holiday rush. Whether its so they can borrow ematerials for their new tablet or to make good on their self-improvement New Year's resolutions, they turn to the library to fill their need. Adults aged 18-59 and Seniors 60+ make up nearly three quarters of our active cardholders while juveniles make up the rest.

Patron Visits and Programming

Patron visits were significantly improved compared to this time last year with many locations showing tremendous growth. Of particular note are the Jefferson and West Park Branches, which both reopened after long FMP closures. The West Park Campus total is estimated due to the necessary calibration of the people-counting hardware. The Garden Valley Branch was closed nearly the entire month of January due to buildings issues.

The number of programs held as well as the attendance at programs are also up significantly compared to January 2022. Most of our programming was related to early literacy and targeted to youths aged 11 and under. Digital literacy, lifelong learning, and creative programming were also popular topics.

Patron Interests

The new year brought a fresh list of popular titles with Michelle Obama's newest book topping the list. Phonics books remain popular in the juvenile category. Another new face (literally) on the Ebook list is Prince Harry, with his new memoir. Colleen Hoover continues to be popular thanks to her cult-like social media following.

Closures

Facilities Master Plan: Jefferson, West Park, and Woodland Branches closed for construction as of 4/5/2021. Lorain Branch closed for construction as of 10/9/2021. Eastman Branch closed for construction as of 12/13/2021. Walz Branch closed for construction as of 3/5/2022. Brooklyn Branch closed for construction as of 5/7/2022. Jefferson Branch reopened 10/15/22. Hough Branch reopened 11/12/22. West Park Branch reopened 1/7/23.

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Nancy Mocsiran | Strategy Office | February 10, 2023