

2012

CONNECTING COMMUNITIES • LEARNING OPPORTUNITIES • ENRICHING LIVES



2013 Winner National Medal for
Museum and Library Service

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Photos by Chris Tumbusch; Noga Ailer, volunteer photographer;
Wesley Burk, volunteer photographer; and staff.



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MCR 8/13 (500) ♻️



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PIERCE COUNTY LIBRARY INDEX OF SERVICE FOR 2012

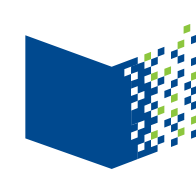
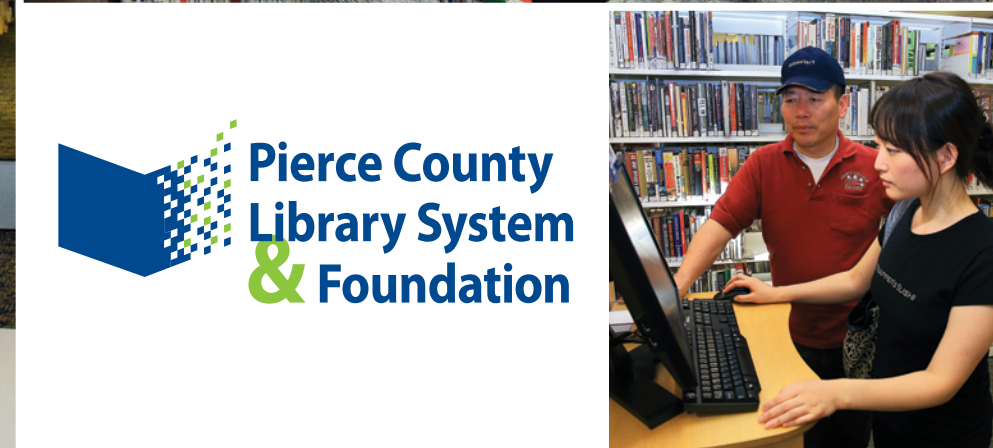
- **8,161,990:** Books and other materials checked out.
- **2,507,596:** Visits to 18 libraries.
- **2,644,376:** Visits to website.
- **1,269,709:** Books, CDs, DVDs, and other materials offered.
- **251,034:** Cardholders.
- **75,450:** Hours children read during summer reading.
- **56,610:** People attending events.

FAST FACTS

- Established in 1946.
- 1,773 square mile service area: unincorporated Pierce County and the annexed cities and towns of Bonney Lake, Buckley, DuPont, Eatonville, Edgewood, Fife, Gig Harbor, Lakewood, Milton, Orting, South Prairie, Steilacoom, Sumner, University Place, and Wilkeson.
- Serves 555,285 people.
- 18 libraries.
- 24/7 access with downloadable e-books, audiobooks, and songs; online homework help; and e-sources.

2011-2012 BOARD OF TRUSTEES

- Linda Ishem, Chair
- Allen Rose, Vice Chair
- Donna Albers
- Robert Allen
- J.J. McCament
- **Library's Executive Director,** Neel Parikh



Pierce County
Library System
& Foundation

CONNECTING
COMMUNITIES

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2012

Pierce County
Library System's
Annual Report
to the Community

GOOD STEWARD OF TAXPAYERS' DOLLARS

2012 marked the third year that the economic downturn showed an impact on Pierce County Library System's budget, due primarily to an estimated reduction in revenue from property taxes, which is the Library's main funding source.

Last year, the Library closed a \$1.9 million budget shortfall, while making the Library System run better and leaner. The Library System did not reduce service or cut hours at libraries.

At the beginning of 2012, the Library System significantly reduced its traditional bookmobile service to rural and remote areas. With less than 1 percent of all books and other materials checked out from bookmobiles, in late 2012, the Library System stopped all bookmobile service.

In 2013 the areas that were served by bookmobiles continue to get service in libraries, online, and with the Library System's partnerships in schools.

In 2012, property taxes funded approximately 97% of the Library's services. The Library System's operating revenues totaled \$27,509,605. The

IMPROVED SERVICE TO INDIVIDUALS AND COMMUNITIES

Pierce County Library created a one-stop service point for customers to provide a range of quality service at one centralized customer service desk in each library. The one-stop help desks offered better, faster service to customers, realized staff efficiencies, and enhanced customer experiences.



expenditures for the Library totaled \$26,722,640.

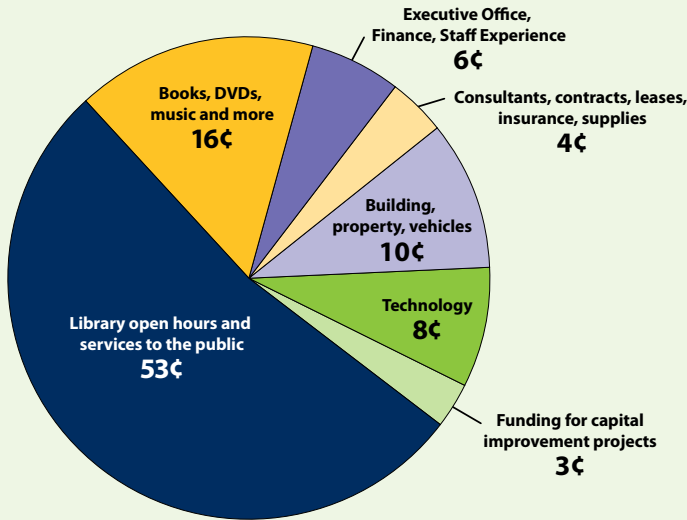
From 2010-2013, the Library's budget has been reduced by a total of \$6.4 million.

The Library estimates a budget shortfall of \$700,000 to \$1 million for 2014. The shortfall is anticipated primarily due to past declines in property taxes and use of cash reserves to pay for 2013 operations.

Pierce County Library will continue to seek and respond to the needs of communities. It will continually change operations to work more effectively and provide the services and programs most valued by customers and communities.

The Library makes sound decisions in the best long-term interest of taxpayers, customers, and employees. It used responses to a public opinion survey to help inform decisions about services of value.

Full budget @ piercecountylibrary.org/about-us/administration/finance



INCREASED MOVIE CHOICES



The Library System increased its offerings of movies through reduced thefts of DVDs. In 16 locations the Library installed movie machines where people may check out movies from dispensing machines. In two locations – Gig Harbor and South Hill Pierce County Libraries – people may select movies and music from a media library inside the main

library. The public now has far greater access to outstanding selections of movies.

INFORMED AND INVOLVED RESIDENTS WITH E-BOOK BLOCKADE

To inform and engage the public about the major publishers' blockade of e-books, the Library System launched a communications plan, aka the Scrooge campaign, calling publishers Scrooges. The Library System created the campaign to coincide with the December holiday season and a record year of e-reader gift-giving.



Bill Robinson flimflammy.com

People sent 10,400 postcards and 724 emails asking publishers to sell e-books to libraries. As of summer 2013, a break has been made in the blockade with all six major publishers committed to selling e-books to libraries.



In 2012 Friends of the Library groups from 18 libraries contributed \$73,962 for library needs. These volunteer organizations are instrumental in supporting and promoting libraries.

In its fiscal year 2012-2013, Pierce County Library Foundation awarded \$313,626 for library programs for children, adult learners, community outreach, books, and resources. The Foundation also worked with Friends of the Library to raise funds for improvements to the Key Center Pierce County Library. The Foundation's volunteer Board of Directors strategically supports vital literacy and information services beyond the Library's tax-based funding.

"I love your library!! Always encounter positive people who are more than willing to assist me. Look forward to seeing familiar faces – welcoming and generous with time, energy, and help."

– J. GOYENECHEA