

**LIBRARY FUND
FUND 15**

PROGRAM: Public Library

DEPARTMENT: Library

PROGRAM MANAGER: Library Director

PROGRAM DESCRIPTION:

A public library provides essential services to its community in times of calm, as well as in times of crisis. Franklin Public Library (FPL) provides all members of the community free and open access to library services to meet their informational, educational, and leisure needs. All library services are provided at no additional charge to residents of the City of Franklin and Milwaukee County (in accordance with the agreement with Milwaukee County Federated Library System [MCFLS]).

FPL is operated through a Special Revenue Fund of the City under the administration of a Library Board of Trustees which has exclusive control of the expenditure of all monies collected, donated, or appropriated for the Library's use. The Library Board is comprised of nine (9) members, specifically: one (1) representative of the Franklin Public School District, one (1) Alderman, and seven (7) citizens of the City of Franklin, appointed by the Mayor and approved by the Common Council. FPL is a member of the MCFLS. The Library Board appoints the Library Director who is the administrator of the Library and executive officer for the Library Board. The Director appoints all library personnel, prescribing their duties and compensation.

Primary funding for FPL comes from municipal property taxes in amounts determined by the Common Council. That amount remained at \$1,240,000 from 2013-2015; 1,287,000 in 2016; 1,296,600 in 2017, 1,303,200 in 2018, and 1,312,700 in 2019. The library's other funding source is a reciprocal borrowing payment from the State of Wisconsin via MCFLS. Payments from this source have allowed FPL to meet its budget during the 2009 to 2019 period, though the amount of reciprocal borrowing has been declining from a high of \$119,179 in 2013, to \$68,000 in 2018 (received in February 2019). 2019's amount is \$48,000 which is a significant decrease. The reciprocal borrowing payments will continue to trend downward due to changes in borrowing trends across the county and Oak Creek's new library. Reductions from this source will bring additional need for increased property tax levy support or service cuts.

Franklin is the 25th largest municipality in the State of Wisconsin, and the fourth largest suburban library in Milwaukee County by population; however, FPL is consistently the third largest suburban library by circulation and visitors. The library's challenge is to provide first class service to a first class community, with a 2019 per capital allocation of \$36.41, well below the statewide average of \$41.29 (2015) and the Milwaukee County average of \$43.87 (2018).

The residents of Franklin and surrounding areas have embraced Franklin Public Library as a community center. Not only do they visit the library to check out books, magazines, DVDs, music CDs, audiobooks, and educational toys, but they visit the library to attend programs for children, teens, and adults, to use the computers, to read newspapers and magazines, to study, to learn to use technology, and to enjoy the camaraderie that comes with spending time in a pleasant public space.

ACTIVITY MEASURES:

Activity	2015	2016	2017	2018	2019	2020
Hours of Service/Week	60	60	60	60	60	60*
Hours of Service/Wk-Summer	57	57	57	57	57	57*
Physical Circulation	474,658	439,962	409,974	390,701	390,000*	385,000*
Circulation of ebooks	23,187	28,567	31,398	36,688	40,000*	45,000*
Registered Borrowers	25,081	21,800	19,551	19,853	14,000***	15,000*
Physical Collection Size	132,330	133,556	134,896	135,686	134,000*	133,000*
Internet Computer Sessions	28,239**	24,850**	22,261**	20,000	15,000**	15,000*
Program Event Attendance	15,885	17,319	17,434	18,569	16,000*	18,000*

*Forecast

**In late 2013, computer sessions increased from 1 to 2 hours, decreasing number of sessions, but increasing overall use. In 2019, this number trended downward when the library switched to a new system that counts sessions differently.

***This number reflects a change from previous years from listing all registered borrowers to only listing active borrowers (those library users who have checked out at least one item in the past 4 years)

While Computer Internet Sessions have declined, almost 21,000 distinct people connected to FPL's wireless access in 2018 and that number is expected to top 22,000 in 2019. People use a variety of personal electronic devices, many of them to access library resources including subscription databases and electronic books, audiobooks, magazines, and movies. In fact, FPL continues to move library services towards the digital age. The library now offers two digital platforms for books (OverDrive and the Cloud Library), and the RB Digital for downloadable magazines. In 2017, FPL added Hoopla, a service that allows streaming access to limited titles of ebooks, eaudiobooks, music and video. One of the challenges of funding these streaming models of service is they are expensive. They are however popular among users due to the fact there are no wait lists.

Here is a snapshot of library activity for 2019 YTD:

2019			Circulation			Internet/PC Usage		Library Programming					
Month	Days Open	Gate Count	Physical Circ	eBooks Audio Mags Movies	Total	Computer Sessions	Distinct WiFi Users	New Cards	Kids & Teens	Adults	Guests	Create Space Visitors	Website Visits
Jan	29	15830	32356	3676	36032	1200	1855	99	17	16	591	79	6701
Feb	28	15826	30759	3130	33889	1224	1686	88	26	22	1076	83	5219
March	31	17821	33983	3584	37567	1403	1925	113	25	27	1267	107	5416
April	29	16911	30881	3453	34334	1272	1852	95	27	27	1112	91	5106
May	30	16292	29663	3306	32969	1178	1806	69	7	20	506	80	5448
June	25	20937	35566	3068	38634	1198	1870	161	32	28	2378	132	6227
July	24	20231	34990	3478	38468	1243	2055	118	29	33	1958	151	6276
TOTAL	196	123848	228198	23695	251893	8718	13049	743	163	173	8888	723	40393

FPL librarians make a concerted effort to program for all ages. For pre-readers, FPL offers Sensory Playtimes so children may explore all of their senses in a safe and welcoming environment. For older adults, FPL has partnered with the Library Memory Project to offer Memory Cafés designed to meet the needs of those adults dealing with early stage dementia, mild memory loss, or cognitive impairment, as well as the needs of their caregivers. In 2018, the Library added a Virtual Reality (VR) Center in the CreateSpace, benefiting from a local Eagle Scout Candidate's service project.

These initiatives are in addition to the many classes we teach for children's, teens, and adults, addressing topics such as counting and letter recognition, health and wellness, folk arts, multiculturalism, and world events. Many of these classes take place in the library's CreateSpace, a maker space to introduce traditional and emerging technology (no-tech, low-tech, and high-tech activities), including coloring, jewelry making, needle-felting, screen printing, sewing, electronic gaming, computer coding, electronic circuitry, stop-motion animation, 3D printing, Virtual Reality Center, and more. 2020 will see even more programs, including technology classes to teach patrons Internet Safety, Word, Excel, and how to use the library's e-resources.

In addition to the in-library programs that we provide, our Librarians are dedicated to creating outreach literacy programs to local schools, daycares, and even at the playgrounds of the City's wonderful parks. In the fall of 2018, the Youth Reference Librarians initiated a "Playground Tales" program at the pavilion in the Franklin Woods Nature Center. In 2019, we had storytime programs at Lions Legend Park. These outreach storytimes will continue FPL's mission of furthering literacy in our community.

Franklin Public Library Foundation continues to support library outreach to senior living facilities in Franklin in the form of the Traveling Collection. Librarians select material from our collection and deliver them to the facilities for check out by residents. Traveling Collections provide access to print material for Franklin residents who may have trouble getting to the library.

FPL is fortunate to have fabulous volunteers who provide valuable service to the library and its patrons, including help in processing and shelving books, preparing materials for various programs, and performing a host of other tasks. Some volunteers are retirees nurturing their love of books; others are high school students filling National Honor Society volunteer requirements; and still others are people who need to perform community service in recompense for misdeeds. In 2018, volunteers contributed over 2080 hours to the library. That is the equivalent of one FTE employee.

In 2019, FPL went through a strategic planning process to provide a vision for the library through 2024 with a focus on service areas we believe will position FPL to continue as a key partner in the development of Franklin's growth and prosperity. During the process, FPL received almost 900 responses to its survey and held three community conversations with 37 community members attending to give their feedback on what they feel is the future of FPL. Community support for the library continues to be very strong. Even among those who identified themselves as non-library users, the library was considered an important element of this community's quality of life.

STAFFING:

Two-thirds of the library's budget is personnel. Much of the remaining third are fixed costs that cannot be changed. We've sharpened our pencils and reduced expenses wherever possible, including eliminating databases and delaying technology purchases. Our budget is very lean. In 2017, we eliminated a part-time Library Assistant position as well as a Shelver position that hadn't been filled in several years. 2018 saw the elimination of the Administrative Aide position. 2019 saw a cut to maintenance staff, a programming & outreach coordinator position that hasn't been filled as of this writing, and shelver positions. The challenge to the library is that the duties that were performed by these employees still have to be done. This means adding more duties onto existing personnel.

Authorized Positions (FTE)	2016	2017	2018	2019	2020
Library Director	1.00	1.00	1.00	1.00	1.00
Asst. Dir./Adult Serv. Librarian	1.00	1.00	1.00	1.00	1.00
Reference Librarian	2.91	3.10	3.40	3.40	3.40
Youth Ref. Librarian	2.625	2.625	2.625	2.625	3.00
Circulation Supervisor	1.00	1.00	1.00	1.00	1.00
Administrative Aide	0.25	0.25	0.00	0.00	0.00
Program/Outreach Coordinator	0.60	0.60	0.60	.40	Unfilled
Library Assistant	6.53	5.00	5.00	5.00	5.00
Library Clerk	0.50	0.50	0.50	.50	.50
Shelver	1.25	1.25	1.25	1.10	1.10
Total	16.94	16.68	16.37	16.02	16

FPL has already streamlined staffing. We eliminated all overtime in 2014, and rescheduled all staff to better serve the public. Work teams have been implemented to improve productivity and reduce errors. At the library's two self-checkout stations, over half of all items checked out from Franklin Public Library are checked out directly by patrons, a figure that has gone relatively flat over the previous two years. As evidenced by the chart above, every year from 2016-2019 has seen reductions in staffing. There is only so far down we can go in eliminating staff before service, security, and safety become an issue in the library.

BUDGET SUMMARY:

Comparing FPL's collection and services to the Public Library Standards for the State of Wisconsin, we find ourselves lacking in most areas. These standards are based on population and are measured in four levels: Basic, Moderate, Enhanced, and Excellent.

Standard	Municipal Population	Franklin Public Library
FTE Staff/1,000	Basic: 0.5	Below Basic: .47 FTE
Volumes/Capita (Print)	Basic: 3.4	Below Basic: 2.9 Volumes
Audio Recordings/Capita	Basic: 0.23	Moderate: 0.31 Recordings
Video Recordings/Capita	Basic: 0.23	Enhanced: 0.41 Recordings
Hours Open	Basic: 62	Below Basic: 59.25 Hrs (Avg)
Materials Expenditure/Capita	Basic: \$5.40	Below Basic: \$4.32
Collection Size/Capita	Basic: 4.0	Below Basic: 3.71

A larger materials budget will bring us closer to the standards for Volumes per Capita, Materials Expenditure per Capita, and Collection Size per Capita. After all, a first class community deserves a first class library!

The Library has been at this location since 2002. It is a phenomenal property, much appreciated by the community. 2019 has been an expensive year for HVAC systems as the A/C unit needed some major and costly repairs. More repairs and updates will need to be done sooner rather than later on this 17-year-old building. The Library Director has a Capital Improvement Plan to address these replacements. In 2020, the Library is planning to fund the A/C replacement in our data room as well as begin the process for replacing the whole building's A/C by 2022. The A/V system in the Fadrow Room needs to be brought up to 21st century standards as it is proving inadequate for the many groups that pay to use the room. The Library Fund Balance is funded

high right now due to the realization that these upcoming projects will be expensive and will need to be paid for somehow out of a budget that has remained stagnant over the past few years.

Even as the library moves to the digital age, there is still a great demand for the library as a physical presence in our community. In a recent survey of the public by the Pew Internet and American Life Project on *Library Services in the Digital Age*, 76% of Americans think it is “very important” to the community for public libraries to provide quiet study spaces for adults and children. We add to this the need for collaborative spaces, as well, a third space (in addition to home and work or school) for people to be and to be comfortable.

**City of Franklin, WI
Library Fund - 15 & Auxiliary Library Fund 16**

GL NUMBER	DESCRIPTION	2020 ORIGINAL BUDGET	2020 DEPT REQ BUDGET	2019 PROJECTED ACTIVITY	2018 ACTIVITY	2017 ACTIVITY
REAL ESTATE TAXES						
15-0000-4011	GENERAL PROPERTY TAX	1,340,500	1,340,500	1,312,700	1,303,200	1,296,600
INTERGOVERNMENTAL						
15-0000-4458	LIBRARY RECIPROCAL BORROWING	40,000	40,000	48,000	68,526	88,601
CHARGES FOR SERVICES						
15-0000-4493	LANDFILL OPERATIONS-SITING	20,000				
INVESTMENT EARNINGS						
15-0000-4711	INTEREST ON INVESTMENTS	15,000	15,000	24,000	16,950	8,280
15-0000-4713	INVESTMENT GAINS/LOSSES				(625)	(1,199)
	Total	15,000	15,000	24,000	16,325	7,081
FUND TRANSFERS						
15-0000-4830	TRANSFERS FROM OTHER FUNDS			8,100		
15-0000-4850	TRANSFERS FROM FUND BALANCE		80,000			
	Total		80,000	8,100		
	Total Revenues	1,415,500	1,475,500	1,392,800	1,388,051	1,392,282
Dept 0511 - LIBRARY						
PERSONAL SERVICES						
15-0511-5111	SALARIES-FT	401,377	401,377	388,000	379,902	321,676
15-0511-5113	SALARIES-PT	314,298	314,298	305,000	296,661	310,453
15-0511-5115	SALARIES-TEMP				4,563	12,906
15-0511-5118	COMPTIME TAKEN				135	386
15-0511-5133	LONGEVITY	1,045	1,045	1,200	1,136	1,095
15-0511-5134	HOLIDAY PAY	36,971	36,971	37,300	33,257	33,381
15-0511-5135	VACATION PAY	48,343	48,343	48,400	34,311	33,305
	Total	(802,034)	(802,034)	(779,900)	(749,965)	(713,202)
EMPLOYEE BENEFITS						
15-0511-5151	FICA	61,356	61,356	59,700	55,498	52,921
15-0511-5152	RETIREMENT	39,104	39,104	32,800	26,263	24,486
15-0511-5153	RETIREE GROUP HEALTH	2,283	2,283	2,200	2,129	1,679
15-0511-5154	GROUP HEALTH & DENTAL	89,083	98,984	81,300	61,068	67,349
15-0511-5155	LIFE INSURANCE	2,830	2,830	2,700	2,118	1,955
15-0511-5156	WORKERS COMPENSATION INS	1,444	1,444	1,400	1,344	1,849
15-0511-5162	EMPLOYER HSA CONTRIBUTION		3,000	2,250		
	Total	(196,100)	(209,001)	(182,350)	(148,420)	(150,239)
CONTRACTUAL SERVICES						
15-0511-5242	EQUIPMENT MAINTENANCE	9,500	9,500	13,000	12,753	13,103
15-0511-5257	SOFTWARE MAINTENANCE	750	750	750		
15-0511-5299	SUNDRY CONTRACTORS			2,500	1,730	
	Total	(10,250)	(10,250)	(16,250)	(14,483)	(13,103)
SUPPLIES						
15-0511-5311	POSTAGE	600	600	500	673	522
15-0511-5312	OFFICE SUPPLIES	3,000	3,000	3,500	3,149	3,077
15-0511-5313	PRINTING	4,500	4,500	3,500		
15-0511-5329	OPERATING SUPPLIES	15,000	15,000	12,000	15,473	21,195
15-0511-5393	E-BOOKS			8,400	8,522	11,714
	Total	(23,100)	(23,100)	(27,900)	(27,817)	(36,508)
SERVICES & CHARGES						
15-0511-5422	SUBSCRIPTIONS	17,459	17,459	20,000	22,428	20,777
15-0511-5424	MEMBERSHIPS/DUES			1,800	1,353	1,764
15-0511-5425	CONFERENCES & SCHOOLS					60
15-0511-5428	ALLOCATED INSURANCE COST	28,400				
15-0511-5432	MILEAGE	800	800	800	619	814
15-0511-5433	EQUIPMENT RENTAL	2,624	2,624	2,300	2,481	3,763
15-0511-5451	MCFLS COMPUTER	36,434	36,434	38,400	38,366	36,525
	Total	(85,717)	(57,317)	(63,300)	(65,247)	(63,703)
CONTINGENCY						
15-0511-5499	UNRESTRICTED CONTINGENCY				2,185	
					(2,185)	

City of Franklin, WI
Library Fund - 15 & Auxiliary Library Fund 16

GL NUMBER	DESCRIPTION	2020 ORIGINAL BUDGET	2020 DEPT REQ BUDGET	2019 PROJECTED ACTIVITY	2018 ACTIVITY	2017 ACTIVITY
FACILITY CHARGES						
15-0511-5528	ALLOCTD INSUR COST-FACILITY		34,500	33,000	31,650	31,650
15-0511-5551	WATER	1,900	1,900	1,700	1,563	1,543
15-0511-5552	ELECTRICITY	63,000	63,000	67,300	67,488	72,035
15-0511-5553	SEWER	550	550	550	422	376
15-0511-5554	NATURAL GAS	22,248	22,248	24,000	22,635	19,436
15-0511-5556	JANITORIAL SUPPLIES	5,000	5,000	6,000	5,136	4,549
15-0511-5557	BUILDING MAINTENANCE-SYSTEMS	10,000	10,000	12,000	9,011	14,730
15-0511-5558	BLDG MAINTENANCE-FLOORING	1,100	1,100	1,000	1,023	1,029
15-0511-5559	BUILDING MAINTENANCE-OTHER	7,500	7,500	7,500	19,184	9,110
15-0511-5560	INTERDEPT CHG-ALLOC PAY COST	84,120	74,000	78,500	85,680	84,000
	Total	(195,418)	(219,798)	(231,550)	(243,792)	(238,458)
CAPITAL OUTLAY						
15-0511-5812	FURNITURE/FIXTURES				994	5,613
15-0511-5816	LIBRARY MATERIALS	90,000	90,000	82,000	83,497	85,456
15-0511-5822	BUILDING IMPROVEMENTS	50,000	50,000			
15-0511-5841	COMPUTER EQUIPMENT	14,000	14,000	9,000	12,284	5,639
15-0511-5843	SOFTWARE					1,433
	Total	(154,000)	(154,000)	(91,000)	(96,775)	(98,141)
	Total Appropriations	(1,466,619)	(1,475,500)	(1,392,250)	(1,348,684)	(1,313,354)
ESTIMATED REVENUES - FUND 15		1,415,500	1,475,500	1,392,800	1,388,051	1,392,282
APPROPRIATIONS - FUND 15		1,466,619	1,475,500	1,392,250	1,348,684	1,313,354
Net Revenues (Expenditures)		(51,119)		550	39,367	78,928
BEGINNING FUND BALANCE		490,219	490,219	489,669	450,300	371,371
ENDING FUND BALANCE		439,100	490,219	490,219	489,667	450,299

Fund 16 - LIBRARY-RESTRICTED-FINES & FEES

CHARGES FOR SERVICES						
16-0000-4419 4005	TAXABLE SALES-copy,fax,coffee rummagr	10,000	10,000	11,500	12,030	8,906
INVESTMENT EARNINGS						
16-0000-4719 4002	MISC INTEREST-Donation MMKT Acct	60	60	60	66	65
16-0000-4719 4005	MISC INTEREST-BMO&WaterStoneBks	40	40	40	40	35
	Total	100	100	100	106	100
MISCELLANEOUS REVENUE						
16-0000-4748 4002	DONATIONS- LIBRARY-Donation MMKT a	400	400	500	585	1,128
16-0000-4748 4005	DONATIONS - LIBRARY-Checking Acct	5,000	5,000	8,000	7,897	6,553
16-0000-4764 4005	LIBRARY SALES-Books-nontaxable	13,000	13,000	13,000	13,754	9,797
16-0000-4765 4005	LIBRARY FINES	33,000	33,000	30,000	29,660	22,055
16-0000-4766 4005	LIBRARY MEETING ROOM RENTAL	5,000	5,000	5,000	5,375	4,875
16-0000-4799 4005	MISC REVENUE-Lost Items & Fee Cards	2,000	2,000	3,000	3,597	14,803
	Total	58,400	58,400	59,500	60,868	59,211
	Total Revenues	68,500	68,500	71,100	73,004	68,217
Dept 0511 - LIBRARY						
CONTRACTUAL SERVICES						
16-0511-5242 4005	EQUIPMENT MAINTENANCE				1,317	670
16-0511-5257 4005	SOFTWARE MAINTENANCE	3,322	3,322	3,500	1,085	1,739
16-0511-5299 4005	SUNDRY CONTRACTORS	8,500	8,500	7,000	7,083	7,763
	Total	(11,822)	(11,822)	(10,500)	(9,485)	(10,172)
SUPPLIES						
16-0511-5311 4005	POSTAGE	300	300	250	250	1,342
16-0511-5312 4005	OFFICE SUPPLIES	7,768	7,768	9,000	11,318	9,038
16-0511-5313 4005	PRINTING	1,000	1,000	1,000	547	76
16-0511-5329 4005	OPERATING SUPPLIES	6,000	6,000	7,500	4,482	6,829
16-0511-5393 4005	E-BOOKS	10,900	10,900	8,500	10,358	8,985
	Total	(25,968)	(25,968)	(26,250)	(26,955)	(26,270)

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SERVICES & CHARGES						
16-0511-5422 4005	SUBSCRIPTIONS	1,000	1,000	1,800	1,251	1,653
16-0511-5424 4005	MEMBERSHIPS/DUES	1,800	1,800	250	215	44
16-0511-5425 4005	CONFERENCES & SCHOOLS	1,500	1,500	1,000	358	1,063
16-0511-5432 4005	MILEAGE	300	300	300	99	28
16-0511-5433 4005	EQUIPMENT RENTAL	5,710	5,710	6,000	6,772	6,053
	Total	(10,310)	(10,310)	(9,350)	(8,695)	(8,841)
FACILITY CHARGES						
16-0511-5559 4005	BUILDING MAINTENANCE-OTHER	2,000	2,000	2,000	748	
	Total	(2,000)	(2,000)	(2,000)	(748)	
CAPITAL OUTLAY						
16-0511-5812 4005	FURNITURE/FIXTURES	4,000	4,000	500	432	
16-0511-5816 4005	LIBRARY MATERIALS	5,000	5,000	9,000	9,551	10,232
16-0511-5822 4005	BLDG CONSTRUCTION/IMPROVEMTS				4,236	
16-0511-5841 4005	COMPUTER EQUIPMENT	5,000	5,000	4,000	2,052	6,212
16-0511-5843 4005	SOFTWARE	2,400	2,400	2,400	199	
	Total	(16,400)	(16,400)	(15,900)	(16,470)	(16,444)
CLAIMS CONTRIB AND AWARDS						
16-0511-5734 4005	VOLUNTEER RECOGNITION	2,000	2,000	500	811	
	Total	(2,000)	(2,000)	(500)	(811)	
	Total Appropriations	(68,500)	(68,500)	(64,500)	(63,164)	(61,727)
	ESTIMATED REVENUES - FUND 16	68,500	68,500	71,100	73,004	68,217
	APPROPRIATIONS - FUND 16	68,500	68,500	64,500	63,164	61,727
	Net Revenues (Expenditures)	0	0	6,600	9,840	6,490
	BEGINNING FUND BALANCE	147,221	147,221	140,621	130,780	124,289
	ENDING FUND BALANCE	147,221	147,221	147,221	140,620	130,779