Branch Library Report
White Bear Lake

June 2017
Report to the Library Board

TRENDS IN THE SERVICE AREA

- Rush Line BRT-Future Light Rail planning in public comment phase and final route selected – construction possible circa 2024 – St. Paul to White Bear Lake.
- Water level rising on White Bear Lake.
- Ramsey County Beach reopened after 9-year closure due to low-lake levels.
- New Commercial growth along Centerville Rd near I-35E and White Bear Ave near I-694.
- According to 2015 American Community Survey data, the Asian population in the city of White Bear Lake went down from 5.94% to 3.88% and the white population went up from 86.81% to 88.18% over the 2014 data (this is close to 2010 levels). Total population estimates rose slightly from 24,424 to 24,811. Other racial groups remained about the same.

LIBRARY ISSUES AND SERVICE TRENDS

- Overall circulation is down slightly, less than 2% over 2014 and 2016 first quarters.
- Visits are up 3%.
- Children's use is strong – both with collections and programming.
- Staff continue to field patron complaints about noise as traditional views of a quiet place clash with programs to attract young families.

LIBRARY SERVICES AND EVENTS

Number of weekly storytimes, book clubs or other on-going programs

- Baby & Me weekly and Family Storytimes continue weekly. Very good attendance!
- Mystery Book Club continues to see new members after 20 years.
- TED talks hosted by WBL Senior Center staff introduced and growing attendance.
- Weekly Drop-in computer help assist new tech users.
- Chromebook checkout through the ISD 624 for students during the summer.
- Twice-weekly scheduled time for the BEAM interactive projection.

What is special and important about the library

- We are in our second year of the Seed Library – Founder teaches classes.
- This is a community gathering place for a city without a Community Center.
- Student art added in the past year for rotating displays.
- Passive Programming station display added and popular.

Collection Highlights

- Seed Library in second year.
- Growing Picture Book collection due to demand.
- Local selection of Adult Nonfiction has led to recent positive feedback.

Key Partnerships

- White Bear Lake Area Historical Society programs continue to draw crowds.
- New TED talks once a month draws in area seniors for thoughtful discourse.
- Senior Center computer help outreach.
- Starting this fall, we will host life skills for seniors by WBL Senior Center Staff.
- Children's Librarian is adding active guests to storytime for the BearPower initiative.

(LIBRARY NAME) AT A GLANCE

YEAR BUILT	**1974, renovated 2015**
SQUARE FEET	**16,700**
DAYS OPEN	**Mon** 10 a.m. – 8 p.m. **Tues, Wed** 1 p.m. – 8 p.m. **Thu, Fri, Sat** 10 a.m. – 5 p.m. **Sun** closed
HOURS/WEEK	**45**

NUMBER OF PUBLIC COMPUTERS	**32 + 15 laptops**
COLLECTION SIZE	**64,850**

STAFF FTE	**6.4**
TOTAL STAFF	
VOLUNTEER HOURS	**999**

	2013	2014	2015	2016
TOTAL CIRCULATION	**352,676**	**133,629**	**248,106**	**309,665**
CHILDREN'S CIRCULATION (TOTAL # AND % OF TOTAL CIRC)	**139,549** 40%	**51,694** 39%	**112,261** 46%	**143,919** 46%
REFERENCE	**18,187**	**10,439**	**16,107**	**18,850**
COMPUTER HOURS USED	**11,739**	**4,337**	**10,100**	**14,017**
WIRELESS USERS	**5,000**	**1,951**	**15,219**	**22,392**
ANNUAL VISITS	**149,635**	**58,055**	**120,677**	**152,843**
CHILDREN'S PROGRAM ATTENDANCE	**5,028**	**3,281**	**7,344**	**8,583**
ADULT PROGRAM ATTENDANCE	**1,150**	**935**	**1,814**	**1,712**