

Memorandum



DATE September 15, 2011

TO Honorable Members of the Arts, Culture & Libraries Committee: Ann Margolin (Chair), Delia Jasso (Vice Chair), Tennell Atkins, Vonciel Jones Hill, Jerry Allen

SUBJECT Dallas Public Library Overview Briefing

The attached briefing will be presented on Tuesday, September 20th at the Arts, Culture & Libraries Committee.

If you have questions or need additional information, please let me know.



Forest E. Turner
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa A. Rios, Acting City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
C. Victor Lander, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager
Jack Ireland, Director, Office of Financial Services

Dallas Public Library Overview

Arts, Culture & Libraries Committee Briefing

September 20, 2011



Purpose

Provide a history of the Dallas Public Library and its evolution from a single library to a full-fledged library system; and to illustrate that...

“Probably no institution in the city touches the lives of the citizens at more points than the public library.”

-Cleora Clanton,
Director of the Dallas Public Library from 1922 to 1954

History



- In the late 19th century Dallas citizens believed that a library would be confirmation of their commitment to literacy and education.
- Mrs. May Dickson Exall, led Dallas civic leaders in a campaign to enlist Andrew Carnegie's support for a public library building.
- In 1901, through the efforts of the public, the vision became a reality with the opening of the Dallas Public Library through public/private funding. (see appendix)

History

- In 1914, Dallas' first branch library, the Oak Cliff Library, opened with additional funding from Andrew Carnegie.
- In 1925 a committee was appointed to update the City's master plan for development. The Ulrickson Report called for the addition of four branch libraries. (Paul Laurence Dunbar, Alexander Sanger, Oak Lawn, and East Dallas)
- In December 1927 voters approved a bond package that included \$500,000 for the libraries, as well as an addition of one cent on the tax base for library support.



History



- In 1949 the Dallas Federation of Women's Clubs donated the first Bookmobile, designed to meet the pressing need for branches.
- The Friends of the Dallas Public Library was formed in 1950, donating a second Bookmobile and beginning a successful campaign to secure funds for a new library facility downtown.
- In 1954 a new six-story contemporary facility opened on the corner of Commerce and Harwood.
- Dr. Lowell A. Martin conducted a survey of branch library needs in 1957, launching an ambitious program of branch development.

History



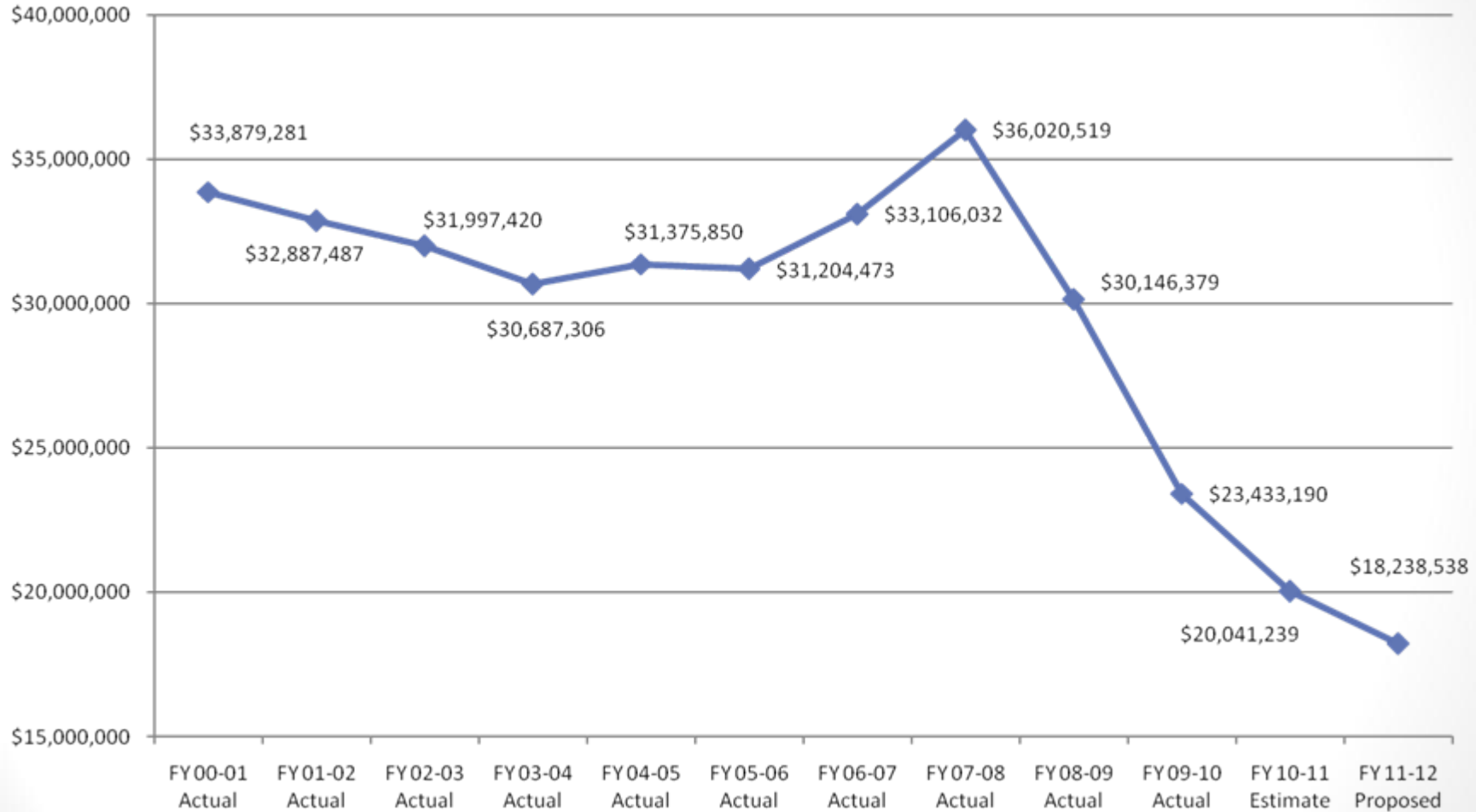
- In 1962 Lillian Bradshaw was named the Library Director, and went on to build a major Central Library and a network of branches that reflected the interest of the neighborhoods they served.
- During the 1970s J. Erik Jonsson headed private fundraising efforts for the creation of a new central library.
- In 1982, the new, technologically sophisticated library opened, later renamed the J. Erik Jonsson Central Library in honor of the former mayor who spearheaded the campaign to build it.

History

- In 1989, after raising \$350,000, the central library opened its first children's center featuring the Kahn Pavilion, named for benefactor Edmond J. Kahn, and the Siddie Joe Johnson collection of historical children's literature.
- In 1996 the Internet was introduced at the Dallas Public Library.
- In 2000, the Dallas Public Library Master Plan was adopted by the Dallas City Council to serve as a roadmap into the 21st century.

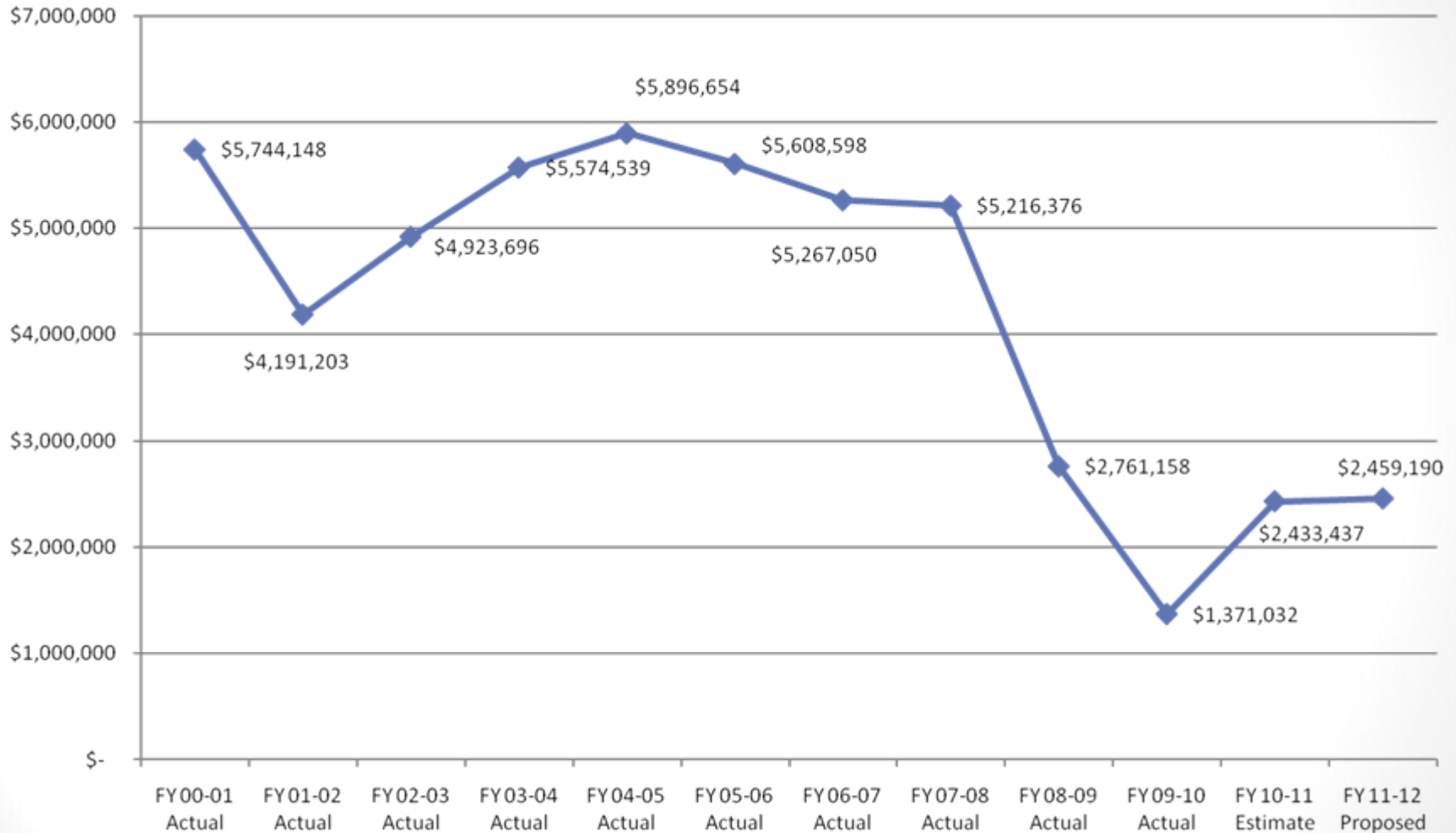


Library Operating Budget History



*Adjusted for Inflation

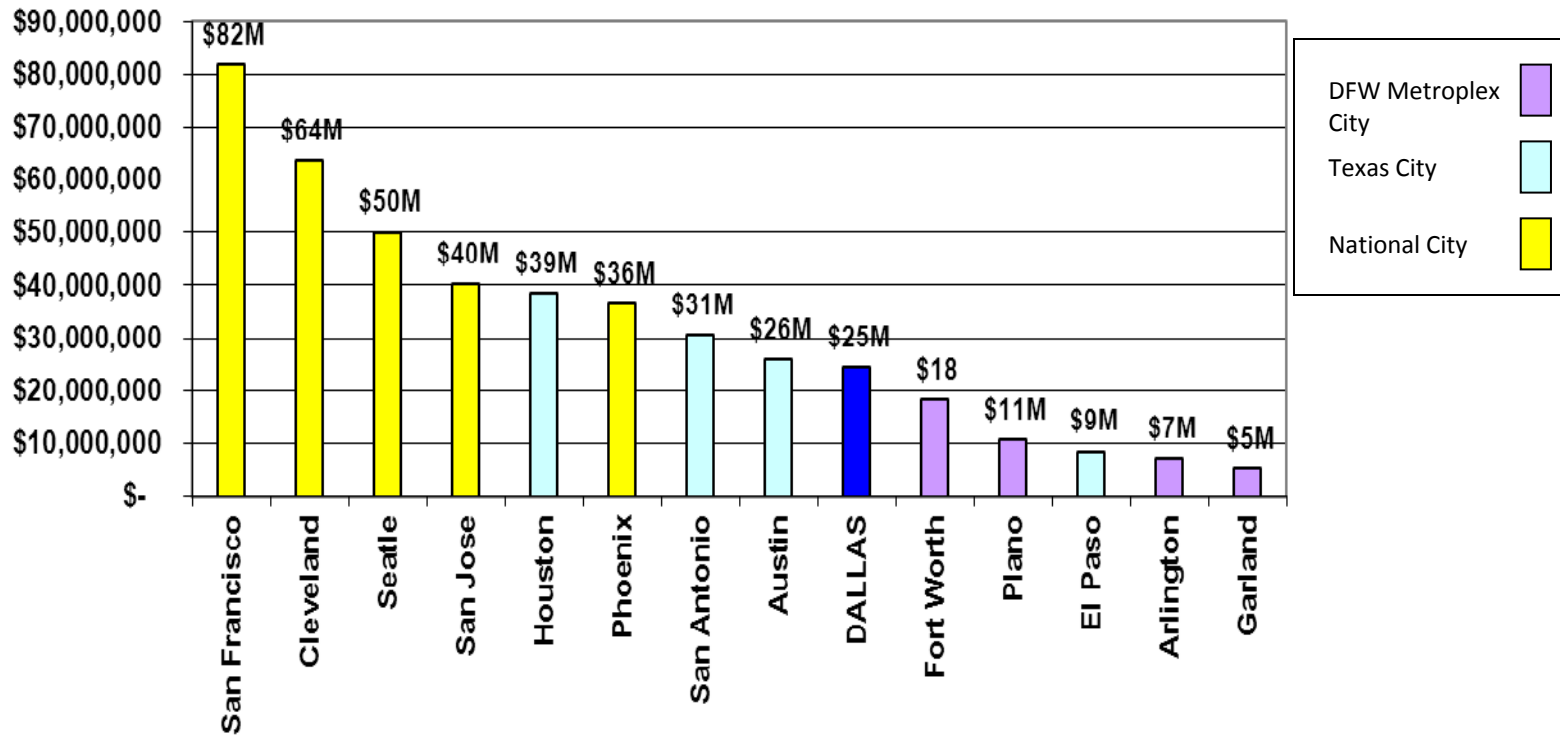
Library Materials Funding History



*Adjusted for Inflation

Comparison of Operating Budget

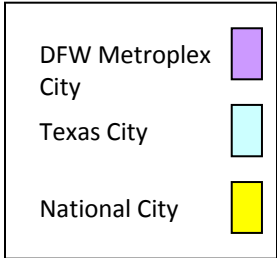
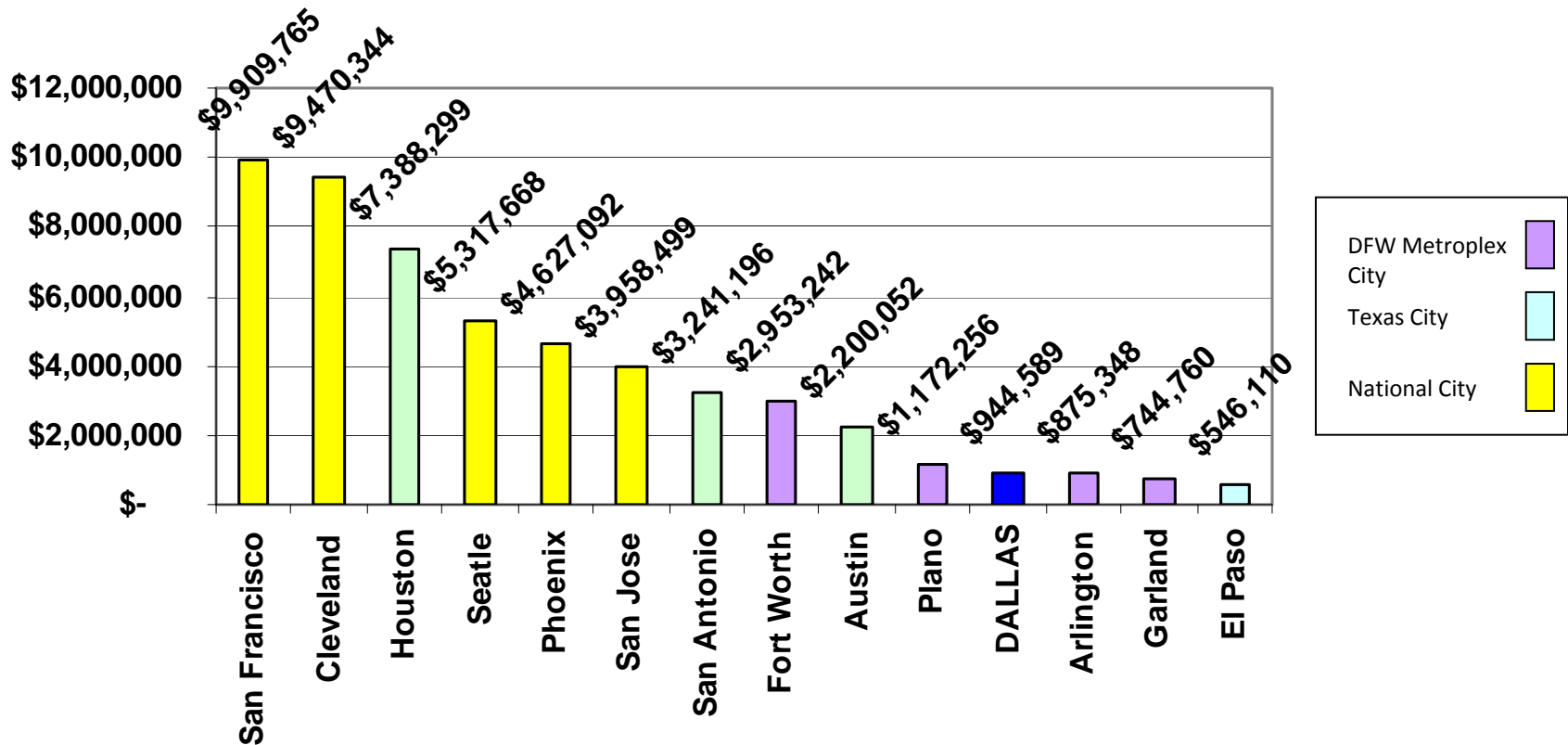
FY09-10 \$ Operating Budget



*Based on the 2011 edition of the *Public Library Data Services Statistical Report* which reports FY09-10 data
 **Operating Budget includes Local, State, and Federal Funding

Comparison of Materials Funding

FY 09-10 Materials Expended



*Based on the 2011 edition of the *Public Library Data Services Statistical Report* which reports FY09-10 data
 **Operating Budget includes Local, State, and Federal Funding
 Note: Expected materials expenditures for FY '10-'11: \$ 1,860,780

FY 2011-12 Operating Budget

	FY 2010-11 Adopted	FY 2011-12 Proposed
<i>Neighborhood Libraries</i>		
Operating Budget:	\$15,137,935	\$13,987,037
Materials Budget:	\$1,241,050	\$1,580,270
Number of FTEs:	257.5	200.5
<i>Central Library</i>		
Operating Budget:	\$4,452,770	\$4,251,501
Materials Budget:	\$419,730	\$419,730
Number of FTEs:	54	53
<i>Total Operating</i>		
Operating Budget:	\$19,590,705	\$18,238,538
Materials Budget:	\$1,660,780	\$2,000,000
Number of FTEs:	311.5	253.5

Fast Forward 2011

- Today the Dallas Public Library system delivers services to the public through:
 - Central Library
 - 26 branches
 - 2 DISD co-locations
 - Bookmarks: Children's Library at NorthPark Center
 - 2 Bookmobiles
 - www.dallaslibrary.org
 - Dallas Public Library i-Phone, i-Pad and i-Touch app

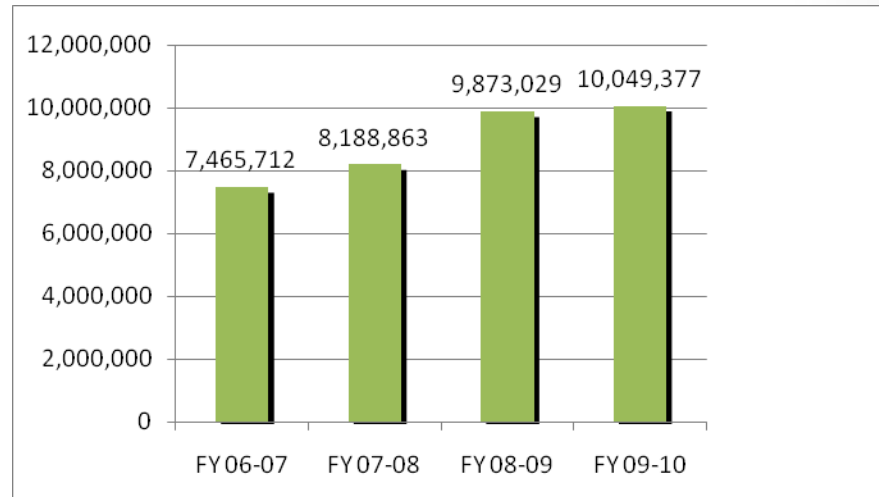
Fast Forward 2011

- Programs and services offered in FY 2010-11, include:
 - Every Child Ready to Read @ Dallas
 - Library Live!
 - Mayor's Summer Reading Program
 - Access to Teen Centers
 - Baby Bounce
 - Grandparents Raising Grandchildren
 - Preschool Story Time
 - Senior computer classes
 - 804 public access computers
 - Free WiFi access
 - Job Resource Center
 - Financial Literacy (programming and materials)

Fast Forward 2011

- Materials Usage

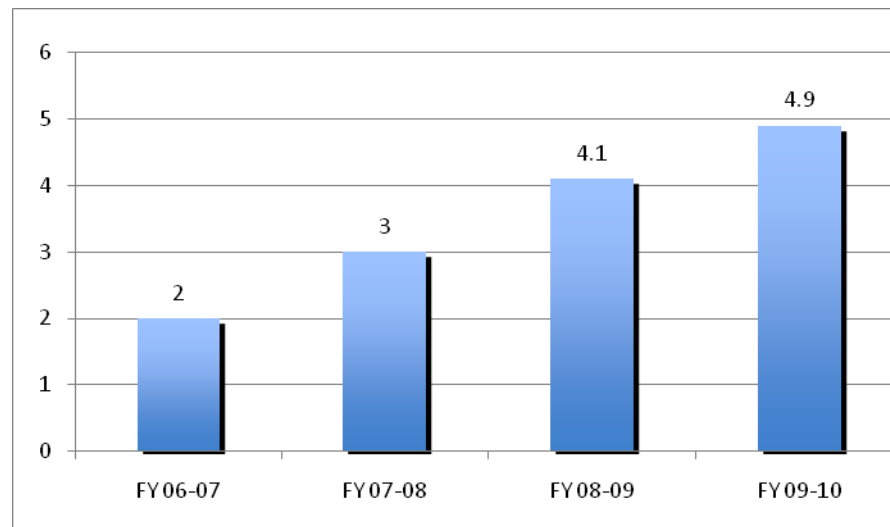
- FY 06-07: 7,465,712
- FY 07-08: 8,188,863
- FY 08-09: 9,873,029
- FY 09-10: 10,049,377



- Turnover Rate

(How often each item in a collection was loaned)

- FY 06-07: 2
- FY 07-08: 3
- FY 08-09: 4.1
- FY 09-10: 4.9



Community Support

- The Municipal Library Board was established in 1973, and:
 - Serves as an advocate for the Dallas Public Library
 - Advices the library director on the community's needs
- The Friends of the Dallas Public Library is a 501 (c)(3) tax exempt organization created in 1950.
 - Raise funds through special events, grants, corporate and private donations to support library initiated programs and capital improvements
 - Since its inception in 1950, more than \$12,000,000 has been raised.

Community Support

- Recent corporate and private partnerships, include:
 - AT&T - funding for 22 Teen Centers
 - ATMOS - funding for programs at Bookmarks, Discovery Wall in the Children's Center, Mother Goose at the State Fair, and a Bookmobile; as well as volunteers for programs and events
 - Comerica - funding for Financial Literacy Collection at North Oak Cliff and Polk Wisdom branch libraries
 - Dallas Junior League – grant funding to support Every Child Ready to Read program and volunteers for programs and events

Innovations

- 1931 – Paul Laurence Dunbar branch opened – first African American library in Dallas
- 1962 – Lillian Bradshaw became the first female director of a City of Dallas department
- 1982 – the Dallas Public Library became one of the first libraries in the nation to have an automated catalog
- 1990s – Margaret McDermott challenges the City of Dallas to match private donations
- 2008 – Bookmarks at NorthPark Center opens, the first children’s library located in a shopping center, in partnership with Nancy Nasher and NorthPark Center
- 2011 – Discovery Wall, a first of its kind experience for the children of Dallas, in partnership with Atmos Energy

Modernizing the Modern Library

- Complete the Dallas Public Library Master Plan (2000-2010)
 - Polk Wisdom Branch: Renovation slated for FY 2012
 - Fretz Park Branch: Renovation slated for FY 2012
 - White Rock Hills Branch: Open Spring 2012
 - In Design (construction funding through future bond program)
 - Highland Hills Branch
 - North Oak Cliff/Bishop Arts Branch
 - Preston Royal Branch
 - Park Forest Branch
 - Forest Green Branch
 - Design and Construction of Vickery Meadows Branch through future bond program

Modernizing the Modern Library

- Although Library services haven't changed, how we deliver them has changed, and will continue to change.
 - Continue to provide programs that focus on literacy, civic engagement, and foster creativity
 - Continue to build collections that reflect the neighborhoods of Dallas
 - Continue to provide free access to information
 - Continue to foster education and life-long learning
- Deliver services anytime, anywhere, and in unexpected places
 - Make the most of new technology – transition from providing access to technology to using technology to deliver services.

Appendix

Early Donors

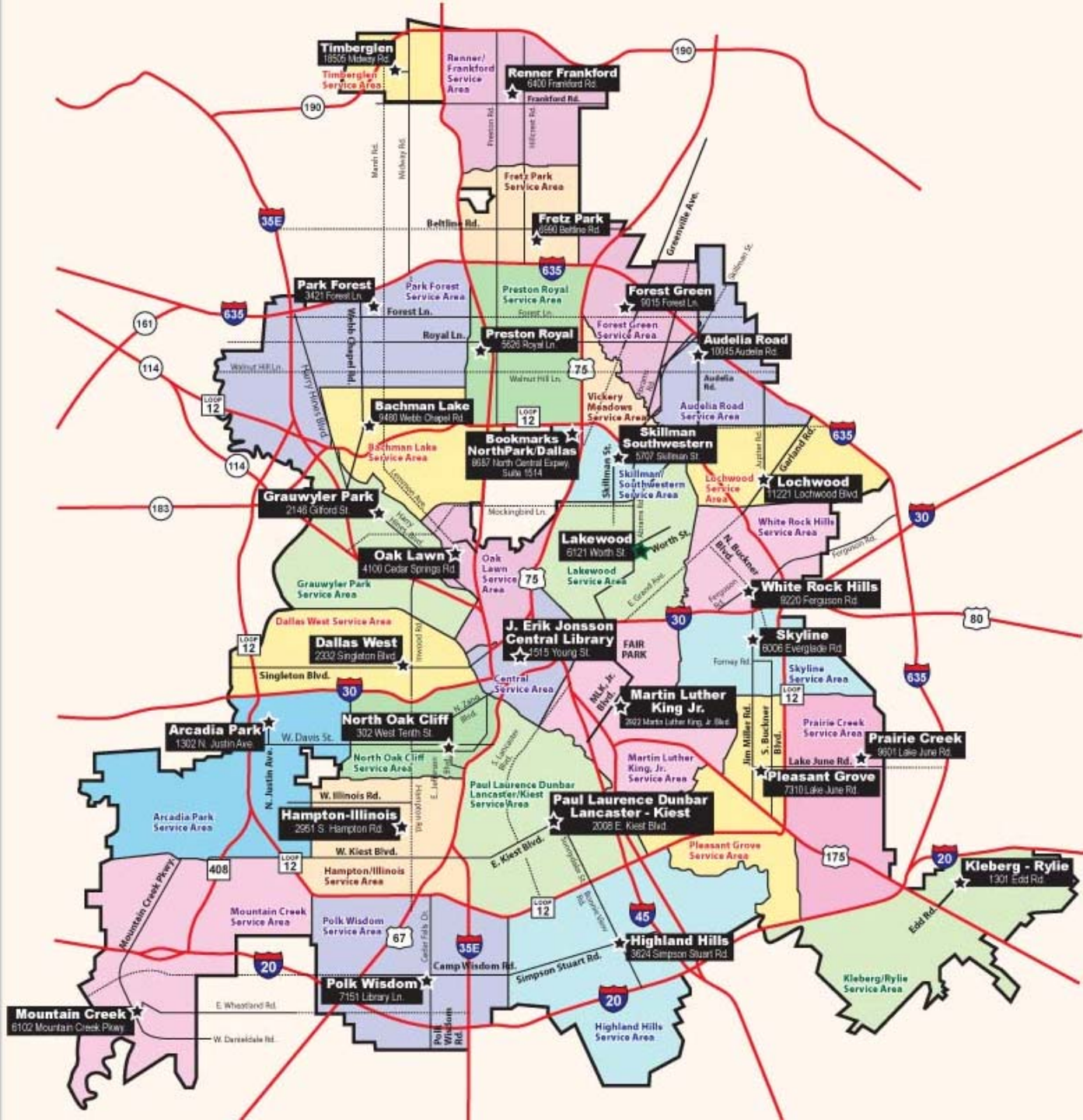
- In 1899 the Dallas Library Association secured donations for the construction of a public library for Dallas.
 - The first contribution of fifty cents was made by Adamo Janelli
 - Colonel Alfred H. Belo, John S. Armstrong, Colonel W.E. Hughes, the Sanger Brothers, and Colonel C.C. Slaughter all pledged \$1,000
 - Dallas schoolteachers donated \$500
 - After securing \$11,500 in private donations, Andrew Carnegie agreed to provide \$50,000
- In 1914, with a second contribution from Andrew Carnegie of \$25,000 the first branch library was built.

Central Library - Major Donors

- Phase I : Building of the Central Library in 1982:
 - Mrs. John B. O'Hara
 - Mr. and Mrs. Edmund J. Kahn
 - Hoblitzelle Foundation
 - Folsom Foundation
 - McDermott Foundation
 - J. Erik Jonsson
- Phase II: Renovation of the Central Library 1990's – 2011:
 - Margaret McDermott
 - Nancy Hamon
 - Crystal Charity Ball
 - Meadows Foundation
 - Hoblitzelle Foundation in honor of Mrs. Bradshaw

Dallas Public Library

Branches & Service Areas



Current Bookmobile Stops

Location	Address	Frequency	Time
Sunday			
Pleasant Grove Stop	1125 S. Buckner Blvd.	1 st & 3 rd	12:30p-2:00p
Arbor Springs Mobile Homes	272 W. Lawson Rd.	1 st & 3 rd	3:00p-4:30p
Emmanuel Lutheran Church	4305 San Jacinto St.	2 nd & 4 th	1:30p-2:30p
Community Starlight	2610 Community Dr.	2 nd & 4 th	3:00p-4:30p
Monday			
Concord Missionary Baptist Church	6808 Pastor Bailey Dr.	1 st & 3 rd	10:00a-12:00p
Casa Trevino Apartments	1901 West Davis St.	1 st & 3 rd	12:30p-2:00p
Marsalis Stop	5640 S. Marsalis Ave.	1 st & 3 rd	3:30p-5:00p
Churchill Estates	8501 Lullwater Dr.	2 nd & 4 th	10:00a-11:30a
Dickinson Place	911 St. Joseph St.	2 nd & 4 th	12:30p-2:00p
Vickery Meadow Elementary	6606 Ridgecrest Rd.	2 nd & 4 th	3:00p-4:30p

Current Bookmobile Stops

Location	Address	Frequency	Time
Tuesday			
The Wilkinson Center	9610 Bruton Rd.	1 st & 3 rd	10:00a-12:00p
Minyard's	8040 Ferguson Rd.	1 st & 3 rd	3:30p-5:00p
Pike's Park Recreation Center	2807 Harry Hines Blvd.	2 nd & 4 th	3:30p-5:00p
Wednesday			
Arlington Park Elementary School	5606 Wayside Dr.	1 st & 3 rd	3:30p-5:00p
Annie Webb Blanton Elementary	8915 Greenmound Ave.	1 st & 3 rd	3:00p-4:30p
Vickery Towers	5619 Belmont Ave.	2 nd & 4 th	11:00a-12:00p
Thursday			
Classic Residence VI Senior Center	5455 La Sierra Drive	1 st & 3 rd	10:00a-11:00a
Midpark Tower Apartments	8550 Midpark Road	1 st & 3 rd	1:00p-2:30p
Campbell Green Recreation Center	16600 Park Hill Drive	1 st & 3 rd	3:00p-4:30p
Thomas Tolbert Elementary	4000 Blue Ridge Blvd.	2 nd & 4 th	2:00p-3:30p
Smith Creek Apartments	4791 W. Ledbetter Drive	2 nd & 4 th	4:00p-5:00p

Current Bookmobile Stops

Location	Address	Frequency	Time
Friday			
Peeler Elementary School	810 S. Llewellyn Ave.	1 st & 3 rd	3:00p-4:30p
Bethune Elementary	1665 Duncanville Rd.	1 st & 3 rd	2:00p-3:30p
Mariposa Villas Apartments	1531 Duncanville Rd.	1 st & 3 rd	4:00p-5:00p
Forum @ Park Lane	7831 Park Ln.	1 st & 3 rd	10:00a-11:30a
The Tradition at Prestonwood	15250 Prestonwood Blvd.	1 st & 3 rd	1:00p-2:00p
Children's Choice Learning Center	7701 Forest Ln.	2 nd & 4 th	10:00a-12:00p
Saturday			
Chimney Hill District	12375 Abrams Rd.	1 st & 3 rd	10:00a-11:00a
Cottonwood Park	850 Midpark Rd.	1 st & 3 rd	2:00p-4:00p
St. Croix Apartments	12250 Abrams Rd.	1 st & 3 rd	11:30a-12:30p
South Dallas Cultural Center	3400 S. Fitzhugh Ave.	1 st & 3 rd	12:00a-1:30p
The Gatewood Apartments	6033 Ridgecrest Rd.	2 nd & 4 th	12:30a-2:00p
Southern Oaks Apartments	3424 Southern Oaks Blvd.	2 nd & 4 th	3:00p-4:30p

Dallas Public Library Overview

Questions?