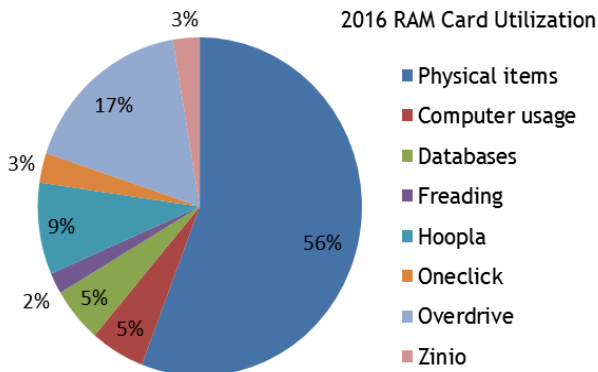# POUDRE RIVER PUBLIC LIBRARY DISTRICT

## January 2017

### RamCard Partnership

In the summer of 2014, the RamCard initiative was launched solidifying our partnership with CSU Morgan Library. Students and faculty can to opt to use their CSU id number as their PRPLD library card number. The initiative included CSU staff promoting PRPLD digital services not available at Morgan Library and providing funds to purchase Overdrive ebooks. The 2017 contribution was $5,000. As of the end of January 2017, we have 3,346 active RamCards in the system. In the fall, an average of 127 new cards were issued. This is an 11% increase over the last school year.

## CARDHOLDERS

New in January
**1,556**

Current
**156,544**

## HOLDS PLACED

In January
2016/2017
**36,294/34,601**

## COMPUTER USAGE

WiFi use in January
**16,755**

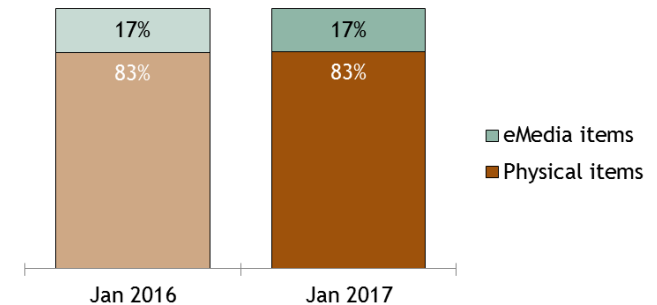Library computer users in January
**10,451**

## DOOR TRAFFIC

Average/day for January
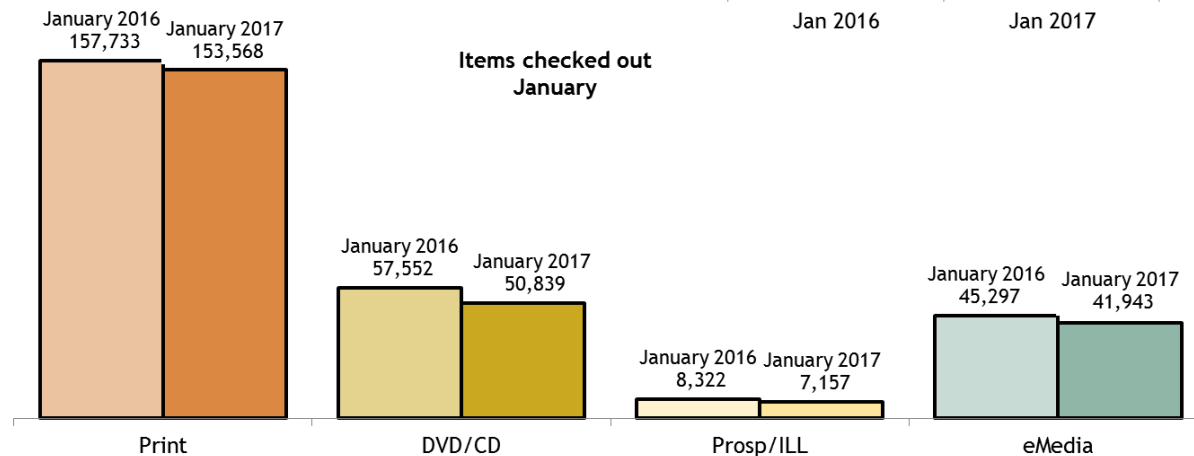**2,695**

January
**85,408**

## BOOKS & MATERIALS

Items added in January
**3,220**

Current number of items in the collection
**411,958**

### Type of checkout

| | Jan 2016 | Jan 2017 |
|---|---|---|
| eMedia items | 17% | 17% |
| Physical items | 83% | 83% |

### 2016 RAM Card Utilization

- Physical items — 56%
- Computer usage — 5%
- Databases — 5%
- Freading — 2%
- Hoopla — 9%
- Oneclick — 3%
- Overdrive — 17%
- Zinio — 3%

### Items checked out January

| | January 2016 | January 2017 |
|---|---|---|
| Print | 157,733 | 153,568 |
| DVD/CD | 57,552 | 50,839 |
| Prosp/ILL | 8,322 | 7,157 |
| eMedia | 45,297 | 41,943 |

## DATABASE USAGE

January
**18,693**

## PROGRAMS

Programs held in
December 2016 = **197**

People in attendance
**3,424**

## SOCIAL MEDIA

Top Facebook Post
of 2016
State Park Pass Backpacks

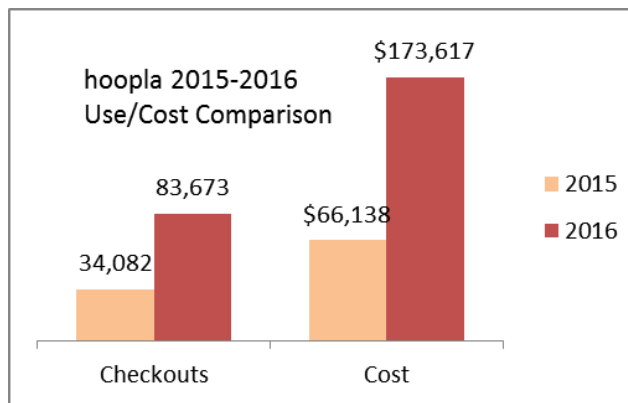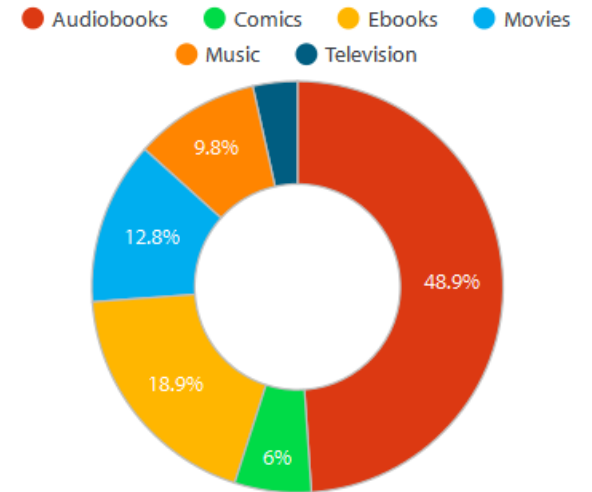**13,800 Views**
**750 Reactions**

## VOLUNTEERS

January
**260 Volunteers**
**1268 Hours**

## *hoopla* use explodes

The *hoopla* service offers downloadable ebooks, comics, audiobooks, movies and television shows as well as streaming music. Use of the service jumped 146% in 2016. There are 10,650 registered users. Users download an average of 3.75 items a month; average cost is $2.07 per download. The service provides access to 550,000 unique titles. Our patrons have downloaded 38,449 different titles.

hoopla 2015-2016
Use/Cost Comparison

| | 2015 | 2016 |
|---|---|---|
| Checkouts | 34,082 | 83,673 |
| Cost | $66,138 | $173,617 |

### Circulations by Format

- Audiobooks
- Comics
- Ebooks
- Movies
- Music
- Television

- 48.9%
- 9.8%
- 12.8%
- 18.9%
- 6%

"I learned of hoopla. I discovered a lot of books on my Audible list that I can get at the library for free. Thanks!" - Patron

## How we saved trees

The Library District uses several vendors to recycle weeded materials. One vendor reported that in 2016, we recycled 10,735 pounds of paper. The recycled paper was used to make new paper products reducing the need for virgin raw materials.

Manufacturing 10,735 pounds of paper without using recycled paper would have generated 322.05 pounds of air pollution.

Our recycling helped save:
- 91.25 (35 feet tall) trees
- 16.1 tons of wood
- 37,572 gallons of water