This is the 2\textsuperscript{nd} Peak Performance Review for DPL.

In attendance:

Shirley Amore, City Librarian
Evan Dreyer, Deputy Chief of Staff
Dave Edinger, Chief Performance Officer
Lindsay Neil, Director of Children’s Affairs
Brendan Hanlon, Budget Director
Steve Bohn, Budget Office
Michele Weingarden, GreenPrint Denver
Susan Kotarba, Denver Public Library
Ron Miller, Denver Public Library
Michelle Jeske, Denver Public Library
Rachel Fewell, Denver Public Library
Christian DeSouza, Denver Public Library
Color indicators have been added to the scorecard to visually represent progress towards goals.

Methodology:
Based on 1st quarter numbers multiplied by 4
Green = achieving or exceeding goal
Yellow = within 10% of achieving goal
Red = 11% or more away of achieving goal

Green Indicators:
Technology classes will greatly exceed targets due to the purchase of additional computers in the branches and expansion of training classes to several branches.

Online visits will also exceed the target. This is a new indicator. Target was set using 2011 as baseline.

Discussion of red indicators

Bizboost:
Conducted about the same number of sessions as 1st quarter of 2011. Expect that partnerships with the Metro Chamber Small Business Development Center and Mi Casa will result in additional sessions. Also expect the number
Red Indicators continued:

Number of programs offered:
Set a very high target. Expect indicator to turn green due to Summer of Reading and the opening of the Sam Gary Branch.

% of private/non-general fund $ to general fund:
Major fundraising scheduled towards the end of the year

Dollar value (in-kind gifts)
Expect to achieve target. Summer of Reading and Book Lovers Ball in October bring in many in-kind donations.

Question: Why is there no quarterly number for “% of residents with library cards”?
Answer: Decision was made to purge the customer database once per year in January and use this number annually rather than quarterly.

Customers are purged from the database if they have been inactive for 4 years.
Phones – The phone tree at Central has been reworked to make it easier for customers to reach the person or service they are looking for. Phones at the branches have also been reworked so that messages that come on when the branches are closed are more timely and accurate and available in Spanish. Both of these improvements required assistance from City IT.

Claims returned procedure – Early this summer, the Library will be implementing a new procedure when a customer indicates an item has been returned and the Library has no record of it. The new procedure uses the Library’s new Integrated Library System and will be more customer-friendly and staff-efficient.

Customer appreciation day/week – DPL will schedule a week in August for branches to hold a customer appreciation day.

Customer satisfaction check list – The concept comes from the book the ‘Checklist Manifesto’. A DPL staff team will breakdown the essential components of customer service and create a simple checklist for staff to complete each day. DPL may use a control group to see if the checklist increases customer satisfaction ratings. DPL expects to implement in June.
DPL conducted a customer satisfaction survey in April 9-15 with almost 4,000 responses.

Customers were asked to rate their level of satisfaction for the following categories: Staff, Collections, Programs/Events, Computers/Equipment, Facilities, Web Site and Overall Satisfaction. For each category, they could select Very Dissatisfied, Somewhat Dissatisfied, Neither, Somewhat Satisfied, Very Satisfied or N/A. The category that we used for our customer satisfaction target was Overall Satisfaction and we totaled the Very Satisfied (83.66%) and Somewhat Satisfied (13.64%) options to come up with the 97% satisfaction rate.

The tool/methodology for collecting customer feedback was changed in 2012. Previously, customer surveys were completed on a ‘self selection’ basis through an online service. For 2012, library staff are proactively gathering completed surveys at Central and the branches as well as online. The data is still being compiled and additional analysis will be available for the next Peak Performance meeting.
The Library met all the implementation milestones and began floating its DVD collection on March 1 and most of the rest of the collection on April 2. Most items no longer have to be routed back to an owning branch when they are checked in. They are shelved and checked out from the branch where they are returned. It is very early for this initiative and we expect to make tweaks once the dust settles to accommodate branches with too many items and branches with too little. Overall, it appears this will be a very successful initiative for both customers and staff.
There is a large reduction in the volume of delivery between branches and so far no increase in the number of holds although we expect this will change over time.
After floating DVDs for only one month in the first quarter, the turnover rate increased by 9.5%. Customers have been happy to find a constantly refreshed collection of DVDs, books, and CDs on their branch's shelves.
In an effort to be more strategic and effective in achieving important community outcomes and cope with diminishing resources, the Library is embarking on a process to study and analyze our customers and community using a market segmentation approach.

Vendor demonstrations are scheduled in early May.
Denver Public Library

Questions???