

**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 was \$1,287,000 in 2016, \$1,296,600 in 2017, \$1,303,200 in 2018, \$1,312,700 in 2019, and \$1,340,500 in 2020. 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 2020 period, though the amount of reciprocal borrowing has been declining from a high of \$119,179 in 2013, to \$48,000 in 2019 (received in February 2020). 2021's amount is \$58,000 which is an increase from the past couple of years. Even so, 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 2020 per capita allocation of \$36.71, well below the statewide average of \$39.73 and the MCFLS average of \$39.28 (2019).

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	2016	2017	2018	2019	2020	2021
Hours of Service/Week	60	60	60	60	49*	60**
Hours of Service/Wk-Summer	57	57	57	57	41*	57**
Physical Circulation	439,962	409,974	390,701	373,943	300,000**	350,000**
Circulation of ebooks	28,567	31,398	36,688	40,135	51,000**	48,000**
Registered Borrowers	21,800	19,551	19,853	12,880	12,000**	12,000**
Physical Collection Size	133,556	134,896	135,686	134,241	133,000**	133,500**
Internet Computer Sessions	24,850	22,261	20,000	14,471	5,000***	10,000**
Library WiFi Users	19,277	20,896	20,993	21,826	11,000**	20,000**
Program Event Attendance	17,319	17,434	18,569	16,502	12,500**	13,000**

*Service hours decreased in 2020 in response to the March-May 2020 lockdown and safety measures taken afterward

**Forecast (Note During 2020, many of the categories, with the exception of electronic resources, saw a decrease due to the March-April closure and decreased hours for the rest of 2020)

***Only three out of ten computers available for use during most of 2020 due to physical distancing requirements

While Computer Internet Sessions drastically declined in 2020 due to the physical distancing requirement, 21,826 distinct people connected to FPL's wireless access in 2019. While that number was expected to top 22,000 in 2020, the library closure from March to April along with the subsequent restriction on people staying and studying in the library caused a major decrease to the expected number.

Electronic resources were a bright spot in 2020 as many people, cut off physically from the library took advantage of our many digital resources from home. 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 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 the first 8 months of 2020:

2020											
Month	Days Open	Gate Count	Physical Circ	eBooks Audio Mags Movies	Total	Computer Sessions	Distinct WiFi Users	New Cards	Program Attendance	Number of Kids, Teens, and Adult Programs	Website Visits
Jan	30	16098	30408	3692	34100	1134	1730	100	749	40	5658
Feb	29	15842	29233	3421	32654	924	1664	100	1494	57	5271
March	15	8213	18455	4441	19312	533	1220	88	1255	46	6121
April	0	0	1698	5335	7033	0	154	37	838	36	3973
May	0	0	3240	5110	8350	0	225	35	619	22	4491
June	20	5675	17846	4442	22288	108	719	59	1679	21	4479
July	25	7800	24019	4487	28506	201	769	53	2355	44	3532
Aug	26	7713	23591	4441	28032	228	803	61	961	31	5204

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. While much of 2020 programming was virtual due to the pandemic, 2021 will see the creation of 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 2019, volunteers contributed over 2,700 hours to the library. That is the equivalent of 1.25 FTE employees!

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. 2018 saw the elimination of the Administrative Aide position. 2020 saw savings in staffing due to the library's closure from March to May. 2021 will see additional changes as the library will be replacing one Library Assistant position with a Library Clerk position—a move which will realize approximately \$8,000 in personnel savings for 2021 with no changes to services provided.

Authorized Positions (FTE)	2017	2018	2019	2020	2021
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	2.10	2.40	2.40	2.40	2.40
Youth Ref. Librarian	2.625	2.625	2.625	3.00	3.00
Circulation Supervisor	1.00	1.00	1.00	1.00	1.00
Administrative Aide	0.25	0.00	0.00	0.00	0.00
Program/Outreach Coordinator	0.60	0.60	.10	0.00	0.00
Library Assistant	5.00	5.00	5.00	5.00	4.50
Library Clerk	0.50	0.50	.50	.50	1.00
Shelver	1.25	1.25	1.25	1.25	1.25
Total	15.325	15.38	14.88	15.15	15.15

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. 2020 has been an expensive year for HVAC systems as the A/C unit and boiler both needed some major and costly repairs; and the Fire Alarm panel needed an upgrade to guarantee it would operate safely. More repairs and updates will need to be done sooner rather than later on this almost 19-year-old building. The Library Director has a Capital

Improvement Plan to address these replacements. In 2021, 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 2023. The AV 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.

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 & Auxilliary Library Fund 16

GL NUMBER	DESCRIPTION	2021 ORIGINAL BUDGET	2021 DEPT REQ BUDGET	2020 PROJECTED ACTIVITY	2020 AMENDED BUDGET	2019 ACTIVITY
REAL ESTATE TAXES						
15-0000-4011	GENERAL PROPERTY TAX	1,337,200	1,362,000	1,340,500	1,340,500	1,312,700
INTERGOVERNMENTAL						
15-0000-4458	LIBRARY RECIPROCAL BORROWING	48,500	35,000	48,000	40,000	49,181
CHARGES FOR SERVICES						
15-0000-4493	LANDFILL OPERATIONS-SITING	20,000	20,000	20,000	20,000	
INVESTMENT EARNINGS						
15-0000-4711	INTEREST ON INVESTMENTS		8,000	11,000	15,000	22,544
15-0000-4713	INVESTMENT GAINS/LOSSES					4,630
	Total		8,000	11,000	15,000	27,174
MISCELLANEOUS REVENUE						
15-0000-4799	MISCELLANEOUS REVENUE			5,200		
FUND TRANSFERS						
15-0000-4830	TRANSFERS FROM OTHER FUNDS					8,100
	Total Revenues	1,405,700	1,425,000	1,424,700	1,415,500	1,397,155
Dept 0511 - LIBRARY						
PERSONAL SERVICES						
15-0511-5111	SALARIES-FT	472,069	471,109	447,330	401,377	356,419
15-0511-5113	SALARIES-PT	255,706	255,192	253,010	314,298	289,347
15-0511-5133	LONGEVITY	1,310	1,310	1,260	1,045	1,075
15-0511-5134	HOLIDAY PAY	40,598	40,515	38,976	36,971	37,336
15-0511-5135	VACATION PAY	50,167	50,064	47,906	48,343	42,893
	Total	(819,850)	(818 190)	(788 482)	(802 034)	(727 070)
EMPLOYEE BENEFITS						
15-0511-5151	FICA	62,719	62,591	60,319	61,356	53,010
15-0511-5152	RETIREMENT	38,708	38,878	36,882	39,104	33,537
15-0511-5153	RETIREE GROUP HEALTH	1,768	1,764	1,923	2,283	1,906
15-0511-5154	GROUP HEALTH & DENTAL	76,921	83,333	83,206	89,083	79,972
15-0511-5155	LIFE INSURANCE	3,080	3,080	2,691	2,830	2,056
15-0511-5156	WORKERS COMPENSATION INS	1,640	1,636	1,418	1,444	1,301
	Total	(184,836)	(191 282)	(186 439)	(196 100)	(171 782)
CONTRACTUAL SERVICES						
15-0511-5242	EQUIPMENT MAINTENANCE	8,000	8,000	9,000	9,500	8,843
15-0511-5247	DATA & TELEPHONE CABLING			1,300		
15-0511-5257	SOFTWARE MAINTENANCE	200	200	750	750	750
15-0511-5299	SUNDRY CONTRACTORS					3,000
	Total	(8 200)	(8 200)	(11 050)	(10 250)	(12 593)
SUPPLIES						
15-0511-5311	POSTAGE	500	500	600	600	489
15-0511-5312	OFFICE SUPPLIES	3,000	3,000	3,000	3,000	3,155
15-0511-5313	PRINTING	4,000	4,000	3,500	4,500	4,966
15-0511-5329	OPERATING SUPPLIES	14,050	14,050	15,000	15,000	12,368
15-0511-5393	E-BOOKS	9,000	9,000			8,370
	Total	(30 550)	(30 550)	(22,100)	(23 100)	(29 348)
SERVICES & CHARGES						
15-0511-5415	TELEPHONE	1,100	1,100			
15-0511-5422	SUBSCRIPTIONS	20,028	20,028	20,000	17,459	19,191
15-0511-5424	MEMBERSHIPS/DUES	1,500	1,500			1,392
15-0511-5428	ALLOCATED INSURANCE COST	30,000	30,000	28,400	28,400	33,000
15-0511-5432	MILEAGE	400	400	500	800	648
15-0511-5433	EQUIPMENT RENTAL	2,590	2,590	3,200	2,624	3,106
15-0511-5451	MCFLS COMPUTER	40,180	40,180	39,000	36,434	36,544
	Total	(95 798)	(95 798)	(91 100)	(85,717)	(93 881)

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

GL NUMBER	DESCRIPTION	2021 ORIGINAL BUDGET	2021 DEPT REQ BUDGET	2020 PROJECTED ACTIVITY	2020 AMENDED BUDGET	2019 ACTIVITY
CONTINGENCY						
15-0511-5499	UNRESTRICTED CONTINGENCY					6,240
	Total					(6,240)
FACILITY CHARGES						
15-0511-5551	WATER	1,500	1,500	1,700	1,900	1,526
15-0511-5552	ELECTRICITY	60,000	60,000	62,000	63,000	60,154
15-0511-5553	SEWER	400	400	550	550	424
15-0511-5554	NATURAL GAS	19,000	19,000	20,000	22,248	16,314
15-0511-5556	JANITORIAL SUPPLIES	5,000	5,000	6,500	5,000	5,988
15-0511-5557	BUILDING MAINTENANCE-SYSTEMS	10,000	10,000	10,000	10,000	20,259
15-0511-5558	BLDG MAINTENANCE-FLOORING	1,100	1,100	1,000	1,100	1,088
15-0511-5559	BUILDING MAINTENANCE-OTHER	12,500	12,500	8,000	7,500	7,210
15-0511-5560	INTERDEPT CHG-ALLOC PAY COST	85,680	85,680	84,120	84,120	78,500
	Total	(195,180)	(195,180)	(193,870)	(195,418)	(191,463)
CAPITAL OUTLAY						
15-0511-5812	FURNITURE/FIXTURES	10,000	10,000			472
15-0511-5816	LIBRARY MATERIALS	90,000	90,000	88,940	90,000	82,671
15-0511-5822	BUILDING IMPROVEMENTS	25,000	25,000	50,000	50,000	
15-0511-5841	COMPUTER EQUIPMENT	14,000	14,000	7,000	14,000	7,877
15-0511-5843	SOFTWARE			2,000		
	Total	(139,000)	(139,000)	(147,940)	(154,000)	(91,020)
	Total Appropriations	(1,473,414)	(1,478,200)	(1,440,981)	(1,466,619)	(1,323,397)
ESTIMATED REVENUES - FUND 15		1,405,700	1,425,000	1,424,700	1,415,500	1,397,155
APPROPRIATIONS - FUND 15		1,473,414	1,478,200	1,440,981	1,466,619	1,323,397
Net Revenues (Expenditures)		(67,714)	(53,200)	(16,281)	(51,119)	73,758
BEGINNING FUND BALANCE		547,146	547,146	563,427	563,427	489,669
ENDING FUND BALANCE		479,432	493,946	547,146	512,308	563,427

Fund 16 - LIBRARY-RESTRICTED-FINES & FEES

CHARGES FOR SERVICES						
16-0000-4419 4005	TAXABLE SALES-copy,fax,coffee,rummag	8,000	8,000	10,000	10,000	11,909
INVESTMENT EARNINGS						
16-0000-4719 4002	MISC INTEREST-Donation MMKT Acct	250	250	700	60	738
16-0000-4719 4003	INTEREST-WSB Savings MMKT 2773	250	250	80		
16-0000-4719 4005	MISC INTEREST-BMO&WaterStoneBks			300	40	39
	Total	500	500	1,080	100	777
MISCELLANEOUS REVENUE						
16-0000-4748 4002	DONATIONS- LIBRARY-Donation MMKT	500	500	1,000	400	2,206
16-0000-4748 4005	DONATIONS - LIBRARY-Checking Acct	3,000	3,000	7,000	5,000	7,130
16-0000-4764 4005	LIBRARY SALES-Books-nontaxable	10,000	10,000	13,000	13,000	12,553
16-0000-4765 4005	LIBRARY FINES	22,000	22,000	20,000	33,000	28,034
16-0000-4766 4005	LIBRARY MEETING ROOM RENTAL	2,000	2,000	1,200	5,000	5,515
16-0000-4799 4005	MISC REVENUE-Lost Items & Fee Cards	1,500	1,500	2,000	2,000	2,912
	Total	39,000	39,000	44,200	58,400	58,350
	Total Revenues	47,500	47,500	55,280	68,500	71,036
Dept 0511 - LIBRARY						
CONTRACTUAL SERVICES						
16-0511-5242 4005	EQUIPMENT MAINTENANCE	395	395			
16-0511-5257 4005	SOFTWARE MAINTENANCE	2,697	2,697	3,322	3,322	3,074
16-0511-5299 4005	SUNDRY CONTRACTORS	7,500	7,500	8,500	8,500	8,303
	Total	(10,592)	(10,592)	(11,822)	(11,822)	(11,377)
SUPPLIES						

City of Franklin, WI
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GL NUMBER	DESCRIPTION	2021 ORIGINAL BUDGET	2021 DEPT REQ BUDGET	2020 PROJECTED ACTIVITY	2020 AMENDED BUDGET	2019 ACTIVITY
16-0511-5311 4005	POSTAGE	300	300	300	300	337
16-0511-5312 4005	OFFICE SUPPLIES	8,000	8,000	7,768	7,768	12,012
16-0511-5313 4005	PRINTING	500	500	600	1,000	604
16-0511-5329 4005	OPERATING SUPPLIES	2,800	2,800	5,000	6,000	5,523
16-0511-5329 9999	OPERATING SUPPLIES-COVID-19	500	500			
16-0511-5393 4005	E-BOOKS			10,900	10,900	8,258
	Total	(12 100)	(12 100)	(24,568)	(25 968)	(26 734)
SERVICES & CHARGES						
16-0511-5422 4005	SUBSCRIPTIONS	3,308	3,308	1,000	1,000	2,075
16-0511-5422 9999	SUBSCRIPTIONS-COVID-19	400	400			
16-0511-5424 4005	MEMBERSHIPS/DUES			1,000	1,800	810
16-0511-5425 4005	CONFERENCES & SCHOOLS	1,500	1,500	1,000	1,500	549
16-0511-5432 4005	MILEAGE	300	300	300	300	239
16-0511-5433 4005	EQUIPMENT RENTAL	3,300	3,300	5,000	5,710	5,585
	Total	(8 808)	(8 808)	(8 300)	(10 310)	(9 258)
FACILITY CHARGES						
16-0511-5559 4005	BUILDING MAINTENANCE-OTHER	2,000	2,000	1,200	2,000	1,735
	Total	(2 000)	(2 000)	(1 200)	(2 000)	(1 735)
CAPITAL OUTLAY						
16-0511-5812.4005	FURNITURE/FIXTURES		10,000	9,000	4,000	
16-0511-5816 4005	LIBRARY MATERIALS	5,000	5,000	5,000	5,000	6,392
16-0511-5841 4005	COMPUTER EQUIPMENT	5,000	5,000	5,000	5,000	4,166
16-0511-5843 4005	SOFTWARE	2,000	2,000	2,400	2,400	2,869
	Total	(12 000)	(22,000)	(21 400)	(16 400)	(13 427)
CLAIMS, CONTRIB AND AWARDS						
16-0511-5734 4005	VOLUNTEER RECOGNITION	2,000	2,000	1,200	2,000	1,683
	Total	(2 000)	(2 000)	(1,200)	(2 000)	(1 683)
	Total Appropriations	(47,500)	(57,500)	(68,490)	(68,500)	(64,214)
	ESTIMATED REVENUES - FUND 16	47,500	47,500	55,280	68,500	71,036
	APPROPRIATIONS - FUND 16	47,500	57,500	68,490	68,500	64,214
	Net Revenues (Expenditures)	0	(10,000)	(13,210)	0	6,822
	BEGINNING FUND BALANCE	134,235	134,235	147,445	147,445	140,621
	ENDING FUND BALANCE	134,235	124,235	134,235	147,445	147,443
ESTIMATED REVENUES - ALL FUNDS						
	ESTIMATED REVENUES - ALL FUNDS	1,453,200	1,472,500	1,479,980	1,484,000	1,468,191
	APPROPRIATIONS - ALL FUNDS	1,520,914	1 535,700	1,509,471	1,535,119	1,387,611
	Net Revenues (Expenditures) All Funds	(67 714)	(63 200)	(29,491)	(51 119)	80,580
BEGINNING FUND BALANCE - ALL FUNDS						
	BEGINNING FUND BALANCE - ALL FUNDS	681,381	681,381	710,872	710,872	630,291
ENDING FUND BALANCE - ALL FUNDS						
	ENDING FUND BALANCE - ALL FUNDS	613,667	618,181	681,381	659,753	710,871