



## **Public Use Measures**

- Books and audiovisual materials borrowed (Circulation)\*— this measure is defined as the number of books, CDs, DVDs, and other materials borrowed from or renewed at an individual library location. Data comes from Horizon, the library's Integrated Library System.
- Foot traffic\* – Libraries have gates with counters that keep track of the number of individuals entering and leaving the library daily. This number is divided by two (as each customer enters and leaves) and reported monthly.
- Computer sessions\* – The Library uses Pharos, a computer reservation software program, to keep track of the number of user sessions (from logon to logoff) throughout the system. Users log in using their library card and receive one hour time increments.
- Public wireless Internet sessions\* – The number of Internet sessions used by customers using the library's wireless Internet service. A wireless session is counted each time a user connects to the wireless access point at each location.

## **Operational Measures**

- Accessibility – An accessible location is defined as having the following:
  - Push-button door
  - Accessible public restroom
  - Accessible building interior (including elevators/lifts)
- Technology expansion – Three factors go into determining if a facility has adequate technology expansion possibilities:
  - Ease with which electrical capacity can be added to the facility
  - Ease with which telephone-data capacity can be added to the facility
  - The physical space needed for additional computing stations
- Meeting room – A meeting room is defined as a dedicated space that can seat at least 30 individuals, and can be utilized without impeding access to library collections and services.
- Parking lot with or adjacent to library – Availability of free parking at the library or adjacent to it.

## **Geographical Measures**

- Geographical proximity to lead library – This measure is the distance from a library to the nearest lead library (see definition below).
- Geographical proximity to other libraries – This refers to the number of BPL locations within 3 square miles of each library.
- MBTA Stations and Bus Routes: This measure was added as a result of community feedback. This refers to the nearest MBTA T Stations and bus routes that pass by BPL locations.
- Geographical Proximity to Boston Public School: This measure is the distance from a library to the nearest Boston Public School. This measure was added at the request of the Trustees.
- Geographical Proximity to BCYF: This measure is the distance from a library to the nearest Boston Center for Youth and Families. This measure was added at the request of the Trustees.

## ***Other Considerations***

- Program attendance\* – Library staff count the number of attendees for each public program. Attendance numbers for all programs are submitted as part of monthly statistical reports.
- Number of public programs\* – Library staff keep count of the number of public programs offered in their locations. These programs include programs by library staff (such as story hours or book discussion groups), contracted performers (musicians and others hired to perform at the library), and outside groups who use the library as a venue for public programs (theatre workshops sponsored by the Citi Performing Arts Center or tax assistance/small business workshops offered by outside entities).
- Public Feedback – A review of public comments received via [www.bpl.org/budget](http://www.bpl.org/budget), [feedback@bpl.org](mailto:feedback@bpl.org), letters, emails, phone calls, Twitter, and Facebook. The Library will gather the common themes of the services and programs that are important, as well as the ways in which the public feels the library is essential.
- Capital Projects – The library will take into consideration current, pending, or likely capital projects
- Partnerships and Community Assets – The ability for the Library to extend services beyond buildings. Partnerships with community agencies to provide services in the community. Examples include story time at a daycare center or community center, a book club at a senior center or cultural center, deposits of book collections at community or cultural centers.
- Information and data from other urban library systems – An examination of the national library landscape including data, branches, and budgets.

## ***Additional Definitions***

### **Lead Library**

- 20,000+ square foot buildings
- New or recently renovated building
- Higher levels of energy efficiency
- Current electrical and data systems with ability to expand
- Readily accessible via public transportation
- Parking lot with library or public parking adjacent to library
- ADA accessible
- Adjacent to existing/expanding commercial service areas
- Strong school-age services with potential for expanded services

**Digital Branch** (this is a new measure for FY09 that rolls up several measures that were previously reported in other locations, for example: digital downloads were previously measured in circulation)

- Downloadable books, music, videos, and games (OverDrive – available to BPL cardholders)
- Database searches (BPL provides access to 125 databases (count from our A-Z list of Databases available online – available to BPL cardholders)
- Flickr page views of BPL holdings (no card necessary). Flickr is an online photo management and sharing site that can be accessed from anywhere in the world
- Page views of out of print, public domain books, images, and documents (Internet Archive – no card necessary). The Internet Archive is a non-profit digital library that offers universal access to books, movies, music and archives of over 150 billion web pages

### ***\*Boston About Results (BAR)***

The Boston Public Library performance data are collected monthly and submitted to the City of Boston through Boston About Results (BAR) – the City's performance data and management system. A quarterly report of some of the Boston Public Library's key measures (including Books and Audiovisual Materials Borrowed or Downloaded, Public Computer Sessions, Public Wireless Internet Sessions) is available on the City's website: <http://www.cityofboston.gov/bar/>.