



# CITY OF WAUWATOSA

## COMMITTEE OF THE WHOLE

MINUTES • JULY 15, 2014

**Regular Meeting**

**Common Council Chambers**

**7:00 PM**

7725 West North Avenue, Wauwatosa, WI 53213

PRESENT: Alds. Stippich, Tilleson, Walz-Chojnacki, Wilson (7:25 p.m.), Bryne, Berdan, Causier, Dubinski, Hanson, Kofroth, McBride, Moldenhauer, Pantuso, Roznowski -14

EXCUSED: Alds. Walsh and Wilke

ALSO

PRESENT: Ms. Murphy, Library Director; Ms. Kissinger, Children's Library

Ald. McBride in the Chair

### **COMMITTEE OF THE WHOLE ITEMS**

#### 1. Departmental presentation: The Library

Ms. Murphy began the presentation by stating that the Common Council has many new members who may be somewhat unfamiliar with the Library's operations, and there are many challenges facing the Library in the near future. Given this situation, it is appropriate to provide some background information and some current statistics about the Wauwatosa Library that may assist Council members in making financial decisions affecting the Library.

The Library is funded by tax dollars collected from citizens via a budget authorized by the Common Council. The 9-member Library Board governs the policies of the Library and negotiates contracts on its behalf. Membership comes from a variety of age groups, backgrounds, and part of the City.

Library revenues go to the City to offset the expenses related to its operation. Milwaukee County Federated Library System (MCFLS) pays the Library for the services rendered to non-Wauwatosa residents. MCFLS is a 'create of the State' and gets its funding from the Wisconsin Department of Public Instruction. It received \$2.5 million this year. Of this amount, the Milwaukee Public Library received \$664,000, while Wauwatosa's Library received \$264,600. Milwaukee Public Library facilitates the inter-library loan process and also does original cataloging for items owned by no one else.

In 2013, 130,000 items belonging to other libraries were borrowed by residents through the Wauwatosa Library, and the Library loaned 377,000 items to non-residents. Wauwatosa's Library accounts for 11% of all non-resident services. The contract with MCFLS is capped at 41% for services to non-residents. In 2015, the payment from MCFLS will be reduced to \$246,000.

The contract with MCFLS expires at the end of 2015 and negotiations for payments and services will be up for discussion. The County Executive has not reappointed three members of the current MCFLS Board and has appointed new members. This Board is authorized to diminish or eliminate these payments.

MCFLS owns and operates the system that displays all the holdings of all of the County's libraries. It provides email services to libraries and sends email notices to customers. MCFLS provides delivery service to libraries of requested and returned materials. Because of this membership, Wauwatosa's residents have access to a large number of items.

Ms. Murphy displayed a chart showing circulation activity among libraries. Wauwatosa loans more items than any other library in the County. It serves its customers with a staff of approximately 50, 39 of whom are part-time employees. Many are paid minimum wage and receive no benefits. Shelves fall into this category; they

shelved 722,000 items to their proper locations last year. Reference staff members spend a good deal of time, sometimes one-on-one, helping people learn to use computer and e-books. They answered 128,000 questions of all kinds in 2013. The Reference Departments has reduced by one-half the printed collection of reference materials in response to changing needs.

Ms. Murphy noted that the pressure on the use of the Library's meeting rooms is intense. This due in part to the City's large parking lot, and to the Library's central location in the metro area.

Ann Kissinger, Children's Programming Librarian, spoke of the specific skills that are needed for those working with the children's library customers. She showed a short video of one of their program offerings, noting that special programs are done with the intent of encouraging parents and children to develop literary skills that will make the children avid readers when ready.

Summer evenings at the Library can be busy, as parents are intent on their children staying 'ready for school' when it resumes. Staff members offer suggestions for reading activities to support these intentions, and have some familiarity with school curricula and teaching techniques as well that can be used to educate parents. The staff also is aware of a variety of resources that may encourage reluctant readers to become excited about reading subjects of interest to them. Librarians make parents aware of tutor.com, a feature open to Wauwatosa resident that individuals can use to access help with school assignments. The Library has fostered a program that introduces readers to great literature; the program encourages parents to read 1,000 of the best books to their children before kindergarten. Staff has created recommended reading lists.

Ms. Murphy noted that 5,300 children (and parents) attended Rhyme Time and over 2,000 attended Story Time in the Children's Library. She added that tutor.com is an electronic service the Library pays for that offers one-on-one assistance by tutors to resident students from kindergarten through high school. It can be used from home and the feedback is nearly 100% positive.

The Library also pays for access for everyone to proprietary data bases by Standard & Poor's, Morningstar (independent investment research), Smithsonian music library and Mango Languages' online learning courses.

The Circulation Department has two FTE employees and eight part-time employees. The staff prepare the material-return carts for the shelvers and receive the daily deliveries from other libraries. It is anticipated that a sorting machine that will be implemented should result in circulation attendants (at \$20/hour) gradually being replaced with minimum-wage shelvers. Robert Trunley, the Assistant Library Director, serves as the Library's in-house IT support staff. He oversees the circulation and technical services activities, reconciles the materials budget, and allocates it as needed.

Ms. Murphy stated that technology has impacted how jobs are performed and how services are provided. The Library was the first to make the Internet available for free, it introduced self-checkout (70% is now done by customers), electronic fine payments, and automatic check-in. Consequently, the number of FTE employees has been reduced by three. More services are offered with less staff. Any further staff cuts will result in a loss of services, though.

Wauwatosa's 26.6 FTE's handled 837,105 items compared to West Allis's 29.4 FTE's handling of 727,700 and Brookfield's 32.5 FTE's handling 700,500. The Wauwatosa Library manages 30% more circulated items than West Allis's Library and nearly 50% more than Brookfield's.

Ms. Murphy noted that if negotiations for the new MCFLS contract do not end well, the City will need to determine what it is willing to let go of, or whether it is willing to replace lost funding. She added that as more electronic information is made available, less shelving space is needed. As space becomes available it may be prudent to consider shared use of space with symbiotic businesses such as the post office, or public service agencies. The civic center's central metro location is very attractive to many.

In closing, Ms. Murphy thanked the Committee for the opportunity to present this information in advance of the budget process. She invited the Committee members to call her for follow-up information or a facility tour.

Ald. Tilleson asked for more information about the MCFLS payments. Ms. Murphy explained that payments are made annually in February. In February 2016, for example, payment under the new contract will be made (assuming successful negotiations). However, the payment will be under the terms of the previous contract for the services to non-residents; payment is essentially made one year later.

Ms. Murphy added that she is getting the sense from some MCFLS Board members and from a survey they recently conducted that the non-resident service payments will be negotiated down. She reiterated that the Wauwatosa Library provides 11% of the services to non-residents. She also expressed concern about newly appointed MCFLS Board members, relating a circumstance involving the Hales Corners Library. That Library had refused to sign the member agreement by the end of 2013. The Board essentially forced that Library to sign when it said the payment owed for the previous year's services would not be made.

Ms. Murphy reiterated that if the Wauwatosa Library were to lose its MCFLS payment, that would amount to a quarter-million dollar hole in its budget. The Library is in MCFLS through the end of 2015. It will be difficult, therefore, to project revenues for the 2016 budget if this issue were to remain unresolved. Currently there is no Wauwatosa representative on the MCFLS Board. The recently-retired West Allis Administrator/Clerk, who has a good understanding of the current situation, is seeking reappointment to the MCFLS Board, but the County Executive has not done so to this point.

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Carla A. Ledesma, CMC, City Clerk

Members of the Wauwatosa Common Council  
July 10, 2014  
Re: Wauwatosa Public Library

Because there are many new members of the Council, and because of up-coming issues relating to the Library, I have asked for an opportunity to present information at a meeting of the Committee of the Whole. Alderman Tilleson recommended I give the full Council a presentation outside of the annual Budget Committee meeting about staffing in the Library, our relationship to the Milwaukee County Federated Library System and changes coming that will affect the Library and the financing of library services.

Wauwatosa is the oldest suburban library in Milwaukee County and the busiest in the County as well. There are more than 400,000 visits to the Library every year. The Library loaned more than 800,000 physical books, magazines, music CDs and DVDs in 2013, and 15,572 e-books and 5,269 downloadable audio books to residents of Wauwatosa.

I hope this report will be useful in making all of you better informed about the Library.

Mary Murphy

## Milwaukee County Federated Library System

The Wisconsin DPI gives federal money to 17 library systems throughout the state, for the purpose of encouraging libraries to share resources with one another. Milwaukee County Federated Library System receives approximately \$2,677,000 from DPI per year and approximately \$100,000 from Milwaukee County. Members of the MCFLS Board are appointed by the County Executive.

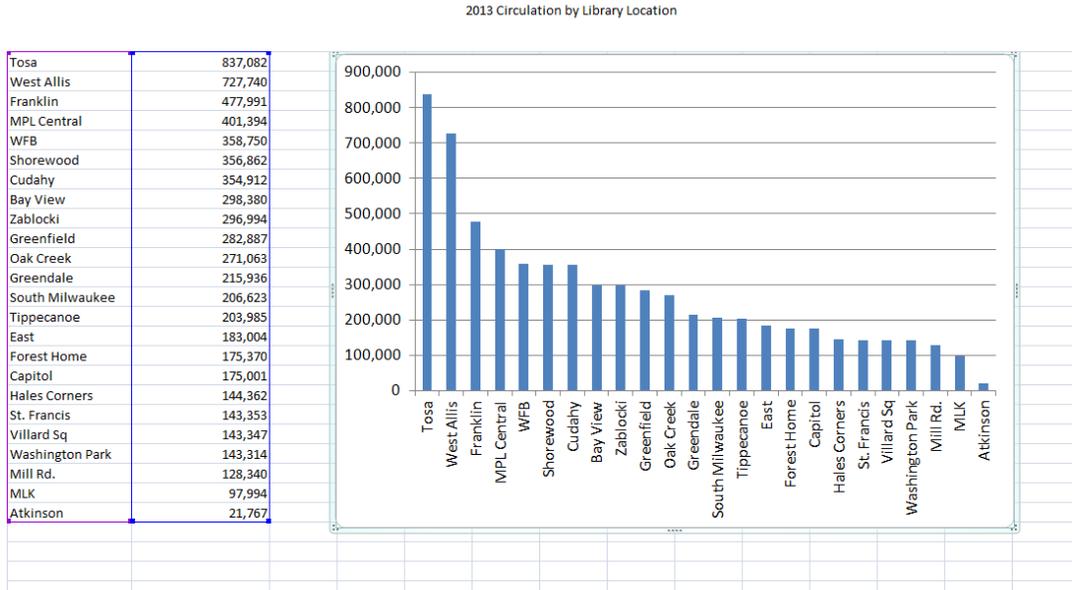
Those funds are used to staff the Federated System Office, to pay Milwaukee Public Library rent for the federated system office space, to pay Milwaukee Public Library for serving as a resource library (required by law,) to pay Milwaukee Public Library for cataloging, to pay for delivery of library materials throughout Milwaukee County and the State and to pay those libraries that loan more items to residents of other communities than their own residents borrow from other libraries. For 2013, Wauwatosa residents borrowed 130,010 items from other libraries in the County. The Wauwatosa library loaned 377,061 items to residents of other communities. Approximately 57% of all items borrowed from the Wauwatosa library go to residents of Wauwatosa. The remaining 43% is loaned to residents of other communities, primarily residents of the City of Milwaukee. For our service to non-residents, Wauwatosa was paid \$264,600 in 2014.

The Federated System owns and operates the automation system that is used by all member libraries for a public catalog of library holdings, allowing people to reserve materials from any library in the County. The automation system also provides email service for all of the libraries and electronic notices to library patrons that reserved items are available, or books are about to come due.

Because we participate as a member of the federated library system, Wauwatosa residents have access to many more items than would otherwise be available and we do not need to purchase and operate our own automated catalog.

## Wauwatosa Public Library

Wauwatosa loans more items than any other library in Milwaukee County. This does NOT include loans of eBooks, or downloadable audio books. The chart below shows all of the federated library system libraries and the circulation totals for 2013.

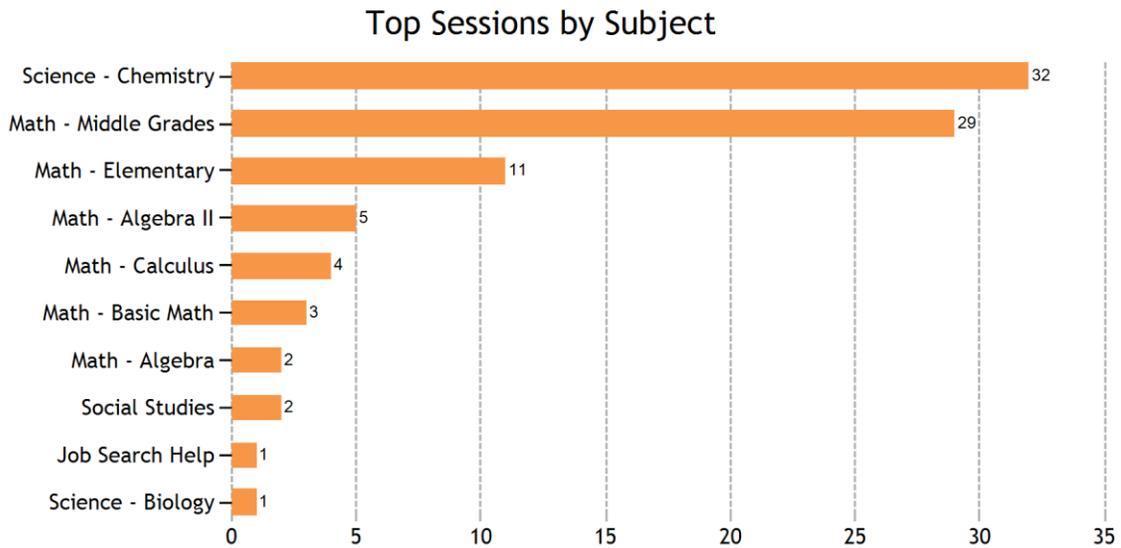


## Staffing

The Library currently employs approximately 50 people. 39 of those are part-time employees receiving no benefits. 11 people are full time: Director, Assistant Director, 3 children’s librarians, 3 reference librarians, 1 Circulation Department Supervisor and 2 Circulation Attendants. Total FTEs for the Library is 26.6 More than 5 of those FTEs are shelvers, who are paid minimum wage. Their job is to put returned books back in order on the shelves. In 2013, the shelvers returned 722,763 items to the shelves.

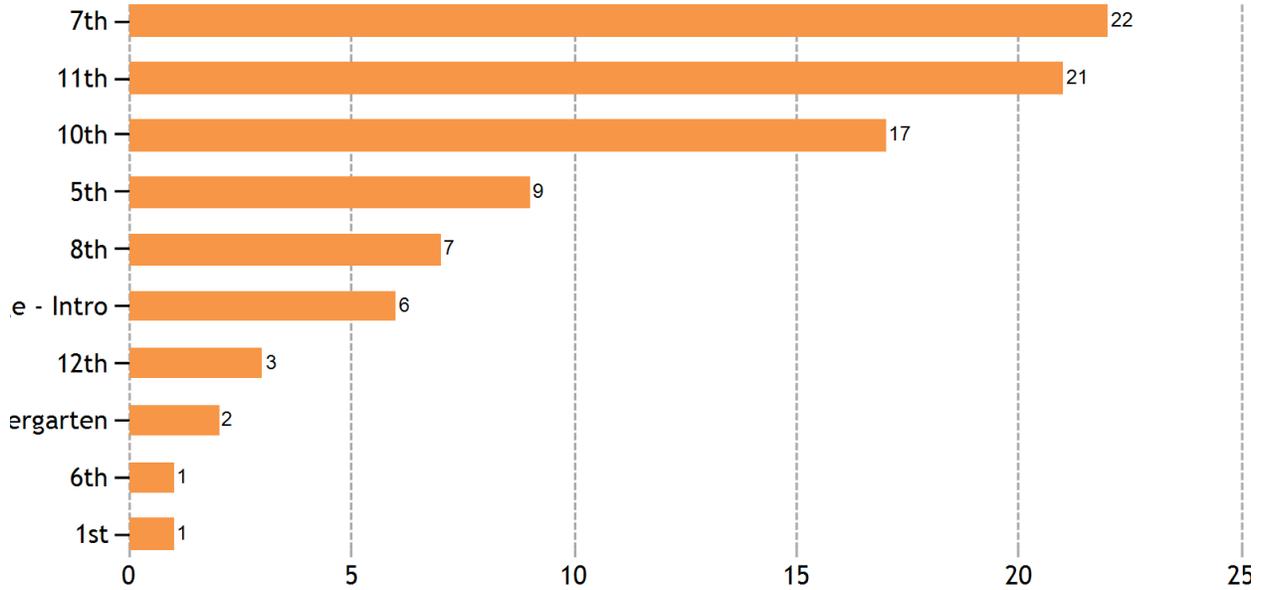
The 3 full time and 4 part-time reference librarians order all of the adult materials for the Library, teach people one-on-one how to down load free eBooks and e-audio books on to Nooks, Kindles, I pads and laptops, and alongside 3 volunteers, help people learn to use the computers in the Library with everything from opening a Gmail account so they can apply for jobs to using electronic proprietary databases to track investments. A recent survey of the types of reference questions asked of the librarians showed that more than 50% of those were related to business. In 2013, librarians answered more than 128,000 reference questions, in person, over the phone or using email. In 2014, librarians eliminated more than half of the print copies of reference materials and purchase of non-fiction books is down.

In the Children’s Library, the librarians offer programs of story time and rhyme time throughout the year and work with the local schools to offer subject-specific classroom visits to the library in support of curricula. They order all of the materials for the Children’s library and help kids K-8 with homework assignments. (insert examples of children’s reference) The Library pays for Tutor.com, which connects students online in real time with tutors 24 hours a day. The heaviest uses of Tutor.com is by middle and high school students for help with math, chemistry, physics, etc. The charts below show use by Wauwatosa residents of this service for one month. Average tutoring session time is just over 15 minutes.



Attachment: Library presentation (2325 : Library presentation)

### Top Sessions by Grade Level



All of the use of Tutor.com is remote and is restricted to residents of Wauwatosa. So although these users of the Library are not among the more than 400,000 people who actually came into the Library in 2013, the Library is providing this and other services like it, to many. Other heavily used databases that the library pays for and makes available on-line include Standard and Poors, Value-Line, Morningstar, the Smithsonian’s world music library, and Mango languages. In 2014, we doubled the amount we spend to make e-books available at no charge to residents of Wauwatosa.

There are 2 full time and 8 part time Circulation Attendants and 1 full time Circulation Supervisor. The circulation attendants provide library cards for users, resolve problems related to overdue fines and lost items, empty the after-hours book drop and check those returns in, prepare carts of returns for the shelvers, prepare items borrowed from other libraries for pick-up at Tosa, sort materials brought through the delivery trucks every day. With the introduction of an automated sorting system later this year, and with attrition, I expect we will need fewer Circulation Attendants, currently paid approximately \$20/hr but more shelvers, who are paid minimum wage.

The Assistant Director, Robert Trunley, is responsible for doing all of the PC troubleshooting for the Library. We do not rely on Information Systems to resolve technology problems, unlike other departments. In addition, he oversees the Technical Services and Circulation Departments, reconciles materials budget spending, and this year, is taking on responsibility for implementation of the new automated sorting system.

Attachment: Library presentation (2325 : Library presentation)

When relating FTEs to the number of items loaned per library, Wauwatosa’s staff productivity is the 2<sup>nd</sup> highest in the County. Comparing our staffing to libraries that are similar to Tosa shows the following:

Wauwatosa	26.6 FTEs	837, 105 items loaned
West Allis	29.4 FTEs	727,740 items loaned
Brookfield	32.51 FTEs	700,500 items loaned

While I believe we can achieve some Personnel cost savings over the coming years due to attrition, we are at the point in the Library that reductions in staff will necessarily result in reductions in service.