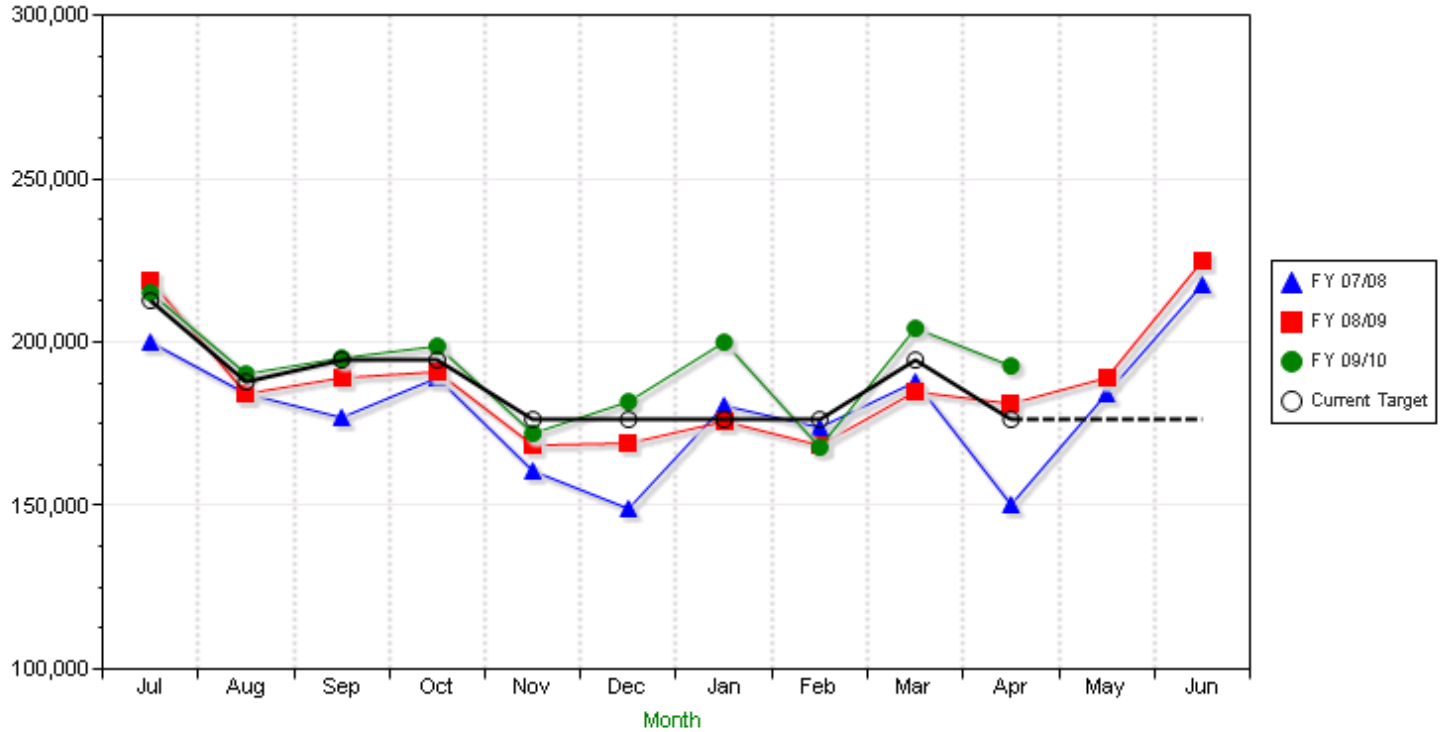




Performance Measure Details Report

Metric: Number of library materials circulated monthly.

Items Circulated Monthly



Performance Analysis

Circulation for April 2010 exceeded its monthly target by 9.5% most likely due to National Library Week (NLW), April 12-17. To celebrate NLW, the Library held a Food for Fines drive that netted 11,454 pounds of food for the United Food Bank. Also, April 2010 circulation (192,919) as compared to April 2009 circulation (181,056) increased by 7%.

Description and Target

This metric indicates the number of library materials circulated per month throughout the fiscal year. The annual target for FY 2009/10 is 2,288,116. The monthly circulation will fluctuate as there is a strong cyclical pattern related to holidays, students, and winter visitors. Achieving the target would place the City of Mesa Library in the 50th percentile of public libraries serving populations of 250,000-499,999.

Benchmark Description and Values

2008 Public Library Data Service; Benchmark: Lexington Public Library KY.

FY 08-09	FY 09-10	FY 10-11
2569092	2595500	2595500