2013 FACT BOOK

KDL
Kent District Library

Information.
Ideas.
Excitement!

www.kdl.org

Kent District Library

KDL Service Center
814 West River Center Drive NE
Comstock Park, MI 49321-8955
Phone: 616-784-2007
Fax: 616-647-3828

Kent District Library is a public library system comprised
of 18 branch libraries in 27 governmental units throughout
Kent County, Michigan. It is supported by millage dollars and private
donations. KDL serves 395,660 people in all areas of Kent County
except the cities of Grand Rapids and Cedar Springs,
village of Sparta, and Solon and Sparta townships

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Kent District Library Information

Kent County Information

History

- **1927:** Kent County Federation of Women's Clubs begins project of library extension.

- **1936:** Kent County Library Association formed. Kent County Library System becomes a department of the County of Kent.

- **1994:** The Library separates from the County to form Kent District Library, an independent taxing agency with governance by a Board of Trustees appointed by the Kent County Board of Commissioners and representing eight geographic regions of the KDL Service Area.

- **2004:** A 10 year, .88 millage approved by voters.

- **2011:** Kent District Library celebrates 75 years of providing library service to citizens in Kent County.

Mission and Vision

Mission Statement
Information, Ideas, Excitement!

Vision Statement
KDL: The Cornerstone of a Literate Society

Kent District Library Branches and Service Center

Kent District Library provides library services to over 395,000 customers in 27 municipalities through 18 branches located throughout Kent County. With the exception of the KDL Service Center, the library buildings are owned and maintained by the local municipality while Kent District Library provides the staff, collection, technology and programming.

2013 Highlights

KDL is Your Place for Happiness

In 2013, KDL launched our **Happiness Project** — an 18-month initiative inspired by Gretchen Rubin's book *The Happiness Project.* Throughout 2013–2014, KDL is offering programs, displays and volunteer opportunities featuring simple, cost-effective methods to enhance happiness in communities throughout the KDL service area. Supporters of our Happiness Project — the Clique Coffee Bar, Creekside Garden Center, Grand Rapids Griffins, PJ's Pizza, and Quaker Steak & Lube — offered KDL cardholders a discount off their products and services in 2013.

KDL also partnered with local organizations to provide happiness through our "KDL Gives Back" initiative. All 18 branches were collection sites where patrons and staff could donate items for those in need. KDL collected over 5,000 small and travel-sized hygiene products for homeless youth that were distributed through the Kent Intermediate School District. We partnered with Kid's Food Basket to collect 1,300 juice boxes and 2,500 lunch bags decorated by our young patrons. People dropped off 354 old or damaged United States flags for proper disposal by local Boy Scout troops. Finally, three van-loads of pet food and supplies were donated for needy animals through the Humane Society of West Michigan.

Programs for Children and Families

During the year, KDL hosted 4,415 programs for children, teens and families attended by 147,211 people. From early literacy storytimes, where children have fun developing the skills which help them become successful readers, to the most popular summer reading program in Michigan, these programs are at the heart of KDL's service to our communities. Here are just a few highlights from the year:

- KDL began offering **sensory storytimes** at multiple branch locations. These storytime programs are specifically designed for children with special needs. They also offer an opportunity for caregivers to connect with each other and their child in a supportive and encouraging environment.

- KDL offered more than 30 **family storytimes in Bosnian and Spanish** at our Kentwood (Richard L. Root) and Krause Memorial Branches. The Kentwood (Richard L. Root) Branch also hosted a **Bosnian Cultural Celebration** at which 135 people enjoyed traditional food, music and dancing. The Cascade Township Branch offered an **Experience Poland** day with polka music, food and crafts.

- KDL once again set a new participation record for our **Summer Reading Program**. With 29,579 participants in 2013, we experienced a 2% increase in total participants and a 5% increase in adult participants when compared to 2012. This is all the more astounding considering that this year's Summer Reading Program ended three weeks earlier than last year. We are also proud to report that teen participants read almost 60,000 books throughout the course of the summer, while adults read over 41,000 books. Additionally, a staggering 39,883 children, teens, and adults attended one of KDL's 1,110 programs offered during Summer Reading @ KDL.

Partnerships to Provide Unique Services

While KDL's most valuable partnerships are with the municipalities that provide and maintain our 18 branch facilities, the library also collaborated with over 100 different community partners in 2013. Many of our 5,391 programs are offered in partnership with other organizations or sponsors such as our branch Friends of the Library groups. These are a few of the new and special programs launched during the year:

- Kent District Library teamed with **Consumers Energy** and **Lowell Light & Power** to circulate Kill-A-Watt EZ Meters, allowing KDL cardholders to borrow devices to measure their home energy use.

- The library partnered with the **Kent County Health Department** to offer potentially life-saving free weather alert radios for our Library for the Blind and Physically Handicapped customers.

- With the inception of the Affordable Care Act, KDL partnered with the **State of Michigan, Priority Health** and **Cherry Street Health Services** to offer more than two dozen programs providing residents with useful information about their health insurance options.

- To rousing applause, the **Grand Rapids Civic Theatre** began offering free dress rehearsal vouchers for KDL cardholders. Additional programs featuring theatre directors were held at KDL locations. A backstage tour after a matinee performance of *The Giver* made for a very special afternoon for a group of young KDL customers.

- KDL partnered with the **Northview Senior Citizens** to offer monthly book discussions and computer classes at the Plainfield Senior Center.

Technology for Convenience

In a continuing effort to provide convenient and cost-efficient access to digital content, KDL became the first library in Michigan to offer free streaming and downloadable movies and television shows to library cardholders via **hoopla**.

KDL also began circulating **iPad Minis** through a pilot project at our Comstock Park Branch. These fully-functioning devices may be checked out for free for up to three weeks. The pilot project was so popular that the Krause Memorial and Englehardt Branches are planning to offer full-sized iPads for circulation in 2014.

Located in KDL's Cascade Township Branch, **Studio KDL** launched in 2013 with equipment and classes to help customers make movies, create podcasts, record audiobooks, design promotional videos for themselves or a business, or just spend time in creative play.

Fiscal Responsibility and the Future of KDL

KDL's reputation for living within our means was reinforced when the Grand Rapids Area Chamber of Commerce awarded the library its 2013 EPIC Award for **Excellence in Business**. One important way in which we have shown excellence in business has been by maintaining a balanced budget during this time of declining property tax revenue. Without laying off a single staff member, KDL has reduced expenditures by over $1.6 million during the last three years. In 2013, KDL operated on the same revenue as was generated in 2006.

2014 will be a pivotal year for Kent District Library. We are in the process of developing new strategic priorities to anticipate customers' needs for the next three years. At the same time, our millage will expire. KDL has operated on a .88 mills property tax levy since 2000. This millage provides 87% of the library's total revenue. KDL customers have asked for more convenient hours in more locations, additional services for our Library for the Blind and Physically Handicapped customers, more computer classes and job skills training in more locations, technology upgrades for those who depend on KDL's Internet and wireless access for work and school, and more print and digital purchases to reduce the wait time for popular reading materials. In August 2014, voters will determine whether these library services will be funded for the next 10 years.

Strategic Plan 2013 Update

In 2013, KDL extended its previous strategic plan for an additional two years (through 2014). The original strategic plan was developed in 2009 through an extensive process involving community members, staff, and the KDL Board of Trustees. The plan serves as KDL's guide in providing quality library services to residents in our service area.

The strategic plan contains five goals developed to meet the specific needs of our community and sets measurable objectives to track the library's progress toward reaching those goals. Listed below are details concerning KDL's success in meeting these goals and objectives in 2013.

Goals and Objectives

GOAL 1: ADULTS, TEENS AND CHILDREN IN THE KDL SERVICE AREA WILL FIND A VARIETY OF POPULAR MATERIALS THEY WANT TO READ, LISTEN TO, OR VIEW TO ENHANCE THEIR LEISURE TIME.

OBJECTIVES:

1.1 Annually, total circulation will increase by 1.5%.

Total Circulation	2013 Actual	2013 Target	Target Met
	6,110,343	6,622,578	No

1.2 Annually, at least 95% of adults and teens surveyed will indicate that they found something good to read, view or listen to.

Survey Results	2013 Actual	2013 Target	Target Met
	94%	95%	No

1.3 Annually, KDL's Summer Reading Program will achieve the following:

A. At least 26,000 participants including children, teens and adults.

Total Participants	2013 Actual	2013 Target	Target Met
	29,579	26,000	Yes

B. At least 50,000 items read or viewed by adult and teen participants.

Items Read or Viewed	2013 Actual	2013 Target	Target Met
	100,986	50,000	Yes

C. At least 80% of parents surveyed will report that their child has maintained or improved his/her reading skills by participating in the program.

Survey Results	2013 Actual	2013 Target	Target Met
	99%	80%	Yes

GOAL 2: YOUNG CHILDREN (AGES 0–5) IN THE KDL SERVICE AREA WILL HAVE MATERIALS AND ACTIVITIES TO HELP THEM DEVELOP THE SKILLS THEY NEED TO BE READY TO LEARN TO READ, WRITE, AND LISTEN WHEN THEY ENTER SCHOOL.

OBJECTIVES:

2.1   Annually, at least 95% of parents and caregivers surveyed will say the library helps their children develop the skills they need to be ready to learn to read, write, and listen.

Survey Results	2013 Actual	2013 Target	Target Met
	97%	95%	Yes

2.2   Annually, the circulation of picture books will increase by 3%.

Picture Book Circulation	2013 Actual	2013 Target	Target Met
	587,381	638,017	No

2.3   By December 31, 2014, the number of parents and caregivers who attend workshops and events on early childhood development sponsored, co-sponsored or presented by the library will increase by 5% from 6,909 (FY 2011) to 7,250.

Early Literacy Attendance	2013 Actual	2013 Target	Target Met
	1,158	7,080	No

GOAL 3: YOUNG PEOPLE AND THEIR FAMILIES IN THE KDL SERVICE AREA WILL HAVE OPPORTUNITIES FOR CROSS-CULTURAL GROWTH AND UNDERSTANDING.

OBJECTIVES:

3.1   Annually, offer at least four cultural programs in partnership with local cultural groups.

Cultural Programs Offered	2013 Actual	2013 Target	Target Met
	4	4	Yes

3.2   Annually, offer a Storytime series in at least three foreign languages each quarter.

Storytime Series Offered	2013 Actual	2013 Target	Target Met
	5	12	No

GOAL 4: EVERYONE IN THE KDL SERVICE AREA WILL HAVE ACCESS TO THE INTERNET AND ELECTRONIC MATERIALS.

OBJECTIVES:

4.1 Annually, at least 90% of patrons surveyed will indicate satisfaction with the library's Internet access.

Survey Results	2013 Actual	2013 Target	Target Met
	95%	90%	Yes

4.2 Annually, the number of new patrons checking out materials from KDL's OverDrive site (eBook/eAudiobook site) will increase 10%.

New Patrons Using *OverDrive*	2013 Actual	2013 Target	Target Met
	10,190	12,429	No

4.3 By December 31, 2014, the number of people who use the library's wireless network to connect to the Internet will increase 60% from 290,403 (FY 2011) to 465,000.

Wireless Logins	2013 Actual	2013 Target	Target Met
	500,854	377,701	Yes

GOAL 5: ADULTS IN THE KDL SERVICE AREA WILL HAVE THE SKILLS THEY NEED TO FIND, EVALUATE, AND USE ELECTRONIC INFORMATION.

OBJECTIVES:

5.1 Annually, at least 2,000 people will attend a computer confidence class sponsored, co-sponsored, or presented by the library.

Computer Class Attendance	2013 Actual	2013 Target	Target Met
	2,368	2,000	Yes

5.2 Annually, provide digital literacy assistance to at least 50,000 patrons, through individualized staff help on a variety of topics such as digital downloads, library databases, Internet services, and wireless access.

Digital Literacy Help Offered	2013 Actual	2013 Target	Target Met
	52,058	50,000	Yes

Kent District Library Branches and Service Center

ALPINE TOWNSHIP BRANCH
5255 Alpine Ave. NW
Comstock Park, MI 49321

ALTO BRANCH
6071 Linfield Ave.
Alto, MI 49302

BYRON TOWNSHIP BRANCH
8191 Byron Center Ave. SW
Byron Center, MI 49315

CALEDONIA TOWNSHIP BRANCH
6260 92nd St. SE
Caledonia, MI 49316

CASCADE TOWNSHIP BRANCH
2870 Jacksmith Ave. SE
Grand Rapids, MI 49546

COMSTOCK PARK BRANCH
3943 W. River Dr. NE
Comstock Park, MI 49321

EAST GRAND RAPIDS BRANCH
746 Lakeside Dr. SE
East Grand Rapids, MI 49506

ENGLEHARDT BRANCH
200 N. Monroe St.
Lowell, MI 49331

GAINES TOWNSHIP BRANCH
421 68th St. SE
Grand Rapids, MI 49548

GRANDVILLE BRANCH
4055 Maple St. SW
Grandville, MI 49418

KENTWOOD (RICHARD L ROOT) BRANCH
4950 Breton SE
Kentwood, MI 49508

KRAUSE MEMORIAL BRANCH
140 E. Bridge St.
Rockford, MI 49341

PLAINFIELD TOWNSHIP BRANCH
2650 5-Mile Rd. NE
Grand Rapids, MI 49525

SAND LAKE/NELSON TOWNSHIP BRANCH
88 Eighth Street
Sand Lake, MI 49343

SPENCER TOWNSHIP BRANCH
14960 Meddler Ave.
Gowen, MI 49326

TYRONE TOWNSHIP BRANCH
43 S. Main St.
Kent City, MI 49330

WALKER BRANCH
4293 Remembrance Rd. NW
Walker, MI 49534

WYOMING BRANCH and the Library for the Blind and Physically Handicapped
3350 Michael Ave. SW
Wyoming, MI 49509

SERVICE CENTER
814 West River Center NE
Comstock Park, MI 49321

Service Area

TYRONE Village of **KENT CITY** **Tyrone Township Branch** ⭐	**SOLON** City of **CEDAR SPRINGS**	⭐ **NELSON** **Sand Lake/Nelson Township Branch**	**SPENCER** ⭐ **Spencer Township Branch**
SPARTA Village of **SPARTA**	**ALGOMA**	**COURTLAND** City of **ROCKFORD** ⭐ **Krause Memorial Branch**	**OAKFIELD**
ALPINE ⭐ **Alpine Township Branch** **Comstock Park Branch** ⭐	**PLAINFIELD** **KDL Service Center** ⭐ ⭐	**CANNON** **Plainfield Township Branch** ⭐	**GRATTAN**
City of **WALKER** **Walker Branch** ⭐ City of **GRAND RAPIDS**	**GRAND RAPIDS** City of **EAST GRAND RAPIDS** ⭐ **East Grand Rapids Branch**	**ADA**	**VERGENNES** City of **LOWELL** **Englehardt Branch** ⭐
City of ⭐ **WYOMING** **Wyoming Branch & the Library for the Blind and Physically Handicapped** City of ⭐ **GRANDVILLE** **Grandville Branch**	⭐ City of **KENTWOOD** **Kentwood Branch**	**CASCADE** ⭐ **Cascade Township Branch**	**LOWELL**
BYRON ⭐ **Byron Township Branch**	**GAINES** ⭐ **Gaines Township Branch**	**CALEDONIA** ⭐ **Caledonia Township Branch**	⭐ **BOWNE** **Alto Branch**

Areas highlighted in green are outside the KDL service area and include the City of Grand Rapids, City of Cedar Springs, Solon Township, Sparta Township, the Village of Sparta, and the portion of Bowne and Caledonia Townships within the Thornapple Kellogg school district.

Governance and Organizational Structure

BOARD OF TRUSTEES

The Kent District Library Board of Trustees is composed of 8 members representing geographic regions of the KDL Service Area. Trustees must live in the region they represent. Board members are appointed for four-year terms by the Kent County Board of Commissioners based on recommendations from the eight regions. The KDL Board meets monthly. Major duties include establishing and maintaining a public library for Kent District Library, establishing library policies, employing the Library Director, adopting an annual budget, approving the expenditure of funds, entering into contracts, and control of all KDL property.

Trustee	Area of Responsibility
Charles R. Myers, Chair	**Region 4:** City of Lowell, and Vergennes, Lowell and Bowne Townships
Vickie Hoekstra, Vice Chair	**Region 8:** City of Wyoming
Penny Weller, Treasurer	**Region 3:** City of Walker, and Plainfield and Alpine Townships
Carol Simpson, Secretary	**Region 1:** Spencer, Tyrone, Nelson, and Oakfield Townships
Shirley Bruursema, Trustee	**Region 6:** City of Kentwood, and Gaines and Caledonia Townships
Scott Ellison, Trustee	**Region 7:** City of Grandville and Byron Township
Scott Garrison, Trustee	**Region 2:** City of Rockford, and Cannon, Algoma, Courtland, and Grattan Townships
Craig Wilson, Trustee	**Region 5:** City of East Grand Rapids, and Cascade, Ada and Grand Rapids Townships

Charles R. Myers,
Chair

Vickie Hoekstra,
Vice Chair

Penny Weller,
Treasurer

Carol Simpson,
Secretary

Shirley Bruursema,
Trustee


Scott Ellison,
Trustee

Scott Garrison,
Trustee

Craig Wilson,
Trustee

LEADERSHIP TEAM

The Kent District Library Leadership Team leads the staff in support of KDL's strategic plan, coordinates organizational functions, and facilitates communication. Members of the Leadership Team are:

| Position	Name
Library Director	Lance Werner
Assistant Director	Michelle Boisvenue-Fox
Director of Finance	Sherry Bava
Director of Human Resources and Organizational Development	Brian Mortimore
Director of Information Technology	Michael Carpenter

KENT DISTRICT LIBRARY ORGANIZATIONAL CHART
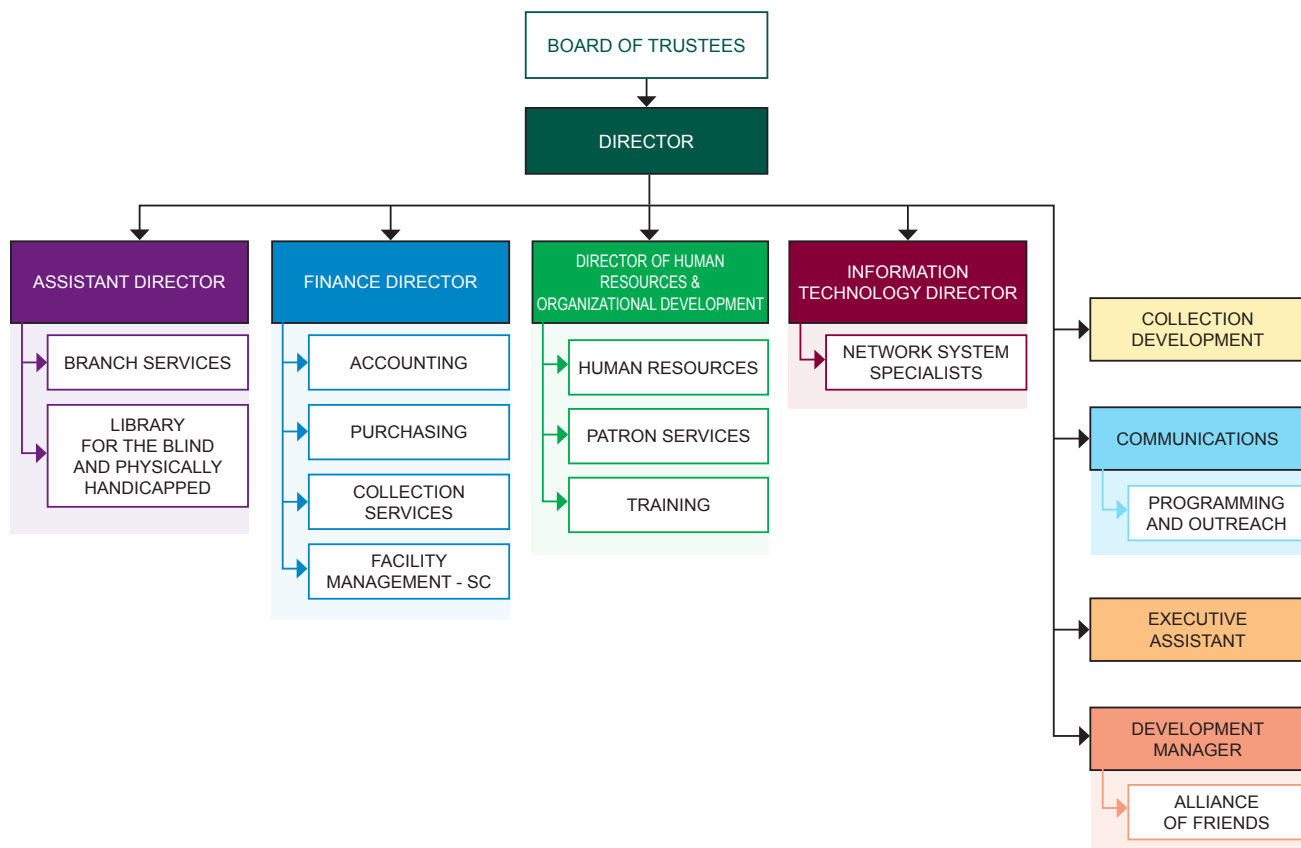
2013 Summary of Financial Information

Revenue	
Property Taxes - Millage (.88mills)	13,153,463
State Sources	262,215
Penal Fines	803,963
Fines, Fees & Rentals	833,958
Interest Income	37,105
Miscellaneous Income	3,799
Transfer In - Donation - AGF Fund	28,060
TOTAL REVENUES	**$15,122,563**
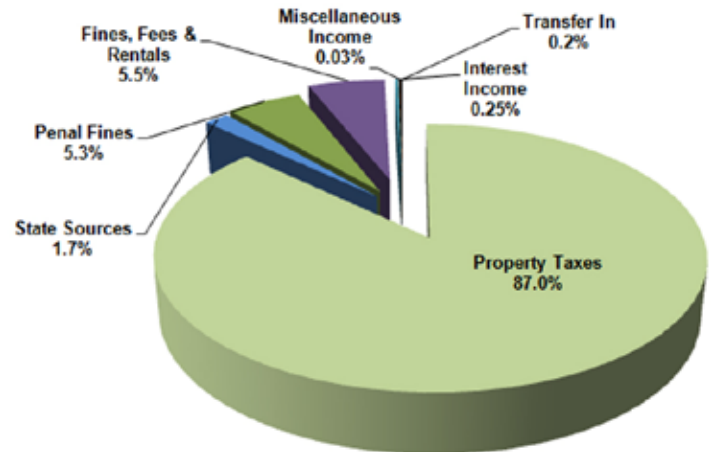
Expenditures	
Salaries/Wages	7,848,869
Benefits	1,874,059
Books & Materials	2,237,436
Operating Expenses	2,033,247
Technology (includes ILS & Internet)	639,434
Programming	128,662
TOTAL EXPENDITURES	**$14,761,707**
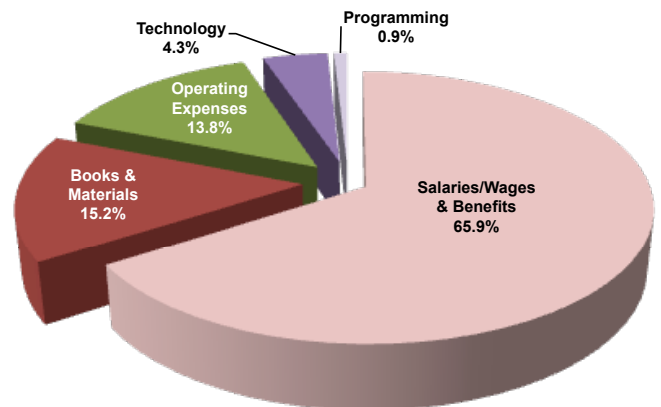
Fund Balance - Beginning of Year	3,460,968
Fund Balance - Unspendable (Prepaids)	-88,435
Fund Balance - Board Committed - ILS	-575,000
Fund Balance - Board Committed - Capital Projects	-215,300
Excess Revenues over Expenditures	360,857
TOTAL UNDESIGNATED FUND BALANCE (at Year End)	**$2,943,090**

The above numbers have been derived from the 2013 Financial Statements.
Complete audited Annual Financial Statements will be available after June 2014.

Statistical Trends

KDL Total Expenditures ($)

Year	Amount
2009	16,618,111
2010	16,253,516
2011	15,631,576
2012	15,497,044
2013	14,761,707

KDL Total Circulation

Year	Amount
2009	6,388,208
2010	6,434,895
2011	6,882,742
2012	6,524,707
2013	6,110,343

eAudiobook/eBook Circulation

Year	Amount
2009	19,374
2010	49,340
2011	113,005
2012	277,352
2013	412,202

KDL Cardholders

Year	Cardholders
2009	285,108
2010	238,792
2011	225,544
2012	231,853
2013	240,070

KDL Branch Visits

Year	Branch Visits
2009	3,613,449
2010	3,525,415
2011	3,322,013
2012	3,047,283
2013	2,838,622

KDL Website Visits

Year	Website Visits
2009	2,226,356
2010	2,195,122
2011	2,105,455
2012	2,186,978
2013	2,442,683

Public PC vs. Wireless Log-ins

	2009	2010	2011	2012	2013
Public PC	562,645	455,930	405,920	365,094	338,508
Wireless	79,332	101,341	290,403	516,199	500,854

KDL Program Attendees

2009	2010	2011	2012	2013
171,057	153,580	151,727	156,215	156,525

KDL Programs

2009	2010	2011	2012	2013
5,624	4,316	4,520	5,202	5,391

KDL Collection

KDL launched its own eAudiobook/eBook Collection in Aug. 2011

| 2012 Total = 1,020,820 | 2013 Total = 973,236 |

- 2009: 1,052,703
- 2010: 1,030,222
- 2011: 1,019,342 — 10,853
- 2012: 991,793 — 29,027
- 2013: 930,786 — 42,450

☐ Physical Collection   ☐ eAudiobook/eBook Collection

KDL Reference Questions

- 2009: 1,054,179
- 2010: 871,361
- 2011: 816,512
- 2012: 820,911
- 2013: 846,239

KDL Staff Positions (FTEs)

- 2009: 200
- 2010: 196
- 2011: 196
- 2012: 197
- 2013: 193

2013 Statistical Information

Circulation

Adult fiction		800,961
Express books		177,263
Juvenile fiction		1,415,482
Teen fiction		258,867
Reference		11,063
Adult nonfiction		492,832
Juvenile nonfiction		270,742
Teen nonfiction		15,955
Periodicals		126,337
Large print		70,888
CD-ROMs		153
Audiobooks		221,282
DVDs and Blu-ray		1,277,640
Music CDs		269,072
Video games		62,192
Kits		15,720
Braille items		156
LBPH (Library for the Blind and Physically Handicapped)		47,315
Miscellaneous		1,779
Interloans		45,489
MeLCat		5,706
Digital Downloads	eAudiobooks	82,140
	eBooks	330,062
	eMagazines (Zinio)	26,573
	eMovies (hoopla)	1,796
	eMusic (Freegal)	82,878
Total circulation		**6,110,343**

Collection

Number of books	757,307
Number of periodicals	29,779
Number of audio (audiobooks and music CDs)	77,944
Number of videos (DVDs and Blu-ray)	59,647
Number of video games	3,522
Number of CD-ROMs	72
Number of kits	1,802
Number of Braille items	214
Number of miscellaneous items	499
Total physical items in the library collection at year-end	**930,786**

Collection (continued)

Number of electronic audiobooks (eAudiobooks)	9,088
Number of electronic books (eBooks)	33,362
Total digital items in the library collection at year-end	**42,450**
Number of subscriptions	1,998
Number of licensed databases – Local	19
Number of licensed databases – State	40
Number of licensed databases – Total	**59**

Human Resources

Number of MLS librarians	63
Full-time equivalent of MLS librarians	53.38
Number of non-MLS librarians	4
Full-time equivalent of non-MLS librarians	3.6
Number of other paid staff	213
Full-time equivalent of other paid staff	135.8
Total number of staff	280
Total full-time equivalents (FTEs)	192.98
Total hours per week worked by MLS librarians	2,143
Total hours per week worked by all staff	7,719
Staff training hours	4,645

Inter-Library Loan (ILL) & Reciprocal Borrowing

ILL items borrowed by KDL patrons from other libraries	118,647
ILL items loaned by KDL to patrons from other libraries	45,489
MeLCat items borrowed by KDL from other libraries	6,674
MeLCat items loaned by KDL to other libraries	5,706
Items reciprocally borrowed by KDL patrons from other libraries	227,036
Items reciprocally loaned by KDL to patrons from other libraries	868,263

Library for the Blind and Physically Handicapped (LBPH)

Number of registered patrons	1,004
Total circulation	46,140

Patron Services: Centralized Phone Center

Telephone calls received			68,650
Percentage of calls handled (i.e., not transferred to branch staff)			86%
Calls (by type)	Type	Total Calls	% of Total
	Circulation	22,845	33%
	Directional	3,392	5%
	Program Registration	2,296	3%
	Reference	30,733	45%
	Transfers to Branch Staff	9,384	14%

Programs

Type	# of Events	# of Participants
Private programs (tours, workshops, etc.)	639	34,908
Programs for young children	2,484	65,937
Programs for school-age children	241	6,124
Programs for teens	313	5,171
Programs for adults	976	9,314
Programs for all ages	738	35,071
Total	**5,391**	**156,525**

Summer Reading Program

Age Group	# of Participants	# of Completers
Babies (0 – 24 months)	1,482	869
Pre-Readers (2 – 3 years)	2,795	1,303
Youth (age 4 – grade 5)	14,172	6,312
Sub Total	18,449	8,484
Age Group	**# of Participants**	**# of Books Read**
Teens (grades 6-12)	5,095	59,418
Adults	6,035	41,568
Sub Total	11,130	100,986
GRAND TOTAL	**29,579**	

Technology

Number of computers for staff	251
Number of computers for public	324
Number of patron log-ins to public computers	338,508
Number of patron log-ins to wireless network	500,854
Number of self check-out units	41
Number of self check-in units	8
Number of automated voice messages left for patrons	140,613
Most concurrent patrons using the wireless network	495

Volunteers

Number of Volunteers		Total
Adults	120	444
Teens (Summer Reading Program)	324	
Volunteer Hours		Total
Adults	3,895	9,481
Teens (Summer Reading Program)	5,586	

Website

Number of visits (includes mobile website visits)	2,442,683
Average visits per day	6,692
Number of visits to KDL's eBook/eAudiobook site	1,099,823
Number of visits to What's Next?: Books in Series site	883,013
Number of visits to KDL databases	116,198
Number of Ask KDL questions answered	585
Number of Personalized Picks lists created	338
Number of KDL Blog posts	574
Number of KDL Blog comments	674

Annual Counts

Library visits	2,838,622
Population of service area (2010 U.S. Census)	395,660
Cardholders (library registrations)	240,070
KDL cardholders with email notification	95,282
Information requests/computer assistance	846,239
Total annual open hours	45,152
Total weekly public service hours	901.5

Per Capita Measures

Circulation per capita	15.4
Circulation per registered borrower	25.4
Collection turnover rate (i.e., circulation/collection)	6.3
Expenditure per capita	$37.31
Express check-out as a percentage of total customer check-out	82.8
Holdings per capita	2.5
Program attendance per capita	.40
Public internet use per capita (PC & wireless log-ins)	2.1
Reference transactions per capita	2.2
Registration as a percentage of population	61%
Visits per capita – In Person	7.2
Visits per capita – Virtual (website)	6.2

KENT DISTRICT LIBRARY FACTS

Library Director: Lance Werner
Population of Service Area: 395,660
Physical Collection Size: 930,786
Digital Collection Size: 42,450
Public Computers: 324
Staff: 192.98 FTEs
Open Hours: 901.5 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD
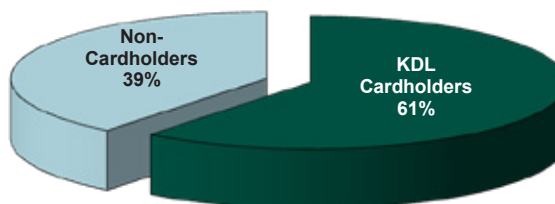
Non-Cardholders 39%
KDL Cardholders 61%

BRANCH CHECK-OUTS BY RESIDENT

Georgetown 2%
Other 16%
Grand Rapids 7%
KDL 75%

TOTAL ITEMS CHECKED-OUT
(6% decrease from 2012 to 2013)

2011	2012	2013
6,882,742	6,524,707	6,110,343

TOTAL BRANCH VISITORS
(7% decrease from 2012 to 2013)

2011	2012	2013
3,322,013	3,047,283	2,838,622

TOTAL BRANCH COMPUTER LOG-INS
(5% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins ■   Wireless Log-ins □

	2011	2012	2013
Public Computer Log-ins	405,920	365,094	338,508
Wireless Log-ins	290,359	516,199	500,854
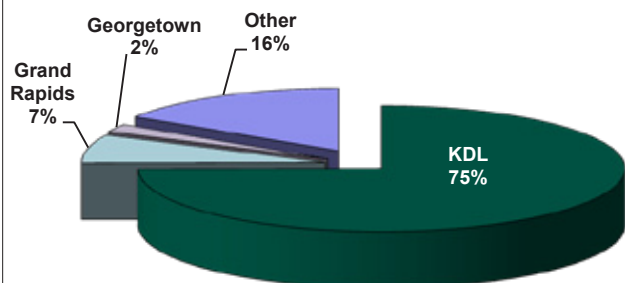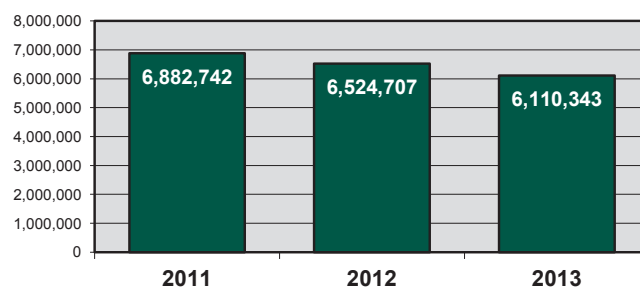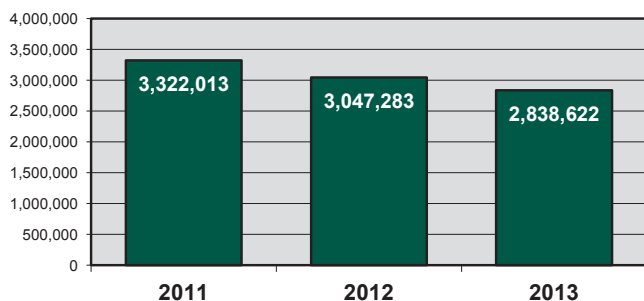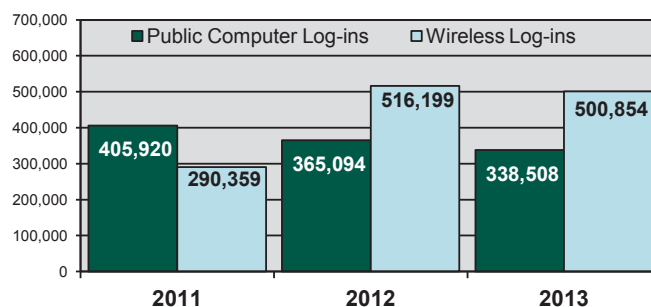
TOTAL PROGRAM ATTENDANCE
(0.2% increase from 2012 to 2013)
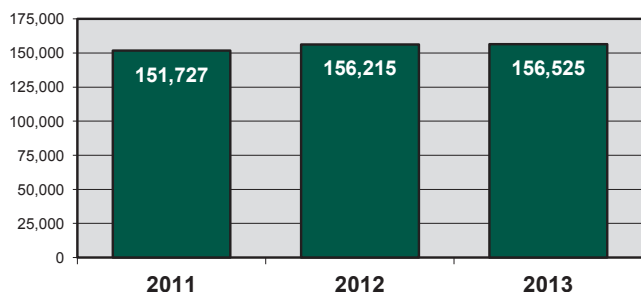
2011	2012	2013
151,727	156,215	156,525

TOTAL SUMMER READING CLUB PARTICIPANTS
(2% increase from 2012 to 2013)

2011	2012	2013
26,147	28,914	29,579
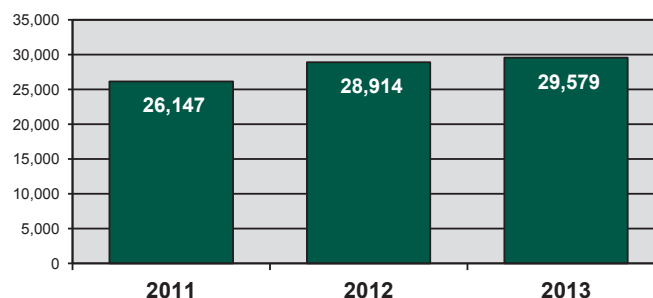
BRANCH FACTS

Branch Manager:
Laura Weld (Jan. - Nov.)
Shaunna Burmeister (Dec.)
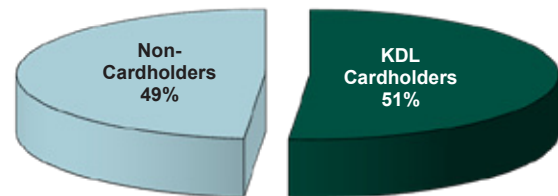**Population of Service Area:** 13,336
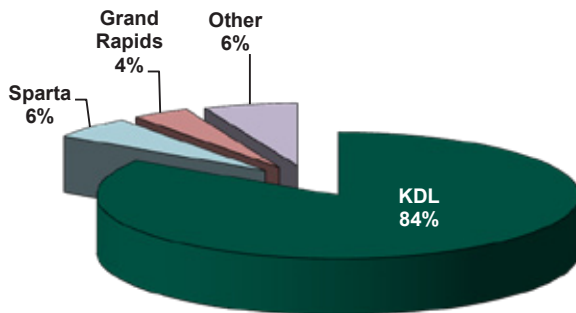**Building Size:** 4,862 square feet
Public Computers: 9
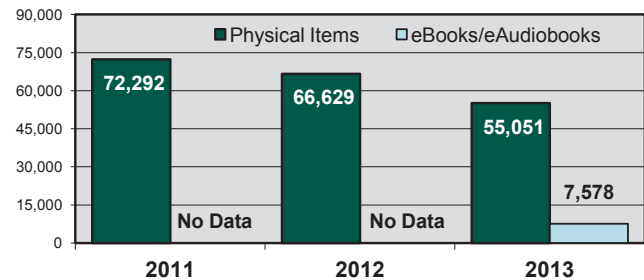**Staff:** 2.4 FTEs
Open Hours: 31.5 hours per week
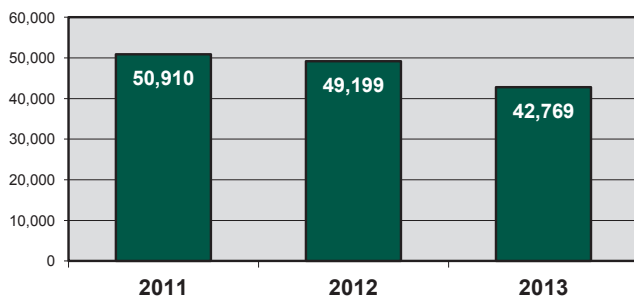
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 49%
KDL Cardholders 51%

BRANCH CHECK-OUTS BY RESIDENT

Grand Rapids 4%
Other 6%
Sparta 6%
KDL 84%

TOTAL ITEMS CHECKED-OUT
(6% decrease from 2012 to 2013)

Physical Items | eBooks/eAudiobooks
2011: 72,292 | No Data
2012: 66,629 | No Data
2013: 55,051 | 7,578

TOTAL BRANCH VISITORS
(13% decrease from 2012 to 2013)

2011: 50,910
2012: 49,199
2013: 42,769

TOTAL BRANCH COMPUTER LOG-INS
(11% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins
2011: 5,772 | 2,468
2012: 5,007 | 4,375
2013: 4,442 | 3,905
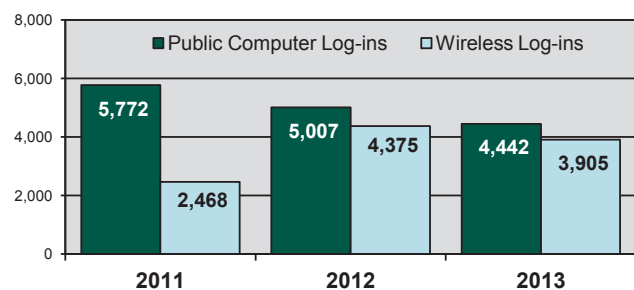
TOTAL PROGRAM ATTENDANCE
(25% decrease from 2012 to 2013)

2011: 3,331
2012: 3,066
2013: 2,311
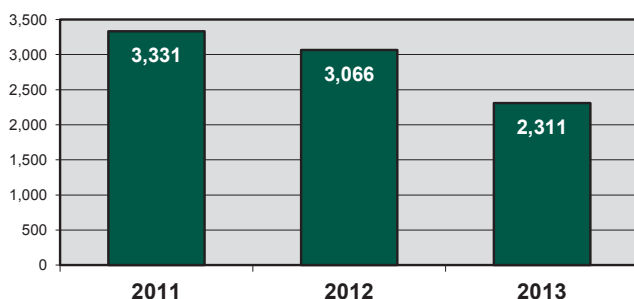
TOTAL SUMMER READING CLUB PARTICIPANTS
(4% decrease from 2012 to 2013)

2011: 525
2012: 852
2013: 819

KDL
Kent District Library
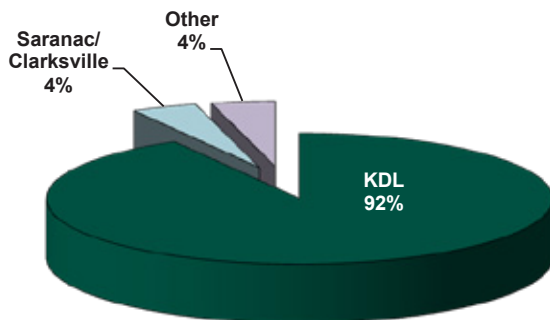
Information.
Ideas.
Excitement!
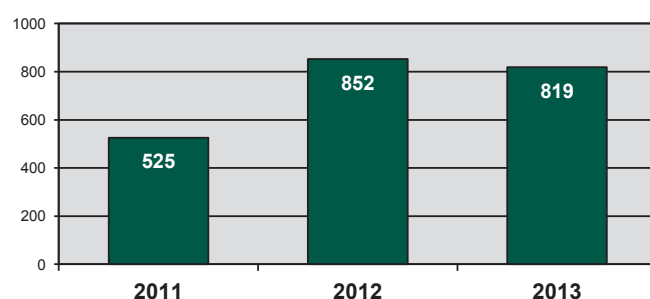
BRANCH FACTS

Branch Manager: Sandy Graham
Population of Service Area: 2,793
Building Size: 5,795 square feet
Public Computers: 6
Staff: 2.0 FTEs
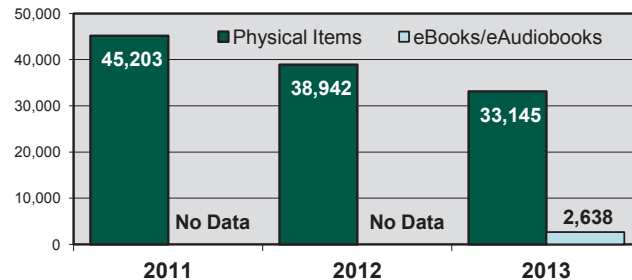**Open Hours:** 28 hours per week
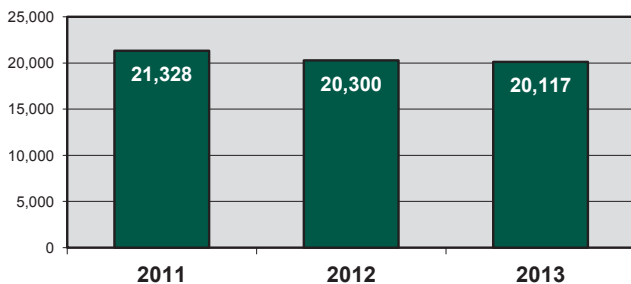
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 33%
KDL Cardholders 67%

BRANCH CHECK-OUTS BY RESIDENT

Other 4%
Saranac/ Clarksville 4%
KDL 92%
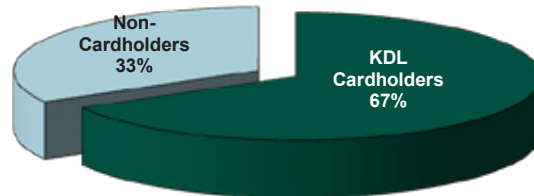
TOTAL ITEMS CHECKED-OUT
(8% decrease from 2012 to 2013)

	Physical Items	eBooks/eAudiobooks
2011	45,203	No Data
2012	38,942	No Data
2013	33,145	2,638

TOTAL BRANCH VISITORS
(1% decrease from 2012 to 2013)

2011	2012	2013
21,328	20,300	20,117

TOTAL BRANCH COMPUTER LOG-INS
(23% decrease in total log-ins from 2012 to 2013)

	Public Computer Log-ins	Wireless Log-ins
2011	2,170	2,291
2012	1,586	3,175
2013	1,546	2,110
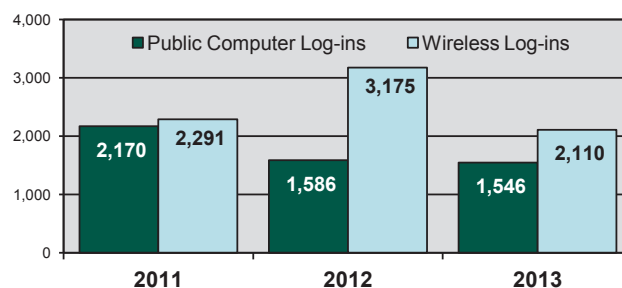
TOTAL PROGRAM ATTENDANCE
(2% decrease from 2012 to 2013)

2011	2012	2013
1,198	1,353	1,325
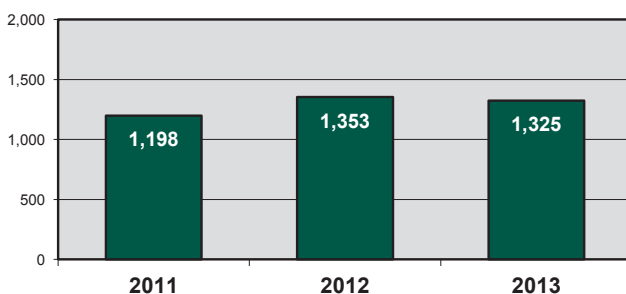
TOTAL SUMMER READING CLUB PARTICIPANTS
(8% increase from 2012 to 2013)

2011	2012	2013
241	265	287

KDL Information. Ideas. *Excitement!*
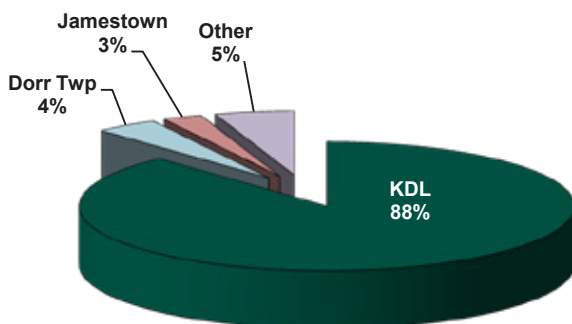Kent District Library
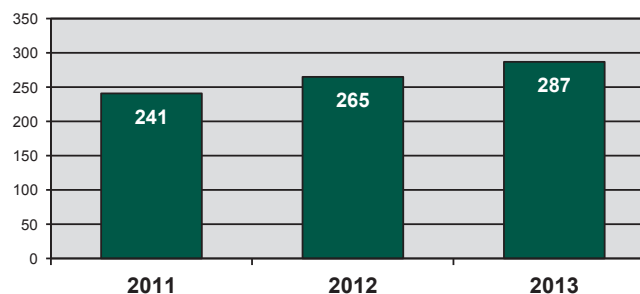
BRANCH FACTS

Branch Manager: Cheryl Garrison
Population of Service Area: 20,317
Building Size: 13,600 square feet
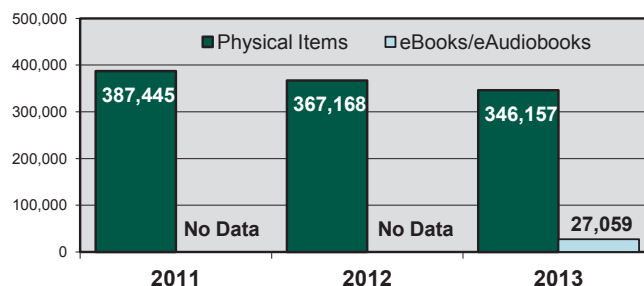**Public Computers:** 11
Staff: 7.3 FTEs
Open Hours: 49 hours per week
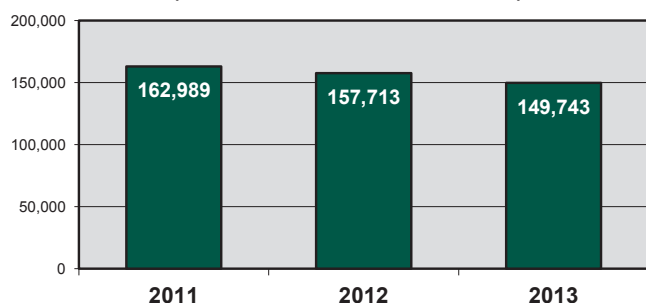
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 38%
KDL Cardholders 62%

BRANCH CHECK-OUTS BY RESIDENT

Jamestown 3%
Other 5%
Dorr Twp 4%
KDL 88%
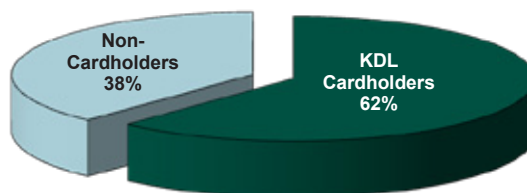
TOTAL ITEMS CHECKED-OUT
(2% increase from 2012 to 2013)

Physical Items — eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	387,445	No Data
2012	367,168	No Data
2013	346,157	27,059

TOTAL BRANCH VISITORS
(5% decrease from 2012 to 2013)

Year	Visitors
2011	162,989
2012	157,713
2013	149,743

TOTAL BRANCH COMPUTER LOG-INS
(14% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins — Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	13,838	8,811
2012	12,385	16,031
2013	9,299	15,148
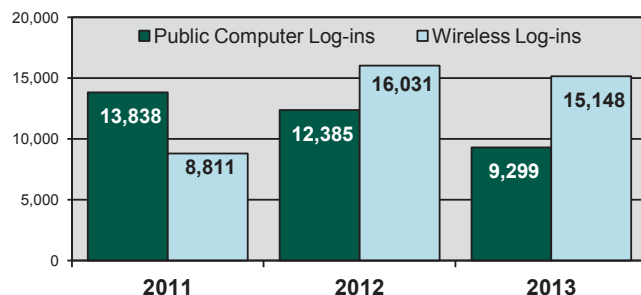
TOTAL PROGRAM ATTENDANCE
(15% increase from 2012 to 2013)
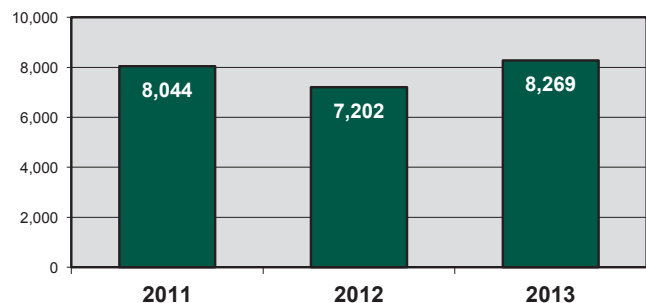
Year	Attendance
2011	8,044
2012	7,202
2013	8,269

TOTAL SUMMER READING CLUB PARTICIPANTS
(11% increase from 2012 to 2013)

Year	Participants
2011	2,215
2012	2,395
2013	2,647

KDL Kent District Library — Information. Ideas. Excitement!
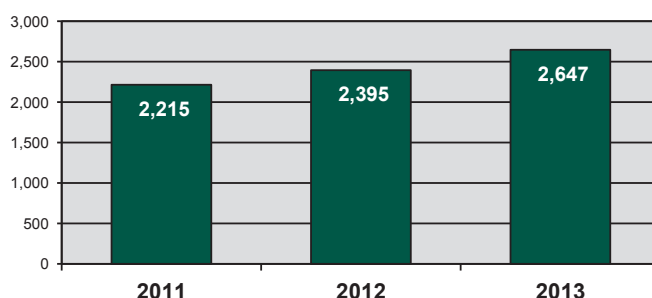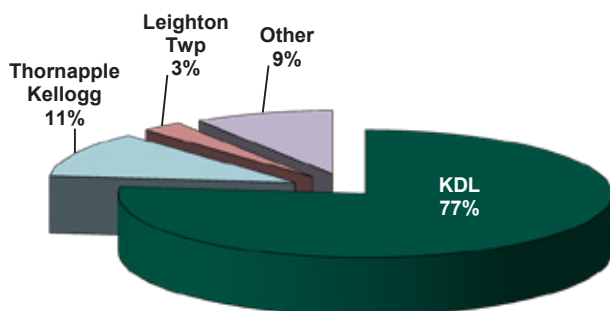
BRANCH FACTS

Branch Manager: Liz Guarino-Kozlowicz
Population of Service Area: 12,294
Building Size: 15,464 square feet
Public Computers: 18
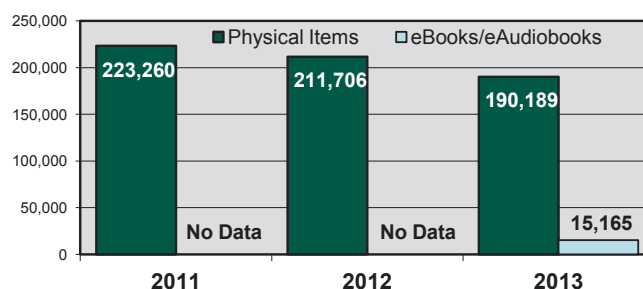**Staff:** 4.7 FTEs
Open Hours: 38.5 hours per week
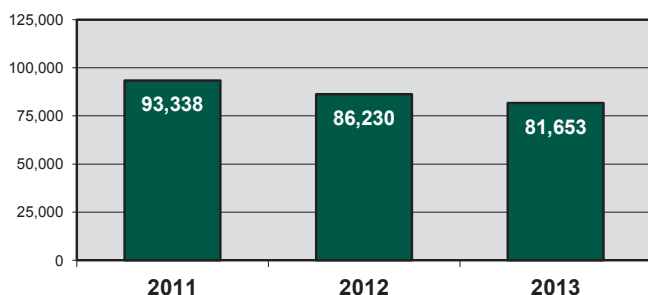
PERCENTAGE OF POPULATION WITH A LIBRARY CARD
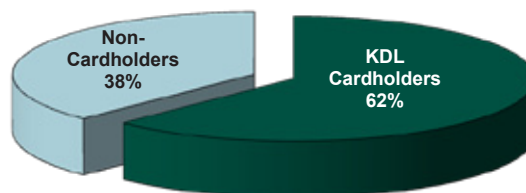
Non-Cardholders 38%
KDL Cardholders 62%

BRANCH CHECK-OUTS BY RESIDENT

Thornapple Kellogg 11%
Leighton Twp 3%
Other 9%
KDL 77%

TOTAL ITEMS CHECKED-OUT
(3% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	223,260	No Data
2012	211,706	No Data
2013	190,189	15,165

TOTAL BRANCH VISITORS
(5% decrease from 2012 to 2013)

2011	2012	2013
93,338	86,230	81,653

TOTAL BRANCH COMPUTER LOG-INS
(21% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	10,340	13,886
2012	9,991	27,967
2013	8,576	21,510
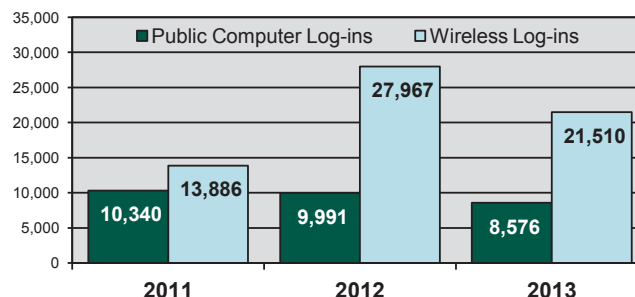
TOTAL PROGRAM ATTENDANCE
(26% increase from 2012 to 2013)

2011	2012	2013
6,546	6,439	8,087
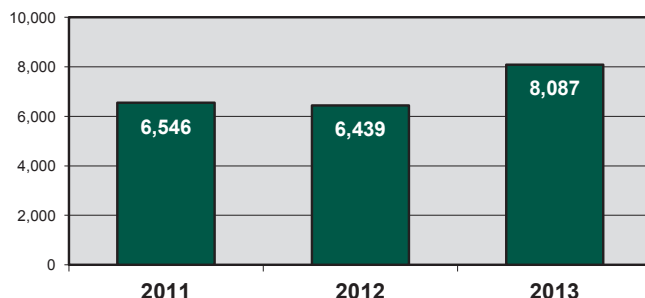
TOTAL SUMMER READING CLUB PARTICIPANTS
(18% increase from 2012 to 2013)

2011	2012	2013
1,227	1,260	1,486

Cascade Township Branch
2013 Statistical Information

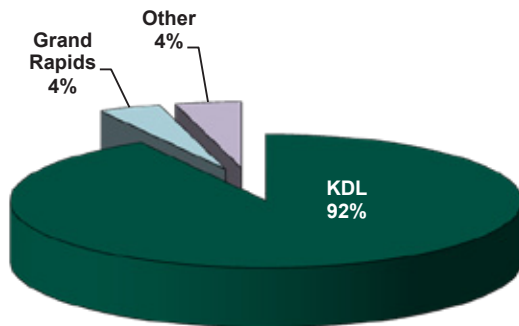**KDL** Kent District Library — Information. Ideas. *Excitement!*
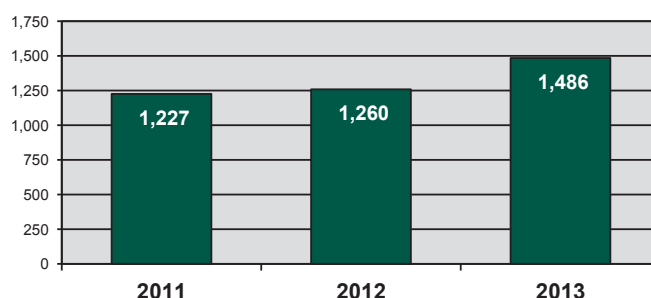
BRANCH FACTS

Branch Manager: Diane Cutler
Population of Service Area: 17,134
Building Size: 21,913 square feet
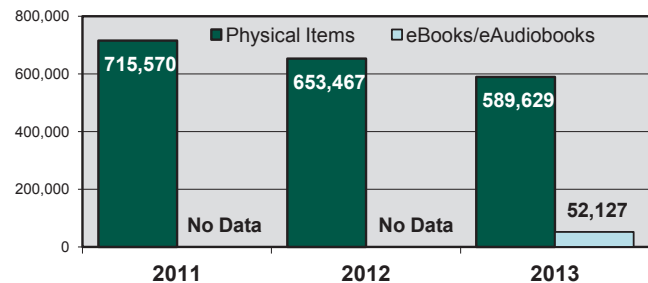**Public Computers:** 20
Staff: 15.6 FTEs
Open Hours: 61 hours per week
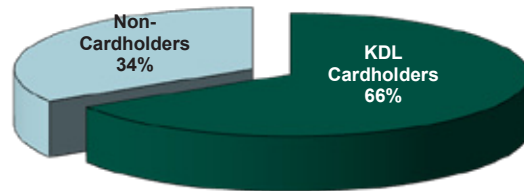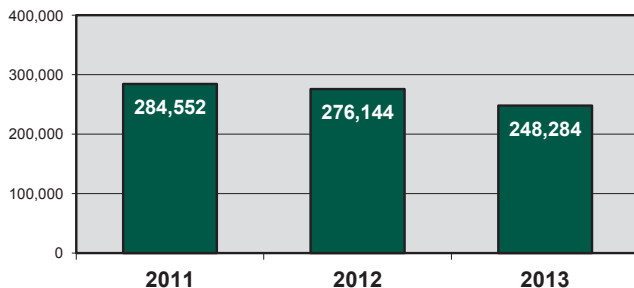
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 34%
KDL Cardholders 66%

BRANCH CHECK-OUTS BY RESIDENT

Other 4%
Grand Rapids 4%
KDL 92%

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

- Physical Items
- eBooks/eAudiobooks

	2011	2012	2013
Physical Items	715,570	653,467	589,629
eBooks/eAudiobooks	No Data	No Data	52,127

TOTAL BRANCH VISITORS
(10% decrease from 2012 to 2013)

2011	2012	2013
284,552	276,144	248,284

TOTAL BRANCH COMPUTER LOG-INS
(16% decrease in total log-ins from 2012 to 2013)

- Public Computer Log-ins
- Wireless Log-ins

	2011	2012	2013
Public Computer Log-ins	22,727	19,329	17,546
Wireless Log-ins	25,146	57,864	47,312

TOTAL PROGRAM ATTENDANCE
(15% decrease from 2012 to 2013)

2011	2012	2013
15,884	16,868	14,419

TOTAL SUMMER READING CLUB PARTICIPANTS
(7% decrease from 2012 to 2013)

2011	2012	2013
2,677	2,860	2,656

KDL Kent District Library — *Information. Ideas. Excitement!*
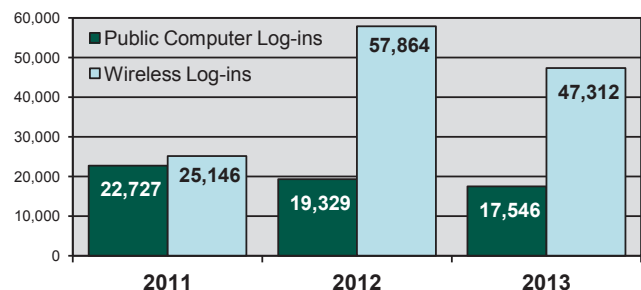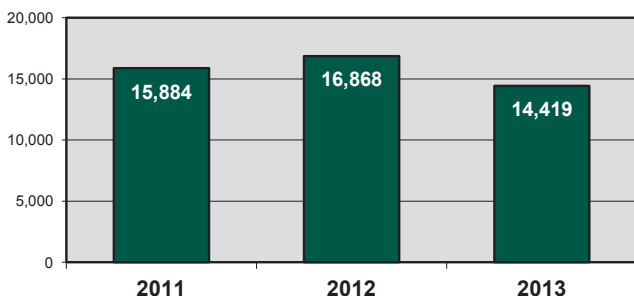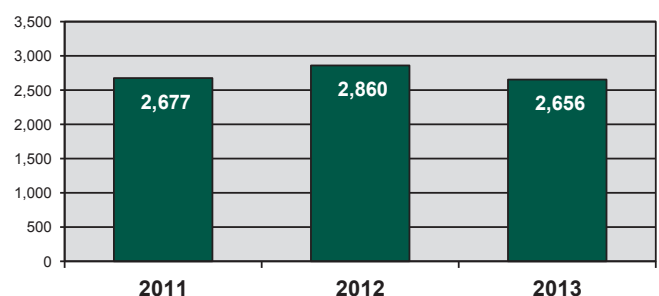
BRANCH FACTS

Branch Manager: Nancy Mulder
Pop. of Service Area: 30,952 (Plainfield Twp.)
Building Size: 4,095 square feet
Public Computers: 10
Staff: 3.9 FTEs
Open Hours: 42 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD
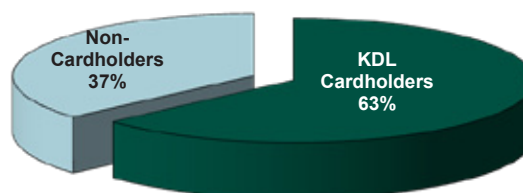
- Non-Cardholders 37%
- KDL Cardholders 63%

BRANCH CHECK-OUTS BY RESIDENT

- Grand Rapids 11%
- Other 4%
- KDL 85%

TOTAL ITEMS CHECKED-OUT
(3% decrease from 2012 to 2013)

Legend: Physical Items, eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	180,804	No Data
2012	166,947	No Data
2013	151,804	10,545

TOTAL BRANCH VISITORS
(5% decrease from 2012 to 2013)

Year	Visitors
2011	98,368
2012	99,779
2013	95,080

TOTAL BRANCH COMPUTER LOG-INS
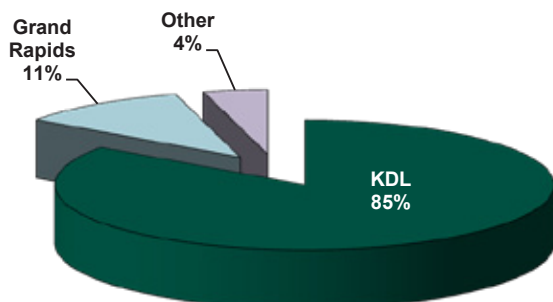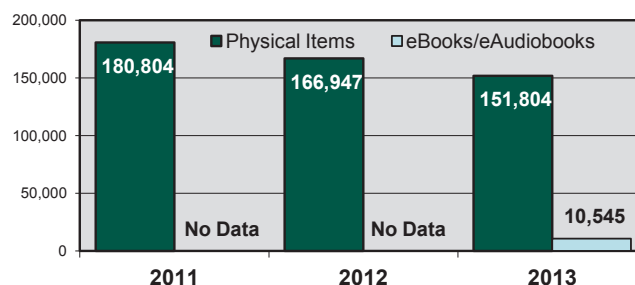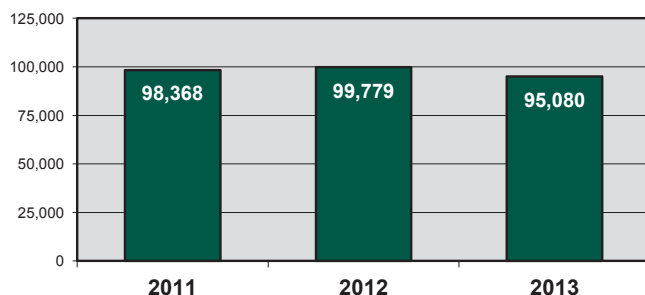### (12% decrease in total log-ins from 2012 to 2013)

Legend: Public Computer Log-ins, Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	12,745	5,320
2012	10,913	7,996
2013	9,681	6,971
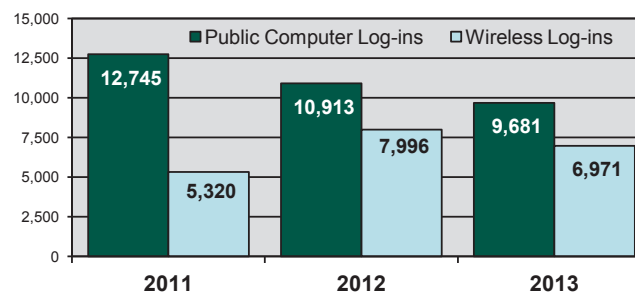
TOTAL PROGRAM ATTENDANCE
(12% increase from 2012 to 2013)
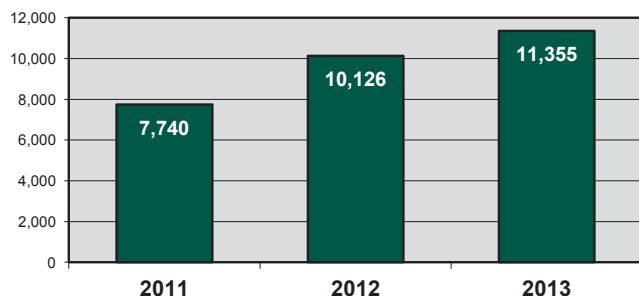
Year	Attendance
2011	7,740
2012	10,126
2013	11,355

TOTAL SUMMER READING CLUB PARTICIPANTS
(8% decrease from 2012 to 2013)

Year	Participants
2011	740
2012	748
2013	689

KDL Kent District Library — *Information. Ideas. Excitement!*
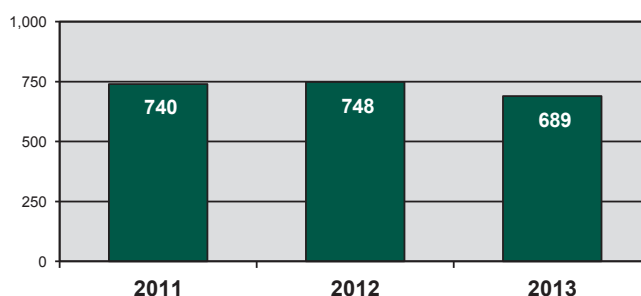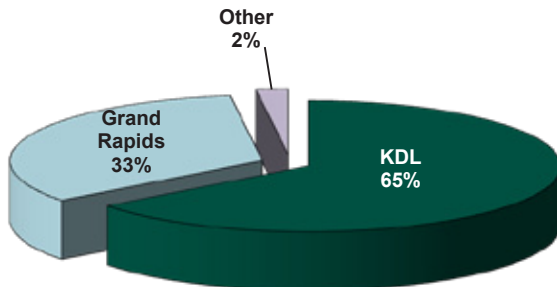
BRANCH FACTS

Branch Manager: Dawn Lewis
Population of Service Area: 10,694
Building Size: 26,950 square feet
Public Computers: 21
Staff: 13.8 FTEs
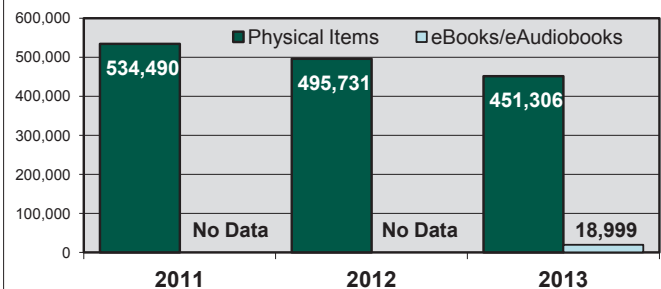**Open Hours:** 61 hours per week
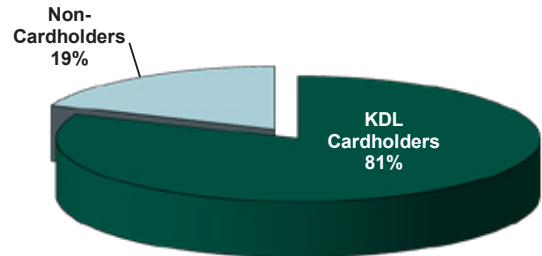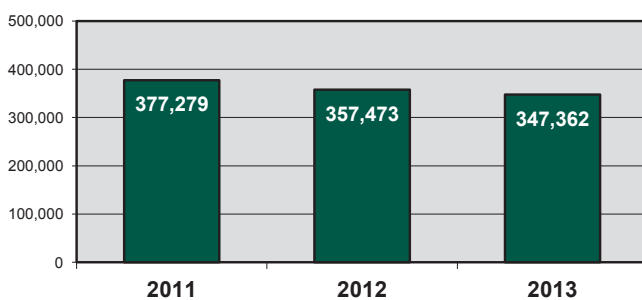
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 19%
KDL Cardholders 81%

BRANCH CHECK-OUTS BY RESIDENT

Other 2%
Grand Rapids 33%
KDL 65%

TOTAL ITEMS CHECKED-OUT
(5% decrease from 2012 to 2013)

Physical Items | eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	534,490	No Data
2012	495,731	No Data
2013	451,306	18,999

TOTAL BRANCH VISITORS
(3% decrease from 2012 to 2013)

Year	Visitors
2011	377,279
2012	357,473
2013	347,362

TOTAL BRANCH COMPUTER LOG-INS
(4% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	33,760	53,554
2012	28,559	97,182
2013	25,011	95,476
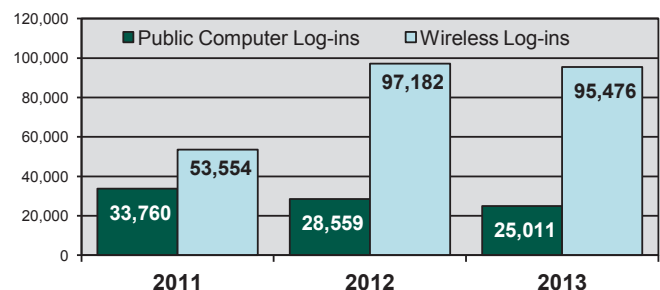
TOTAL PROGRAM ATTENDANCE
(1% increase from 2012 to 2013)
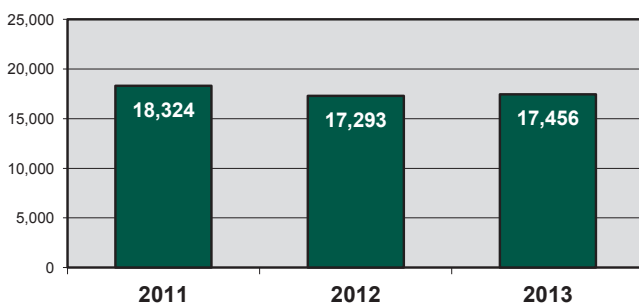
Year	Attendance
2011	18,324
2012	17,293
2013	17,456

TOTAL SUMMER READING CLUB PARTICIPANTS
(2% increase from 2012 to 2013)

Year	Participants
2011	1,860
2012	2,013
2013	2,053

KDL
Kent District Library

Information.
Ideas.
Excitement!

Englehardt Branch
2013 Statistical Information
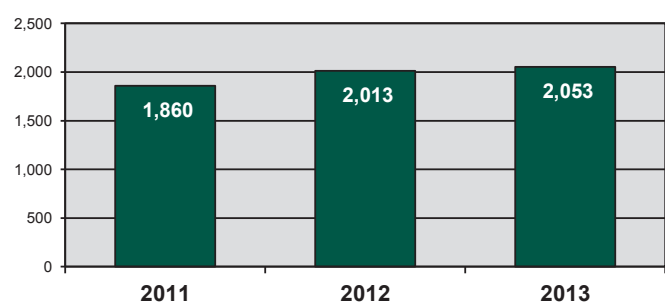
BRANCH FACTS

Branch Manager:
Kristin Meyer (Jan. - Aug.)
Josh Bernstein (Sept. - Dec.)
Pop. of Service Area: 3,783 (City of Lowell)
Building Size: 8,771 square feet
Public Computers: 13
Staff: 4.7 FTEs
Open Hours: 43 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 20%
KDL Cardholders 80%

BRANCH CHECK-OUTS BY RESIDENT

Boston/Keene Twps 8%
Other 6%
KDL 86%

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

Physical Items | eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	212,519	No Data
2012	203,017	No Data
2013	182,055	17,291

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

Year	Visitors
2011	124,169
2012	122,833
2013	112,339

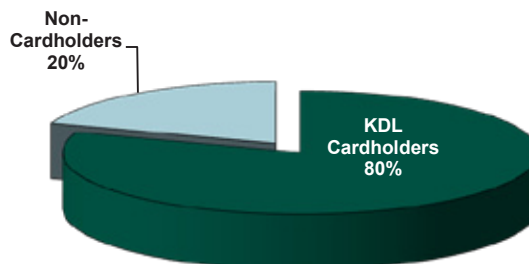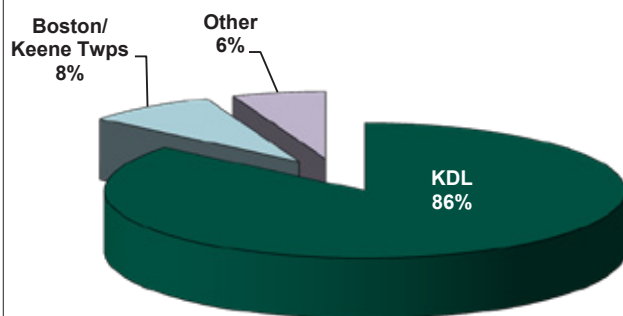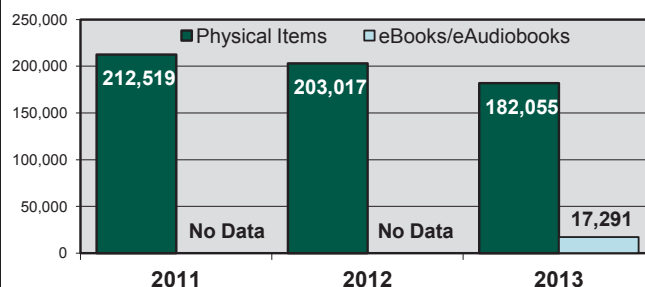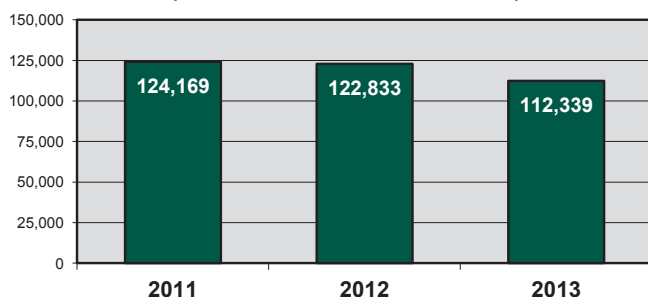## TOTAL BRANCH COMPUTER LOG-INS
(15% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	13,882	7,120
2012	13,046	10,713
2013	11,544	8,701

TOTAL PROGRAM ATTENDANCE
(11% increase from 2012 to 2013)

Year	Attendance
2011	3,447
2012	4,284
2013	4,758

TOTAL SUMMER READING CLUB PARTICIPANTS
(3% decrease from 2012 to 2013)

Year	Participants
2011	1,032
2012	983
2013	952

Gaines Township Branch
2013 Statistical Information

KDL Kent District Library — Information. Ideas. *Excitement!*
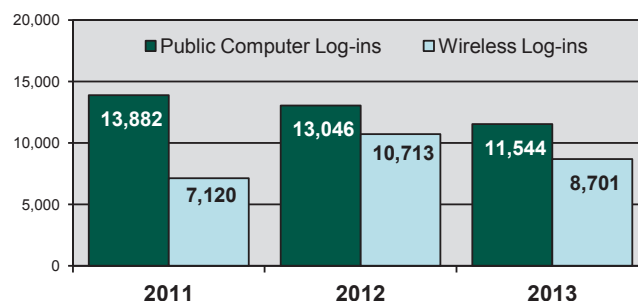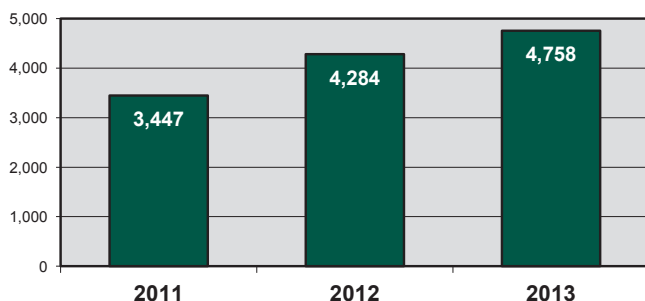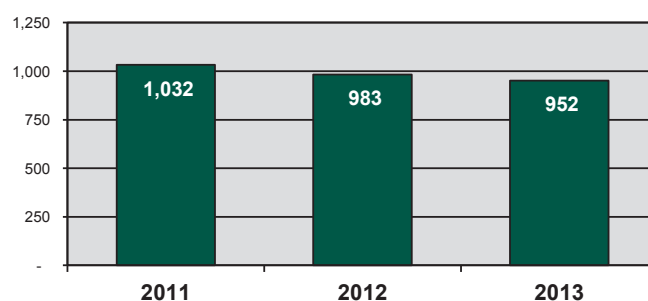
BRANCH FACTS

Branch Manager: Cathy Neis
Population of Service Area: 25,146
Building Size: 10,400 square feet
Public Computers: 19
Staff: 6.7 FTEs
Open Hours: 49 hours per week
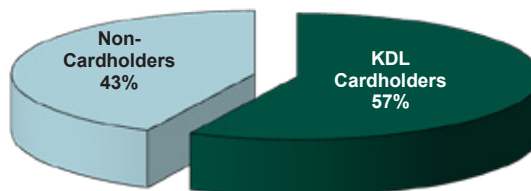
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 43%
KDL Cardholders 57%

BRANCH CHECK-OUTS BY RESIDENT

Grand Rapids 1%
Other 5%
KDL 94%

TOTAL ITEMS CHECKED-OUT
(1% decrease from 2012 to 2013)

Physical Items ■ eBooks/eAudiobooks □

	2011	2012	2013
Physical Items	340,324	308,439	280,853
eBooks/eAudiobooks	No Data	No Data	23,933

TOTAL BRANCH VISITORS
(6% decrease from 2012 to 2013)

2011	2012	2013
152,873	149,639	141,122

TOTAL BRANCH COMPUTER LOG-INS
(4% decrease in total log-ins from 2012 to 2013)

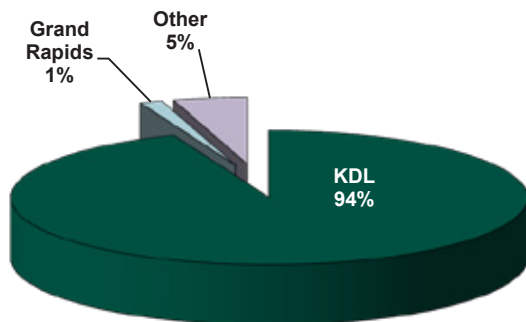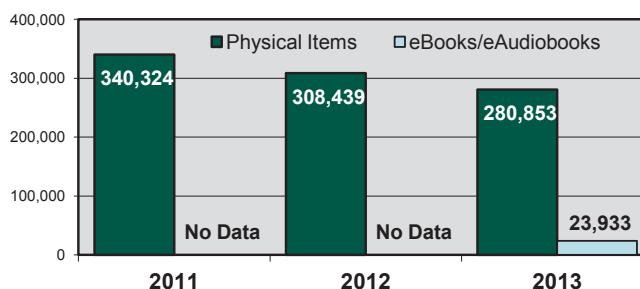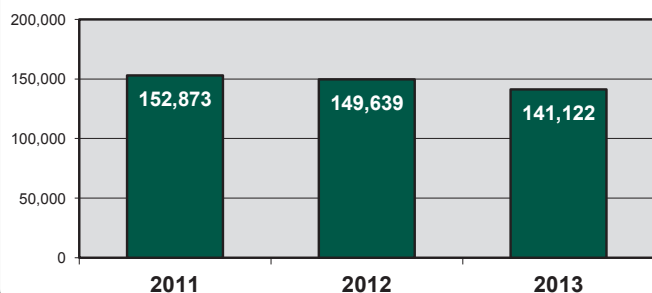Public Computer Log-ins ■ Wireless Log-ins □

	2011	2012	2013
Public Computer Log-ins	20,657	21,007	20,627
Wireless Log-ins	7,153	7,954	7,268
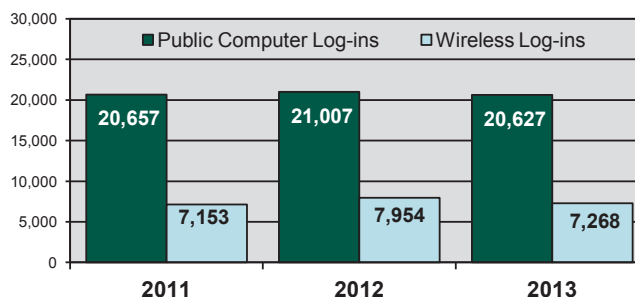
TOTAL PROGRAM ATTENDANCE
(8% decrease from 2012 to 2013)
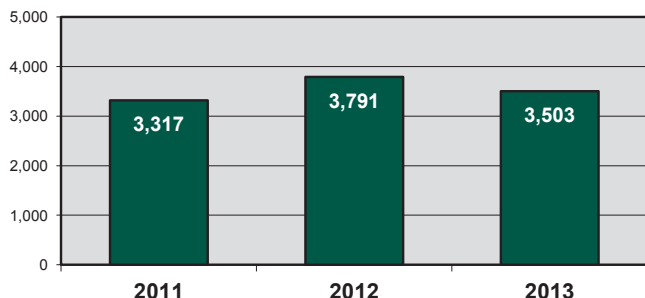
2011	2012	2013
3,317	3,791	3,503

TOTAL SUMMER READING CLUB PARTICIPANTS
(8% decrease from 2012 to 2013)

2011	2012	2013
1,044	1,344	1,239

KDL Kent District Library — *Information. Ideas. Excitement!*
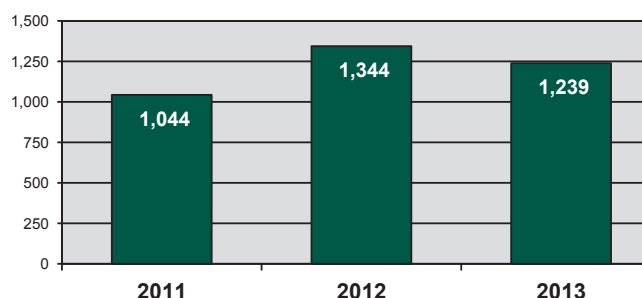
BRANCH FACTS

Branch Manager: Patrice Vrona
Population of Service Area: 15,378
Building Size: 18,672 square feet
Public Computers: 23
Staff: 14.5 FTEs
Open Hours: 57 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD
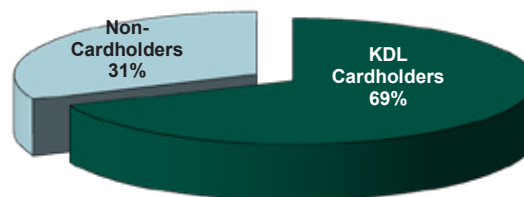
Non-Cardholders 31%
KDL Cardholders 69%

BRANCH CHECK-OUTS BY RESIDENT

Other 7%
Jamestown 2%
Grand Rapids 3%
Georgetown 19%
KDL 69%

TOTAL ITEMS CHECKED-OUT
(6% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	700,844	No Data
2012	648,292	No Data
2013	579,706	27,383

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

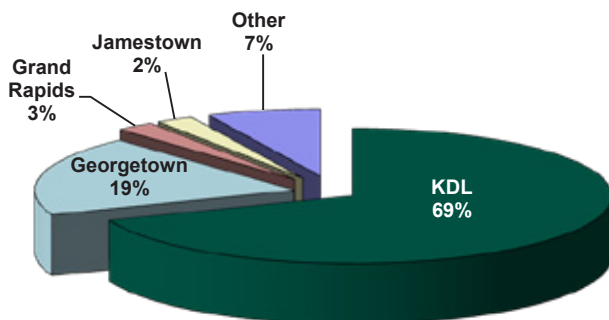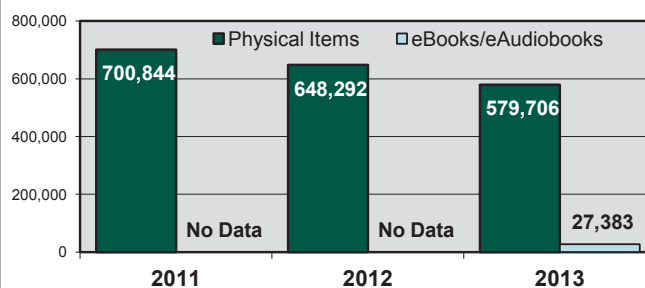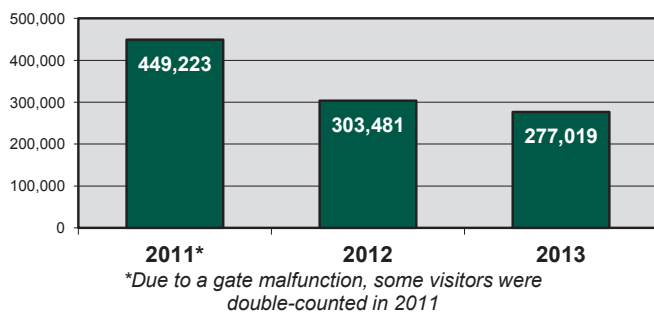| Year	Visitors
2011*	449,223
2012	303,481
2013	277,019

Due to a gate malfunction, some visitors were double-counted in 2011

TOTAL BRANCH COMPUTER LOG-INS
(8% increase in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	42,758	16,127
2012	36,801	24,235
2013	34,887	31,148
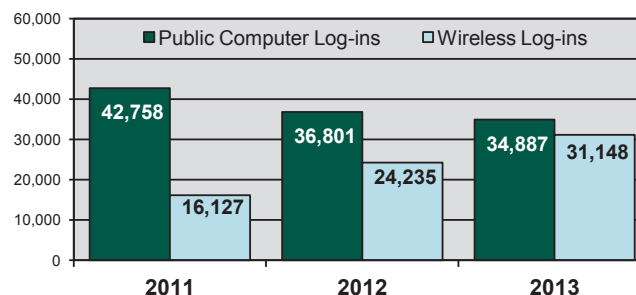
TOTAL PROGRAM ATTENDANCE
(5% increase from 2012 to 2013)

Year	Attendance
2011	17,325
2012	15,472
2013	16,259
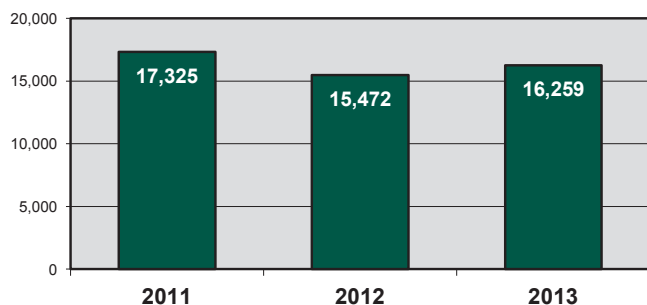
TOTAL SUMMER READING CLUB PARTICIPANTS
(2% decrease from 2012 to 2013)

Year	Participants
2011	2,946
2012	3,227
2013	3,166

KDL Kent District Library — *Information. Ideas. Excitement!*
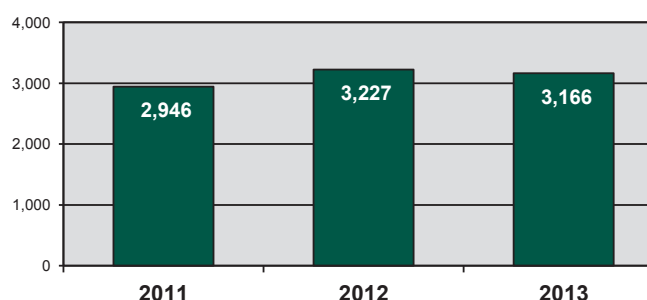
BRANCH FACTS

Branch Manager: Cheryl Cammenga
Population of Service Area: 48,707
Building Size: 45,489 square feet
Public Computers: 44
Staff: 15.0 FTEs
Open Hours: 61 hours per week
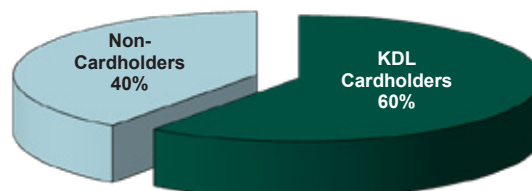
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 40%
KDL Cardholders 60%

BRANCH CHECK-OUTS BY RESIDENT

Grand Rapids 12%
Other 4%
KDL 84%

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks
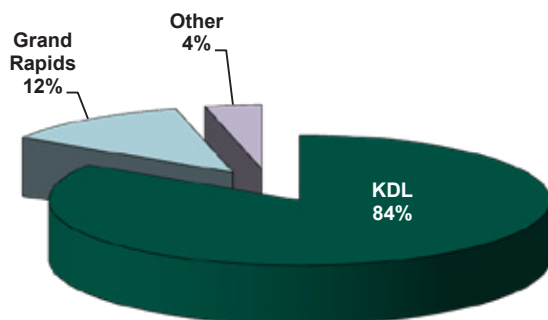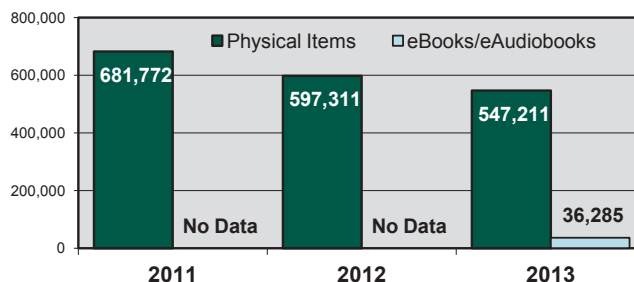
Year	Physical Items	eBooks/eAudiobooks
2011	681,772	No Data
2012	597,311	No Data
2013	547,211	36,285

TOTAL BRANCH VISITORS
(5% decrease from 2012 to 2013)

Year	Visitors
2011	288,296
2012	258,490
2013	246,300

TOTAL BRANCH COMPUTER LOG-INS
(7% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	56,944	59,956
2012	49,427	97,568
2013	51,050	85,520
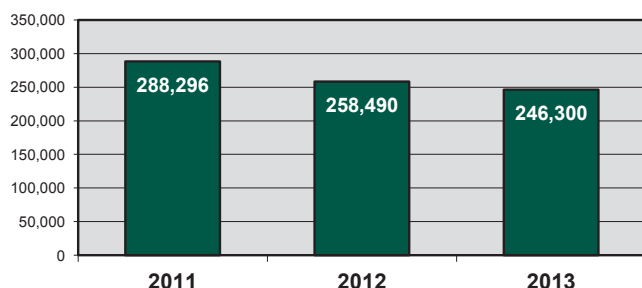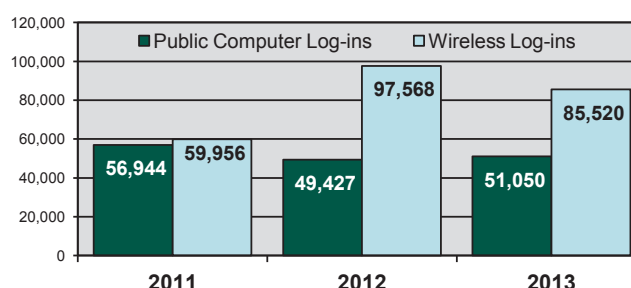
TOTAL PROGRAM ATTENDANCE
(9% increase from 2012 to 2013)

Year	Attendance
2011	10,377
2012	13,034
2013	14,208
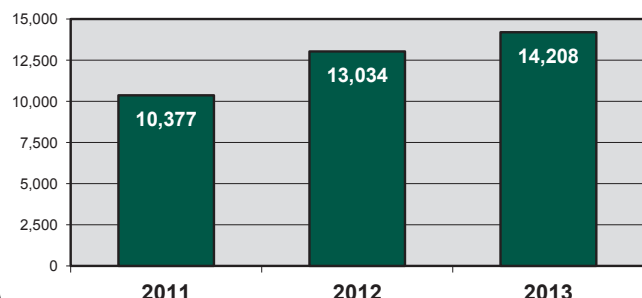
TOTAL SUMMER READING CLUB PARTICIPANTS
(16% increase from 2012 to 2013)

Year	Participants
2011	2,209
2012	2,354
2013	2,741

KDL Kent District Library — Information. Ideas. *Excitement!*
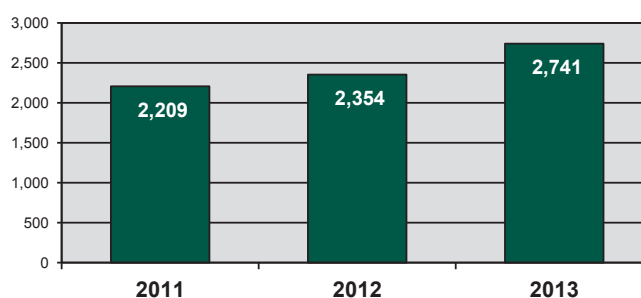
BRANCH FACTS

Branch Manager: Jennifer German
Pop. of Service Area: 5,719 (City of Rockford)
Building Size: 9,500 square feet
Public Computers: 16
Staff: 7.8 FTEs
Open Hours: 49 hours per week
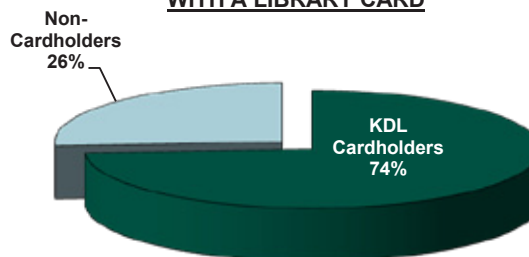
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

- Non-Cardholders 26%
- KDL Cardholders 74%

BRANCH CHECK-OUTS BY RESIDENT

- Cedar Springs 1%
- Sparta 1%
- Other 3%
- KDL 95%

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

Legend: Physical Items, eBooks/eAudiobooks

- 2011: 463,608 (No Data)
- 2012: 434,881 (No Data)
- 2013: 395,196 / 43,344

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

- 2011: 202,311
- 2012: 191,291
- 2013: 176,761

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

Legend: Public Computer Log-ins, Wireless Log-ins

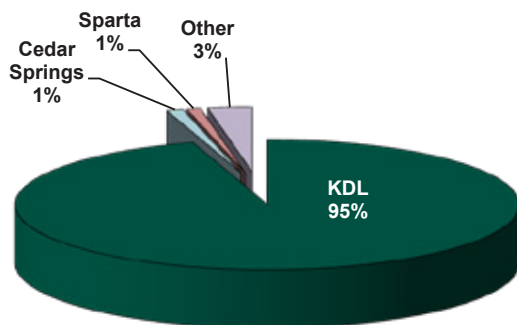- 2011: 15,739 / 11,257
- 2012: 13,611 / 26,209
- 2013: 11,344 / 21,822

TOTAL PROGRAM ATTENDANCE
(5% decrease from 2012 to 2013)

- 2011: 7,697
- 2012: 9,359
- 2013: 8,920

TOTAL SUMMER READING CLUB PARTICIPANTS
(3% decrease from 2012 to 2013)

- 2011: 1,551
- 2012: 1,731
- 2013: 1,682

KDL Kent District Library — Information. Ideas. *Excitement!*
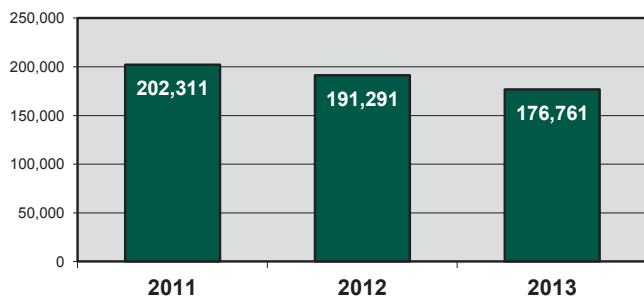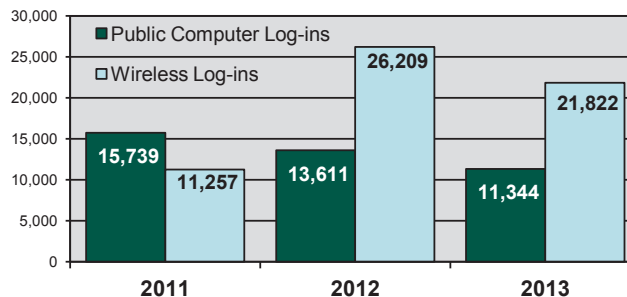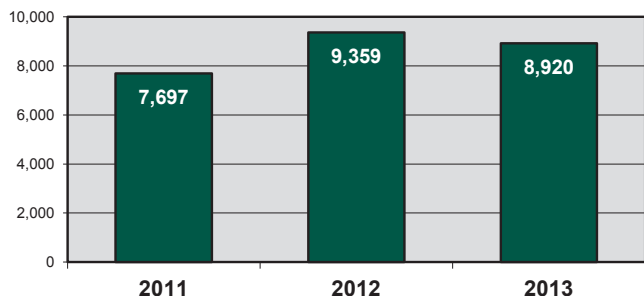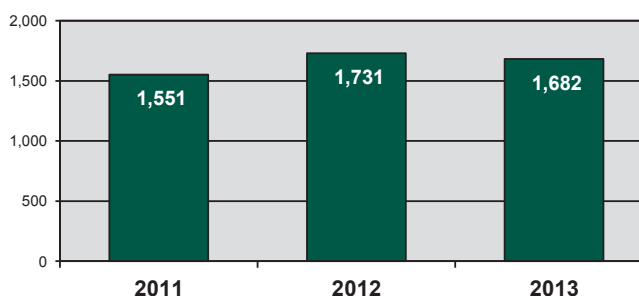
BRANCH FACTS

Branch Manager:
  David Stracke (Jan. - Nov.)
  Liz Breed (Dec.)
Population of Service Area: 30,952
Building Size: 26,420 square feet
Public Computers: 23
Staff: 15.7 FTEs
Open Hours: 61 hours per week
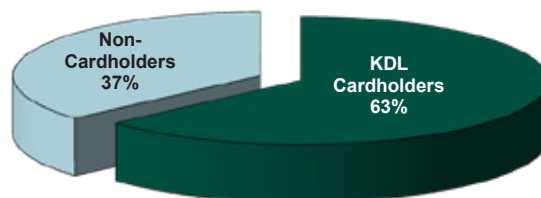
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 37%
KDL Cardholders 63%

BRANCH CHECK-OUTS BY RESIDENT

Grand Rapids 11%
Other 4%
KDL 85%

TOTAL ITEMS CHECKED-OUT
(1% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	735,516	No Data
2012	672,041	No Data
2013	615,398	50,123

TOTAL BRANCH VISITORS
(7% decrease from 2012 to 2013)

Year	Visitors
2011	332,471
2012	305,071
2013	284,901

TOTAL BRANCH COMPUTER LOG-INS
(7% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	40,832	21,944
2012	34,620	29,279
2013	32,706	26,639

TOTAL PROGRAM ATTENDANCE
(1% decrease from 2012 to 2013)

Year	Attendance
2011	7,308
2012	7,789
2013	7,741

TOTAL SUMMER READING CLUB PARTICIPANTS
(7% decrease from 2012 to 2013)

Year	Participants
2011	2,757
2012	2,843
2013	2,648

KDL
Kent District Library

Information.
Ideas.
Excitement!
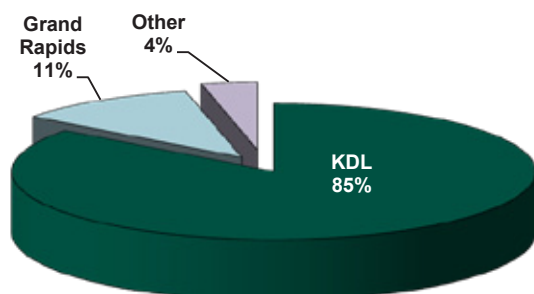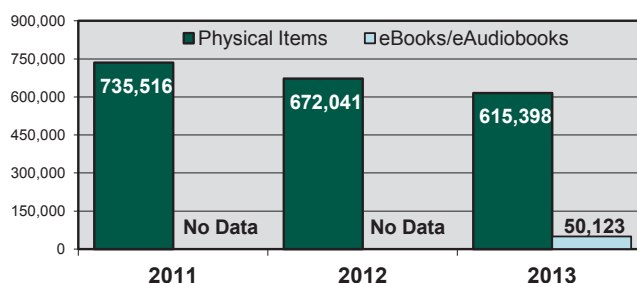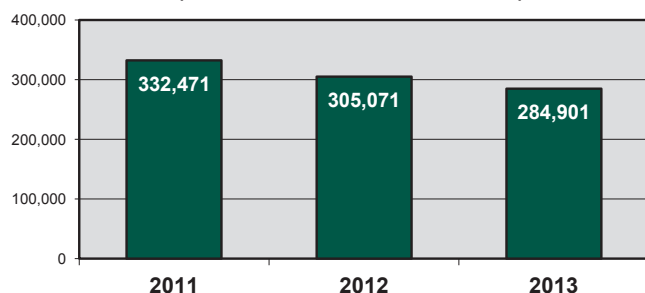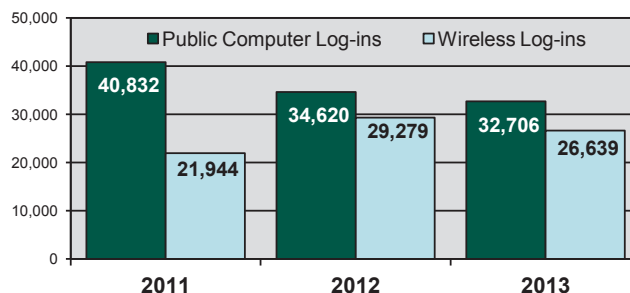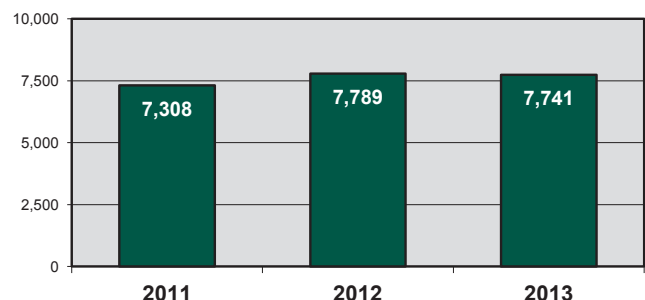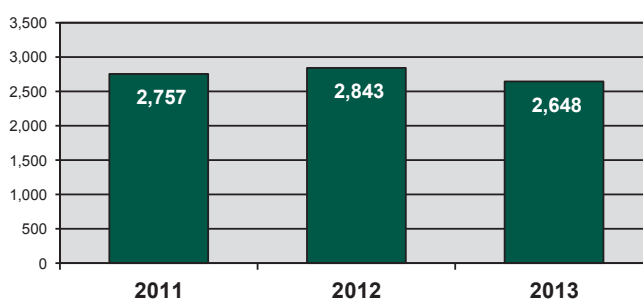
BRANCH FACTS

Branch Manager: Glenda Middleton
Pop. of Service Area: 4,764
Building Size: 8,736 square feet
Public Computers: 14
Staff: 3.5 FTEs
Open Hours: 35 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 45%
KDL Cardholders 55%

BRANCH CHECK-OUTS BY RESIDENT

Ensley Twp 2%
Pierson Twp 11%
Tamarack 2%
Other 9%
KDL 63%
Cedar Springs 13%
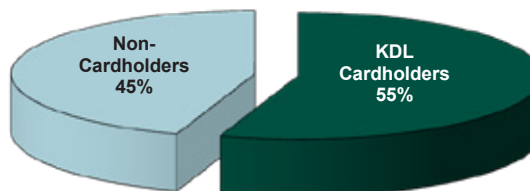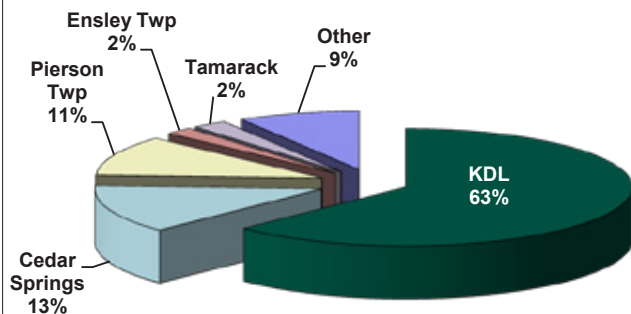
TOTAL ITEMS CHECKED-OUT
(9% decrease from 2012 to 2013)
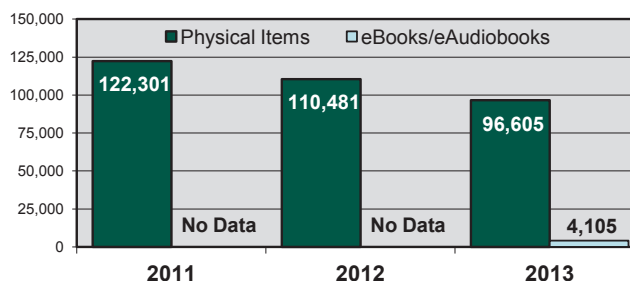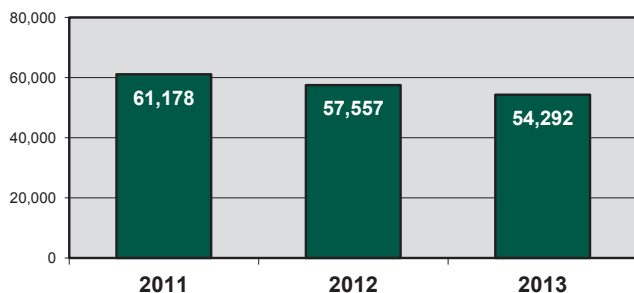
Physical Items / eBooks/eAudiobooks

	2011	2012	2013
Physical Items	122,301	110,481	96,605
eBooks/eAudiobooks	No Data	No Data	4,105

TOTAL BRANCH VISITORS
(6% decrease from 2012 to 2013)

2011	2012	2013
61,178	57,557	54,292

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

	2011	2012	2013
Public Computer Log-ins	8,769	7,632	7,151
Wireless Log-ins	7,464	7,662	5,606
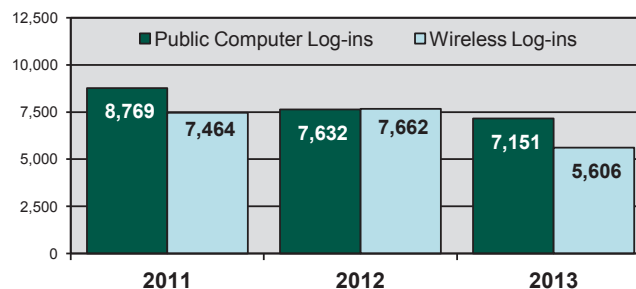
TOTAL PROGRAM ATTENDANCE
(3% decrease from 2012 to 2013)
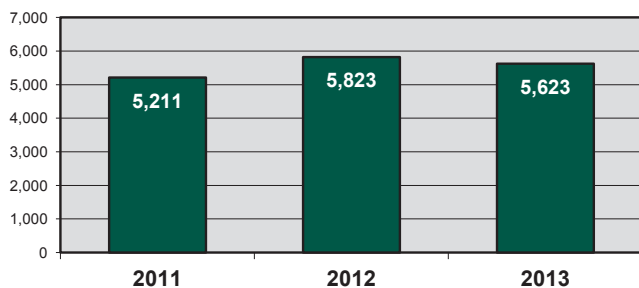
2011	2012	2013
5,211	5,823	5,623

TOTAL SUMMER READING CLUB PARTICIPANTS
(11% increase from 2012 to 2013)

2011	2012	2013
605	744	828
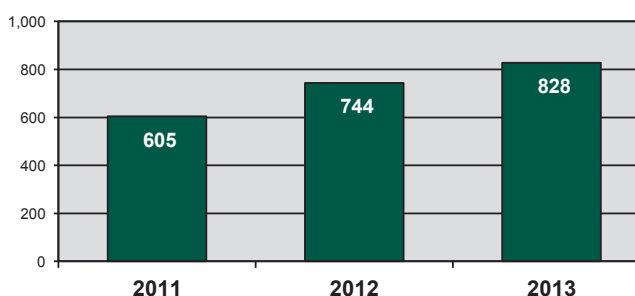
BRANCH FACTS

Branch Manager: Helen Kay Kennedy
Population of Service Area: 3,960
Building Size: 2,000 square feet
Public Computers: 8
Staff: 2.3 FTEs
Open Hours: 24 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD
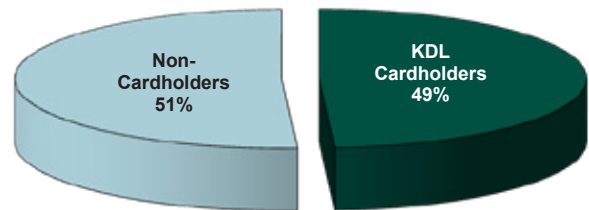
- Non-Cardholders 51%
- KDL Cardholders 49%

BRANCH CHECK-OUTS BY RESIDENT

- Flat River (Greenville) 3%
- Cedar Springs 2%
- Other 5%
- KDL 90%

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

	Physical Items	eBooks/eAudiobooks
2011	53,127	No Data
2012	50,252	No Data
2013	44,888	6,018
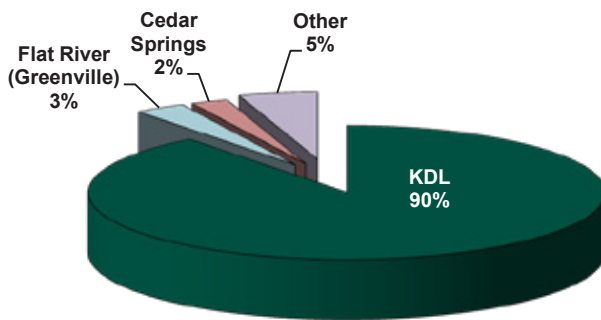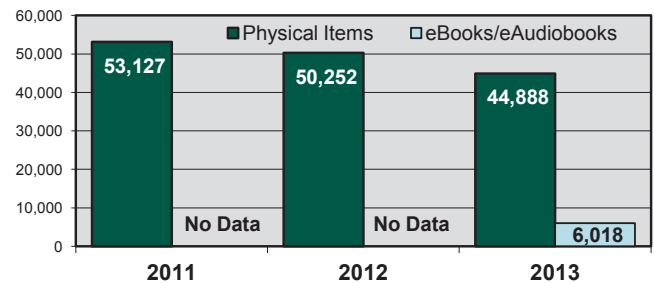
TOTAL BRANCH VISITORS
(11% decrease from 2012 to 2013)
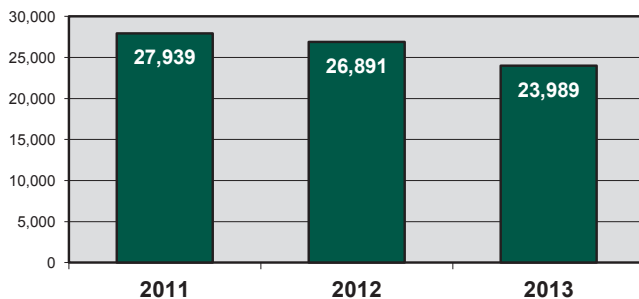
2011	2012	2013
27,939	26,891	23,989

TOTAL BRANCH COMPUTER LOG-INS
(5% decrease in total log-ins from 2012 to 2013)

	Public Computer Log-ins	Wireless Log-ins
2011	3,663	2,777
2012	3,382	2,811
2013	3,278	2,608
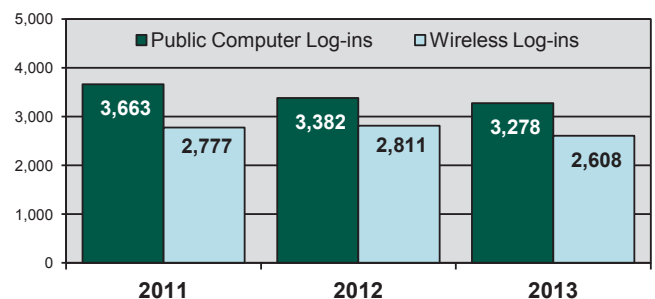
TOTAL PROGRAM ATTENDANCE
(4% decrease from 2012 to 2013)
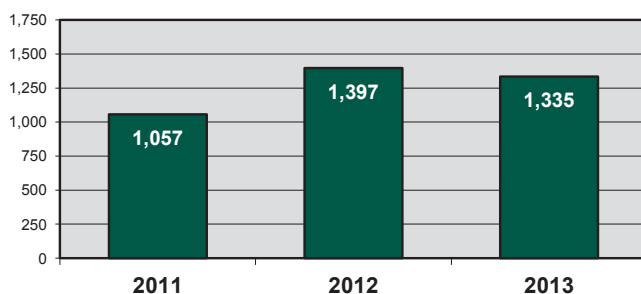
2011	2012	2013
1,057	1,397	1,335

TOTAL SUMMER READING CLUB PARTICIPANTS
(8% decrease from 2012 to 2013)

2011	2012	2013
303	307	282

Tyrone Township Branch
2013 Statistical Information
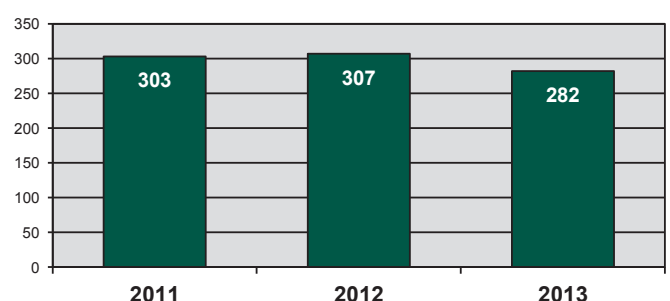
BRANCH FACTS

Branch Manager: Eric DeHaan
Population of Service Area: 4,731
Building Size: 4,239 square feet
Public Computers: 8
Staff: 2.0 FTEs
Open Hours: 27.5 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD
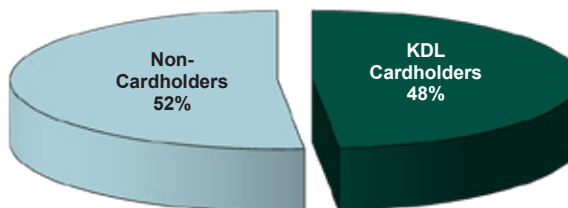
Non-Cardholders 52%
KDL Cardholders 48%

BRANCH CHECK-OUTS BY RESIDENT

Cedar Springs 2%
Sparta 1%
Other 6%
Muskegon County 6%
KDL 85%

TOTAL ITEMS CHECKED-OUT
(1% decrease from 2012 to 2013)

	Physical Items	eBooks/eAudiobooks
2011	57,373	No Data
2012	50,924	No Data
2013	46,295	4,218

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

2011	2012	2013
30,329	29,771	27,548

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

	Public Computer Log-ins	Wireless Log-ins
2011	6,259	2,049
2012	4,932	4,530
2013	4,526	3,341
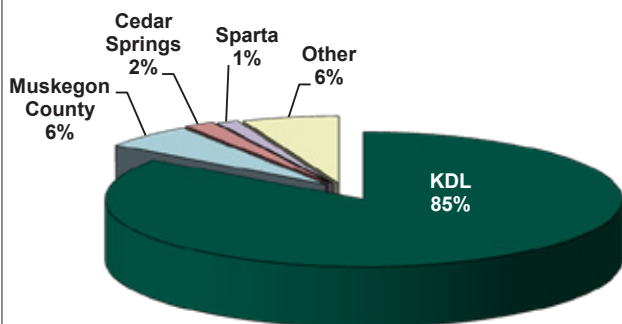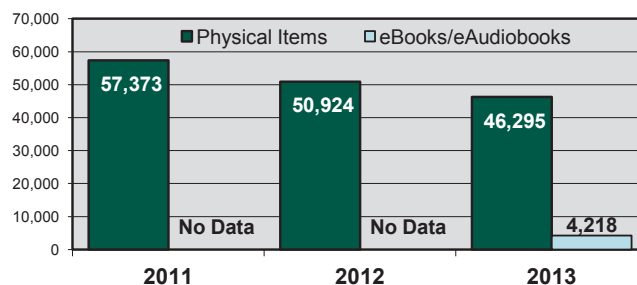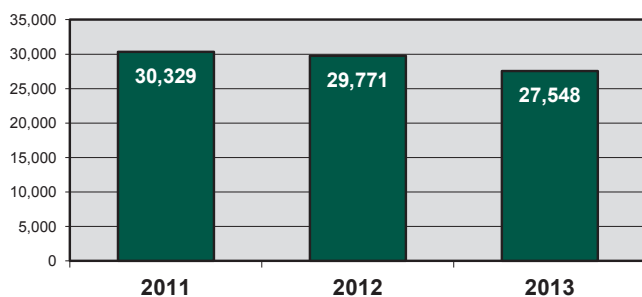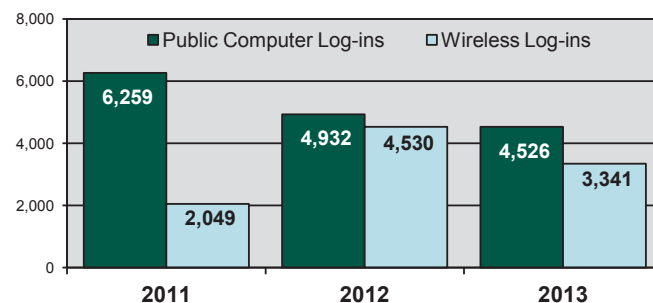
TOTAL PROGRAM ATTENDANCE
(45% increase from 2012 to 2013)

2011	2012	2013
2,134	2,193	3,173
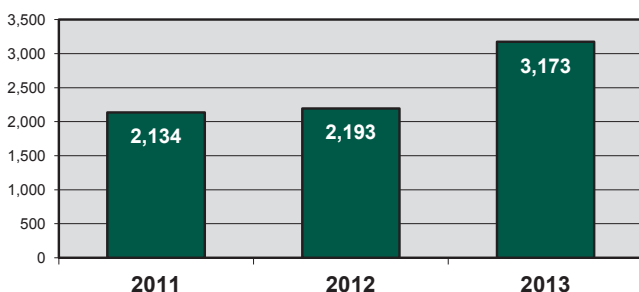
TOTAL SUMMER READING CLUB PARTICIPANTS
(15% decrease from 2012 to 2013)

2011	2012	2013
411	482	410

Walker Branch
2013 Statistical Information
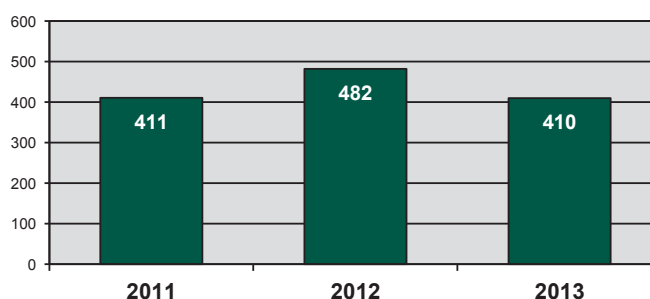
BRANCH FACTS

Branch Manager: Chris Lohman
Pop. of Service Area: 23,537
Building Size: 8,000 square feet
Public Computers: 12
Staff: 7.6 FTEs
Open Hours: 54 hours per week

PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 47%
KDL Cardholders 53%

BRANCH CHECK-OUTS BY RESIDENT

Tallmadge Twp 9%
Wright Twp. 3%
Other 4%
Grand Rapids 17%
KDL 67%
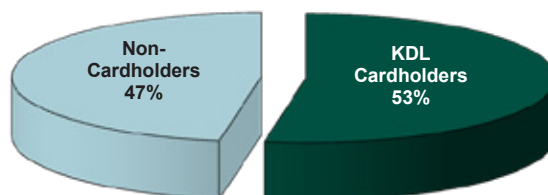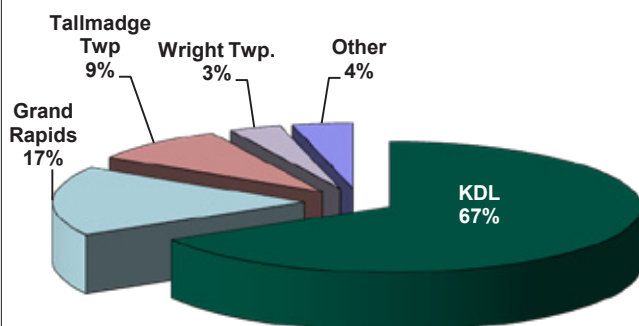
TOTAL ITEMS CHECKED-OUT
(7% decrease from 2012 to 2013)
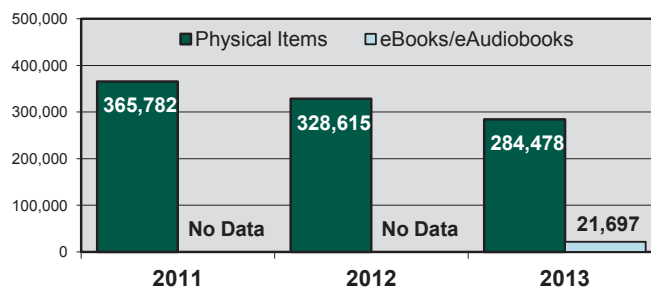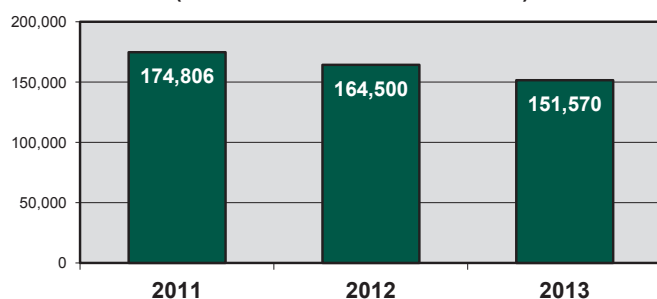
Physical Items | eBooks/eAudiobooks

- 2011: 365,782 | No Data
- 2012: 328,615 | No Data
- 2013: 284,478 | 21,697

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

- 2011: 174,806
- 2012: 164,500
- 2013: 151,570

TOTAL BRANCH COMPUTER LOG-INS
(5% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins

- 2011: 14,463 | 6,223
- 2012: 13,264 | 8,719
- 2013: 11,895 | 9,085
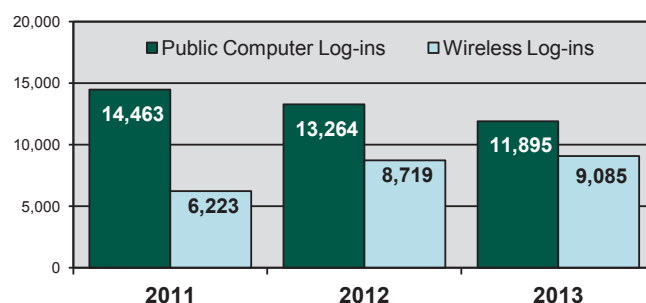
TOTAL PROGRAM ATTENDANCE
(6% increase from 2012 to 2013)

- 2011: 7,190
- 2012: 7,713
- 2013: 8,203
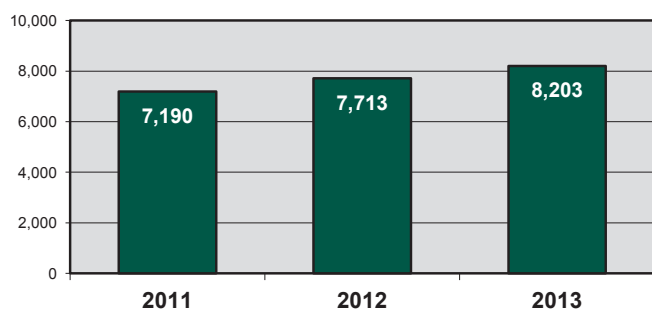
TOTAL SUMMER READING CLUB PARTICIPANTS
(16% decrease from 2012 to 2013)

- 2011: 1,773
- 2012: 1,657
- 2013: 1,397

KDL Kent District Library — Information. Ideas. *Excitement!*
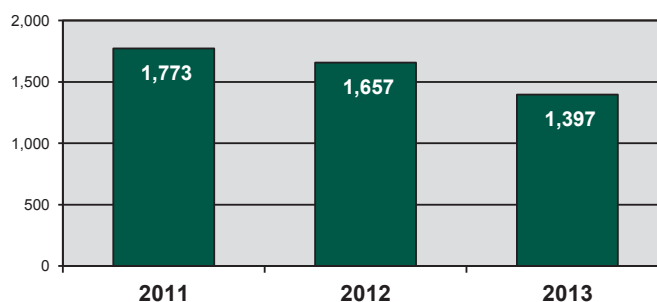
BRANCH FACTS

Branch Manager: Lori Holland
Population of Service Area: 72,125
Building Size: 48,950 square feet
Public Computers: 49
Staff: 18.1 FTEs
Open Hours: 61 hours per week
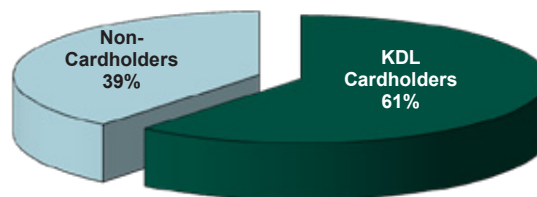
PERCENTAGE OF POPULATION WITH A LIBRARY CARD

Non-Cardholders 39%
KDL Cardholders 61%

BRANCH CHECK-OUTS BY RESIDENT

Grand Rapids 7%
Other 4%
KDL 89%

TOTAL ITEMS CHECKED-OUT
(5% decrease from 2012 to 2013)

	Physical Items	eBooks/eAudiobooks
2011	720,728	No Data
2012	676,010	No Data
2013	597,746	42,232

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

2011	2012	2013
401,385	390,921	357,773
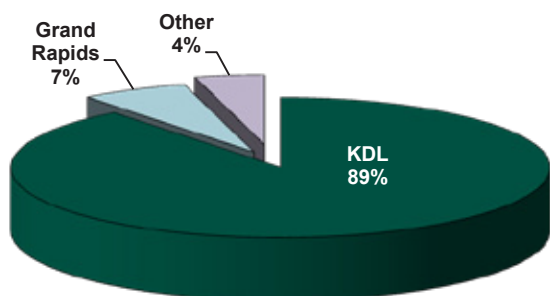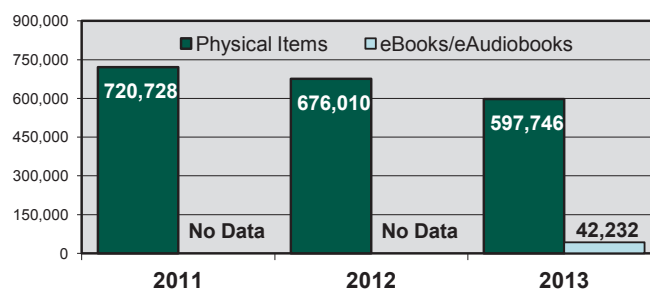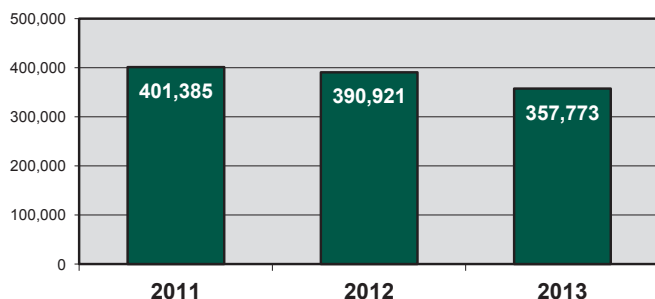
TOTAL BRANCH COMPUTER LOG-INS
(11% increase in total log-ins from 2012 to 2013)

	Public Computer Log-ins	Wireless Log-ins
2011	80,602	36,813
2012	79,602	81,929
2013	73,399	106,684
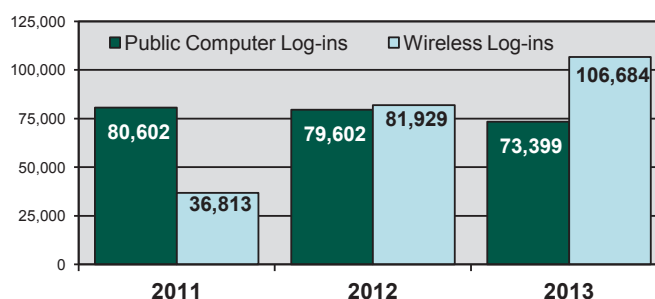
TOTAL PROGRAM ATTENDANCE
(6% decrease from 2012 to 2013)

2011	2012	2013
10,403	17,163	16,113
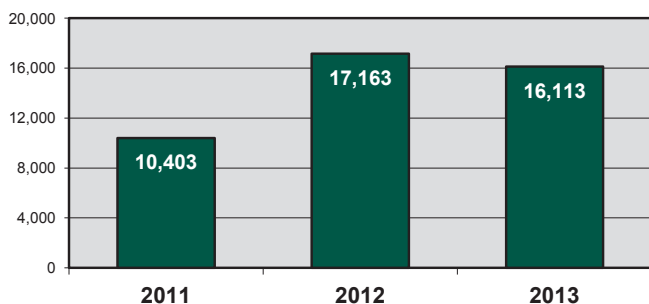
TOTAL SUMMER READING CLUB PARTICIPANTS
(26% increase from 2012 to 2013)

2011	2012	2013
2,031	2,849	3,597

KDL Kent District Library — Information. Ideas. *Excitement!*
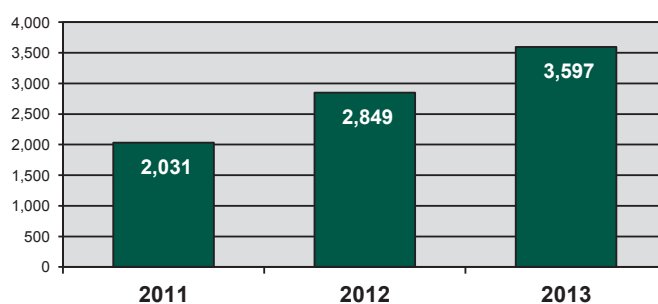
OVERVIEW

The Library for the Blind & Physically Handicapped (LBPH) is a national program that provides accessible reading material to anyone who cannot read standard print because of a visual or physical impairment. Kent District Library's LBPH service is offered through our Wyoming Branch and serves Kent, Ionia, and Montcalm counties under the direction of the Library of Michigan. In addition to providing Braille and audio materials (including audiobooks, described movies, and audio magazines) to LBPH patrons, KDL has a suite of adaptive technology located at the Wyoming Branch that is open to the public and includes a CCTV, a Braille embosser, a text-to-speech scanner, and an accessible computer equipped with a large print keyboard, screen reading and Braille translation software packages.

Wyoming Branch Manager: Lori Holland
LBPH Librarian: Shelley Roossien
Address: 3350 Michael Ave., Wyoming, MI 49509
Phone: 616-647-3988
Email: lbphstaff@kdl.org
LBPH Outreach Efforts in 2013: 14

2013 CIRCULATION BY ITEM TYPE

Item Type	Circulation
Described Movies	11
Braille Materials	127
Books on Cassette	1,943
Downloaded Books	8,112
Digital Books	37,122

BORROWERS BY RESIDENCE

County	Percent
Montcalm County	8%
Ionia County	7%
Kent County	85%
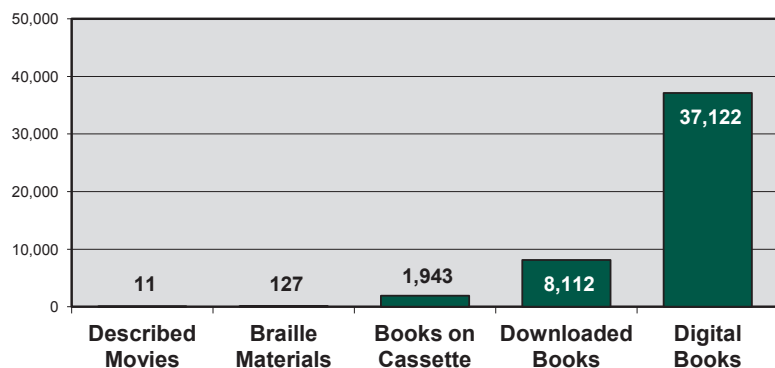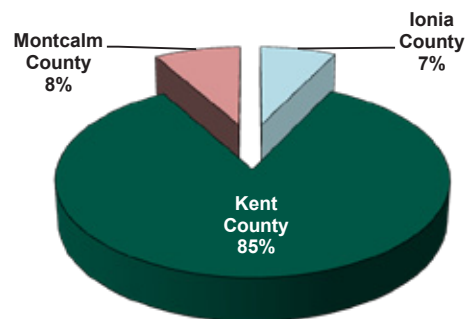
TOTAL CIRCULATION
(66% increase from 2012 to 2013)

Year	Circulation
2011	35,291
2012	28,458
2013	47,315
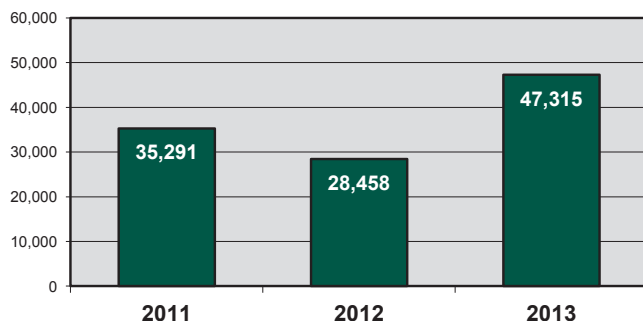
TOTAL ACTIVE BORROWERS
(4% decrease from 2012 to 2013)

Year	Borrowers
2011	1,180
2012	1,041
2013	1,004
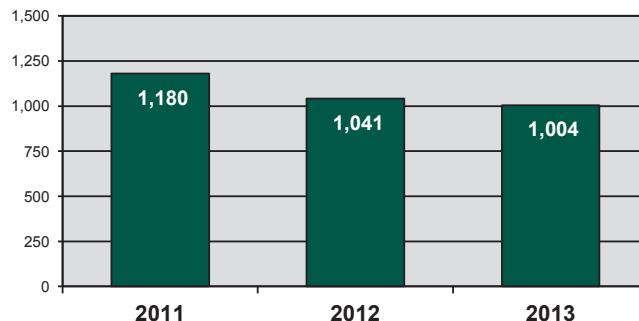
2013 Annual Report for Ada Township

A Municipality in the Kent District Library Service Area

Ada Residents Check-Out 74% of their Materials from the Cascade Township Branch of KDL

- Plainfield Twp 9%
- Englehardt 6%
- East Grand Rapids 8%
- Other 3%
- Cascade Twp 74%

Percentage of Population with a Library Card

- Non-Cardholders 46%
- KDL Cardholders 54%
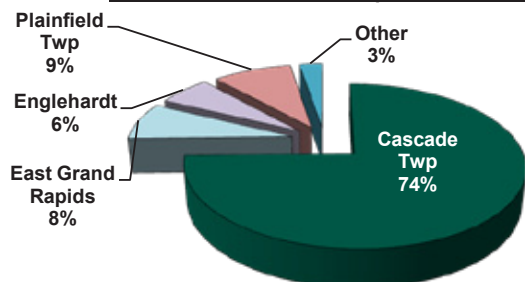
Total Items Checked-Out by Ada Residents
(6% decrease from 2012 to 2013)
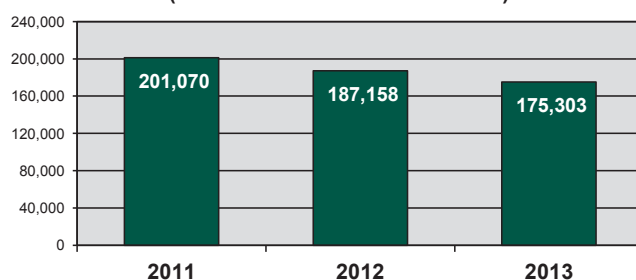
Year	Items
2011	201,070
2012	187,158
2013	175,303

Cascade Township Branch Statistics

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	715,570	No Data
2012	653,467	No Data
2013	589,629	52,127

TOTAL BRANCH VISITORS
(10% decrease from 2012 to 2013)

Year	Visitors
2011	284,552
2012	276,144
2013	248,284

TOTAL BRANCH COMPUTER LOG-INS
(16% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	22,727	25,146
2012	19,329	57,864
2013	17,546	47,312
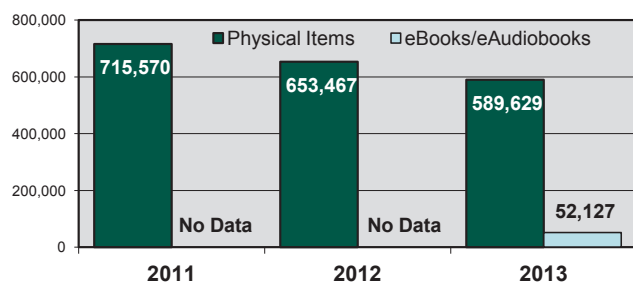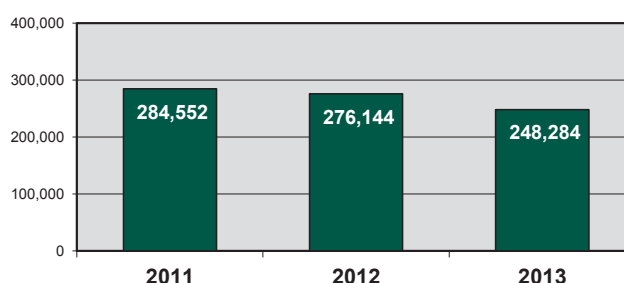
TOTAL PROGRAM ATTENDANCE
(15% decrease from 2012 to 2013)
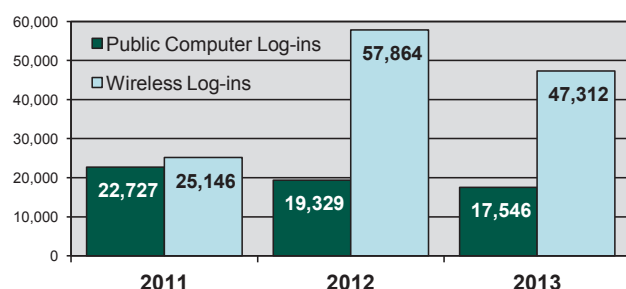
Year	Attendance
2011	15,884
2012	16,868
2013	14,419
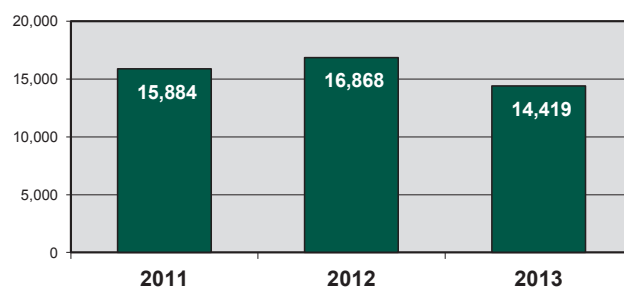
2013 Annual Report for Algoma Township
A Municipality in the Kent District Library Service Area

Algoma Residents Check-Out 76% of their Materials from the Krause Memorial Branch of KDL

- Other 7%
- Alpine Twp 3%
- Comstock Park 4%
- Plainfield Twp 10%
- Krause Memorial 76%

Percentage of Population with a Library Card

- Non-Cardholders 56%
- KDL Cardholders 44%
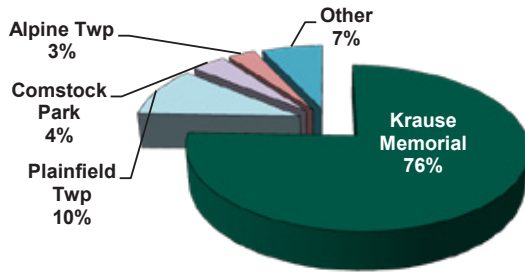
Total Items Checked-Out by Algoma Residents
(7% decrease from 2012 to 2013)
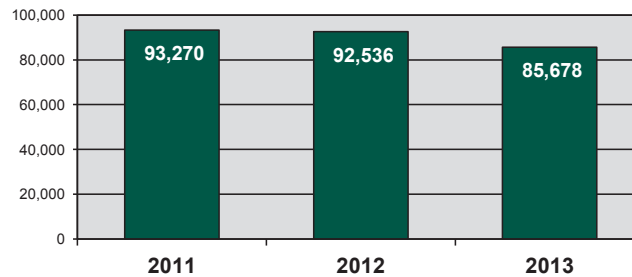
Year	Items
2011	93,270
2012	92,536
2013	85,678

Krause Memorial Branch Statistics

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	463,608	No Data
2012	434,881	No Data
2013	395,196	43,344

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

Year	Visitors
2011	202,311
2012	191,291
2013	176,761

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	15,739	11,257
2012	13,611	26,209
2013	11,344	21,822
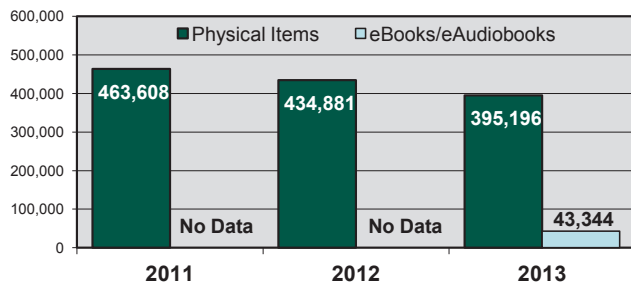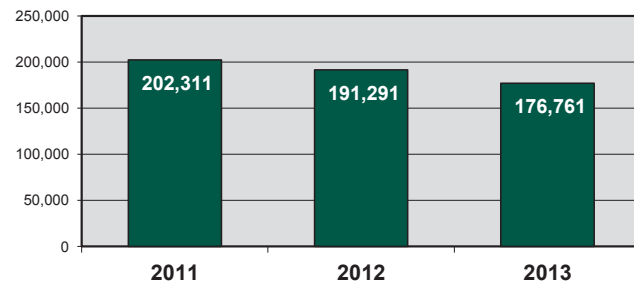
TOTAL PROGRAM ATTENDANCE
(5% decrease from 2012 to 2013)
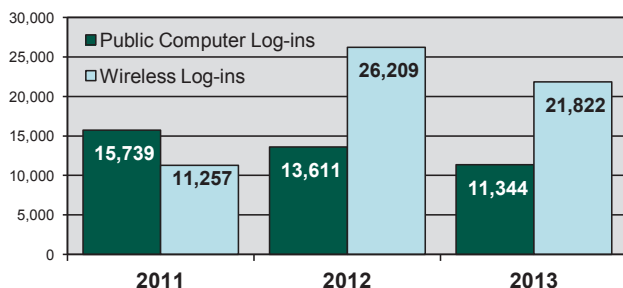
Year	Attendance
2011	7,697
2012	9,359
2013	8,920
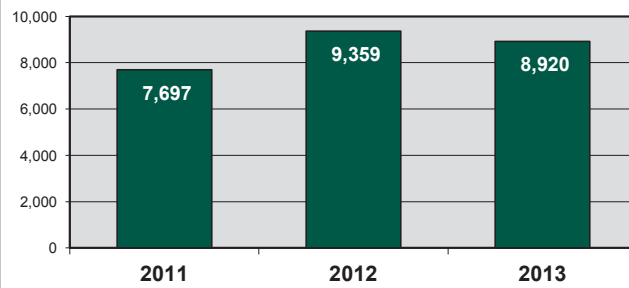
2013 Annual Report for Cannon Township

A Municipality in the Kent District Library Service Area

Cannon Residents Check-Out 53% of their Materials from the Krause Memorial Branch of KDL

Other 8%

Plainfield Twp 39%

Krause Memorial 53%

Percentage of Population with a Library Card

Non-Cardholders 46%

KDL Cardholders 54%
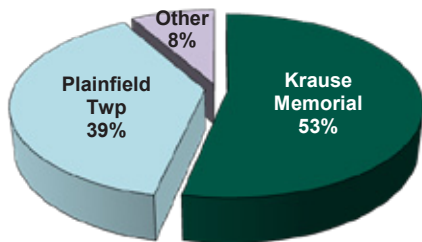
Total Items Checked-Out by Cannon Residents
(10% decrease from 2012 to 2013)
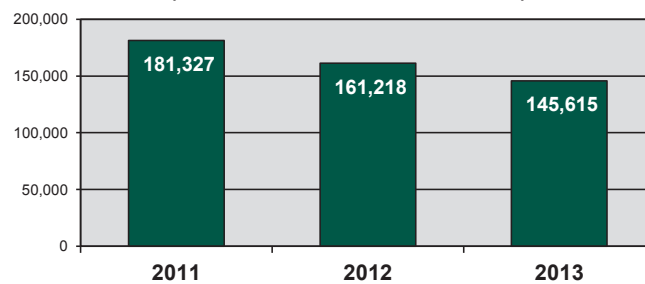
- 2011: 181,327
- 2012: 161,218
- 2013: 145,615

Krause Memorial Branch Statistics

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

Legend: ■ Physical Items □ eBooks/eAudiobooks

- 2011: 463,608 (No Data)
- 2012: 434,881 (No Data)
- 2013: 395,196 / 43,344

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

- 2011: 202,311
- 2012: 191,291
- 2013: 176,761

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

Legend: ■ Public Computer Log-ins □ Wireless Log-ins

- 2011: 15,739 / 11,257
- 2012: 13,611 / 26,209
- 2013: 11,344 / 21,822

TOTAL PROGRAM ATTENDANCE
(5% decrease from 2012 to 2013)

- 2011: 7,697
- 2012: 9,359
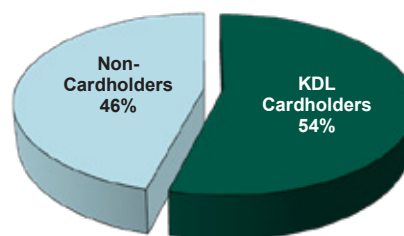- 2013: 8,920
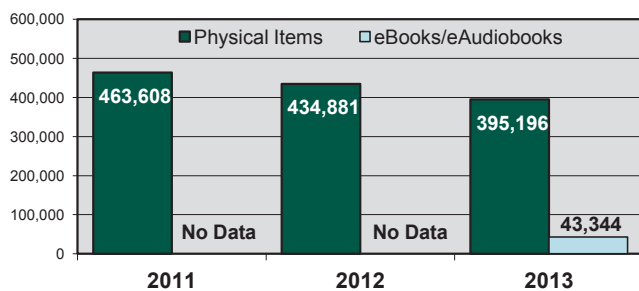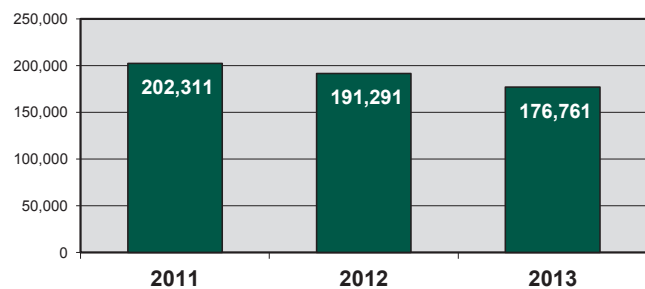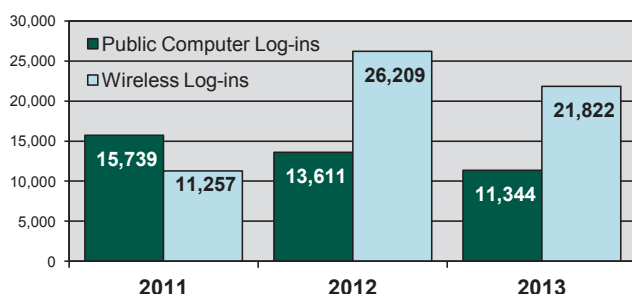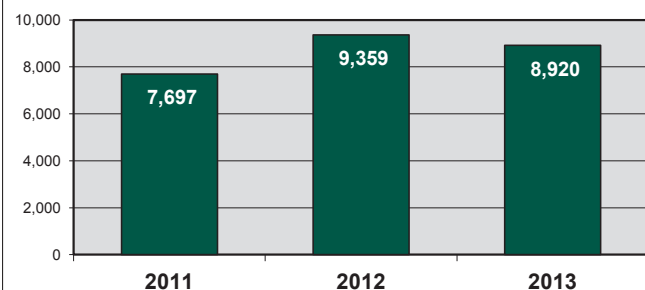
2013 Annual Report for Courtland Township

A Municipality in the Kent District Library Service Area

Courtland Residents Check-Out 85% of their Materials from the Krause Memorial Branch of KDL

- Other 7%
- Plainfield Twp 8%
- Krause Memorial 85%

Percentage of Population with a Library Card

- Non-Cardholders 49%
- KDL Cardholders 51%
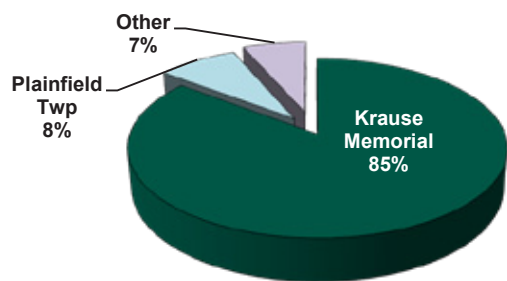
Total Items Checked-Out by Courtland Residents
(8% decrease from 2012 to 2013)
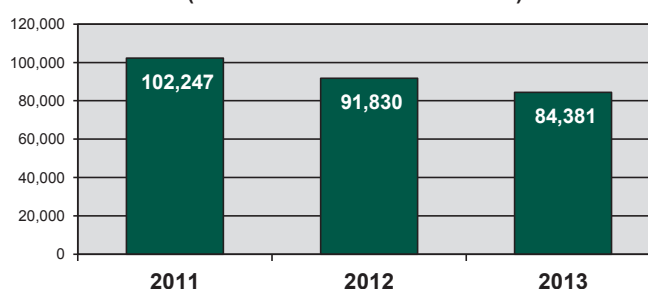
Year	Items
2011	102,247
2012	91,830
2013	84,381

Krause Memorial Branch Statistics

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

■ Physical Items □ eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	463,608	No Data
2012	434,881	No Data
2013	395,196	43,344

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

Year	Visitors
2011	202,311
2012	191,291
2013	176,761

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

■ Public Computer Log-ins □ Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	15,739	11,257
2012	13,611	26,209
2013	11,344	21,822
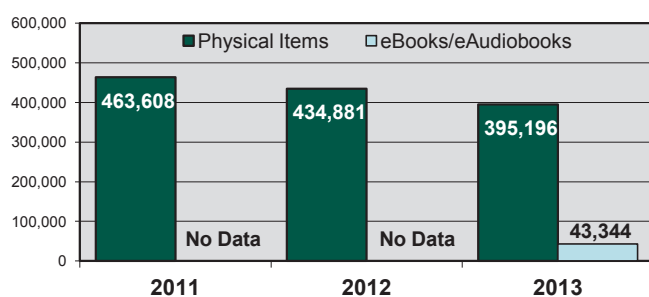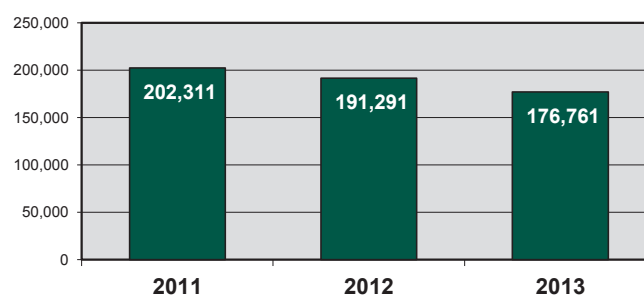
TOTAL PROGRAM ATTENDANCE
(5% decrease from 2012 to 2013)
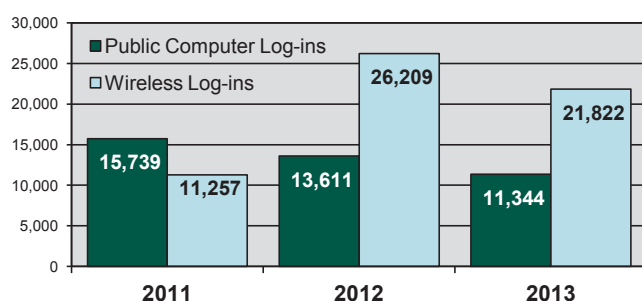
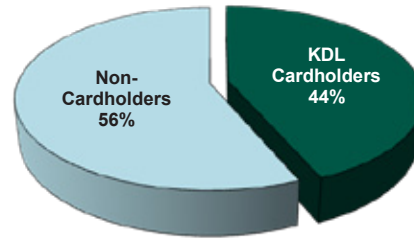| Year	Attendance
2011	7,697
2012	9,359
2013	8,920
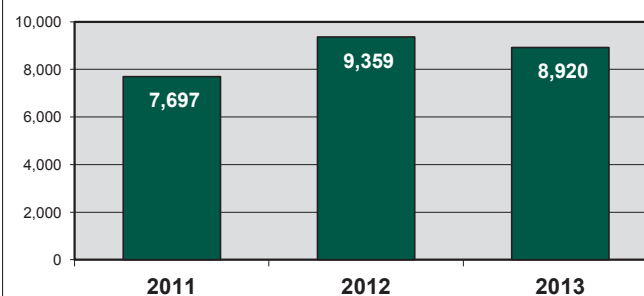
2013 Annual Report for Grand Rapids Township

A Municipality in the Kent District Library Service Area

GR Township Residents Check-Out 52% of their Materials from the Plainfield Twp. Branch of KDL

- Other 5%
- East Grand Rapids 20%
- Cascade Twp 23%
- Plainfield Twp 52%

Percentage of Population with a Library Card

- Non-Cardholders 50%
- KDL Cardholders 50%
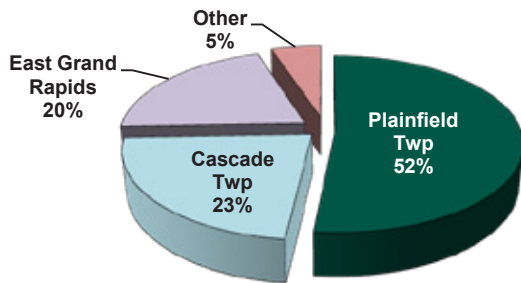
Total Items Checked-Out by GR Twp. Residents
(5% decrease from 2012 to 2013)
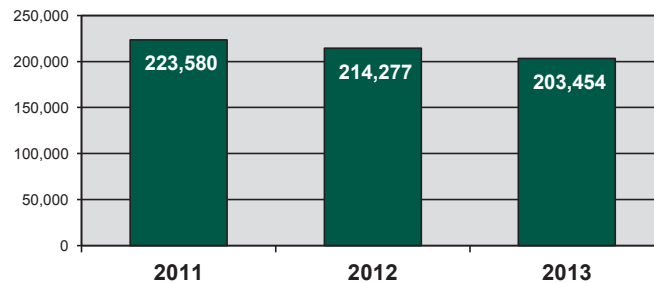
Year	Items
2011	223,580
2012	214,277
2013	203,454

Plainfield Township Branch Statistics

TOTAL ITEMS CHECKED-OUT
(1% decrease from 2012 to 2013)

Physical Items / eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	735,516	No Data
2012	672,041	No Data
2013	615,398	50,123

TOTAL BRANCH VISITORS
(7% decrease from 2012 to 2013)

Year	Visitors
2011	332,471
2012	305,071
2013	284,901

TOTAL BRANCH COMPUTER LOG-INS
(7% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins / Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	40,832	21,944
2012	34,620	29,279
2013	32,706	26,639
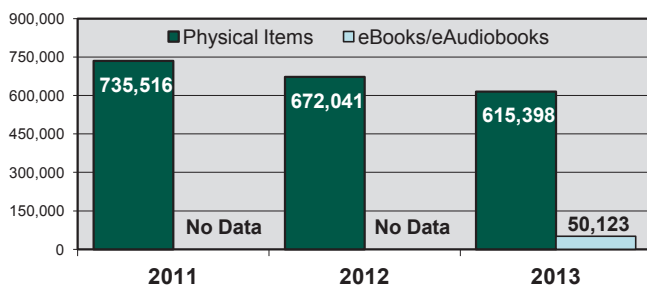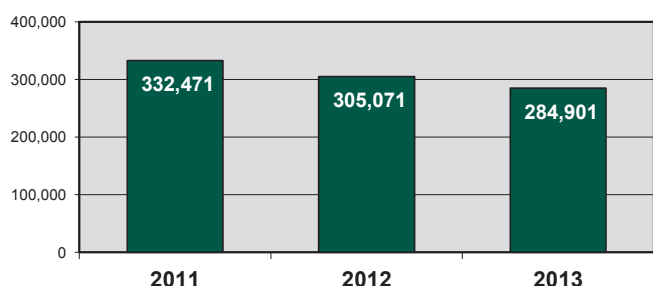
TOTAL PROGRAM ATTENDANCE
(1% decrease from 2012 to 2013)
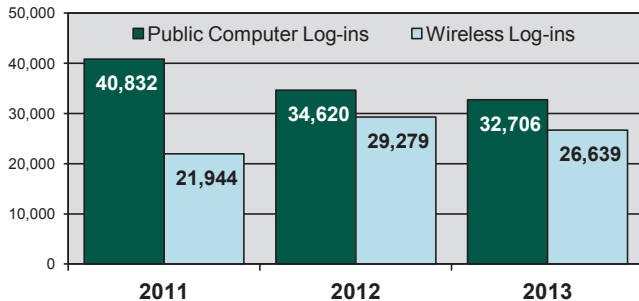
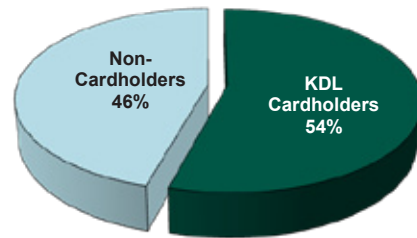| Year	Attendance
2011	7,308
2012	7,789
2013	7,741
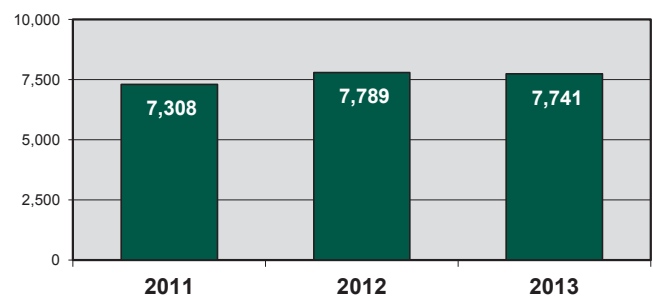
2013 Annual Report for Grattan Township

A Municipality in the Kent District Library Service Area

Grattan Residents Check-Out 38% of their Materials from the Englehardt Branch of KDL

- Cascade Twp 5%
- Krause Memorial 23%
- Other 9%
- Englehardt 38%
- Plainfield Twp 25%

Percentage of Population with a Library Card

- Non-Cardholders 56%
- KDL Cardholders 44%
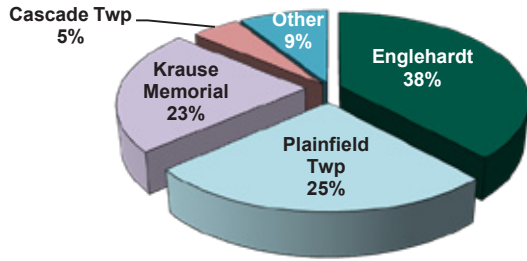
Total Items Checked-Out by Grattan Residents
(24% decrease from 2012 to 2013)
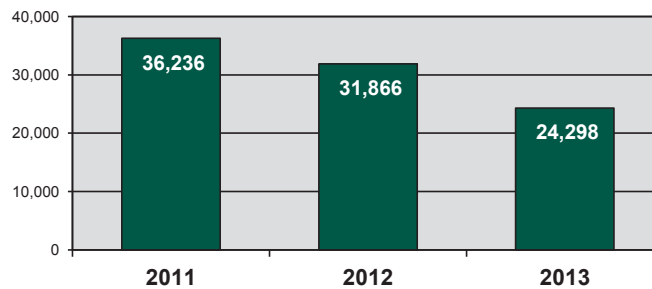
Year	Items
2011	36,236
2012	31,866
2013	24,298

Englehardt Branch Statistics

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

Physical Items | eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	212,519	No Data
2012	203,017	No Data
2013	182,055	17,291

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

Year	Visitors
2011	124,169
2012	122,833
2013	112,339

TOTAL BRANCH COMPUTER LOG-INS
(15% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	13,882	7,120
2012	13,046	10,713
2013	11,544	8,701
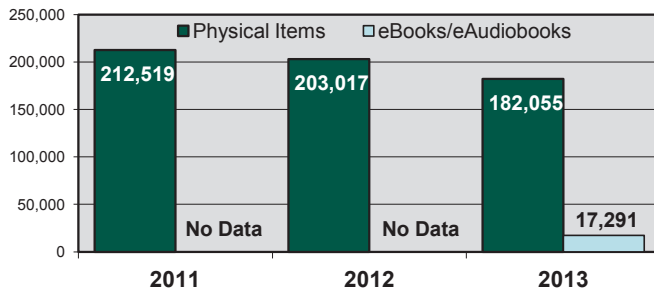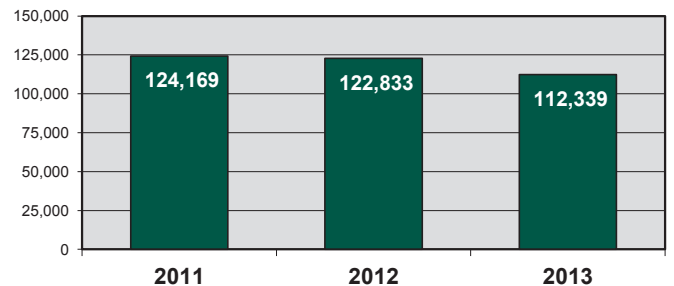
TOTAL PROGRAM ATTENDANCE
(11% increase from 2012 to 2013)
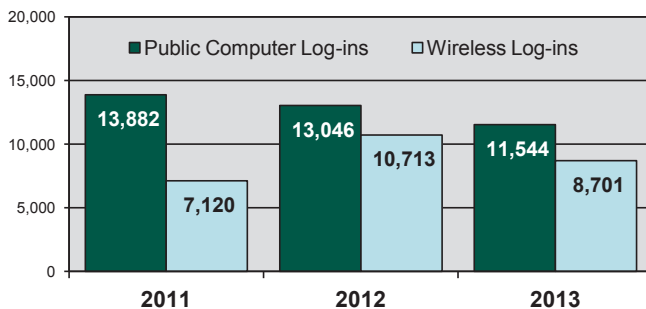
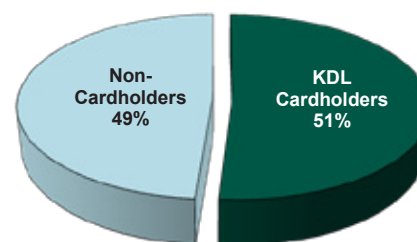| Year	Attendance
2011	3,447
2012	4,284
2013	4,758
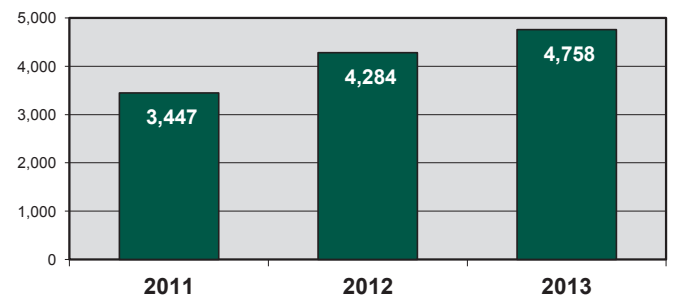
2013 Annual Report for Lowell Township

A Municipality in the Kent District Library Service Area

Lowell Twp. Residents Check-Out 67% of their Materials from the Englehardt Branch of KDL

Other 6%
Alto 12%
Cascade Twp 15%
Englehardt 67%

Percentage of Population with a Library Card

Non-Cardholders 47%
KDL Cardholders 53%
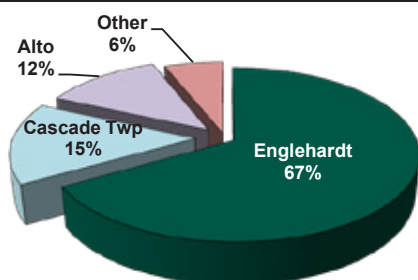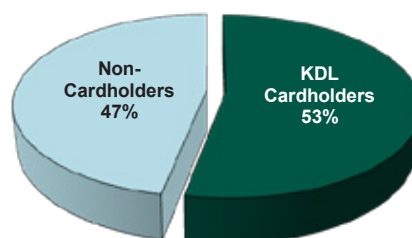
Total Items Checked-Out by Lowell Twp. Residents
(9% decrease from 2012 to 2013)
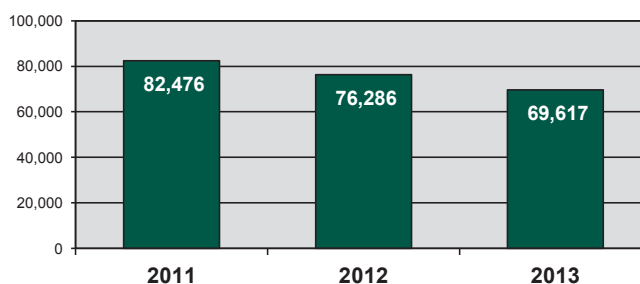
Year	Items
2011	82,476
2012	76,286
2013	69,617

Englehardt Branch Statistics

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

■ Physical Items □ eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	212,519	No Data
2012	203,017	No Data
2013	182,055	17,291

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

Year	Visitors
2011	124,169
2012	122,833
2013	112,339

TOTAL BRANCH COMPUTER LOG-INS
(15% decrease in total log-ins from 2012 to 2013)

■ Public Computer Log-ins □ Wireless Log-ins

Year	Public Computer Log-ins	Wireless Log-ins
2011	13,882	7,120
2012	13,046	10,713
2013	11,544	8,701
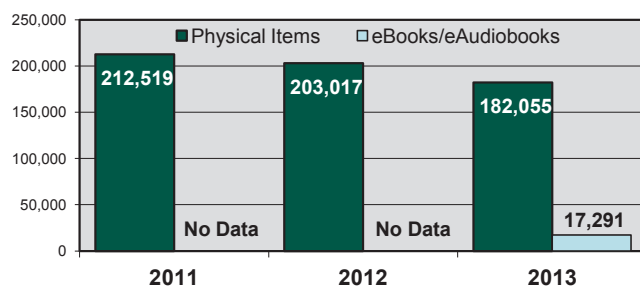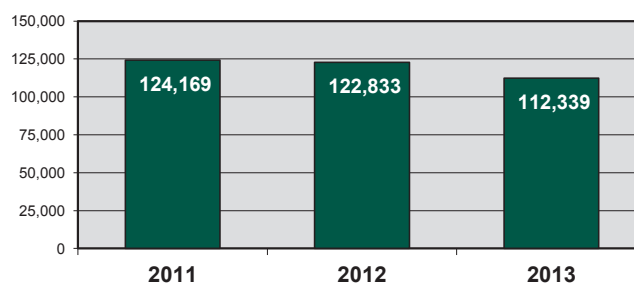
TOTAL PROGRAM ATTENDANCE
(11% increase from 2012 to 2013)
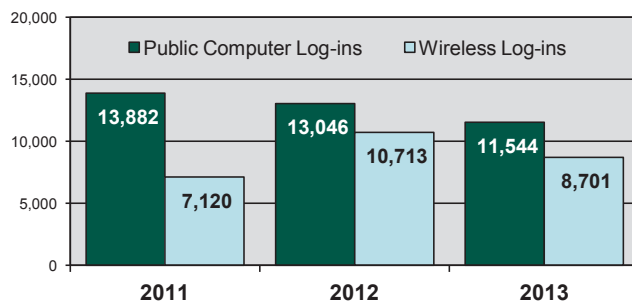
Year	Attendance
2011	3,447
2012	4,284
2013	4,758
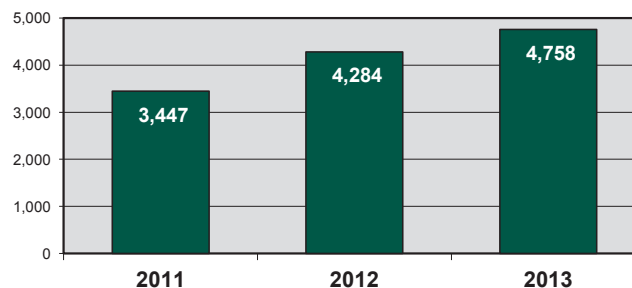
2013 Annual Report for Oakfield Township

A Municipality in the Kent District Library Service Area

Oakfield Residents Check-Out 47% of their Materials from the Krause Memorial Branch of KDL

- Other 11%
- Plainfield Twp 8%
- Spencer Twp 34%
- Krause Memorial 47%

Percentage of Population with a Library Card

- Non-Cardholders 63%
- KDL Cardholders 37%
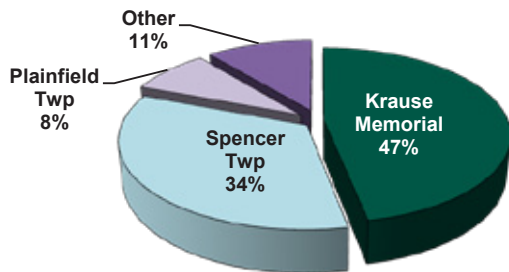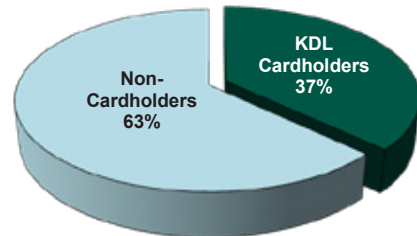
Total Items Checked-Out by Oakfield Residents
(1% decrease from 2012 to 2013)
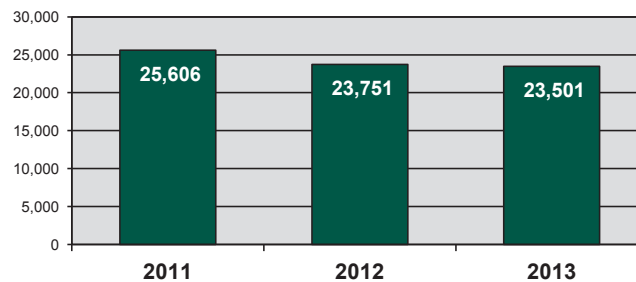
Year	Items
2011	25,606
2012	23,751
2013	23,501

Krause Memorial Branch Statistics

TOTAL ITEMS CHECKED-OUT
(1% increase from 2012 to 2013)

Physical Items | eBooks/eAudiobooks

Year	Physical Items	eBooks/eAudiobooks
2011	463,608	No Data
2012	434,881	No Data
2013	395,196	43,344

TOTAL BRANCH VISITORS
(8% decrease from 2012 to 2013)

Year	Visitors
2011	202,311
2012	191,291
2013	176,761

TOTAL BRANCH COMPUTER LOG-INS
(17% decrease in total log-ins from 2012 to 2013)

Public Computer Log-ins | Wireless Log-ins
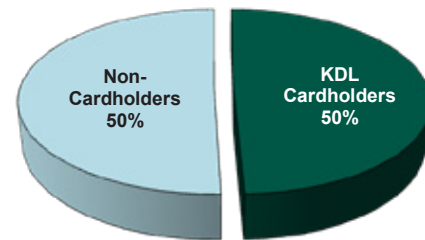
Year	Public Computer Log-ins	Wireless Log-ins
2011	15,739	11,257
2012	13,611	26,209
2013	11,344	21,822
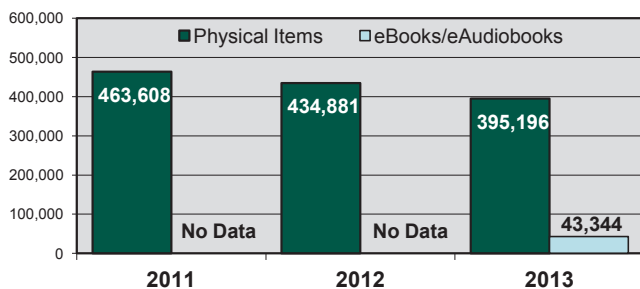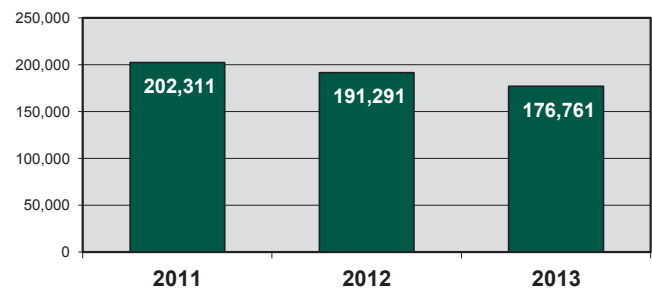
TOTAL PROGRAM ATTENDANCE
(5% decrease from 2012 to 2013)
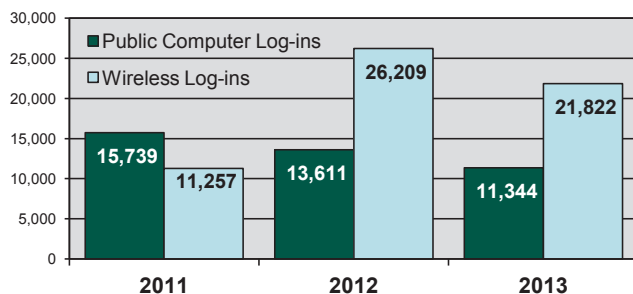
Year	Attendance
2011	7,697
2012	9,359
2013	8,920
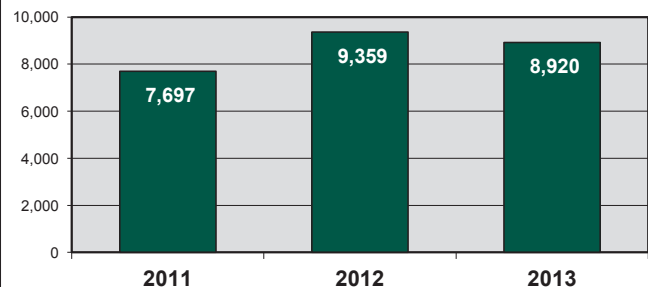
2013 Annual Report for Vergennes Township

A Municipality in the Kent District Library Service Area

Vergennes Residents Check-Out 83% of their Materials from the Englehardt Branch of KDL

Other
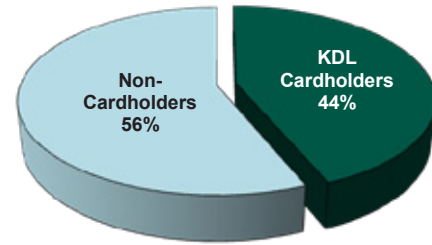7%

Cascade
Twp
10%

Englehardt
83%

Percentage of Population with a Library Card

Non-
Cardholders
42%

KDL
Cardholders
58%
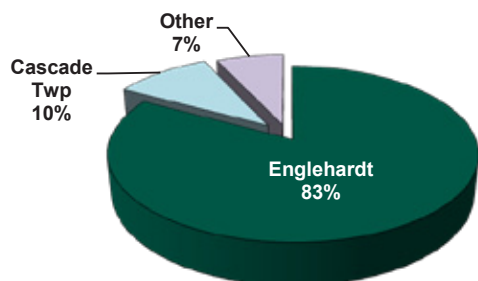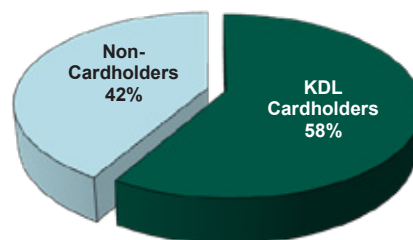
Total Items Checked-Out by Vergennes Residents
(8% decrease from 2012 to 2013)
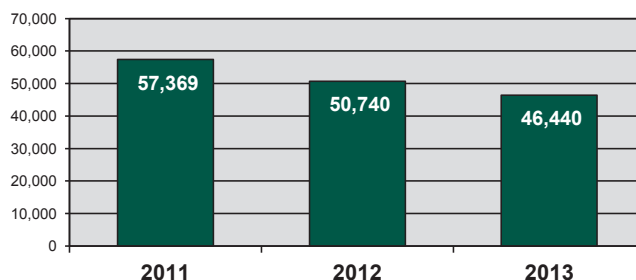
	2011	2012	2013
	57,369	50,740	46,440

Englehardt Branch Statistics

TOTAL ITEMS CHECKED-OUT
(2% decrease from 2012 to 2013)

■ Physical Items □ eBooks/eAudiobooks

	2011	2012	2013
Physical Items	212,519	203,017	182,055
eBooks/eAudiobooks	No Data	No Data	17,291

TOTAL BRANCH VISITORS
(9% decrease from 2012 to 2013)

	2011	2012	2013
	124,169	122,833	112,339

TOTAL BRANCH COMPUTER LOG-INS
(15% decrease in total log-ins from 2012 to 2013)

■ Public Computer Log-ins □ Wireless Log-ins

	2011	2012	2013
Public Computer Log-ins	13,882	13,046	11,544
Wireless Log-ins	7,120	10,713	8,701

TOTAL PROGRAM ATTENDANCE
(11% increase from 2012 to 2013)

	2011	2012	2013
	3,447	4,284	4,758
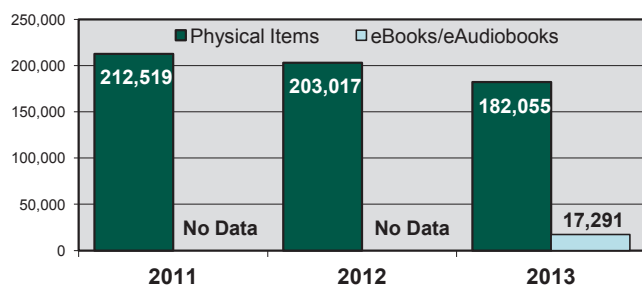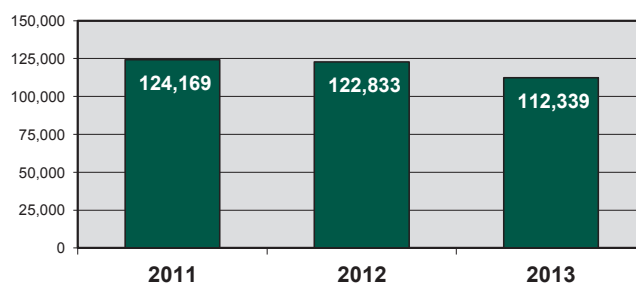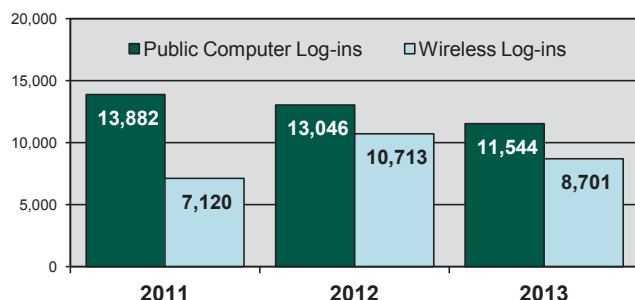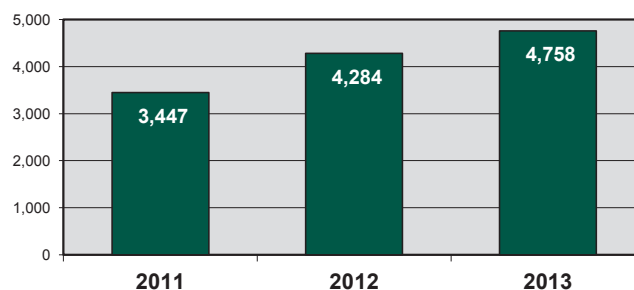
2013 Peer Comparison

INTRODUCTION

KDL strives to attain the goals of its strategic plan with achievements that place KDL among the best libraries in the country in collections, programs, services, and technology. This 2013 peer comparison uses statistical information from the Public Library Data Service Statistical Report 2013[1] to identify peers on a national and state level. The comparison enables staff to identify areas where KDL excels in relation to its peers and areas where staff may wish to focus additional attention.

SUMMARY OF THE RANKINGS
National Comparison

The national comparison included 25 peer libraries that have between 12–20 branch outlets and a service area population ranging from 250,000 to 500,000 people. A full statistical chart showing rankings and peer comparison data follows this summary.

The following table highlights KDL's area-specific ranking in relation to its peer libraries:

Area	KDL 2013 Rank	KDL 2012 Rank	Area	KDL 2013 Rank	KDL 2012 Rank
Total Circulation (downloadables)	1st	1st	Total expenditures for all electronic materials	10th	5th
Collection turnover rate*	2nd	1st	Population of service area	10th	9th
Circulation per capita	2nd	2nd	Total program attendance	11th	8th
Total visits	3rd	3rd	Collection size	12th	11th
Total circulation (all materials)	3rd	3rd	Registrations (cardholders)	12th	12th
Reference transactions per capita	3rd	5th	Materials expenditures per capita	13th	7th
Total expenditures for eBooks	5th	1st	Registrations as a % of population	13th	10th
Materials as a % of expenditures	5th	2nd	Holdings per capita	14th	12th
Salaries as a % of expenditures	5th	5th	Total operating expenditures	15th	12th
Visits per capita	7th	5th	Total operating income	16th	13th
Public service hours	7th	6th	Staff expenditures per capita	17th	10th
Website visits per capita	9th	10th	Expenditures per capita	17th	14th

Collection turnover rate measures the activity of a library's collection. It indicates the number of times each library item would have circulated during the year if circulation had been spread evenly throughout the entire collection. It is calculated by dividing the library's total annual circulation by total library holdings.

When compared to our peer libraries, KDL ranks below the median in economic categories such as total operating income, total operating expenditures, and expenditures per capita. Despite these rankings, in areas that measure superior performance such as collection turnover rate, circulation per capita, and total visits, KDL ranks very high. This would suggest that KDL has a strong base of library users who regularly find items in our popular materials collection that they want to borrow. Additionally, a high ranking in total visits

suggests KDL offers appealing facilities and compelling programs that draw people to our branches.

Recognizing that public libraries are transitioning to offer more digital materials like eBooks, the Public Library Data Service Statistical Report began including figures about electronic materials and downloadable items for the first time in its 2012 report. For the second year in a row, KDL proudly ranked first among its peers in total circulation of downloadable items, which is a testament to KDL's commitment to providing our patrons with access to popular materials in formats they desire.

While KDL's rank in total expenditures for eBooks and total expenditures for all electronic materials dropped significantly when compared to 2012 (from 1st to 5th and 5th to 10th, respectively), we continued to maintain the top ranking for total circulation of downloadable materials. We suspect the explanation for this reality is multi-faceted. First, KDL is not spending less on electronic materials, but other libraries are spending more. Many of our peer libraries are playing catch up since KDL has at least a one-year lead in offering a substantial digital collection to patrons.

Second, because KDL worked ahead of the curve to build a large eCollection, marketed this collection, and trained staff to help patrons use this collection, this likely explains why our digital circulation remains higher than those libraries that spent more money. As our peer libraries increase their strides in spending on and marketing of their digital collections, KDL will likely see an erosion of our first place rank in total digital circulation without further action on our part.

As noted above, KDL ranks below the median in many key economic categories when compared to our peer libraries. Significant noteworthy changes in rank in materials expenditures per capita (from 7th to 13th), total operating income (from 13th to 16th), staff expenditures per capita (from 10th to 17th), and expenditures per capita (from 14th to 17th) could be the result of any number of factors. It is difficult to say whether KDL is spending less or differently or if our peer libraries are spending more or differently (or some combination thereof). Looking at one key ranking—total operating income—we can at least say that KDL has less money to work with then well over half of our peer libraries. KDL's success in garnering a high ranking in output measures like collection turnover rate, circulation per capita, and total visits stand as a testimony to our ability to do more with less. What could be possible if we had more?

Overall, when compared to our national peer libraries, KDL ranks high to very high in almost all areas pertaining to library use. In no area does KDL fall below a ranking of 17th out of 25 libraries. This national peer comparison further solidifies KDL's position as a model library system within our peer group.

State Comparison

The only criteria for entry in the library peer group for the state comparison is that a library must be in the state of Michigan and serve a population of at least 75,000 people (as reported in the Public Library Data Service Statistical Report 2013[1]). This year's state comparison included 17 peer libraries. A full statistical chart showing rankings and peer comparison data follows this summary.

The following table highlights KDL's area-specific ranking in relation to its peer libraries in Michigan:

Area	KDL 2013 Rank	KDL 2012 Rank	Area	KDL 2013 Rank	KDL 2012 Rank
Total circulation (downloadables)	1st	1st	Public service hours	3rd	3rd
Total expenditures for eBooks	1st	1st	Materials as a % of expenditures	3rd	3rd
Total expenditures for all electronic materials	1st	1st	Collection turnover rate	3rd	3rd
Population of service area	2nd	2nd	Salaries as a % of expenditures	3rd	3rd
Collection size	2nd	2nd	Reference transactions per capita	3rd	3rd
Registrations (cardholders)	2nd	2nd	Circulation per capita	4th	4th
Total visits	2nd	2nd	Website visits per capita	6th	7th
Total operating income	2nd	2nd	Materials expenditures per capita	6th	5th
Total operating expenditures	2nd	2nd	Registrations as a % of population	8th	9th
Total program attendance	2nd	2nd	Expenditures per capita	13th	15th
Total circulation (all materials)	2nd	2nd	Staff expenditures per capita	14th	15th
Visits per capita	2nd	3rd	Holdings per capita	14th	15th

As with the national comparison, the state comparison reveals KDL's strong ranking in visits, program attendance, circulation, and registrations. Matching the results at the national level, KDL ranked first at the state level in the category of total circulation of downloadable items. Added to this were a continued first place ranking in total expenditures for eBooks and total expenditures for all electronic materials.

Most other categories in the state comparison held steady when compared to the year prior; although, it is curious to note KDL's change in rank with regard to visits per capita and expenditures per capita. Both of these improvements in ranking come at a time when KDL's total visitor count and total income have declined. This being the case, we expect this change in rank has less to do with action by KDL and more to do with the current status of libraries in Michigan. While West Michigan has certainly seen a decrease in property tax values in recent years, other parts of the state have suffered even worse declines. As people move in search of work, library visitor counts decrease. As property tax income declines, libraries have less money to expend to provide services. Additionally, since per capita measures are based on 2010 U.S. Census data, it is likely that they do not give a completely accurate picture of reality (i.e., the population data is fixed, but library visitors and income fluctuate year-to-year based on actual figures).

Overall, KDL's top rankings when compared to our peer libraries stand as compelling evidence of our position as a leader in the state. KDL had a rank of third or better for 17 out of 24 areas of comparison, which is a powerful testimony to our long-standing tradition of library excellence in Michigan.

CONCLUSION

When compared to our peer libraries at both the national and state level, Kent District Library rises to the top in key indicators of performance. KDL staff will continue to strive to meet the goals of its strategic plan and demonstrate achievements and success in the context of those libraries considered to be the best in Michigan and the nation.

[1]Public Library Data Service Statistical Report 2013, Public Library Association, June 2013 (Based on 2012 fiscal year data)

2013 National Comparison Data

Library	Population	Number of Branches	Total Operating Income ($)	Total Operating Expenditures ($)	Expenditures per Capita ($)	Total Expenditures for Library Materials ($)	Total Expenditures for Electronic Materials (including eBooks, eAudiobooks, eMusic, & databases) ($)	Total Expenditures for eBooks ($)	Materials Expenditure per Capita ($)	Materials as % of Expenditures	Staff Expenditures per Capita ($)	Salaries as % of Expenditures	Public Service Hours (per week)	Collection Turnover	Total Holdings (Collection Size)	Holdings Per Capita	Registrations	Registrations as % of Population	Circulation per Capita	Circulation Per Registered Borrower	Visits per Capita	Website Visits per Capita	Reference Trans. per Capita	Total Circulation (all materials)	Total Circulation (downloadable materials only)	Total Reference Transactions	Total Visits	Total Program Attendance
Shreve Memorial Library (LA)	253,623	20	14,197,565	14,906,264	58.8	1,340,354	217,382	104,777	5.28	9.0%	33.2	43.1%	966	1.5	816,330	3.2	174,313	68.7%	4.7	6.8	5.4	4.7	1.5	1,185,851	45,867	392,600	1,366,624	126,643
San Mateo County Library (CA)	270,925	12	23,476,487	18,284,149	67.5	1,618,755	175,905	175,905	5.97	8.9%	46.3	45.4%	613	4.9	760,866	2.8	177,599	65.6%	13.9	21.1	8.4	2.2	0.9	3,756,016	34,021	235,000	2,287,280	210,621
Gaston-Lincoln Regional Library (NC)	284,012	12	4,941,670	4,468,235	15.7	618,900	54,838		2.18	13.9%	10.9	50.6%		1.7	665,872	2.3	121,299	42.7%	4.1	9.6	2.6	0.6	0.7	1,159,721		209,014	735,326	51,391
Saint Paul Public Library (MN)	285,068	12	17,003,200	16,236,977	57.0	1,587,085	508,709	368,652	5.57	9.8%	38.5	47.7%	659	2.7	1,036,866	3.6	321,033	112.6%	10.0	8.8	8.1	5.5	1.5	2,840,838	179,357	435,719	2,320,163	125,706
First Regional Library (MS)	282,974	13	5,531,748	5,338,102	18.6	449,510	120,045		1.57	8.4%	12.2	49.6%	594	1.8	727,246	2.5	150,941	52.7%	4.6	8.7	4.8	0.7	1.8	1,306,906	21,869	506,480	1,368,345	131,313
Saint Louis Public Library (MO)	319,294	16	24,601,873	19,662,482	61.6	2,974,747	675,069	55,923	9.32	15.1%	40.6	50.0%	925	0.5	3,567,855	11.2	67,060	21.0%	6.1	29.2	6.2	10.6	0.8	1,960,499	69,033	245,155	1,978,027	153,976
Genesee District Library (MI)	330,562	18	9,390,760	8,262,114	25.0	1,286,389	288,503	101,913	3.89	15.6%	14.6	39.6%	1,066	4.4	844,845	2.6	182,398	55.2%	11.3	20.5	0.0		0.0	3,741,753	88,408			
Charleston County Public Library System (SC)	350,209	15	14,373,466	14,815,774	42.3	2,023,544	185,456		5.78	13.7%	29.1	49.9%	779	2.6	1,211,566	3.5	243,549	69.5%	8.9	12.9	5.5	0.0	3.1	3,131,596	140,697	1,098,026	1,940,896	194,268
Allen County Public Library (IN)	355,329	13	24,094,815	22,588,271	63.6	3,324,241	634,637	389,653	9.36	14.7%	41.6	45.1%	789	2.9	3,260,133	9.2	306,166	86.2%			7.8	8.6	0.9		13,358	319,478	2,768,804	201,579
New Orleans Public Library (LA)	360,740	13	8,481,820	12,522,922	34.7	2,853,996	130,241	45,608	7.91	22.8%	22.9	45.2%	566	1.5	729,565	2.0	298,776	82.8%	3.1	3.7	2.4	4.8	1.5	1,112,766	198,522	555,917	869,842	47,015
St. Charles City-County Library District (MO)	365,151	12	16,929,958	15,147,555	41.5	3,014,911	1,233,540	114,300	8.26	19.9%	28.1	55.0%	723	6.3	1,144,111	3.1	157,910	43.2%	19.7	45.6	5.4	3.8	1.8	7,199,387	142,732	655,326	1,980,036	77,078
London Public Library (ON)	366,151	15	20,456,620	20,412,544	55.7	2,052,531	363,404	85,341	5.61	10.1%	38.9	56.8%	775	4.7	920,752	2.5	181,964	49.7%	11.8	23.8	8.4	12.8	1.9	4,325,448	29,892	710,567	3,087,785	197,730
Ventura County Library (CA)	373,434	13	8,283,693	8,210,149	22.0	950,023	406,775	15,000	2.54	11.6%	13.6	41.9%	451	1.7	632,644	1.7	259,349	69.4%	2.9	4.1	3.7	1.5	0.2	1,072,392	129,205	64,478	1,364,699	43,157
Akron-Summit County Public Library (OH)	377,213	17	22,730,707	23,247,631	61.6	2,939,743	393,948	111,127	7.79	12.6%	40.7	51.4%	1,098	2.9	2,002,130	5.3	285,492	75.7%	15.2	20.0	8.0	11.9	1.2	5,720,891	20,019	455,983	3,004,841	263,126
Live Oak Public Library System (GA)	393,874	18	8,435,448	8,878,015	22.5	725,267	46,651	3,251	1.84	8.2%	16.3	52.7%	652	3.8	535,184	1.4	96,265	24.4%	5.2	21.3	3.9	0.0	1.5	2,051,106		572,757	1,548,818	57,672
Kent District Library (MI)	395,660	18	15,389,523	15,497,263	39.2	2,356,519	563,511	243,405	5.96	15.2%	25.3	52.4%	902	6.4	1,020,820	2.6	231,853	58.6%	16.5	28.1	7.7	5.5	2.1	6,524,707	370,914	820,911	3,047,283	156,215
Oakland Public Library (CA)	416,348	18	24,010,373	22,255,343	53.5	1,819,128	358,937	10,000	4.37	8.2%	39.2	51.7%	644	2.1	1,268,857	3.0	281,553	67.6%	6.4	9.5	5.6	2.0	1.7	2,670,928	50,998	724,067	2,335,896	158,975
Washoe County Library System (NV)	421,407	12	10,994,774	10,808,867	25.6	745,220	67,832		1.77	6.9%	21.2	58.2%	345	3.1	759,684	1.8			5.6	0.0	3.1	2.3	0.9	2,340,984	89,915	361,556	1,311,703	61,965
Johnson County Library (KS)	422,500	12	23,437,885	23,540,032	55.7	3,200,000	652,900	237,900	7.57	13.6%	32.7	42.3%	689	6.5	978,103	2.3	195,116	46.2%	15.1	32.7	6.0	7.4	0.4	6,384,594		190,099	2,514,455	47,543
Jefferson Parish Library (LA)	432,552	14	21,350,977	16,773,558	38.8	2,396,394	467,015	61,882	5.54	14.3%	20.2	36.8%		2.0	916,781	2.1	98,877	22.9%	4.3	18.8	2.6	2.8	0.7	1,861,731	52,198	301,317	1,115,550	58,926
East Baton Rouge Parish Library (LA)	441,438	12	39,607,049	28,747,398	65.1	3,428,748	1,336,422	31,473	7.77	11.9%	40.1	43.4%	892	1.1	1,907,152	4.3	307,490	69.7%	4.9	7.1	5.0	4.5	2.0	2,179,902	158,900	868,222	2,206,485	288,940
Toledo-Lucas County Public Library (OH)	441,815	18	33,257,105	31,268,253	70.8	3,741,346	927,056	204,357	8.47	12.0%	45.9	45.5%	878	3.0	2,285,556	5.2	325,011	73.6%	15.7	21.3	6.2	17.4	1.6	6,831,417	257,007	708,188	2,758,283	130,245
Carnegie Library of Pittsburgh (PA)	446,308	17	28,128,410	28,082,231	62.9	3,842,127	1,324,834	374,678	8.61	13.7%	34.7	43.7%	904	1.5	2,315,714	5.2	219,296	49.1%	7.7	15.6	5.2	7.6	1.0	3,415,234	84,259	440,262	2,310,643	190,372
Fort Vancouver Regional Library District (WA)	448,610	12	21,310,315	19,725,441	44.0	3,328,801	934,632	327,979	7.42	16.9%	27.2	44.6%	685	5.7	753,214	1.7	260,113	58.0%	9.5	16.4	5.1	0.0	0.4	4,276,212	163,544	183,283	2,270,126	159,852
Dayton Metro Library (OH)	458,718	20	28,048,108	25,267,796	55.1	3,280,621	594,664	176,372	7.15	13.0%	38.3	50.3%	1,233	3.4	1,921,082	4.2	326,027	71.1%	14.2	20.0	7.7	6.2	2.9	6,513,785	201,936	1,343,342	3,546,731	183,447
KDL Ranking (out of 25)	10	3	16	15	17	13	10	5	13	5	17	5	7	2	12	14	12	13	2	4	7	9	3	3	1	4	3	11

2013 State Comparison Data

Library	Population	Number of Branches	Total Operating Income ($)	Total Operating Expenditures ($)	Expenditures per Capita ($)	Total Expenditures for Library Materials ($)	Total Expenditures for Electronic Materials (including eBooks, eAudiobooks, eMusic, & databases) ($)	Total Expenditures for eBooks ($)	Materials Expenditure per Capita ($)	Materials as % of Expenditures	Staff Expenditures per Capita ($)	Salaries as % of Expenditures	Public Service Hours (per week)	Collection Turnover	Total Holdings (Collection Size)	Holdings Per Capita	Registrations	Registrations as % of Population	Circulation per Capita	Circulation Per Registered Borrower	Visits per Capita	Website Visits per Capita	Reference Trans. per Capita	Total Circulation (all materials)	Total Circulation (download-able materials only)	Total Reference Transactions	Total Visits	Total Program Attendance
Ypsilanti District Library	82,974	2	3,678,117	3,923,866	47.3	356,177	61,017	10,286	4.3	9.1%	32.1	49.8%	190	2.899	282,853	3.4			9.9		6.3	4.9	2.3	819,900	16,056	187,501	521,158	43,145
Traverse Area District Library	87,178	2	4,682,480	4,538,963	52.1	456,878	119,951	25,677	5.2	10.1%	33.1	46.4%	160	3.164	340,099	3.9	59,903	68.7%	12.3	18.0	7.4	2.3	1.0	1,075,954	25,533	91,357	643,240	25,362
Canton Public Library	90,173	0	5,333,352	4,435,657	49.2	567,210	82,606	8,000	6.3	12.8%	27.8	47.5%	72	5.804	310,299	3.4	84,720	94.0%	20.0	21.3	6.3	4.9	0.8	1,801,003	11,360	71,499	565,046	33,100
Dearborn Public Library	98,153	2	4,941,253	4,941,253	50.3	400,000	69,100	7,000	4.1	8.1%	29.0	39.3%	163	2.870	261,879	2.7	37,877	38.6%	7.7	19.8	4.4		1.0	751,668	21,641	100,000	430,734	18,204
Rochester Hills Public Library	100,485	0	4,100,800	4,739,574	47.2	638,774	118,665	24,846	6.4	13.5%	34.0	58.7%	97	6.546	280,198	2.8	64,047	63.7%	18.3	28.6		1.0		1,834,080	54,814			23,511
Herrick District Library	102,423	1	4,337,487	4,413,015	43.1	572,648	174,509	37,478	5.6	13.0%	28.8	51.2%	102	4.209	328,792	3.2	57,583	56.2%	13.5	24.0	5.4	3.5	0.8	1,383,760	77,940	84,508	552,477	21,729
Flint Public Library	102,434	0	3,618,481	3,699,435	36.1	290,763	74,587	50,577	2.8	7.9%	25.6	51.9%	54	0.603	409,820	4.0	50,719	49.5%	2.4	4.9	2.5	26.2	0.8	247,110	5,815	85,014	251,494	40,587
Kalamazoo Public Library	123,988	4	11,921,059	9,938,468	80.2	977,010	159,586		7.9	9.8%	54.7	45.2%	219	4.042	398,871	3.2	79,517	64.1%	13.0	20.3	6.2	231.1	2.3	1,612,051	24,561	284,050	763,672	39,625
Sterling Heights Public Library	129,699	0	2,551,032	2,551,032	19.7	200,881	5,779		1.5	7.9%	16.2	56.8%	58	2.318	259,054	2.0	52,733	40.7%	4.6	11.4	3.5	2.7	0.7	600,445	20,203	93,243	453,690	22,168
Monroe County Library System	152,021	15	7,201,304	7,024,456	46.2	711,075	87,089	30,068	4.7	10.1%	34.2	51.5%	671	2.578	558,728	3.7	102,426	67.4%	9.5	14.1	4.7	24.6	0.4	1,440,318	40,850	64,494	708,448	47,924
Ann Arbor District Library	163,590	4	11,898,436	11,610,332	71.0	1,820,926	121,248		11.1	15.7%	46.2	48.8%	370	13.654	645,403	3.9	115,414	70.6%	53.9	76.4	10.3	468.1	0.3	8,812,215		51,476	1,687,975	80,588
Clinton-Macomb Public Library	169,833	2	5,795,918	5,949,376	35.0	522,187	114,297	6,000	3.1	8.8%	15.5	35.9%	125	4.833	346,924	2.0	121,897	71.8%	9.9	13.8	5.2		1.4	1,676,552	17,386			27,498
Grand Rapids Public Library	188,040	7	9,357,183	9,547,116	50.8	1,264,983	204,803	75,197	6.7	13.2%	35.0	50.7%	349	1.992	873,714	4.6	66,631	35.4%	9.3	26.1	5.2	3.3	1.4	1,740,784	29,128	269,152	977,369	23,730
Capital Area District Library	238,859	12	10,964,700	10,163,874	42.6	1,263,225	152,588	72,707	5.3	12.4%	28.6	52.3%	70	4.279	663,699	2.8	70,430	29.5%	11.9	40.3	6.8	0.0	0.8	2,839,912	99,074	184,116	1,633,268	58,879
Genesee District Library	330,562	18	9,390,760	8,262,114	25.0	1,286,389	268,503	101,913	3.9	15.6%	14.6	39.6%	1,066	4.429	844,845	2.6	182,398	55.2%	11.3	20.5		48.4		3,741,753	88,408	88,408		
Kent District Library	395,660	18	15,389,523	15,497,263	39.2	2,356,519	563,511	243,405	6.0	15.2%	25.3	52.4%	902	6.392	1,020,820	2.6	231,853	58.6%	16.5	28.1	7.7	5.5	2.1	6,524,707	370,914	820,911	3,047,283	156,215
Detroit Public Library	713,777	23	32,759,522	35,872,247	50.3	1,601,391	255,239		2.2	4.5%	36.7	37.7%	1,000	0.287	7,119,734	10.0	319,922	44.8%	2.9	6.4	6.0	0.9	1.3	2,044,936		919,938	4,253,810	184,394
KDL Ranking (out of 17)	2	2	2	2	13	1	1	1	6	3	14	3	3	3	2	14	2	8	4	4	2	6	3	2	1	2	2	2

KDL 2013 Demographic Report

OVERVIEW

This report analyzes demographic changes that have taken place during the past decade and contextualizes the current social and economic environment within the Kent District Library (KDL) service area, covering all of Kent County, except the Cities of Grand Rapids and Cedar Springs, Solon Township, and Sparta Township (including the Village of Sparta).

- The KDL service area has experienced significant population growth over the past decade.

    o It has grown twice as fast as the Kent County regions not included within the district.
    o It is growing much faster than the State of Michigan.

- The average age of KDL residents has increased over this period, which is in line with demographic changes in the rest of the U.S.

- Household size has decreased slightly.

    o Single-family households are growing faster than married households.

    o Household growth would be even larger if it were not for growth in the number of other relatives, like elderly parents, living with families.

- While not as diverse as the City of Grand Rapids, the population is becoming more diverse along with the rest of the country.

    o Growth among racial minority populations is much greater than that among the majority White population.
    o About 3 percent of KDL residents are not citizens.
    o Just fewer than 10 percent of residents speak a language besides English in the home.

- KDL area residents are more educated than their neighbors in Grand Rapids and much of Michigan and have higher incomes. This will likely continue to attract a diverse group of residents to the area and sustain growth.

CHANGING DEMOGRAPHICS FROM 2000 TO 2010

Statistics reported in this section use data from the 2010 and 2000 Censuses. The 2010 Census data is the most reliable for reporting recent demographic statistics, because it covers the entire KDL service area. Surveys have been performed within the KDL area since the last census, but a large enough sample of data has yet to be collected to report accurate statistics about the years 2011 to 2013.

Overall Population

According to United States Census data from the 2010 census, the Kent District Library service area has a population of 395,660. This compares to a county-wide population of 602,622. The population of KDL has grown by just over 10 percent since 2000, compared to only 4.9 percent population growth in all of Kent County and a reduction of 0.6 of the Michigan population in the same time frame (the only state to lose population during this time frame). KDL's growth rate (10.1%) is also slightly faster than the United States as a whole experienced from 2000 to 2010 (9.7%). The City of Grand Rapids, on the other hand, has experienced a 4.9 percent decrease in their population. Thus, the growth in the suburban and rural areas in Kent County served by KDL is clearly driving population growth in the county.
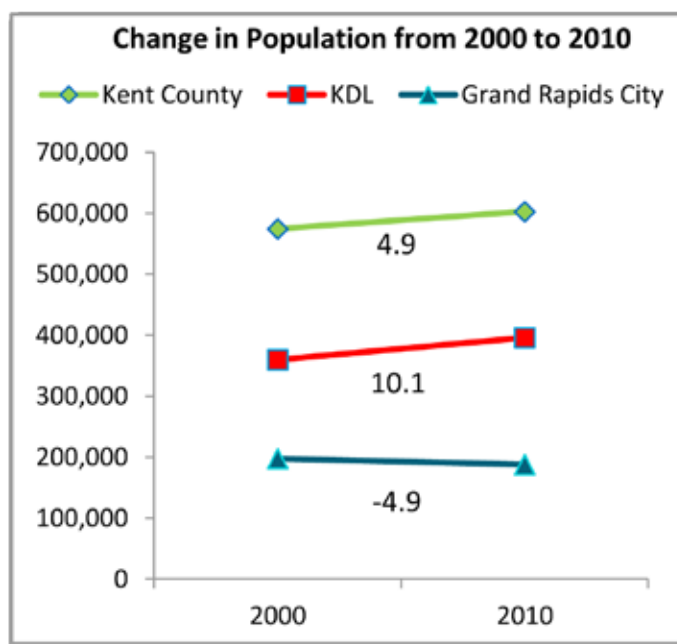
Households

The number of households covered by KDL has also increased over the past decade by 11 percent to 148,298, signifying a small decrease in the size of households over that time period and an increase in the average age of the population. The number of children in the population only increased by 6.9 percent to 128,087, while the number of "other relatives" living in one's home besides one's immediate family has increased by a very significant 55 percent to 14,890 from 2000 to 2010. Currently, just fewer than 57 percent of households are composed of married couples. This is only a slightly smaller percentage of households that were composed of married couples than in 2000.

Household and Family Sizes 2000 and 2010

	2000*		2010*		% Δ from 2000 to 2010
Households	133,575	100%	148,298	100%	11.0%
Married	78,391	58.7%	84,292	56.8%	7.5%
W/ Own Children <18	50,463	37.8%	50,709	34.2%	0.5%
Husband-Wife Family	39,682	29.7%	37,782	25.5%	-4.8%
Male, No Wife	2,575	1.9%	3,279	2.2%	27.3%
Female, No Husband	8,206	6.1%	9,648	6.5%	17.6%
Note: columns do not add up to 100% because all percentages are based on the number of households.					

Families with their own children make up just over 34 percent of households, down from just fewer than 38 percent of households in 2000. Single parent families only make up a slightly larger share of all households compared to their share in 2000, but the total number of single-parent male households has increased by 27.3 percent and the number of single-parent female households has increased by 17.6 percent over the past decade. The number of husband and wife families with children under 18 has fallen by 4.8 percent since 2000.

About 76 percent of households own their home, while 24 percent rent. This percentage remains the same as it was in 2000. However, indicative of the recent increase in the foreclosure rate, close to 6 percent of housing units in the KDL service area remain vacant, which is almost double the amount of vacant housing that existed in 2000.

In sum, the total number of households has increased slightly faster than population growth. Some of this growth in the number of households may be attributed to the large increase in the number of smaller single parent households and slow growth in the number of children per family. Were it not for the significant growth in the number of larger households that include "other relatives," such as an elderly parent, this growth would be even greater.

Sex and Age Cohorts

The ratio of males to females in the population has held steady over the past decade. Roughly 51 percent of the population was female in 2000 and about 51 percent was also female in 2010. This matches the percentages in the nation as a whole.

Noted above, KDL has experienced significant growth over the 2000 to 2010 period, but much of this growth is occurring among older age groups. The size of each cohort presented in the chart at right has grown over this period, except for the population aged 35 to 44. The size of this cohort has decreased by nearly 15 percent, while the sizes of the older cohorts have increased by double digits

Growth in The Size of Each Cohort from 2000 to 2010

over the same period. Growth in the younger age groups has been overshadowed by growth in the older cohorts.
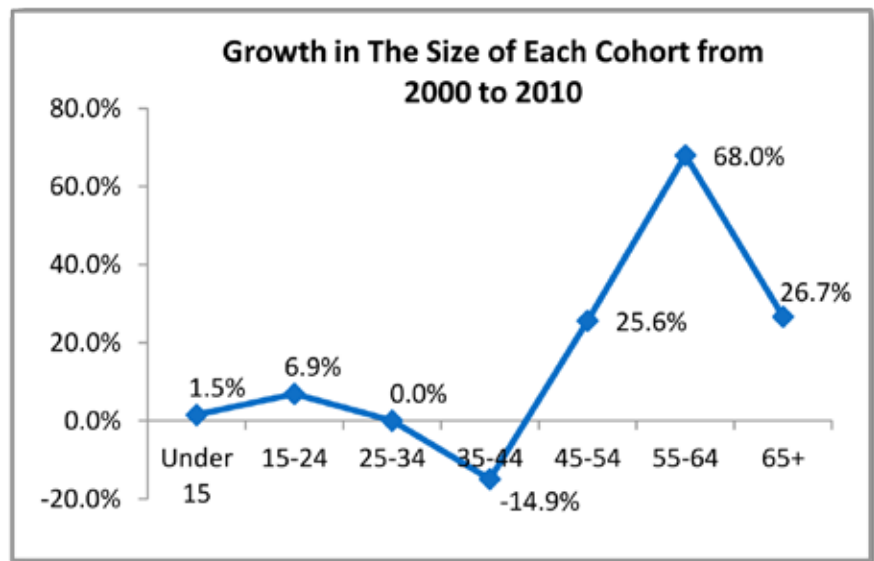
The population in the Kent District Library service area has clearly aged over the past decade. This has led to a higher proportion of residents aged 45 and older living in KDL than did in 2000. In fact, the number of residents under 45 fell by almost 2 percent over

the decade to 243,620, while the number of residents over 45 grew by a very significant 36 percent to 152,369. Residents under 45 still make up the majority of people living in KDL, but they have decreased from about 69 percent of the population in 2000 to 62 percent of the population in 2010.

It is clear that the overwhelming majority of population growth KDL has experienced in the past decade has come from these older cohorts. KDL is not unique in this regard. This demographic shift mirrors demographic changes in the rest of the United States.

Race and Ethnicity

The overwhelming number of respondents identify as "White" in the KDL service area. However, the amount claiming to be White has declined as a percentage of the entire population. The size of all other racial groups increased as a percentage of the

population from 2000 to 2010, with the exception of Amerindians. Individuals claiming to be "Black" or "African American" and those claiming to belong to other races saw the largest absolute increases. Nevertheless, the absolute size of all racial groups increased over the decade, including those that identify as "White."
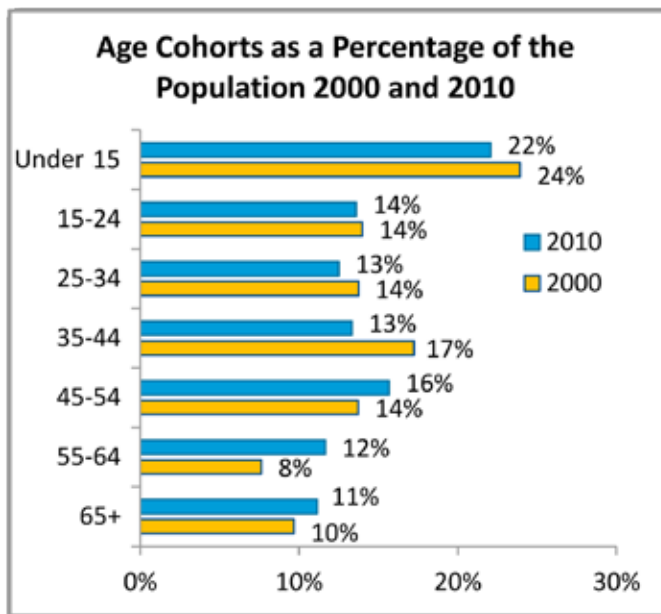
In the United States Census, the categories of "Hispanic" and "Latino/a" are not considered to be racial categories. They are recorded as ethnicities and calculated separately. Thus,
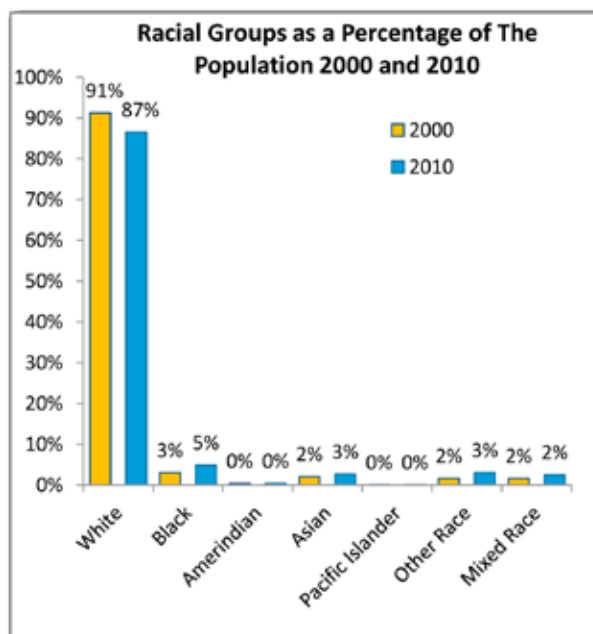
one may be both "Black" and "Hispanic" or "White" and "Hispanic." The number of KDL area residents that identify as Hispanic has more than doubled over the past decade to 28,389. The Hispanic ethnic group now makes up just over 7 percent of the entire population, from just fewer than 4 percent in the year 2000.

The KDL area is still not as diverse as the nearby City of Grand Rapids, with more than 35 percent of the population identifying as something other than "White." However, growth among minority racial and ethnic groups is greatly outpacing growth among the majority White population in KDL, culminating in a more diverse population in the area.

CURRENT SOCIOECONOMIC ENVIRONMENT

The remaining data in this report was taken from the 5 most recent American Communities Surveys, published in December 2012. While one and three year estimates are also published, data from 2007 to 2011 must be used to get an accurate picture of the KDL service area due to the smaller sample sizes used to obtain the American Communities Surveys. Thus, the statistics reported below should be interpreted as averages over a 5 year period ending in 2011.

Employment and Income

299,872 residents, or about 76 percent of the population, in the KDL service area are aged 16 or older and are generally considered able to work. Of those individuals, about 64 percent are in the labor force and employed, and another 6 percent are in the labor force (i.e., they are looking for jobs), but are unemployed. Thus, just over 70 percent of individuals over 16 are either employed or looking for work.

The other 30 percent of individuals over 15 are not in the labor force, because they are likely homemakers, disabled, in school or retired. The unemployment rate, which is generally calculated by dividing the number of unemployed by the number of individuals in the labor force, is 8.5 percent. (Recall that this statistic is an average over the five year period.)

Employment Status	N	% of Total Population	% of 16+	% of labor Force
Total Population	393,709	100.0%		
Population Aged 15 and Under	93,837	23.8%		
Population Aged 16+	299,872	76.2%	100.0%	
Total Labor Force	211,076	53.6%	70.4%	100.0%
In the Labor Force, Employed	193,222	49.1%	64.4%	91.5%
In the Labor Force, Unemployed	17,854	4.5%	6.0%	8.5%
Armed Forces	112	0.0%	0.0%	
Not in the Labor Force	88,684	22.5%	29.6%	

A majority of residents living in the KDL service area make between $25,000 and $99,000. About another 18 percent of residents make less than $25,000 and close to 22 percent of residents make more than $99,000. The annual median household income of KDL residents (in 2011 U.S. dollars) is estimated to be about $58,831. Twenty-five percent of all households receive Social Security income and about 9 percent of all households have used SNAP benefits, or food stamps, in the past 12 months. Nevertheless, on average, KDL residents have a much higher standard

Household Income

22% 18%
35% 25%

☐ Less than $25,000
☐ $25,000 to $49,999
☐ $50,000 to $99,000
☐ $100,000 and Greater

Median Income = $58,831.31

of living than their urban counterparts living in the City of Grand Rapids and the average Michigan resident. Those residents make an annual household income of about $38,731 and $48,669 respectively.
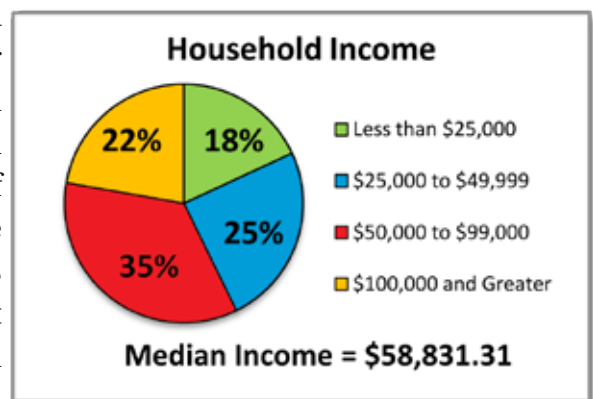
Commuting Patterns and Occupations

Most workers drive alone to their place of work. Carpooling and using public transportation is either not popular or not available in the KDL service area. Walking is also an infrequent mode of transportation to and from work, which is understandable in rural and suburban areas. About 4 percent of working residents work at home in the KDL area.

The plurality of residents report working in management, business, science, or occupations in the arts (36%). Another 27 percent of residents report working in sales or other office occupations. These traditionally

Occupations

- Management, business, science, and arts occupations
- Service occupations
- Sales and office occupations
- Natural resources, construction, and maintenance occupations
- Production, transportation, and material moving occupations

16% · 7% · 36% · 27% · 14%

Commuting Patterns

Drive alone	Car pool	Public transport	Walked	Other	Work at home
85%	8%	1%	1%	1%	4%
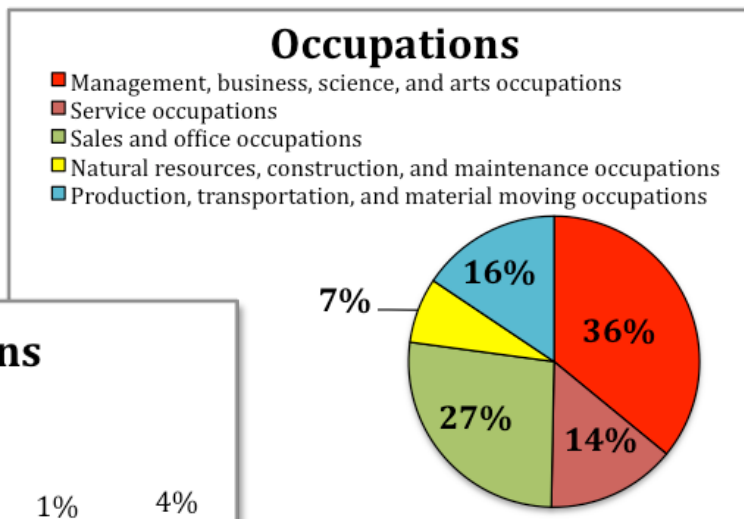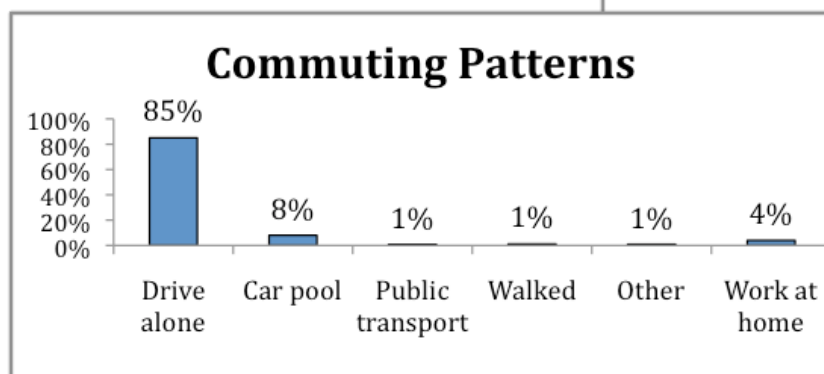
white-collar jobs make up about 63 percent of all positions held by residents living within KDL. Service work makes up about 14 percent and traditionally blue-collar jobs such as maintenance or construction jobs and production or transportation jobs together make up about 23 percent of the workforce in the KDL service area.

Education

Residents in the KDL service area are somewhat more educated than the nation as a whole. Close to one third of residents have a bachelor's degree or a more advanced degree (32%), compared to about 28 percent in both the national population and in the City of Grand Rapids. On average, the population of the State of Michigan holds even fewer Bachelor's and advanced degrees (25%).

Educational Attainment

- Graduate or professional degree — 11%
- Bachelor's degree — 22%
- Associate's degree — 9%
- Some college, no degree — 23%
- High school graduate (includes equivalency) — 27%
- 9th to 12th grade, no diploma — 6%
- Less than 9th grade — 3%
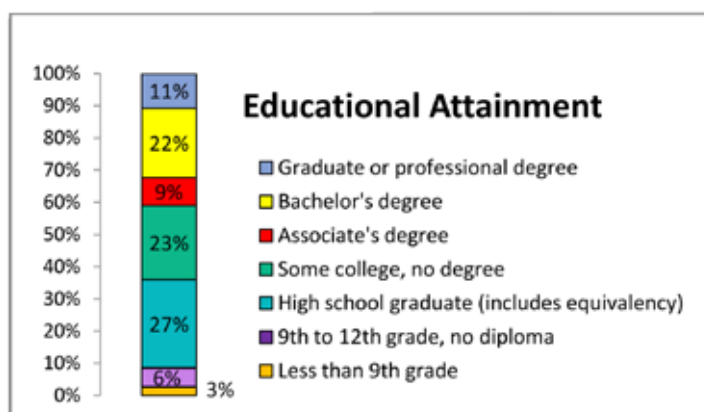
Just over 91 percent of the population has at least a high school diploma and only 3 percent of residents who live in the KDL service area never attended any high school.

Just about 28 percent of the population, or 111,706 people, are currently enrolled in school. The plurality within that group (42%) is enrolled in elementary school, 22 percent in high school and 23 percent in college or graduate school.

School Enrollment

- ■ Nursery school, preschool
- ■ Kindergarten
- ■ Elementary school (grades 1-8)
- ■ High school (grades 9-12)
- ■ College or graduate school

7% 6% 23% 22% 42%
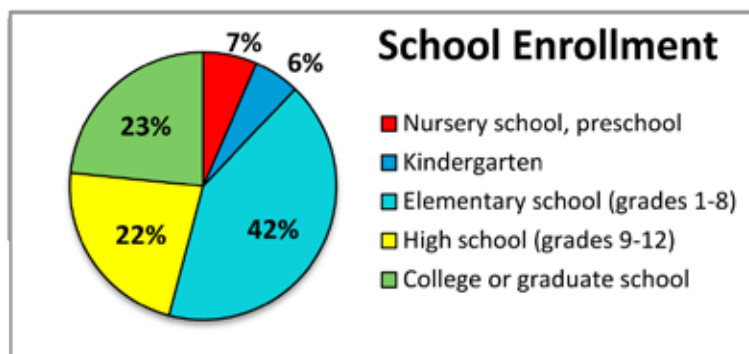
Citizenship and Language

The vast majority of residents in the KDL service area are citizens of the United States (97%). This compares to about 90 percent in the City of Grand Rapids and 93 percent in Michigan. However, only about 78 percent of KDL service area residents were born in Michigan. Just about 16 percent of residents were born elsewhere in the 50 states or U.S. territories, or abroad to American parents.
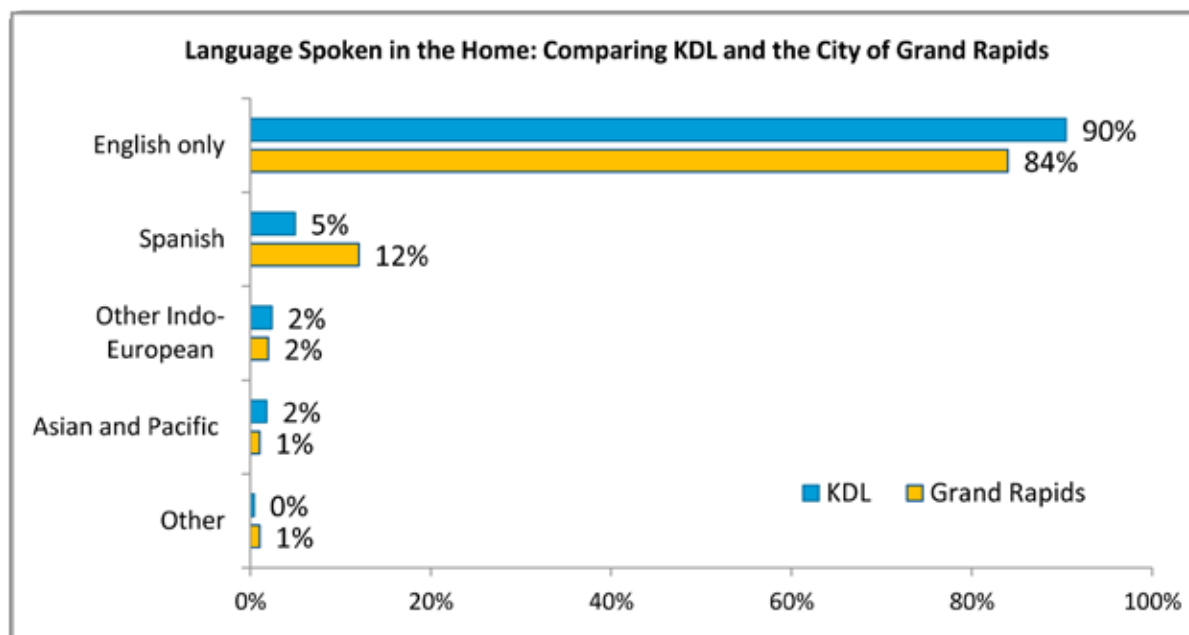
Place of Birth	N	%
Native – Born in the United States - State of residence	306,307	77.8%
Native – Born in the United States - Different state	59,760	15.2%
Native – Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s)	3,300	0.8%
Naturalized U.S. citizen	12,053	3.1%
Not a U.S. citizen	12,053	3.1%
Total	393,709	100%

Among those aged 5 or older, who are generally able to talk, 90 percent speak only English in the home. About 5 percent speak Spanish and another 5 percent speak some other language. In the City of Grand Rapids, almost 84 percent speak only English in the home and about 12 percent speak Spanish.

The KDL area is not home to as many immigrants as other areas of the state, but this could change since it is growing, becoming more diverse and attracting more residents.

Language Spoken in the Home: Comparing KDL and the City of Grand Rapids

- English only: KDL 90%, Grand Rapids 84%
- Spanish: KDL 5%, Grand Rapids 12%
- Other Indo-European: KDL 2%, Grand Rapids 2%
- Asian and Pacific: KDL 2%, Grand Rapids 1%
- Other: KDL 0%, Grand Rapids 1%

■ KDL ■ Grand Rapids

Lakeland Library Cooperative

Kent District Library is a member of the Lakeland Library Cooperative (LLC) and participates in a shared online catalog and reciprocal borrowing privileges. There are 41 libraries in the Cooperative serving 1,294,094 residents. LLC customers have access, through a free delivery service, to the over 4.1 million items owned by these libraries. The Lakeland Library Cooperative covers the counties shown below.

Allegan County

Barry County

Ionia County

Kent County

Montcalm County

Muskegon County

Newaygo County

Ottawa County
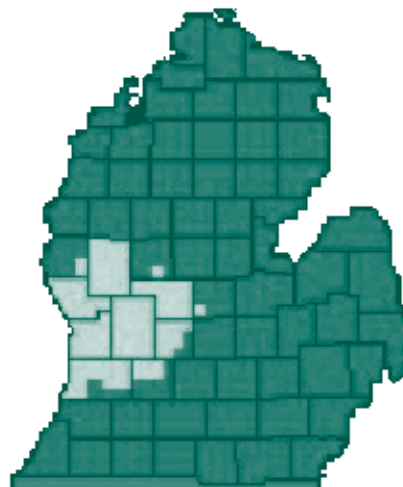
Affiliated counties include Gratiot, Mecosta and Oceana.

The Cooperative is governed by a Board of Trustees. KDL has two seats on this Board and shares decision-making with other members of the Cooperative.

The state of Michigan is divided into cooperatives for the purpose of the distribution of state aid. The LLC receives a portion of Kent District Library's share of state aid. State aid was appropriated by the state legislature on a basis of $0.24921 per capita in 2013. State aid funds underwrite Cooperative functions such as the inter-loan delivery system and the Cooperative's shared integrated library system. Member libraries also pay additional fees for cooperative services. The Lakeland Library Cooperative's annual budget in 2013 was $1,116,540.

Officials and Legislators (Representing KDL Service Area)

KENT COUNTY

Senate - Michigan

District	Last Name	First	Email	Party	Location	Phone
28 — Ada, Algoma, Alpine, Bowne, Byron, Caledonia, Cannon, Courtland, EGR, Gaines, GR Twp, Nelson, Oakfield, Plainfield Twp, Rockford, Spencer, Tyrone, Walker, & Wyoming	Jansen	Mark	senmjansen@senate.michigan.gov	R	P.O. Box 30036 Lansing, MI 48909-7536	(517) 373-0797 (866) 305-2128
29 — Cascade Twp, Grattan, Kentwood, Lowell City, Lowell Twp, Vergennes Twp	Hildenbrand	Dave	sendhildenbrand@senate.michigan.gov	R	P.O. Box 30036 Lansing, MI 48909-7536	(517) 373-1801 (866) 305-2129
30 — City of Grandville	Meekhof	Arlan	senameekhof@senate.michigan.gov	R	P.O. Box 30036 Lansing, MI 48909-7536	(517) 373-6920 (866) 305-2130

House of Representatives - Michigan

District	Last Name	First	Email	Party	Location	Phone
072 — Gaines Twp & Kentwood	Yonker	Ken	kenyonker@house.mi.gov	R	N-1091 House Office Building P.O. Box 30014 Lansing, MI 48909	(517) 373-0840 (888) 347-8072
073 — Cannon Twp, Courtland Twp, EGR, GR Twp, Nelson Twp, Oakfield Twp, Plainfield Twp, Spencer Twp	MacGregor	Peter	petermacgregor@house.mi.gov	R	N-1092 House Office Building P.O. Box 30014 Lansing, MI 48909	(517) 373-0218 (855) 347-8073
074 — Algoma Twp, Alpine Twp, Grandville, Rockford, Tyrone Twp, and Walker	VerHeulen	Rob	robverheulen@house.mi.gov	R	N-1093 House Office Building P.O. Box 30014 Lansing, MI 48909	(517) 373-8900 (800) 968-2320
077 — Byron Twp & Wyoming	Hooker	Thomas	thomashooker@house.mi.gov	R	N-1096 House Office Building P.O. Box 30014 Lansing, MI 48909	(517) 373-2277 (855) 866-4077
086 — Ada Twp, Bowne Twp, Caledonia Twp, Cascade Twp, Grattan Twp, Lowell City, Lowell Twp, & Vergennes Twp	Lyons	Lisa	lisalyons@house.mi.gov	R	S-1190 House Office Building P.O. Box 30014 Lansing, MI 48909	(517) 373-0846 (855) 596-6786

For latest contact information for Michigan legislators see: http://www.mla.lib.mi.us/advocacy/contact.

UNITED STATES

U.S. Senate

Office	Last Name	First Name	Contact	Party	Address	Phone
State of Michigan	Levin	Carl	senator@levin.senate.gov	D	269 Russell Senate Office Building, Washington, DC 20510	(202) 224-6221
					Gerald R. Ford Federal Building, Suite 720, 110 Michigan St., Grand Rapids, MI 49503	(616) 456-2531
State of Michigan	Stabenow	Debbie	senator@stabenow.senate.gov	D	133 Hart Senate Office Building, Washington, DC 20510	(202) 224-4822
					3280 E. Beltline Ct. NE, Suite 400, Grand Rapids, MI 49525	(616) 975-0052

U.S. House of Representatives

Office	Last Name	First Name	Contact	Party	Address	Phone
2nd District (Cities of Grandville, Kentwood, Walker & Wyoming)	Huizenga	Bill	http://huizenga.house.gov/contact	R	1217 Longworth HOB Washington, DC 20515	(202) 225-4401
					4555 Wilson Ave., Suite 3, Grandville, MI 49418	(616) 570-0917
3rd District (Remainder of KDL Service Area)	Amash	Justin	https://amash.house.gov/contact-me/email-me	R	114 Cannon HOB Washington, DC 20515	(202) 225-3831
					110 Michigan St. Suite 460 Grand Rapids, MI 49503	(616) 451-8383

Kent County Board of Commissioners (Representing KDL Service Area)

	District	Last Name	First	Email	Party	Location	Phone
1	Plainfield Township (part) City of Rockford	Vonk	Ted	vonkcommish@comcast.net	R	4122 Boulder Meadow Belmont, MI 49306	(616) 874-2604
2	Algoma Township Alpine Township	Antor	Tom	toma911@att.net	R	9341 Laubach Sparta, MI 49345	(616) 887-7210
3	Courtland Township Nelson Township Spencer Township Tyrone Township	Morgan	Roger	roger@rockfordambulance.com	R	10585 Tefft Rockford, MI 49341	(616) 866-4264
4	Cannon Township Grattan Township City of Lowell Oakfield Township Vergennes Township	Jones	Diane	dianecjones2005@yahoo.com	R	6561 Laguna Vista Drive Rockford, MI 49341	(616) 874-8740
5	Bowne Township Caledonia Township (part) Cascade Township Lowell Township	Bolter	Mandy	mandybolter@yahoo.com	R	6714 Cascade Rd #C12 Grand Rapids, MI 49546	(616) 295-7909
6	City of Walker	Szymczak	Patrick	pat@thejantgroup.com	R	1235 El Camino Dr. NW Grand Rapids, MI 49504	(616) 791-4879
7	City of Grandville City of Wyoming (part)	Ponstein	Stan	sjponstein@gmail.com	R	3967 Edgewood Grandville, MI 49418	(616) 726-2331
8	City of Wyoming (part)	Voorhees	Harold	hjvoorhees1@sbcglobal.net	R	5380 Kenowa Ave. Wyoming, MI 49418	(616) 534-1876
9	Byron Township City of Wyoming (part)	Vriesman	Nate	nate@natevriesman.com	R	4542 68th Street SW Byron Center, MI 49315	(616) 648-7212
10	Caledonia Township (part) Gaines Township	Freeman	Joel	joelfreeman@yahoo.com	R	7768 Berrybrook Ct Byron Center, MI 49315	(616) 292-3731
11	Ada Township City of E. Grand Rapids (part) Grand Rapids Township	Saalfeld	Jim	jsaalfeld@att.net	R	205 Morningside Dr. SE Grand Rapids, MI 49506	(616) 464-1939
12	City of Kentwood (part) City of Wyoming (part)	Mast	Harold	hamast@comcast.net	R	PO Box 8737 Kentwood, MI 49518	(616) 532-5686
13	City of Kentwood (part)	Vander Molen	Richard	rmolen@sbcglobal.net	R	2171 Fawnwood Kentwood, MI 49508	(616) 455-1562
18	Plainfield Township (part)	Koorndyk	Dan	dankoorndyk@yahoo.com	R	35 Bel-Air Dr. NE Grand Rapids, MI 49503	(616) 458-8934
19	City of E. Grand Rapids (part)	Shroll	Shana	shana.e.shroll@gmail.com	R	1612 Woodward Ave. SE Grand Rapids, MI 49506	(616) 292-4624