

ENOCH PRATT FREE LIBRARY - HOURS OF OPERATION
STATUS REPORT

Maryland State Library Agency

Revised December, 23 2020



Irene M. Padilla
Maryland State Librarian

25 S. Charles Street, Suite 1310 • Baltimore, Maryland 21201 • 667-219-4800

December 21, 2020

The Honorable Guy Guzzone
Chairman, Senate Budget and Taxation Committee
3 West Miller Senate Office Building
Annapolis, MD 21401-1991

The Honorable Maggie McIntosh
Chairman, House Appropriations Committee
121 House Office Building
Annapolis, MD 21401-1991

Re: Report required by State Government Article § 23-402(a)(3-4) (MSAR # 10796)

Dear Chairman Guzzone and Chairman McIntosh:

The Maryland General Assembly passed HB 1401/SB 1107 (Chapter 715) in 2016 requiring the Governor to include in the State operating budget \$3,000,000 in general funds in fiscal years 2018 through 2022 to support the increased operating expenses for expanded hours at the Enoch Pratt Free Library (EPFL). As required, Baltimore City has provided an annual 25% match (\$750,000) for each dollar of State funds granted to support increased Library expenses.

Prior to this time, EPFL had experienced a significant and consistent erosion of public support dollars for two decades, and many library branches had insufficient staffing and hours. At the time, only 16 of 22 locations were open five days a week and closed on either a Monday or a Friday. Sunday service was provided only from October through May at Central Library. Mobile Outreach and public computer training through Pratt Centers for Technology Training were limited as well. Demand for library services continued to remain high, especially in the areas of after school programming, career and job support, early literacy programs, formal school support, and STEM programming (Science, Technology, Engineering, and Math). Communities needed libraries not only to check out materials and do research but, increasingly, to fill out job applications, find social services and resources, practice computer skills, and learn how to help children be better students and readers through programs and practice.

During the first six months the library established the infrastructure by hiring staff and establishing policies needed to expand hours. Subsequently, the library implemented the hours, tracking actual hours of service as well as the impact of expanded hours on usage and anticipated increased door counts, attendance at programs, borrowing of materials, computer use, and other services. In order to increase visibility of the expanded hours, they developed a marketing plan which includes use of media, purchase of billboards/bus signs, and other means to expand the public's knowledge of this significant increase in access.

Beginning in June 2018, and at the end of each subsequent fiscal year, the Enoch Pratt Free Library, on behalf of the Mayor and City Council of Baltimore City, has provided a status report on the

Chairman Guzzone and Chairman MacIntosh
December 21, 2020

implementation of this program to the Department of Budget and Management, the Senate Budget and Taxation Committee and the House Appropriations Committee. Each annual report includes information about the progress and benefits of the funding, including usage information on the impact of the 30% increase in hours of service.

To date, the implementation of HB 1401 has had a significant impact in Baltimore City as measured by increased access, increased usage, and customer satisfaction. Additionally, the creation of over 100 full and part-time positions had a local and statewide impact on the economy as well. Since FY 2016, hours of service increased more than 37%, collection use increased more than 25%, the number of programs offered increased 15%, and program attendance increased as well. In addition, online access and activity has increased: WiFi usage increased by 43%, and social media followers increased by 65%.

The Maryland State Library is pleased to submit the attached *Report on the Impact of HB 1401 (2016)* to the Department of Budget and Management and, in accordance with § 2-1246 of the State Government Article, the Senate Budget and Taxation Committee and the House Appropriations Committee. This report includes an evaluation of the impact of the increased hours of operation of the branches of the Enoch Pratt Free Library, discusses the appropriateness of continued increased State funding for increased hours of operation of branches of the Enoch Pratt Free Library above the hours of operation in effect as of January 1, 2016, and includes recommendations for the future of continued increased State funding for the Enoch Pratt Free Library, including new technologies and changing neighborhood demographics and characteristics.

It seems quite clear that passage of this legislation in 2016 has had the desired impact envisioned by then Speaker Michael Busch. The expanded hours implemented by the Enoch Pratt Free Library increased the community's access to services and information, particularly in poor and underserved communities. That increased access resulted in increased usage and the community expressed its great satisfaction with the City and State investment.

Based on these outcomes, the Maryland State Library recommends that this funding be continued indefinitely.

Please feel free to contact me for more information and, as always, thank you for your continued support of Maryland's public libraries!

Sincerely,



Irene M. Padilla

Attachment: Report on the Impact of HB 1401 (2016)

c: President Bill Ferguson
Speaker Adrienne A. Jones
Sarah Albert, Department of Legislative Services (5 copies)
Members of the Maryland State Library Board

Report on the Impact of HB 1401 (2016)

Respectfully Submitted to:
Department of Budget and Management
Senate Budget and Taxation Committee
House Appropriations Committee



Report Submitted by:
Irene M. Padilla
State Librarian

Background

HB 1401 (Enoch Pratt Free Library--Hours of Operation-Funding) was legislation inspired by then Speaker of the House Michael Busch who wanted to provide meaningful assistance to Baltimore City in the wake of unrest following the death of Freddie Gray in the spring of 2015. Unlike most jurisdictions around the State, the Enoch Pratt Free Library (EPFL) had limited hours of public service in its 22 service locations. Most libraries were operating five days a week and needed to close on Mondays or Fridays in order to open on Saturday, an important day in most communities for educational and leisure activities. The limited service hours restricted the public's access to services and information, their ability to apply for jobs, to attend programs of interest, and to gather as a community. The legislation provided for \$3.0 million in yearly State Funding matched by \$750,000 from Baltimore City covering the period FY 2018 – FY 2022.

Awesome. For years we have been trying to get better neighborhood branch hours and some consistent hours! Thank you, thank you, thank you.

*"How's Pratt Doing?"
customer compliment*

The legislation required that funding mandated by the legislation be prioritized to expand hours in library branches located in poor and underserved communities. EPFL was required to submit its expansion plan to the State Department of Budget Management and to the Chairs of the House and Senate budget committees by June 1, 2017, and to certify Baltimore City's funding match. The Library held a series of public meetings to receive input from the community with regard to their service and hour needs. The Library used that and other information to submit the required plan which called for six-day a week service across the city. Additional positions were created to provide the staffing needed to implement the plan and EPFL began implementation of expanded hours at the Central Library in July 2017 and instituted further expanded hours in November 2017 at other locations.

The purpose of this report is to provide information required by HB 1401 by the December 31, 2020 due date, on the impact of the legislation and the Maryland State Library Agency's recommendation with regard to continuance beyond the FY 2022 budget.

Impact

Implementation of HB 1401 had a significant impact in Baltimore City as measured by increased access, increased usage, and customer satisfaction. Additionally, the creation of over 100 full and part-time positions had a local and statewide impact on the economy as well. The legislation stipulated that the hours of service that were in effect as of January 1, 2016 would be the baseline against which the impact should be measured. Attached are appendices which provide evidence regarding the impact of the expanded hours. Since FY 2016, hours of service increased more than 37%, collection use increased more than 25%, reference transactions increased 10%, the number of programs offered

increased 15%, and program attendance increased as well. In addition, online access and activity has increased: WiFi usage increased by 43%, and social media followers increased by 65%. While dynamic public service continued throughout the Central Library renovation – June 2016 through September 2019 – the challenges of this 3-year project nonetheless adversely impacted some usage, also reflected in the attached charts.

We've made 400 resumes a month. That's 400 resumes that people go and then take to their job. This past Saturday we went to an event where we were able to connect five people with jobs and they walked out hired.

Pratt Library workforce librarian

I have been unemployed for a year. Today I was able to fill out about five applications, so today I have great hope. The Mobile Job Center has given me hope that I am going to find a job.

*Pratt Library Mobile Job Center
customer*

It was anticipated that usage would increase further in FY 2020 – FY 2021. However, the coronavirus required closure of libraries, schools, and many

businesses across the state. Since the March 2020 closure of Pratt Library buildings, EPFL helped make PPE, expanded wireless signals in communities, loaned hot spots and devices to help patrons stay connected, pivoted to virtual programming and sidewalk delivery of books and materials, and Pratt Librarians personally called many thousands of active customers to check on their wellbeing and help them navigate the new virtual world while still providing traditional reference services. In fact, despite the shortened 2020 fiscal year average daily systemwide usage *increased* over the previous year, including average daily visits up by 16%, average daily circulation up by 12% and new library card registration up 62%, buoyed by use of digital library cards. On November 4, 2020 the Library reopened its doors for computer use at several locations to help many customers who have limited or no access to a computer or the internet. EPFL will continue to expand on-site services as permitted by local and state authorities.

Customers have commented positively about the increased hours of service and some of those comments are included in the body of this document. Many more positive responses have been received via social media as well.

Recommendation regarding continuation of funding

It seems quite clear that passage of this legislation in 2016 has had the desired impact envisioned by then Speaker Michael Busch. The expanded hours implemented by the Enoch Pratt Free Library increased the community's access to services and information, particularly in poor and underserved communities. That increased access resulted in increased usage and the community expressed its great satisfaction with the City and State investment. Based on these outcomes, it is recommended that this funding be continued indefinitely.

The extra hours at satellite locations are great! The automatic renewals are wonderful! The "Lucky Day" stands are super! I am so happy with all the positive changes that are happening in the library system. Keep up the great work.

*"How's Pratt Doing?"
customer compliment*

ENOCH PRATT FREE LIBRARY
Expanded Hours Report
Service Hours FY16-FY20

	HB 1401 passed	Planning year	Expanded hrs launched Yr 1 funding	Expanded hrs full year Yr 2 funding	COVID-19 restrictions Yr 3 funding	FY16 to FY19	
	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	Inc/Dec	% Change
Mobile Service							
Book Buggy & Bookmobile	915	822	1,368	1,520	1,515	605	66.1%
Mobile Job Center *	0	230	1,110	1,385	1,070	1,385	x
TOTAL Mobile Service	915	1,052	2,478	2,905	2,585	1,990	217.5%
Neighborhood Library Service							
Brooklyn	1,724	1,855	2,213	2,444	1,721	720	41.7%
Canton	751	1,876	2,213	2,444	1,721	1,693	225.4%
Cherry Hill	1,907	1,912	2,227	2,395	1,616	488	25.6%
Clifton	863	857	1,792	2,419	1,694	1,556	180.3%
Edmondson Avenue	1,914	1,860	2,228	2,444	1,707	530	27.7%
Forest Park	1,796	1,783	2,147	2,444	1,721	648	36.1%
Govans	1,796	1,810	2,193	2,427	1,721	631	35.1%
Hamilton	1,868	1,792	2,129	2,402	1,604	534	28.6%
Hampden **	1,803	1,810	2,193	2,298	782	495	27.4%
Herring Run	1,891	1,874	2,171	2,385	1,676	494	26.1%
Light Street	1,914	1,844	2,219	2,444	1,721	530	27.7%
Northwood	1,914	1,869	2,190	2,444	1,721	530	27.7%
Orleans Street	1,812	1,781	2,181	2,444	1,714	632	34.9%
Patterson Park	1,916	1,565	2,069	2,430	1,721	514	26.8%
Pennsylvania Avenue	2,020	2,122	2,382	2,487	1,901	467	23.1%
Reisterstown Road	2,019	2,141	2,273	2,436	1,721	417	20.7%
Roland Park	1,839	1,860	2,228	2,436	1,721	597	32.5%
Southeast Anchor	2,583	2,535	2,635	2,569	1,901	(15)	-0.6%
Walbrook	1,812	1,773	2,194	2,444	1,378	632	34.9%
Washington Village	1,909	1,878	2,196	2,412	1,694	503	26.3%
Waverly	1,787	2,105	2,320	2,429	1,721	642	35.9%
TOTAL NLS	37,838	38,902	46,389	51,070	34,874	13,232	35.0%
State Library Resource Center	2,543	2,525	2,589	2,630	1,906	87	3.4%
GRAND TOTAL	41,296	42,479	51,456	56,605	39,365	15,309	37.1%

FY20: Pratt Library closed its buildings to the public at 5:00 p.m. Friday, March 13, 2020 in response to statewide COVID-19 restrictions announced by Governor Hogan on March 12. This shortened FY20 for traditional library service by 109 days, representing 30% of the fiscal year.

** The Hampden Branch closed for renovation May 20, 2019, with ongoing library service provided three days per week at the Hampden Family Center

* Mobile Job Center launched April 2017

ENOCH PRATT FREE LIBRARY
 Expanded Hours Report
 Library Usage FY16-FY20

<i>HB 1401 passed</i>	<i>Planning year</i>	<i>Expanded hrs launched Yr 1 funding</i>	<i>Expanded hrs full year Yr 2 funding</i>	<i>COVID-19 restrictions 3/20 Yr 3 funding</i>				
<i>Central Library before renovation</i>	<i>Central Library Yr 1 renovation</i>	<i>Central Library Yr 2 renovation</i>	<i>Central Library Yr 3 renovation</i>	<i>Central Library "reopening" 9/19</i>				
FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY16 to FY19		FY19 to FY20	
					Inc/Dec	% Change	Avg Per Day % Change	
Collection Use	2,097,468	1,937,224	2,103,662	2,632,539	2,619,554	535,071	25.5%	12.1%
Visits	1,697,153	1,542,278	1,590,572	1,642,053	1,378,190	(55,100)	-3.2%	15.9%
New Library Card Registration	32,429	31,169	29,130	30,722	36,390	(1,707)	-5.3%	61.8%
Reference Transactions	1,572,369	1,629,966	1,647,213	1,731,558	1,318,906	159,189	10.1%	0.0%
Number of Programs	8,571	8,220	9,106	9,872	7,002	1,301	15.2%	-1.0%
Program Attendance	149,738	128,828	140,995	154,544	135,272	4,806	3.2%	0.2%
WiFi Sessions	1,532,592	1,452,773	1,873,194	2,193,109	1,962,540	660,517	43.1%	x
Website Sessions (external)	1,357,132	1,146,043	1,273,187	1,303,792	1,604,598	(53,340)	-3.9%	x
Social Media Followers	x	19,576	26,966	32,318	37,685	12,742	65.1%	x

FY20: Pratt Library closed its buildings to the public at 5:00 p.m. Friday, March 13, 2020 in response to statewide COVID-19 restrictions announced by Governor Hogan on March 12. This shortened FY20 for traditional library service by 109 days, representing 30% of the fiscal year. In order to meaningfully compare FY19 to FY20 an extra column was added, "FY19 to FY20 Average Per Day % Change"