



Big things are happening all around us in Rochester, with bold plans that are sure to change our downtown landscape in the coming years.

At Rochester Public Library (RPL), big things are also happening. Starting this summer, we will be studying our customers, community, and services, to make sure we're meeting the needs and expectations of our users.

In 2020, we adopted the mission of "Welcoming all to connect and learn," which led to pivotal changes in library service: the removal of all overdue fines, major changes in our delivery models during the pandemic, a significant shift in our operating hours in 2021, and the launch of a BookBox in 2023. While there have been positive changes over the last several years, and with the circulation of library materials higher than ever before, there's one area of concern for library leaders: a reduction in overall library cardholders.

"In 2020, we adopted the mission of 'Welcoming all to connect and learn,' which led to pivotal changes in library service..."

On average, in our service area, about 34% of households have an active library card. That percentage is lower than the statewide average in 2022, where 44% of Minnesotans had a library card.

Locally, cardholder rates vary significantly by neighborhood, with some parts of our community boasting a higher cardholder rate (47% for the highest), while other areas fall far below the average (28% for the lowest).

Working with a consulting firm over the next year, the Library Board and leadership team are poised to gain valuable insight into why the disparity exists for cardholder rates. We hope to hear from all areas

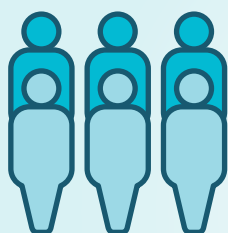
of our community to learn more about challenges to accessing library services and ideas for making sure your library continues to be "welcoming all to connect and learn."

We hope you join us on this journey of learning about how the library can best meet the needs of Rochester and the surrounding area.



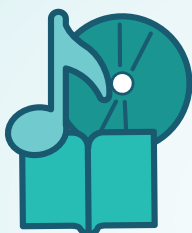
Karen Lemke
Rochester Public Library,
Director

LIBRARY DATA: 1995-2023



POPULATION

↑ 52%



CIRCULATION

↑ 99%

- 43% of circulation is digital, 57% is physical



PHYSICAL COLLECTION

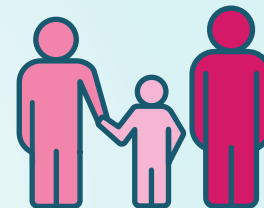
↑ 46%



REGISTERED BORROWERS

↓ 19%

- Majority of decline post pandemic
- Does not include Instant Digital Cards

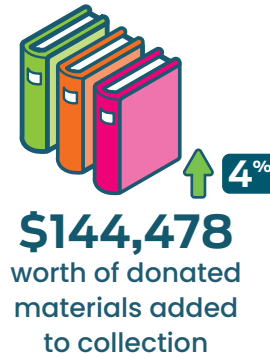
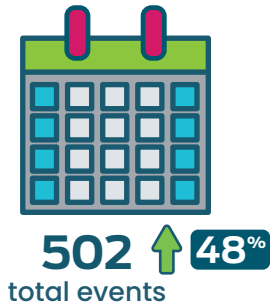
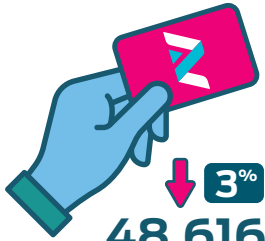


VISITS

↓ 9.7%

- Majority of decline post pandemic

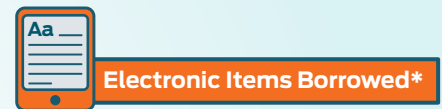
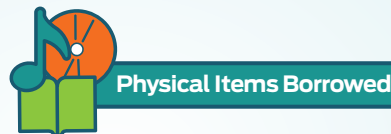
2023 SNAPSHOT



“We are so thankful for all the work of the librarians and all the library has to offer”

“The library always feels safe and welcoming and I love coming here.”

LAST FIVE YEARS OF TOTAL CIRCULATION



*Electronic items borrowed includes digital titles and database retrievals.

