



Getting to Know MPL: Data for Decision-Making

Prepared by Krissy Wick, Director of Public Services
Library Board Meeting September 5, 2024

Central

Key partners/areas needing service in the neighborhood:

- The Beacon
- Bayview/Triangle Neighborhood
- Madison Senior Center
- Neighborhood House (Community Center)
- Madison BID

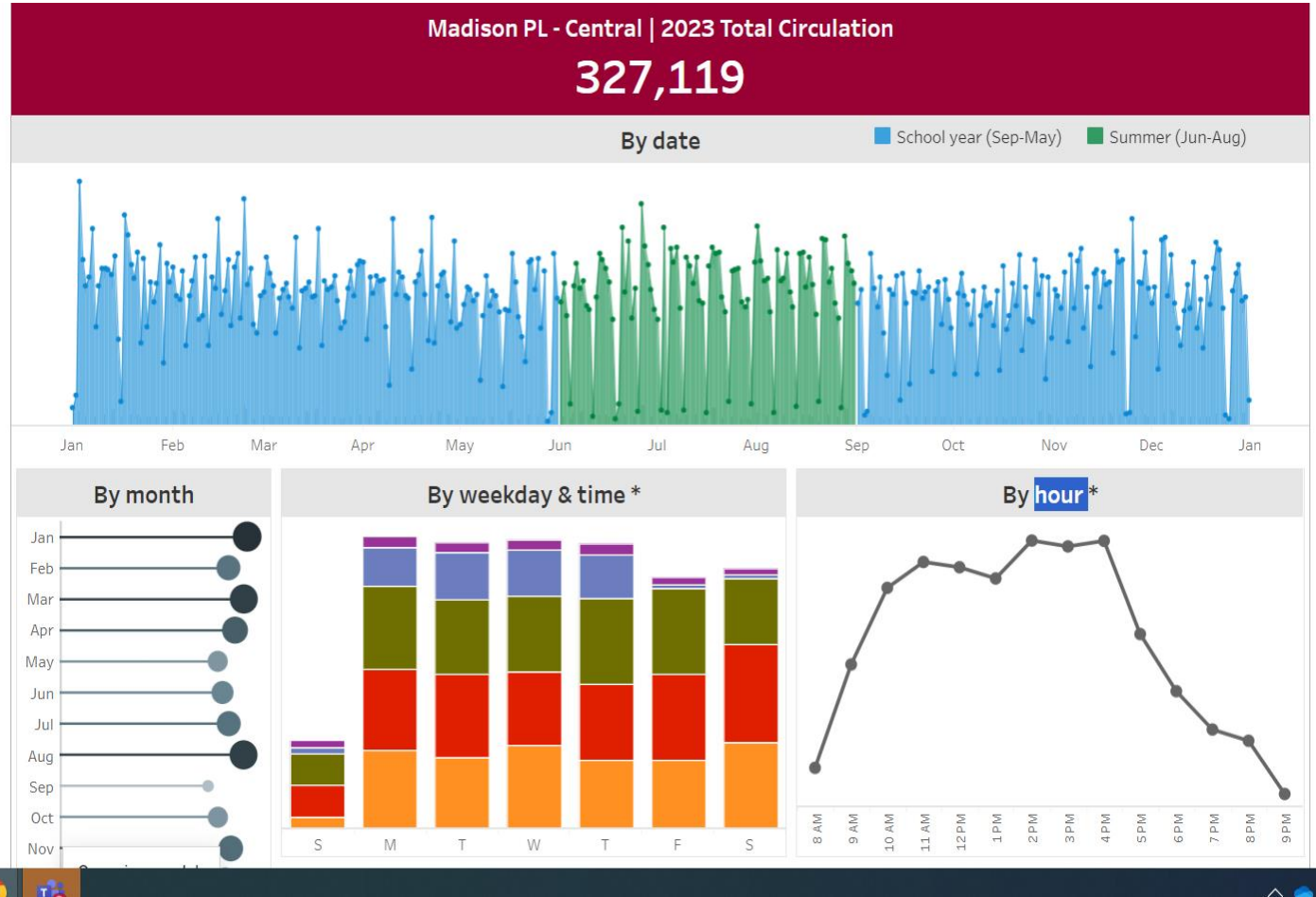
MMSD Schools:

- Franklin Elementary
- Lapham Elementary

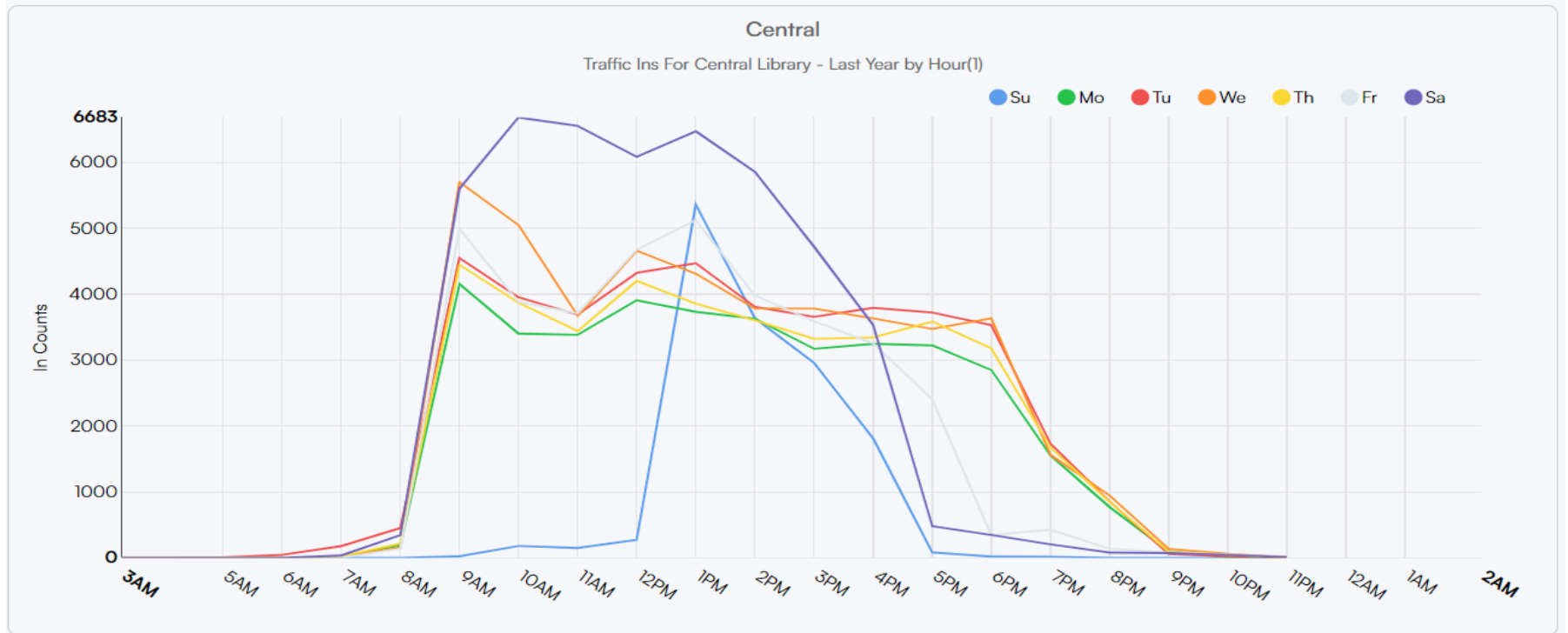
Established 1875, relocated/renovated 1965,
renovated 2013



Central Circulation Statistics



Central Visits



Alicia Ashman



Key partners/areas needing service in the neighborhood:

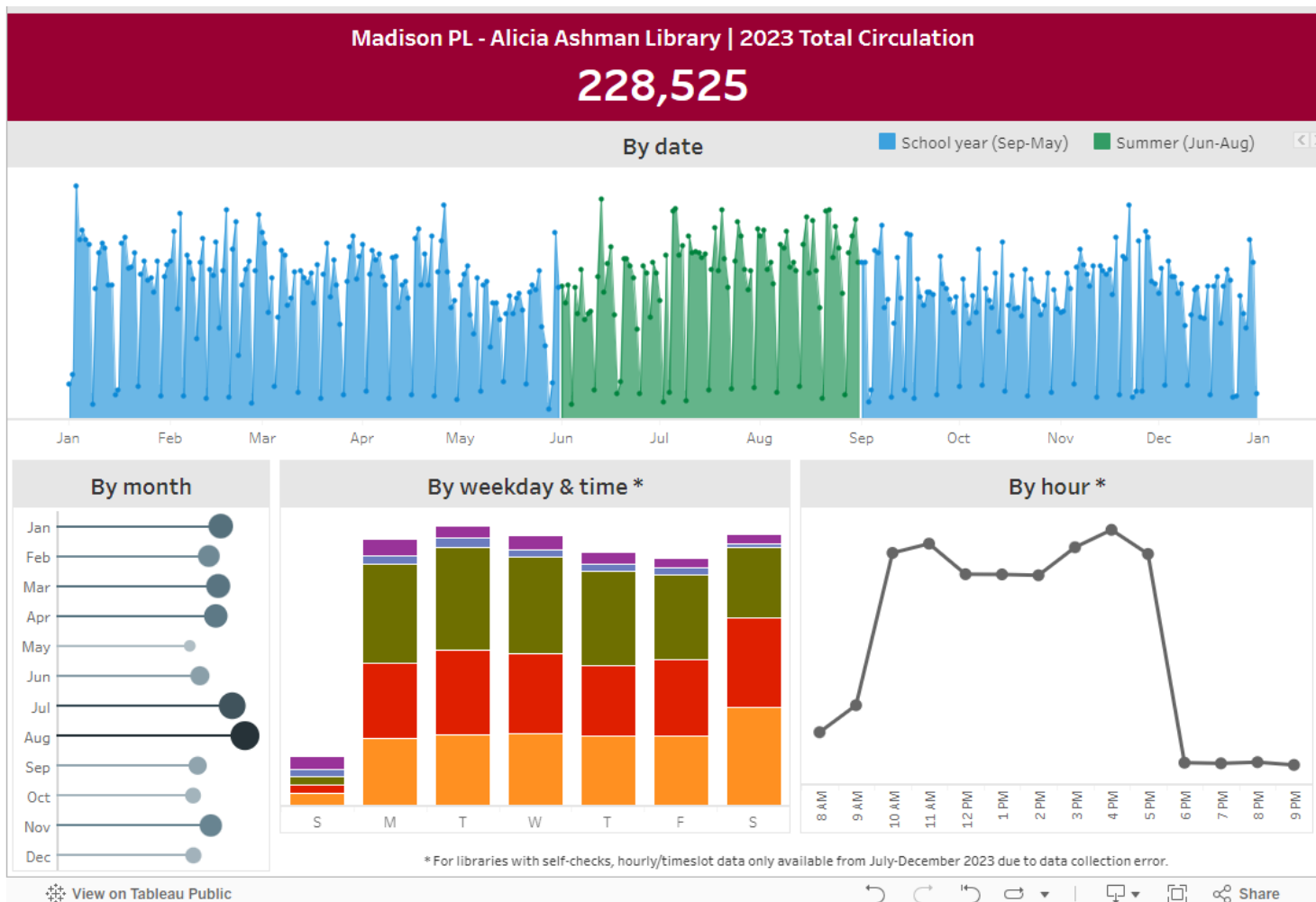
- Lussier Center
- Tree Lane apartments
- Wexford Ridge apartments

MMSD Schools:

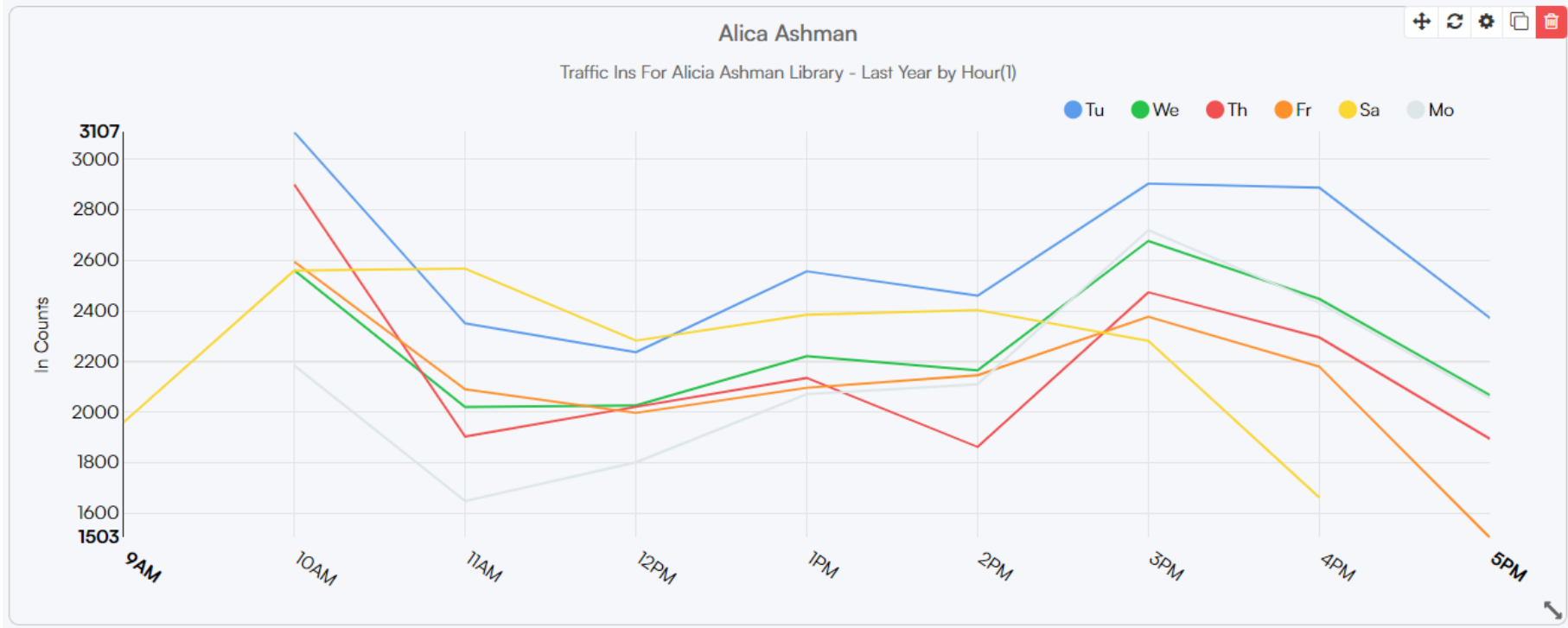
- Crestwood Elementary
- Muir Elementary
- Olson Elementary
- Jefferson Middle School
- Memorial High School

Established 2000

Ashman Circulation Statistics



Ashman Visits



Goodman South Madison

Key partners/areas needing service in the neighborhood:

- Black Business Hub
- Centro Hispano
- Access Community Health/Public Health
- Urban League
- Leopold NRT
- Literacy Network
- Catholic Multicultural Center
- One City School
- Southside NRT

Established 1967; relocated/renovated 2010



Goodman South Madison

MMSD Schools:

- Lincoln Elementary
- Thoreau Elementary
- Badger Rock Middle School
- Wright Middle School

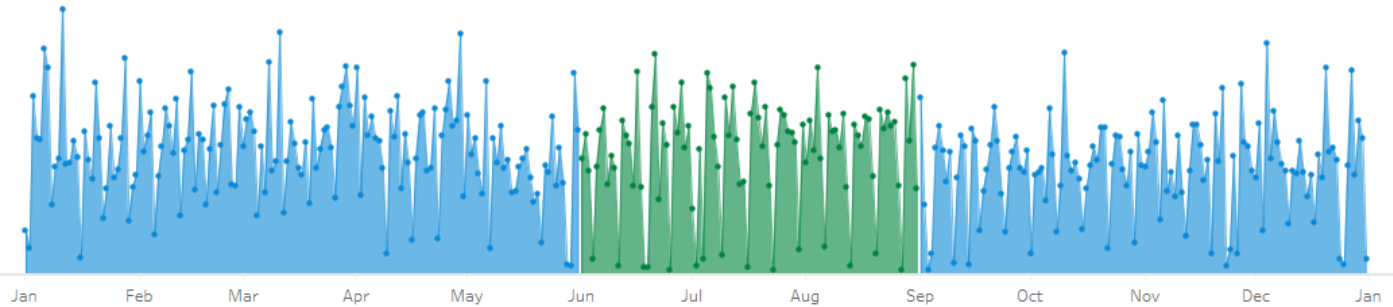


78,458

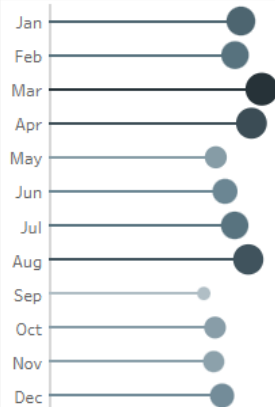
Goodman South Madison Circulation Statistics

By date

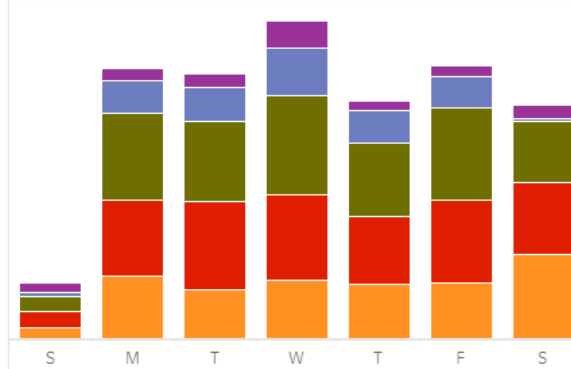
■ School year (Sep-May) ■ Summer (Jun-Aug)



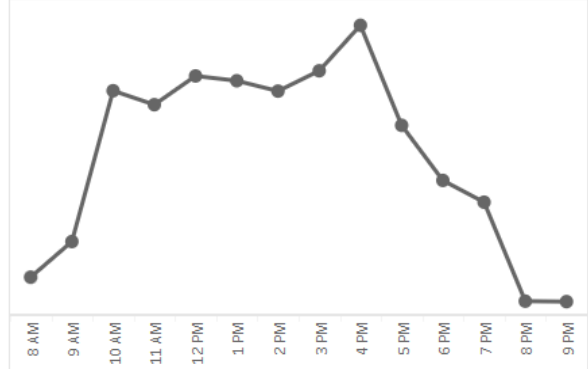
By month



By weekday & time *

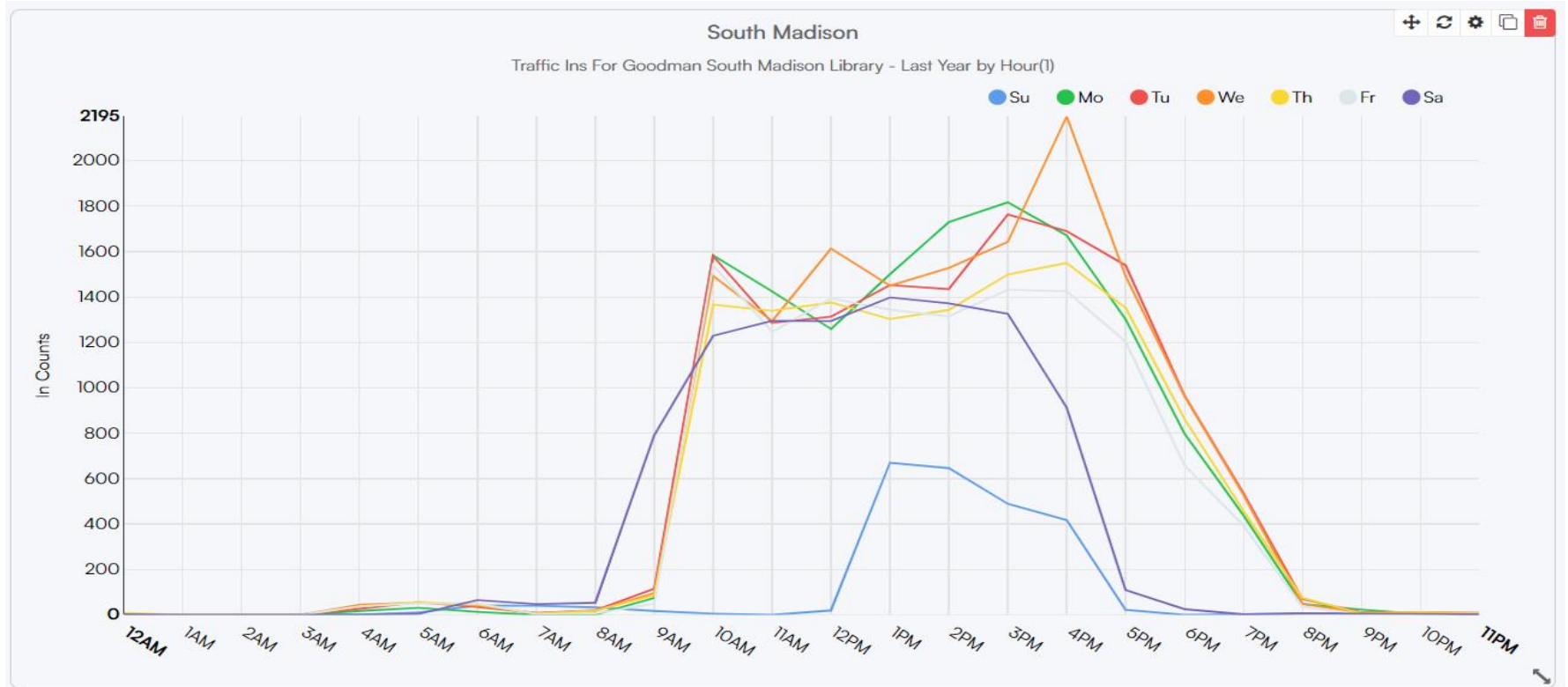


By hour *

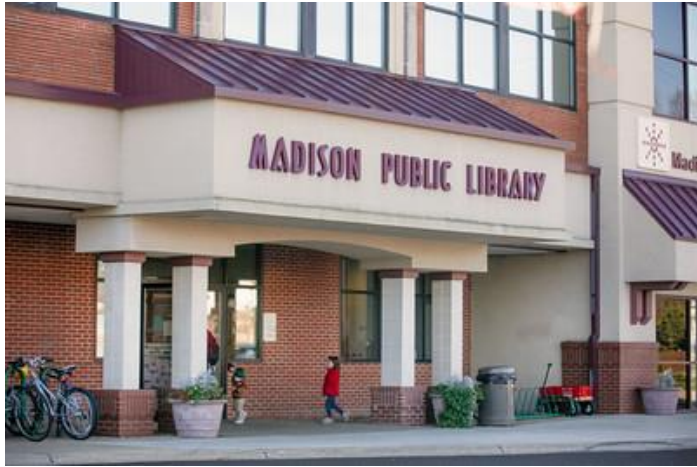


*For libraries with self-checks, hourly/timeslot data only available from July-December 2023 due to data collection error.

Goodman South Madison



Hawthorne



Key partners/areas needing service in the neighborhood:

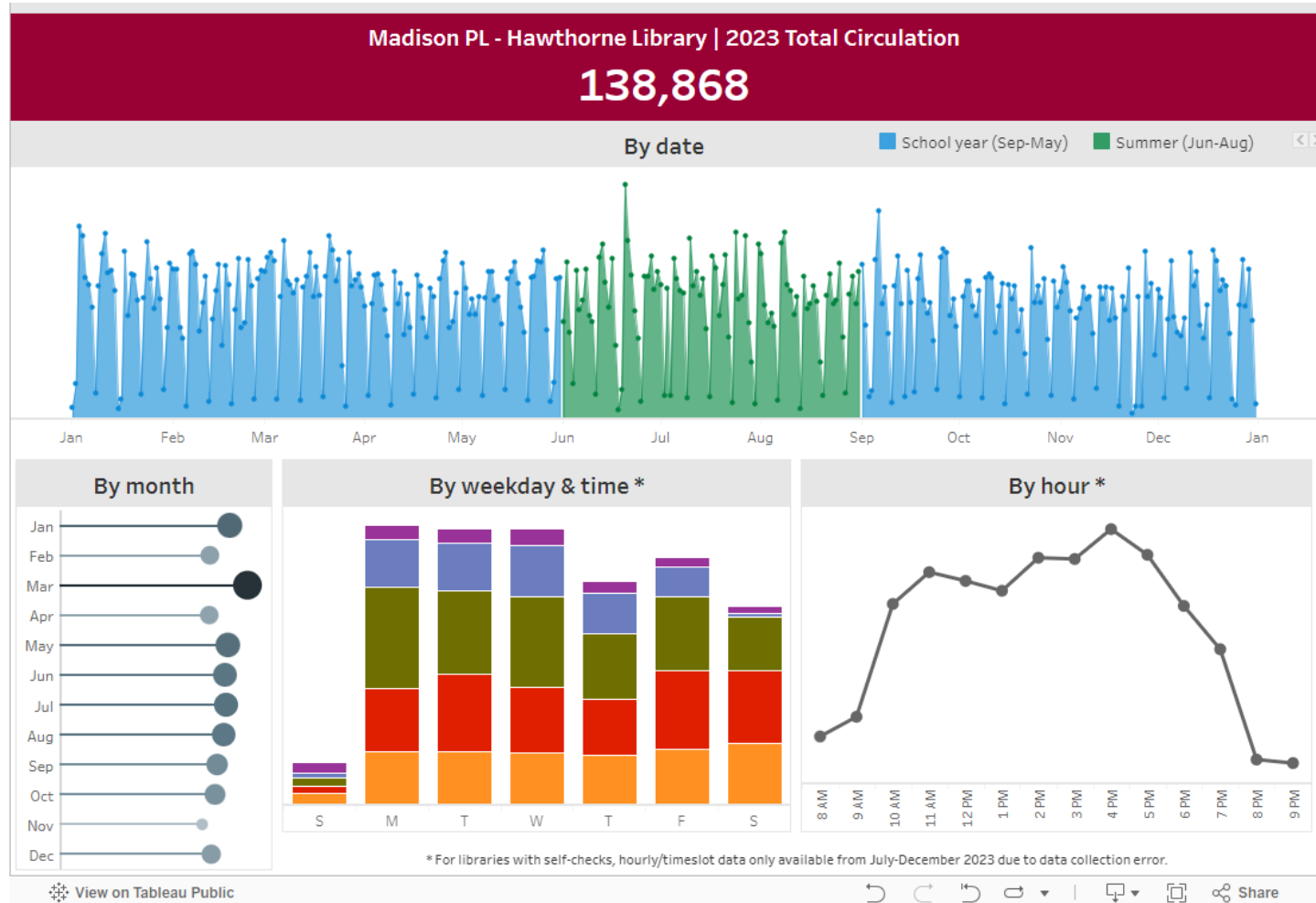
- Darbo/Worthington NRT
- Public Health Madison & Dane County
- Salvation Army
- Wil-Mar Neighborhood Center

MMSD Schools:

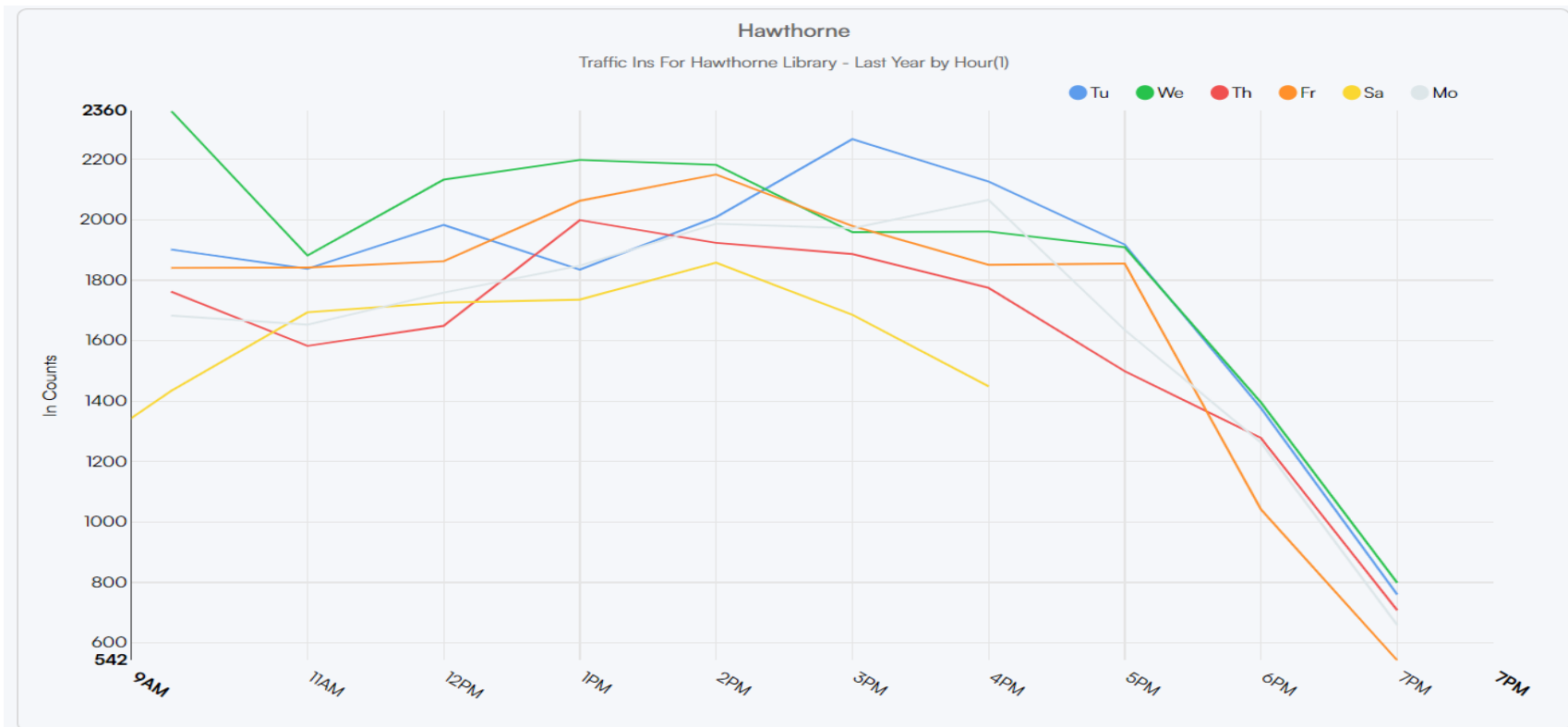
- Emerson Elementary
- Hawthorne Elementary
- Lowell Elementary
- Marquette Elm/O'Keeffe Middle
- East High School

Established in 1958; has been remodeled/relocated several times

Hawthorne Circulation Statistics



Hawthorne Visits



Lakeview

Key partners/areas needing service in the neighborhood:

- Brentwood/Northport NRT
- Kennedy Heights Neighborhood Center
- North/Eastside Senior Coalition
- Vera Court Neighborhood Center
- Warner Park Community Center

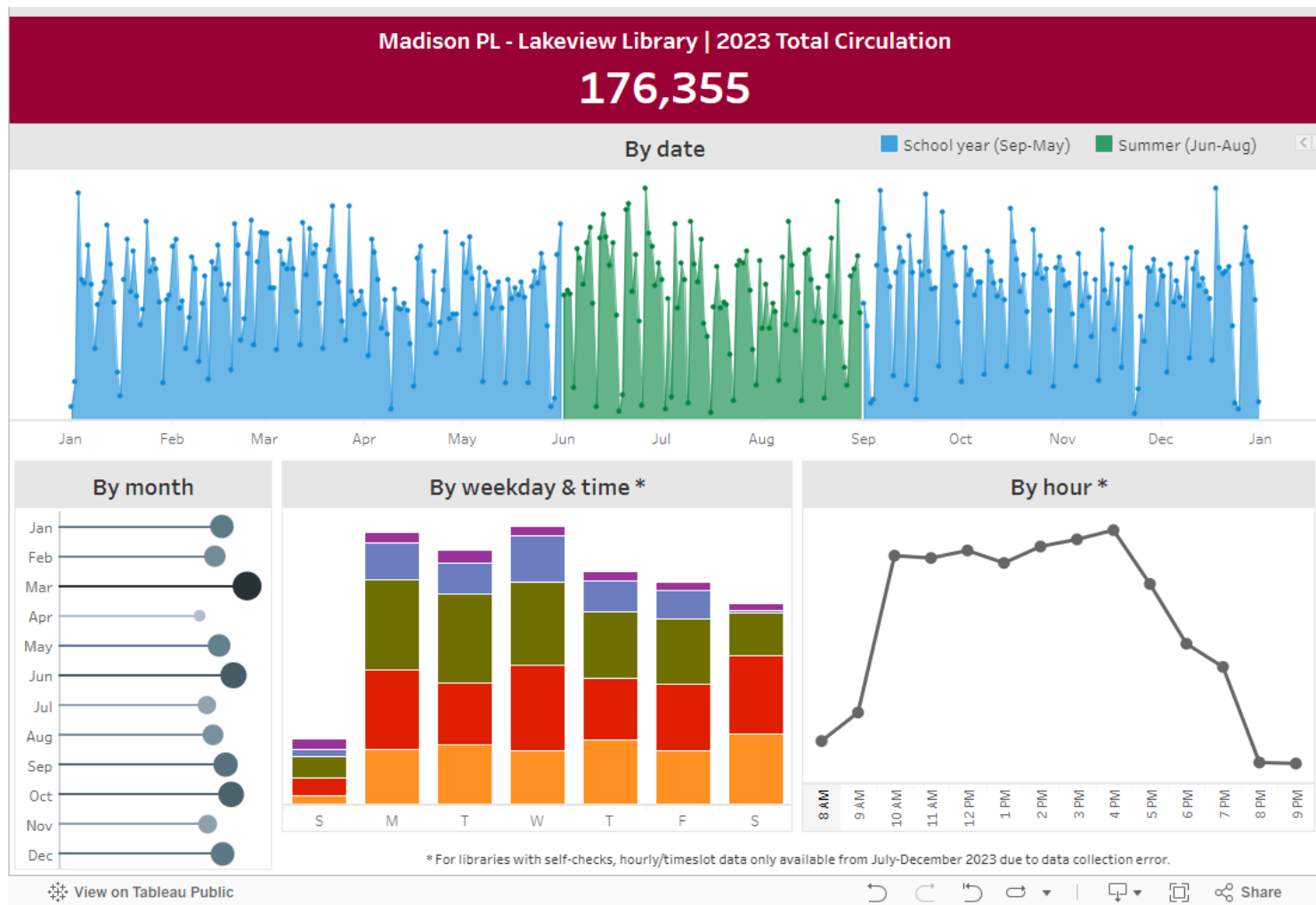
MMSD Schools:

- Lakeview Elementary
- Lindbergh Elementary
- Mendota Elementary
- Compers Elm/Black Hawk Middle
- Sherman Middle/Shabazz High

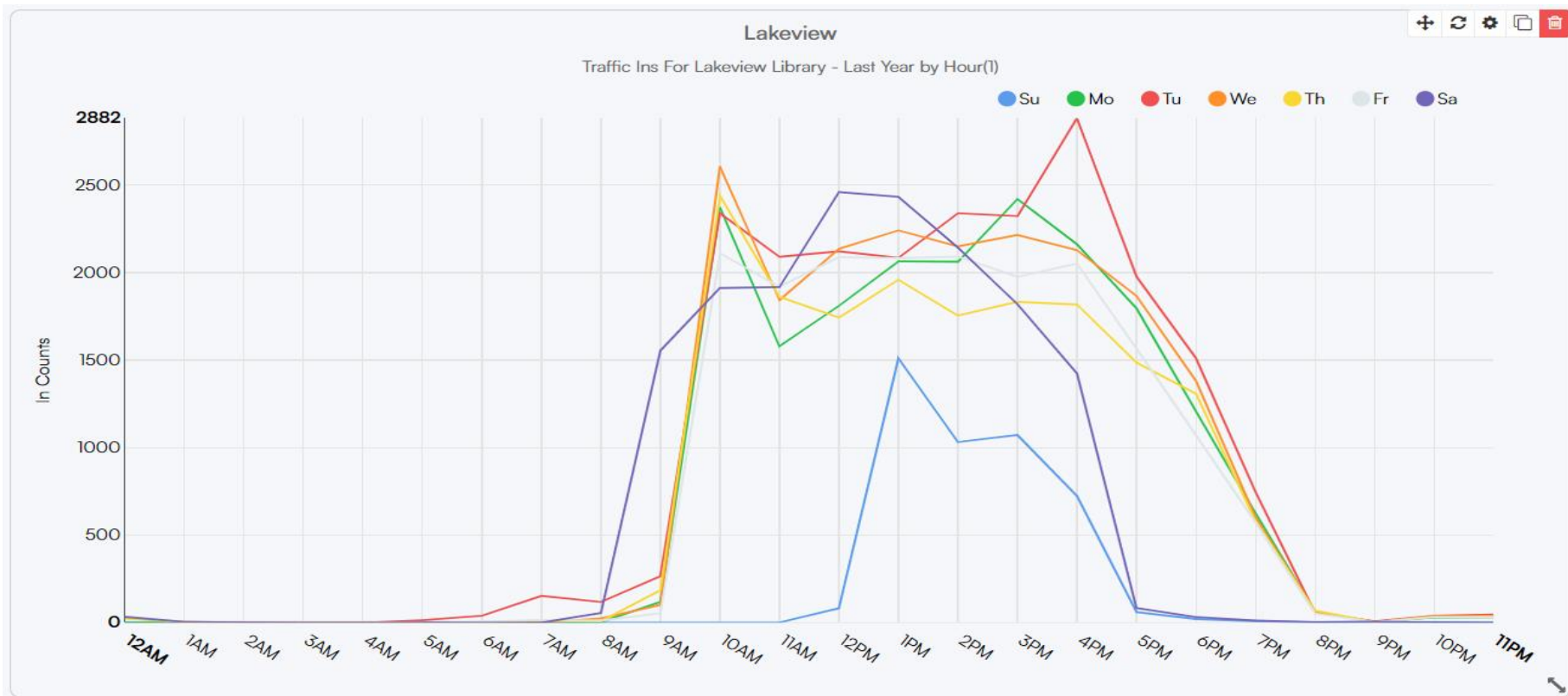
Established 1959; has been remodeled/relocated several times



Lakeview Circulation Statistics



Lakeview Visits



Meadowridge



Key partners/areas needing service in the neighborhood:

- Balsam/Russett NRT
- Elver Park Neighborhood Center
- Hammersley/Theresa Terrace NRT
- Meadowood Neighborhood Center
- Park Edge/Park Ridge NRT
- Theresa Terrace Neighborhood Center
- NewBridge

MMSD Schools:

- Chavez Elementary
- Falk Elementary
- Huegel Elementary
- Orchard Ridge Elm/Toki Middle

Established 1974; relocated/renovated 2014

Meadow- ridge Circulation Statistics

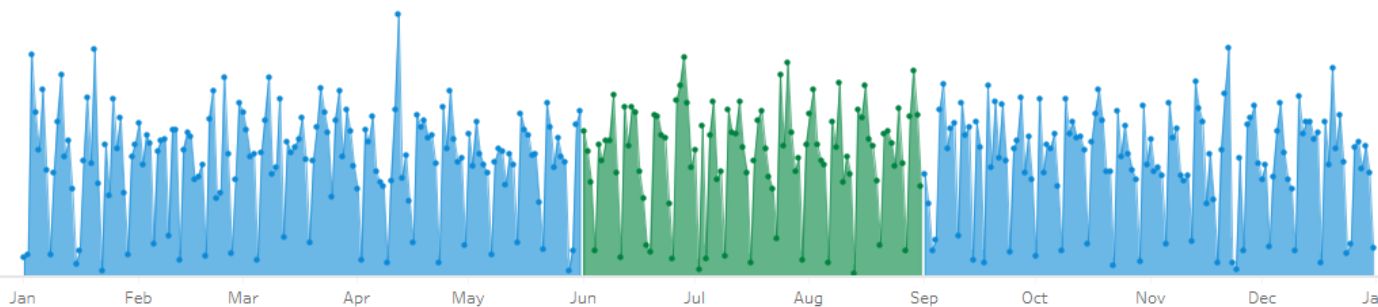
Madison PL - Meadowridge Library | 2023 Total Circulation

116,873

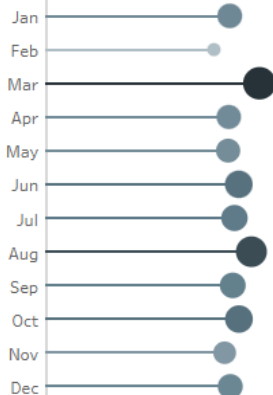
By date

School year (Sep-May)

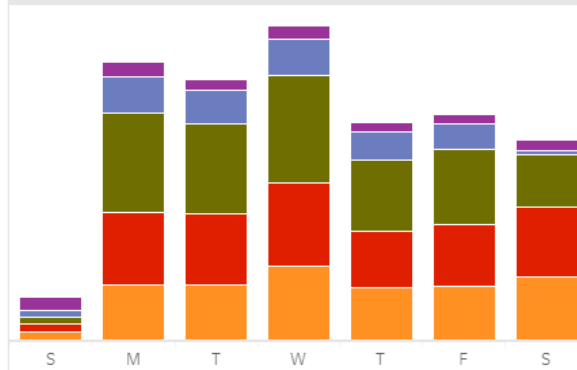
Summer (Jun-Aug)



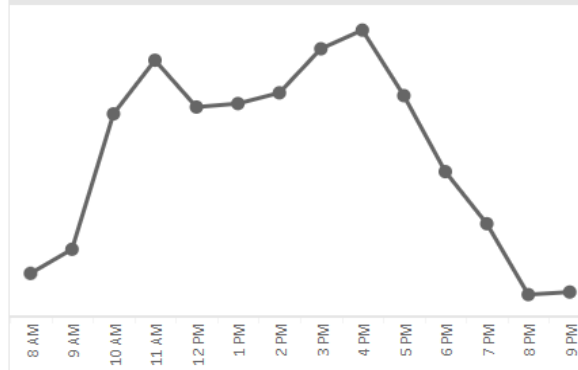
By month



By weekday & time *



By hour *



*For libraries with self-checks, hourly/timeslot data only available from July-December 2023 due to data collection error.

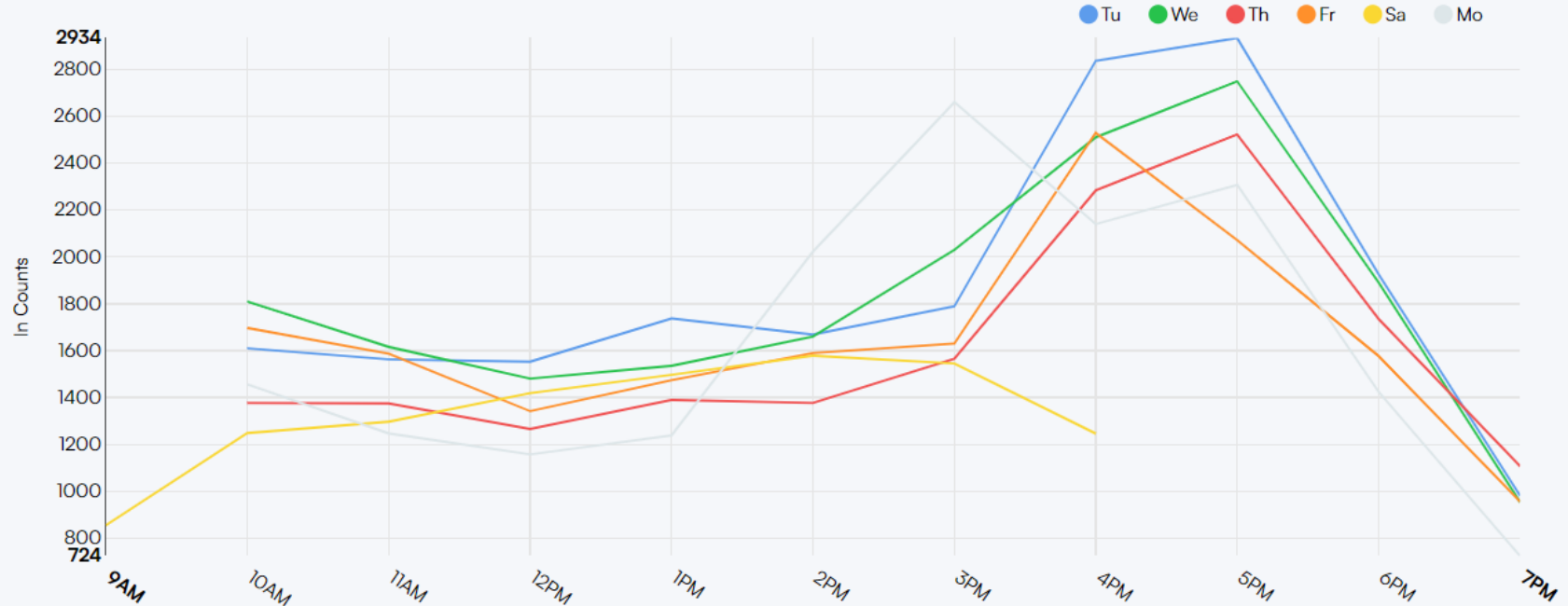
[View on Tableau Public](#)

[Share](#)

Meadowridge Visits

Meadowridge

Traffic Ins For Meadowridge Library - Last Year by Hour(l)



Monroe Street

Key partners/areas needing service in the neighborhood:

- Neighborhood House
- UW Madison

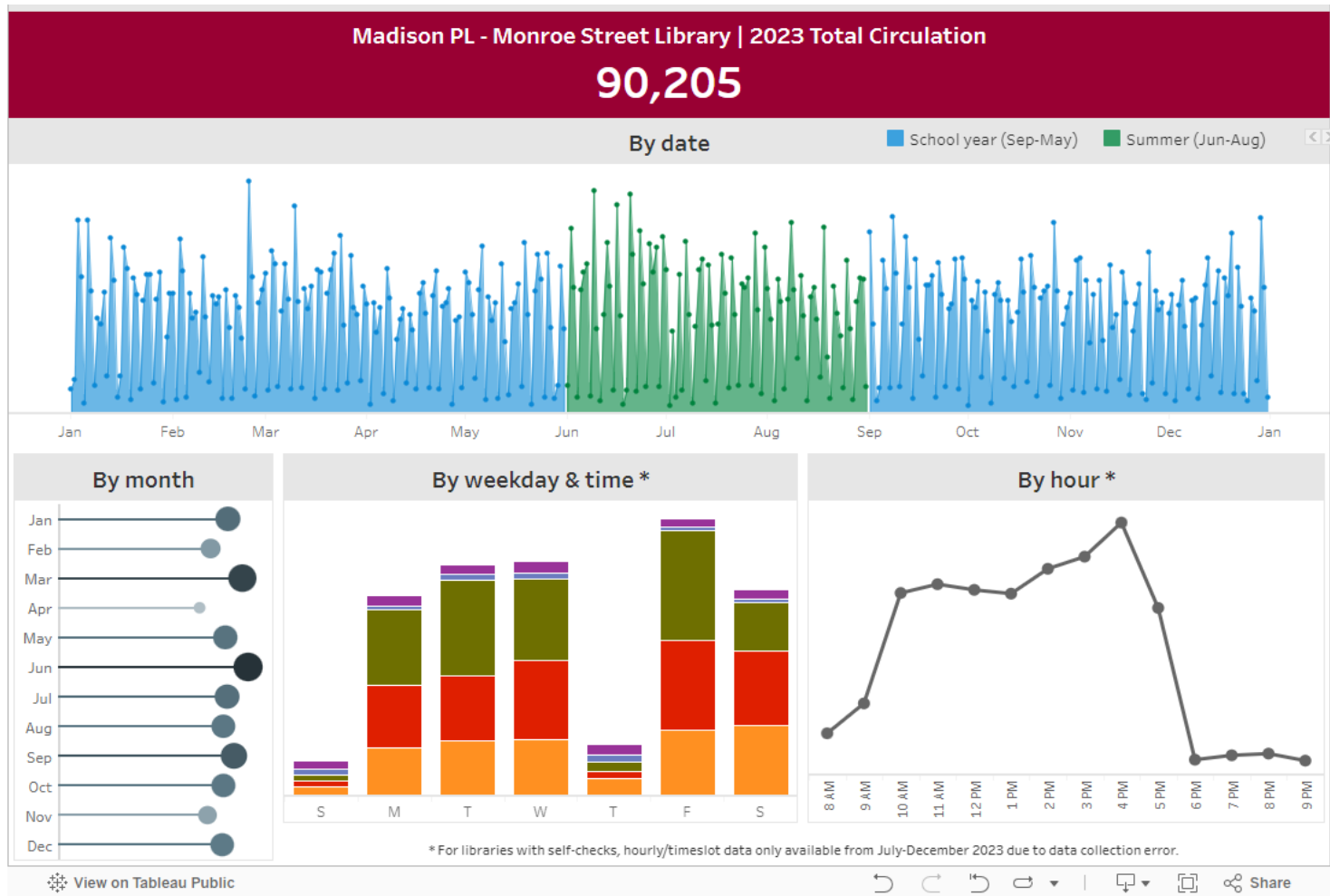
MMSD Schools:

- Randall Elementary
- West High

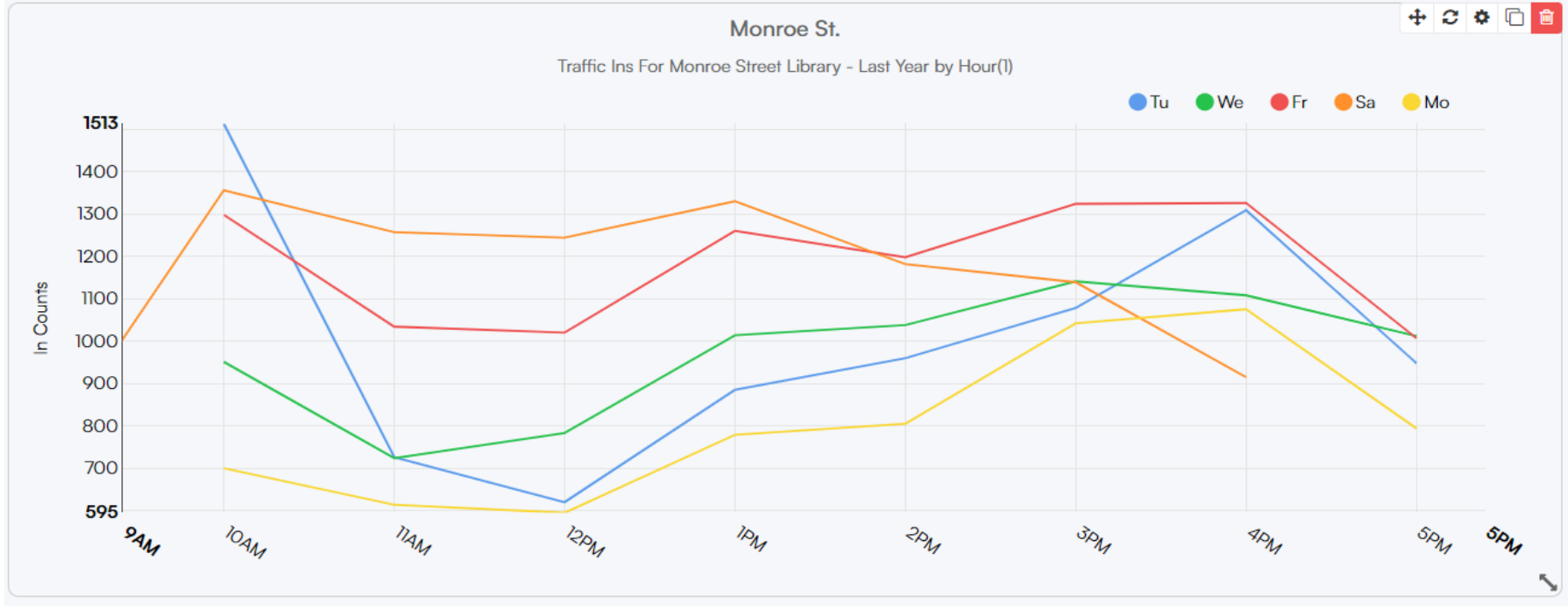
Established 1944



Monroe Street Circulation Statistics



Monroe Street Visits



Pinney



Key partners/areas needing service in the neighborhood:

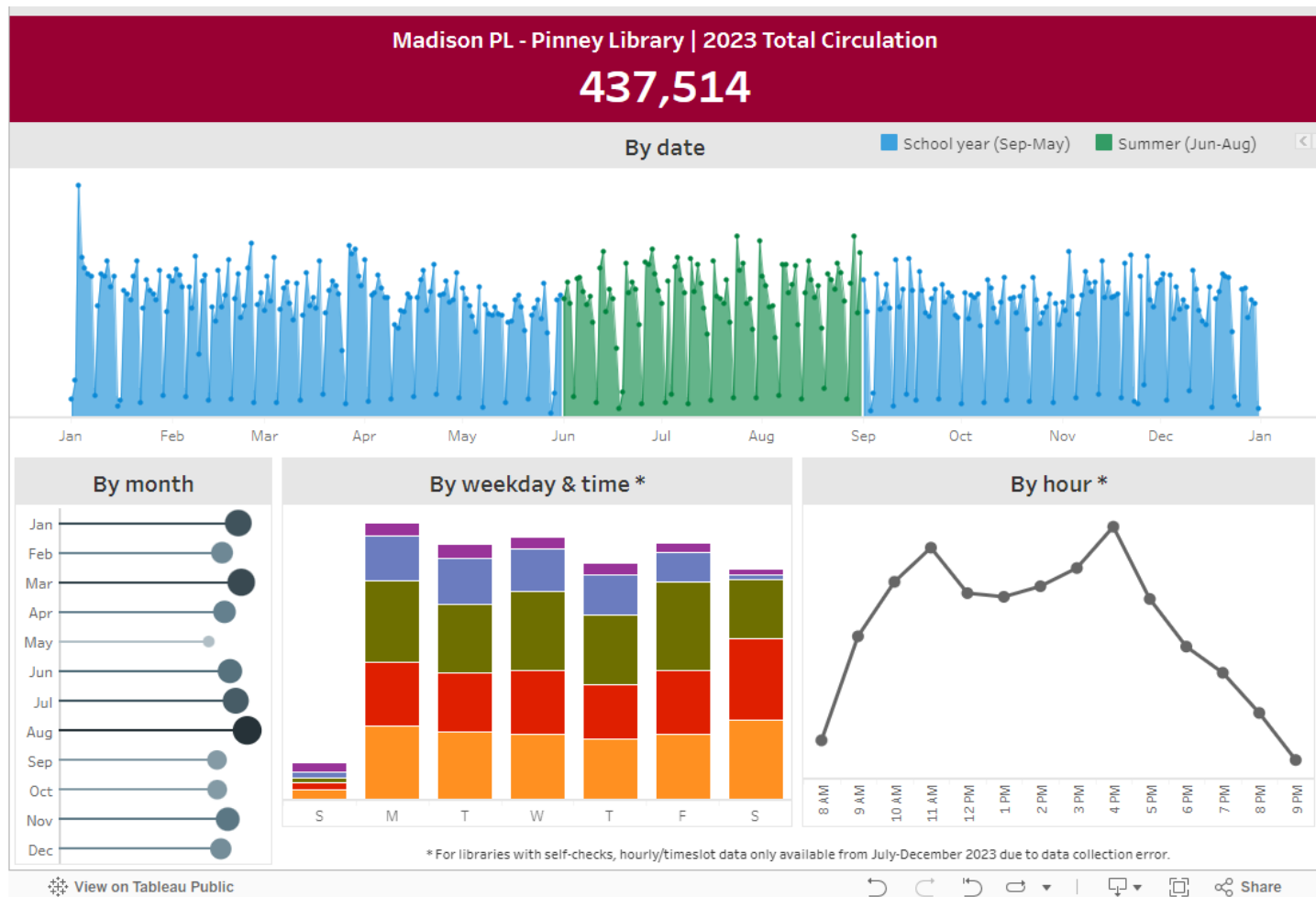
- Bridge Lakepoint Waunona Community Center
- Goodman Community Center
- Owl Creek NRT

MMSD Schools:

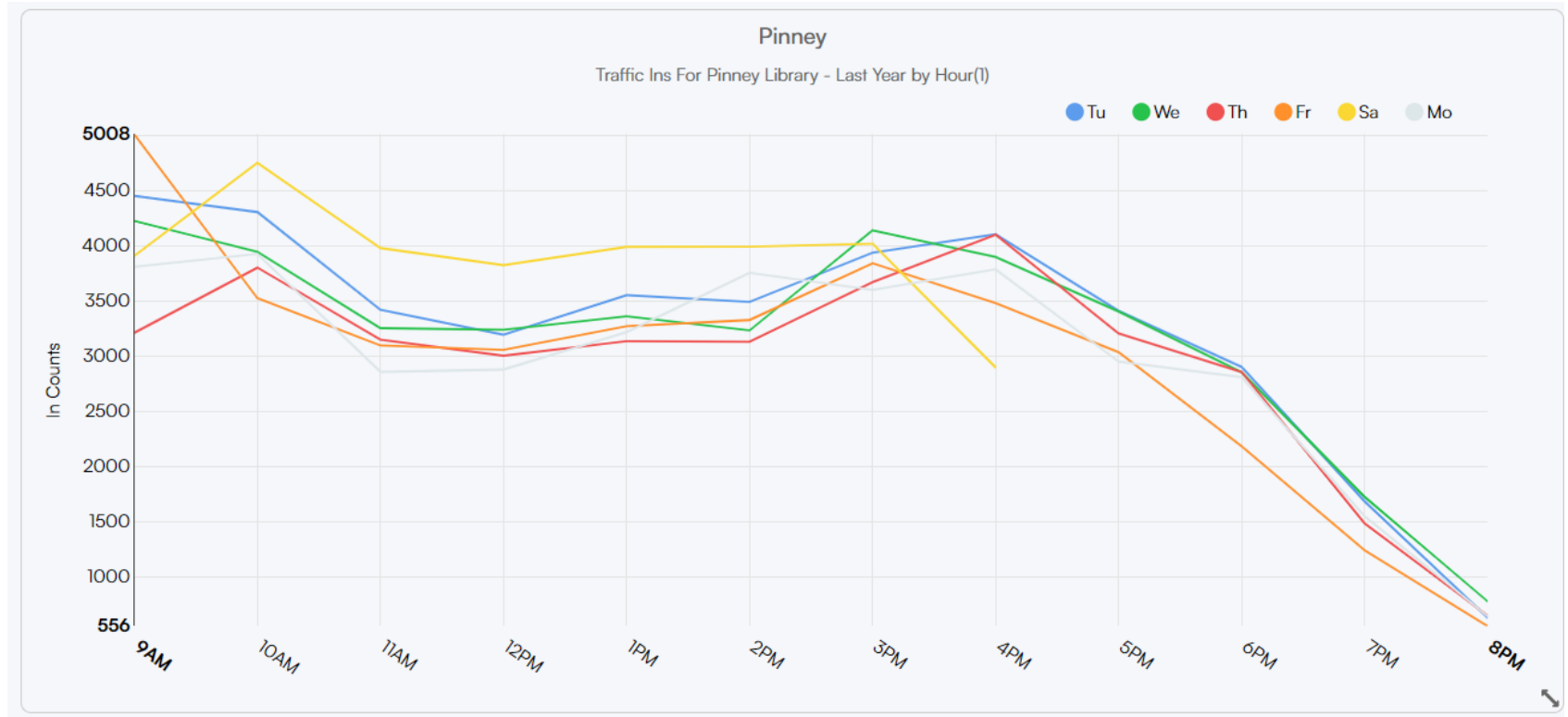
- Allis Elementary
- Elvehjem Elementary
- Henderson Elementary
- Kennedy Elementary
- Schenk Elm/Whitehorse Mid
- Sennett Mid/LaFollette High

Established 1965; remodeled/relocated 2020

Pinney Circulation Statistics



Pinney Visits



Sequoia

Key partners/areas needing service in the neighborhood:

- Allied Drive NRT
- Boys and Girls Club
- West Madison Senior Center

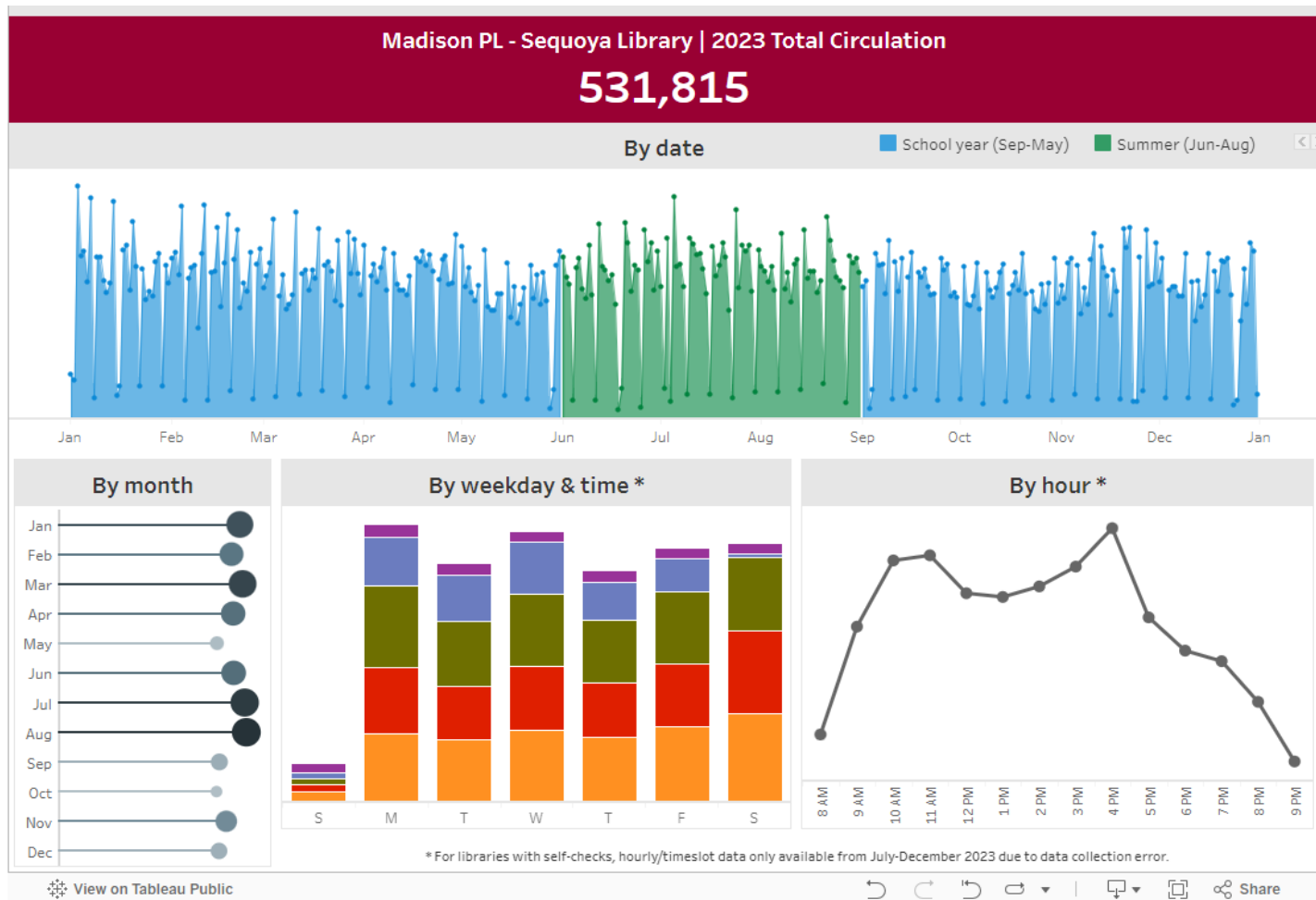
MMSD Schools:

- Midvale Elementary
- Shorewood Elementary
- Stephens Elementary
- Thoreau Elementary
- Van Hise Elm/Hamilton Middle School
- Cherokee Middle School
- Spring Harbor Middle School
- West High School

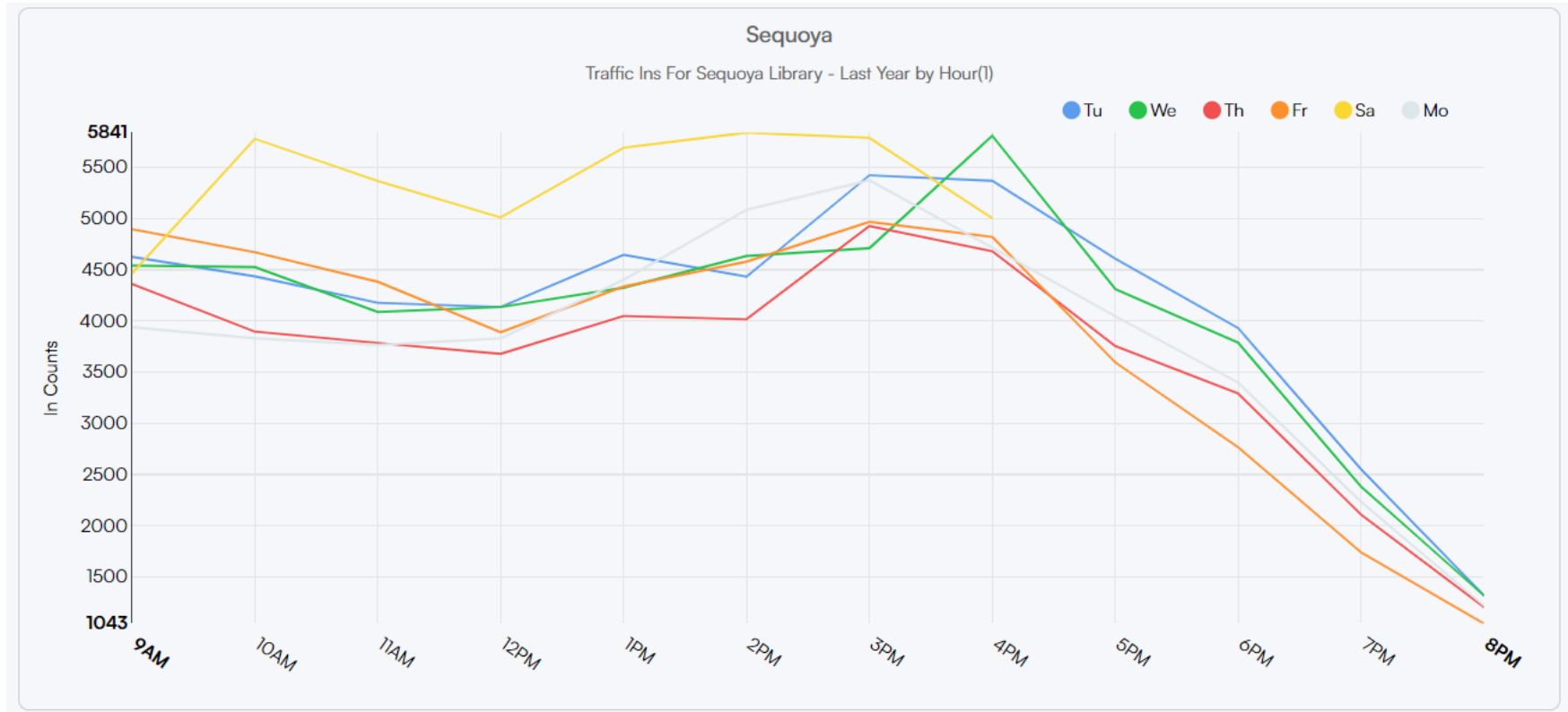
Established 1957; expanded/relocated 2008



Sequoia Circulation Statistics



Sequoia Visits



Imagination Center



Key partners/areas needing service in the neighborhood:

- East Madison Community Center
- Planned shelter at Bartillon Dr.
- Sandburg NRT

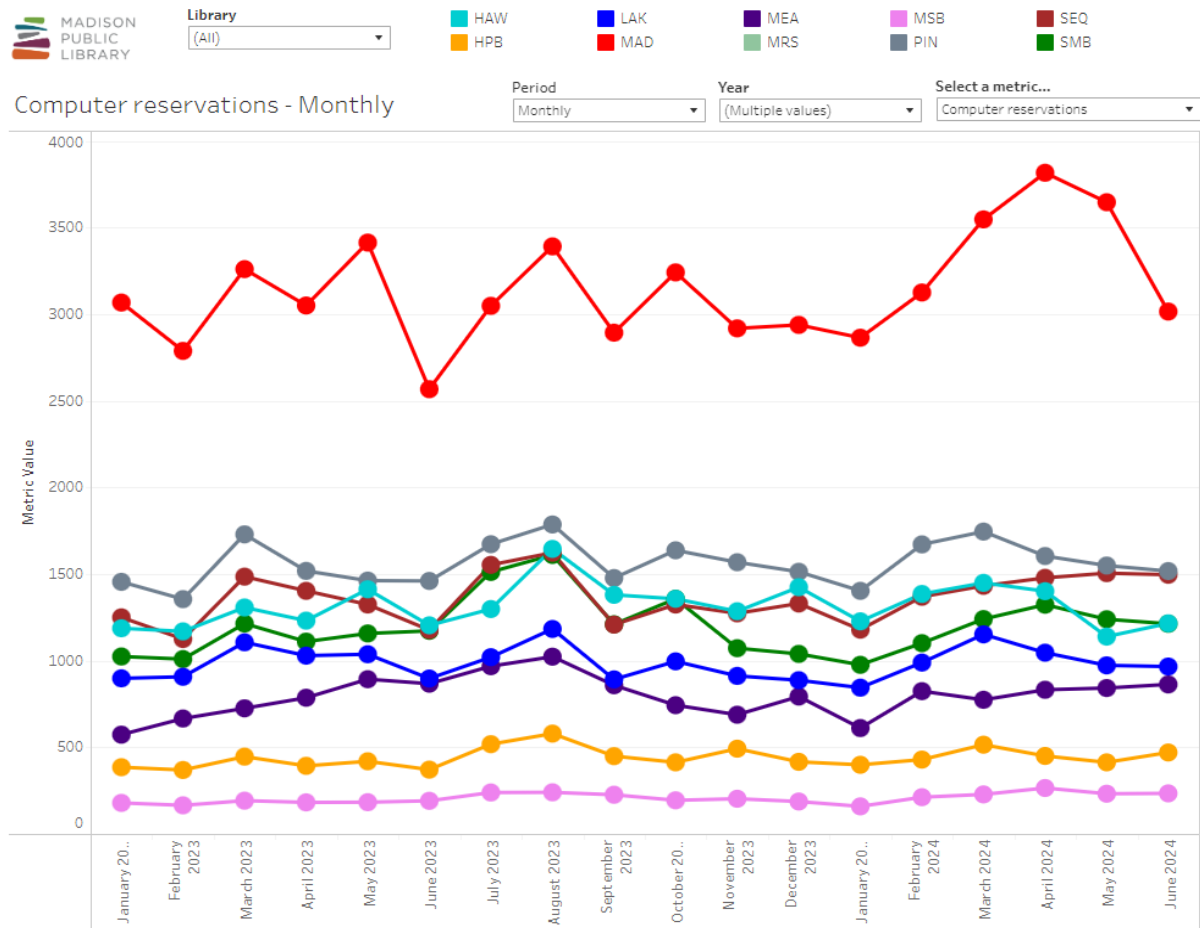
MMSD Schools:

- Sandburg Elementary

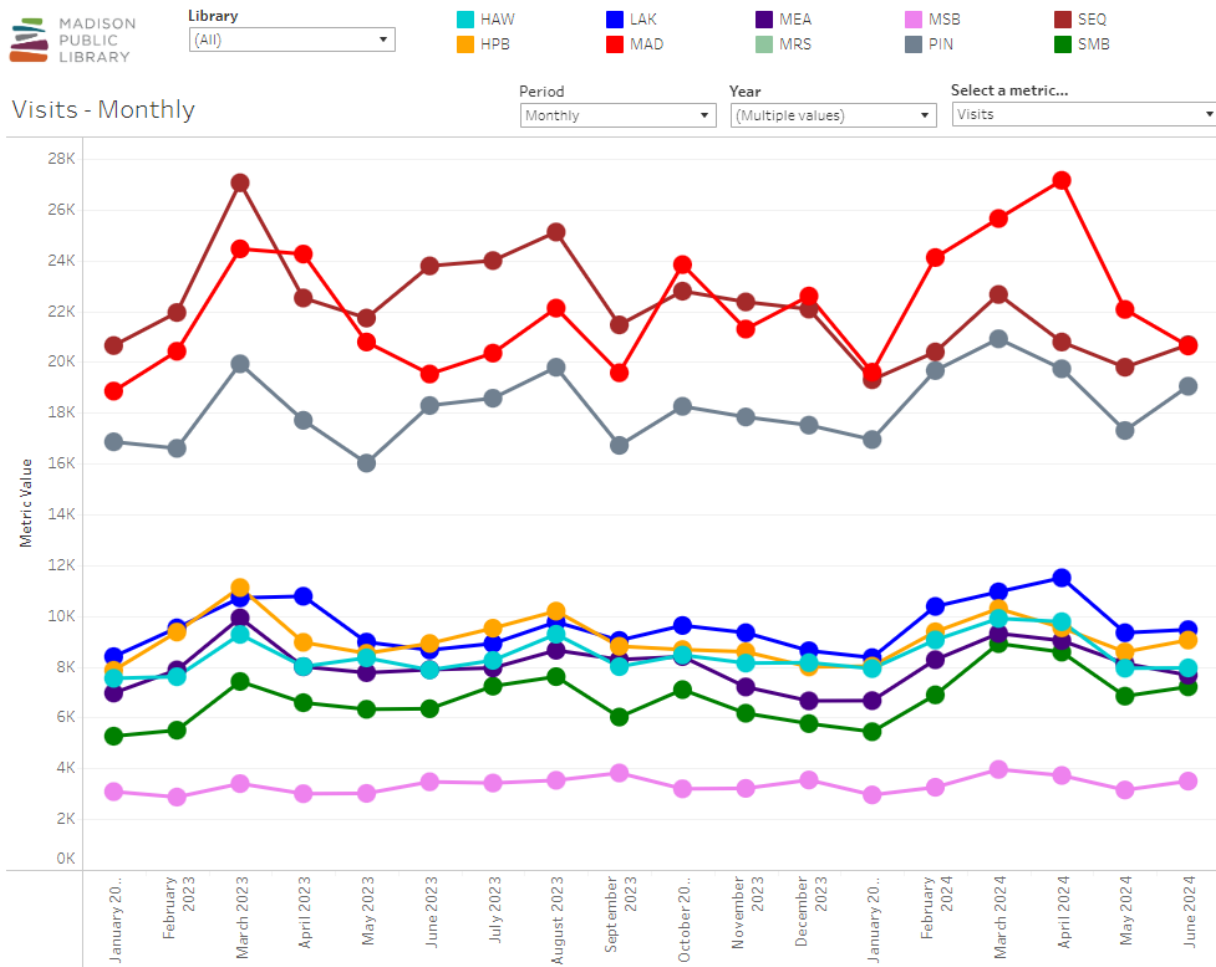
Overview by Location

Library	Hrs/week	Visits	Checkouts	Computer Uses	Programs/ attendance	Meeting Room	Study Room
Alicia Ashman	48	108,505	250,998	5,250	167/2,585	125	444
Central	65/69	258,061	351,207	36,574	845/20,089	315	10,062
Hawthorne	58	98,941	149,910	15,899	465/4,562	254	579
Goodman	58/62	77,321	83,820	14,486	752/6,300	57	2,051
Lakeview	58/62	112,333	196,708	11,764	1,068/10,658	61	1,233
Meadowridge	58	95,540	125,744	9,583	582/6,296	39	928
Monroe Street	40	39,528	99,794	2,381	78/1,809	0	0
Pinney	68	214,062	469,633	18,632	680/15,913	429	5,412
Sequoia	68	275,485	572,750	16,075	754/12,993	209	3,671
Total	521/533	1,283,565	2,300,564	130,644	5,272/80,405	1,489	24,380

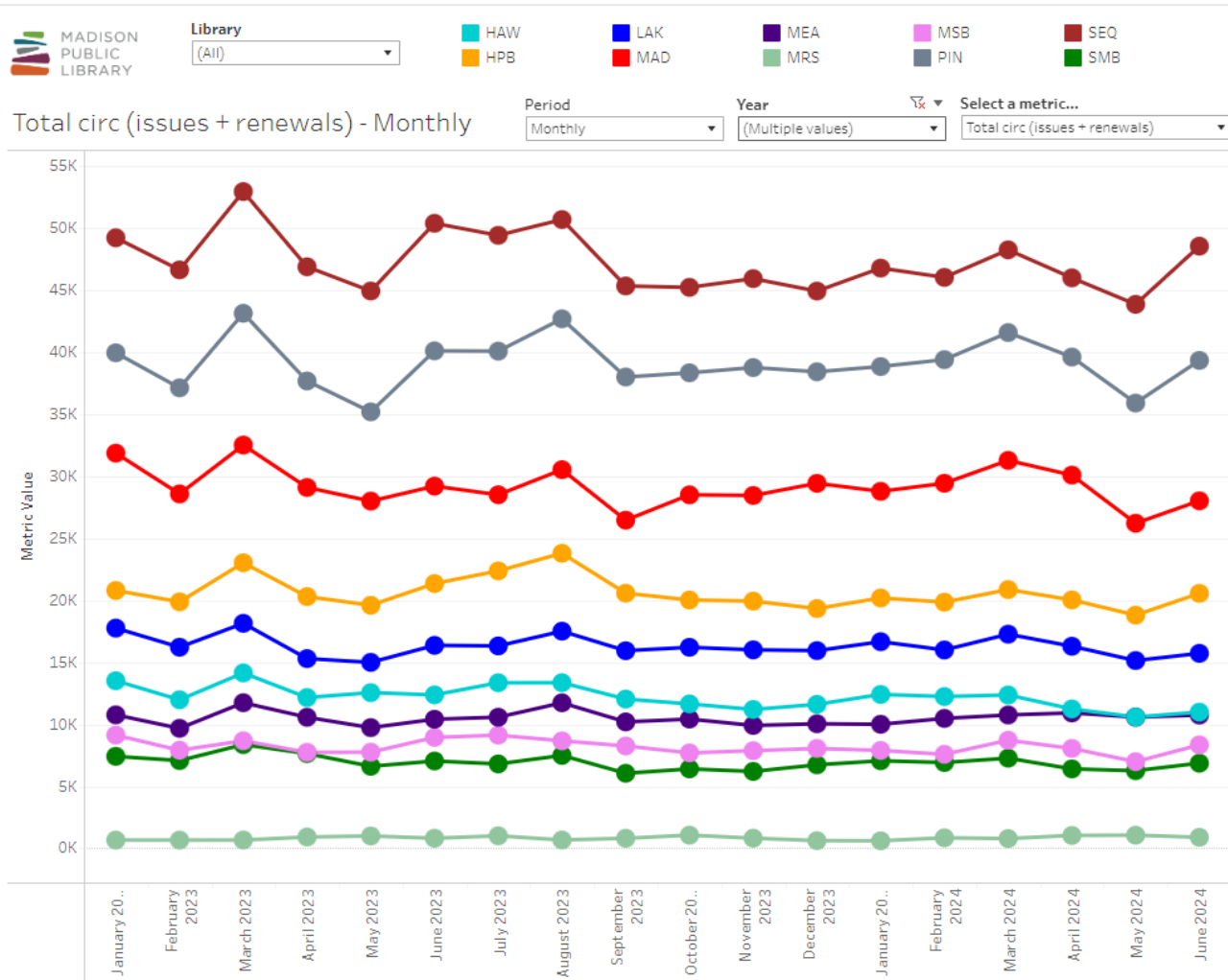
Library Computer Usage (2023-2024)



Library Visits (2023-2024)



Library Circulation (2023-2024)



Library Comparisons – Key

Highest number of people	Green
Second highest number of people	Light Green
Second lowest number of people	Yellow
Lowest number of people	Red

Library Comparisons – Economic Data

	Total Service Pop.	Projected growth (2020-2030)	Projected growth (2030-2040)	Living in poverty	Cost burdened renters	Extremely cost burdened renters	No high school diploma	Limited English	Households with no internet access
Central	63,468	High (1)	High (1)	41.6% (22,492)	17.98% (4180)	36.38% (8459)	3.7% (954)	2.08% (570)	26.4% (7226)
Ashman	42,507	High (2)	High (2)	4.5% (1,850)	20.3% (1982)	14.5% (1416)	3.1% (922)	3.9% (726)	5.7% (1062)
Goodman South	26,206	Medium (7)	Medium (7)	15.2% (3,966)	25.3% (1962)	18.3% (1422)	11.6% (2000)	7.3% (928)	4% (510)
Hawthorne	27,557	Medium (6)	Medium (6)	12.9% (3,552)	22.2% (1876)	19.03% (1608)	3.6% (747)	2.51% (352)	4.7% (656)
Lakeview	25,591	Low (10)	Low (10)	15.6% (3,946)	32.3% (1421)	25.3% (1110)	5.6% (985)	1.8% (200)	5.4% (611)
Meadowridge	31,300	Low (9)	Low (9)	10.1% (3,151)	22.2% (1511)	19.4% (1319)	7.8% (1667)	3.9% (527)	3.8% (516)
Monroe Street	23,090	Low (8)	Low (8)	40.9% (9,077)	18.3% (1146)	45.1% (2826)	4.2% (386)	2.8% (257)	3.7% (343)
Pinney	39,452	High (4)	Medium (5)	7.4% (2,907)	29.5% (1556)	17.6% (929)	4.6% (1323)	.6% (110)	5% (867)
Sequoia	37,591	Medium (5)	Medium (4)	14.2% (5,224)	23% (1789)	28.7% (2238)	1.4% (336)	2.9% (485)	3.4% (584)
ICRP	19,326	High (3)	High (3)	11.9% (2,291)	22.07% (1218)	13.39% (739)	7.27% (975)	2.74% (256)	9.01% (841)

Library Comparisons – Age & Race

	Total Service Pop.	Under 18	Over 65	Black	Asian	Hispanic	Two or more races
Central	63,468	3.1% (1,998)	5.3% (3,379)	2.83% (1,793)	10.9% (6,919)	4.72% (2,997)	2.92% (1,852)
Ashman	42,507	21.1% (8,951)	16.3% (6,913)	4.9% (2,097)	14.8% (6,298)	7% (2,987)	2.4% (1,015)
Goodman South	26,206	17.2% (4,515)	11.5% (3,024)	9.9% (2,583)	4.8% (1,268)	23.5% (6,160)	4.8% (1,264)
Hawthorne	27,557	13.35% (3,679)	9.21% (2,539)	7% (1,940)	5.3% (1,459)	7.3% (2,013)	6% (1,648)
Lakeview	25,591	23.6% (6,036)	14.8% (3,800)	14.5% (3,699)	4.2% (1,080)	9.2% (2,351)	7.8% (2,008)
Meadowridge	31,300	24.2% (7,583)	14.9% (4,675)	12.6% (3,930)	6.2% (1,939)	15.1% (4,717)	7.7% (2,398)
Monroe Street	23,090	9.5% (2,189)	8.3% (1,913)	1.8% (417)	8.3% (1,927)	2.6% (599)	2.5% (570)
Pinney	39,452	19.4% (7,650)	16.4% (6,481)	7.1% (2,791)	4.4% (1,731)	6.6% (2,607)	3.7% (1,461)
Sequoia	37,591	18.6% (7,002)	15.4% (5,794)	1.6% (605)	11% (4,120)	3.9% (1,471)	4.6% (1,729)
ICRP	19,326	20.67% (3,994)	11.23% (2,170)	17.07% (3,298)	6.78% (1,311)	10.16% (1,964)	5.21% (1,007)

Library Comparisons – Costs & Staffing

	Operating Costs	Open Hours/Week (without Sundays)	Building Sq Footage	# of Librarians	# of Library Assistants	# of Clerks	# of Pages	Total FTE (Librarians, LAs, and Clerks)	FTE/Capita ratio (1 staff person per how many thousand residents)
Central	\$4,566,099	65	120,000	11	5.8	7.7	38	24.5	11,705.51
Ashman	\$749,884	48	12,000	1.6	2.8	0	10	4.4	65,178.41
Goodman South	\$894,076	58	12,000	3	2.7	1.5	6	7.2	39,831.25
Hawthorne	\$876,550	58	10,000	1.8	2	1.9	7	5.7	50,313.16
Lakeview	\$1,045,981	58	9,355	1.9	2.8	1	6	5.7	50,313.16
Meadowridge	\$1,033,565	58	8,750	4	2.3	1	8	7.3	39,285.62
Monroe Street	\$354,626	40	2,500	0	2.4	0	3	2.4	119,493.75
Pinney	\$1,567,328	68	20,000	4	4	2	14	10	28,678.50
Sequoia	\$1,457,548	68	20,000	3	3	3.4	16	9.4	30,509.04
ICRP	\$1,132,270	58	14,000	3	3	1	9	7	40,969.29