

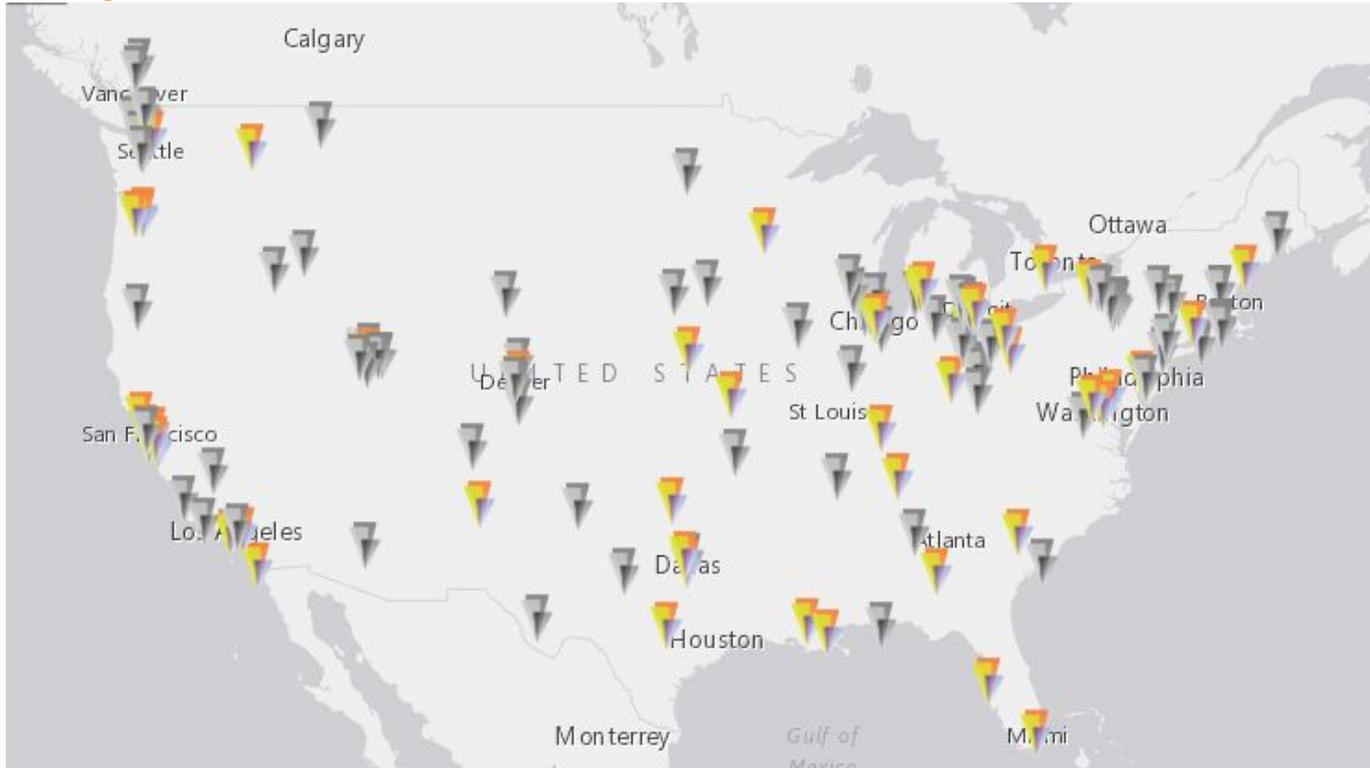


MADISON
PUBLIC
LIBRARY

Fine History and Trends Presentation

Library Board, September 2019
Margie Navarre Saaf & Tana Elias

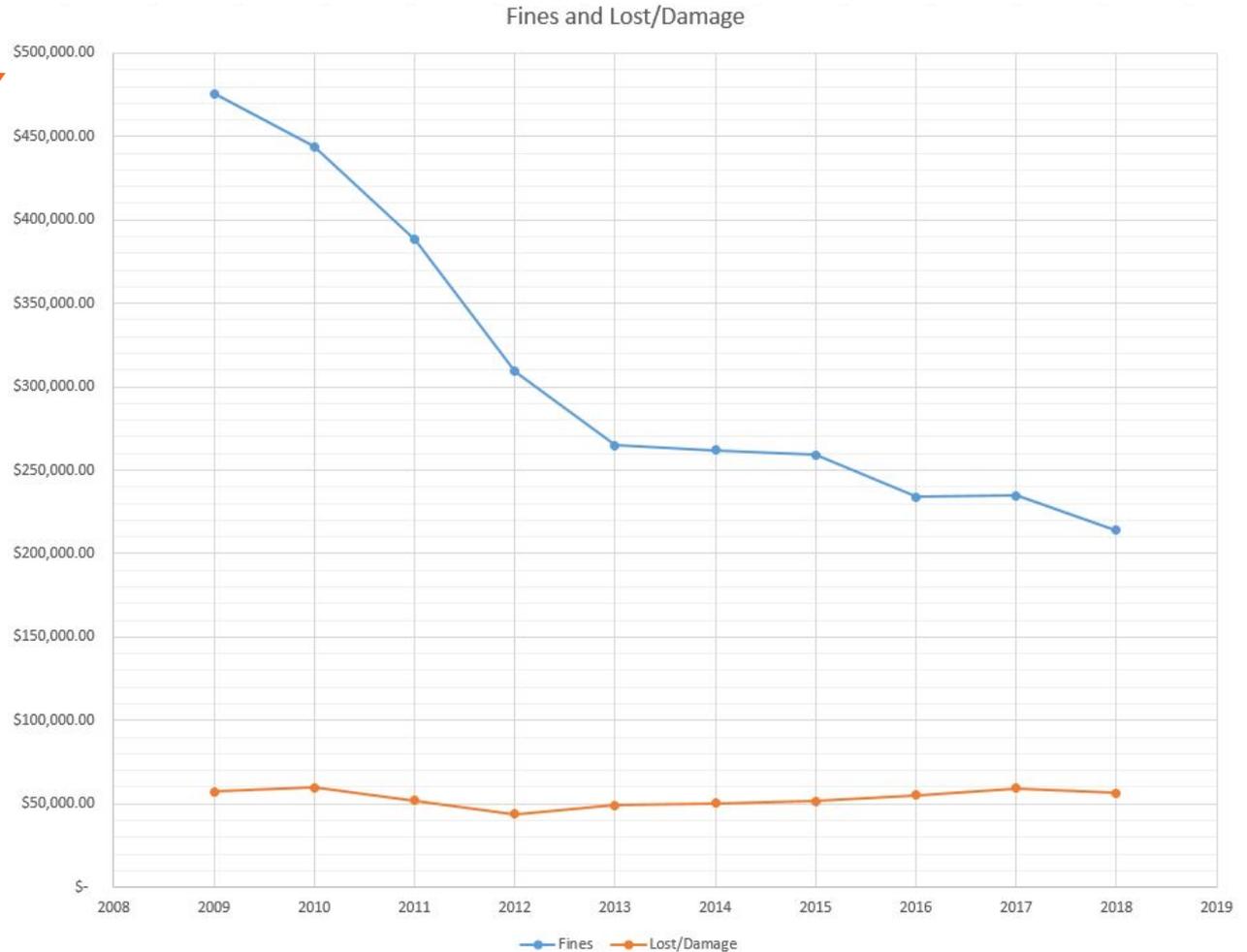
Urban Libraries Council Fine Free Map of US Libraries



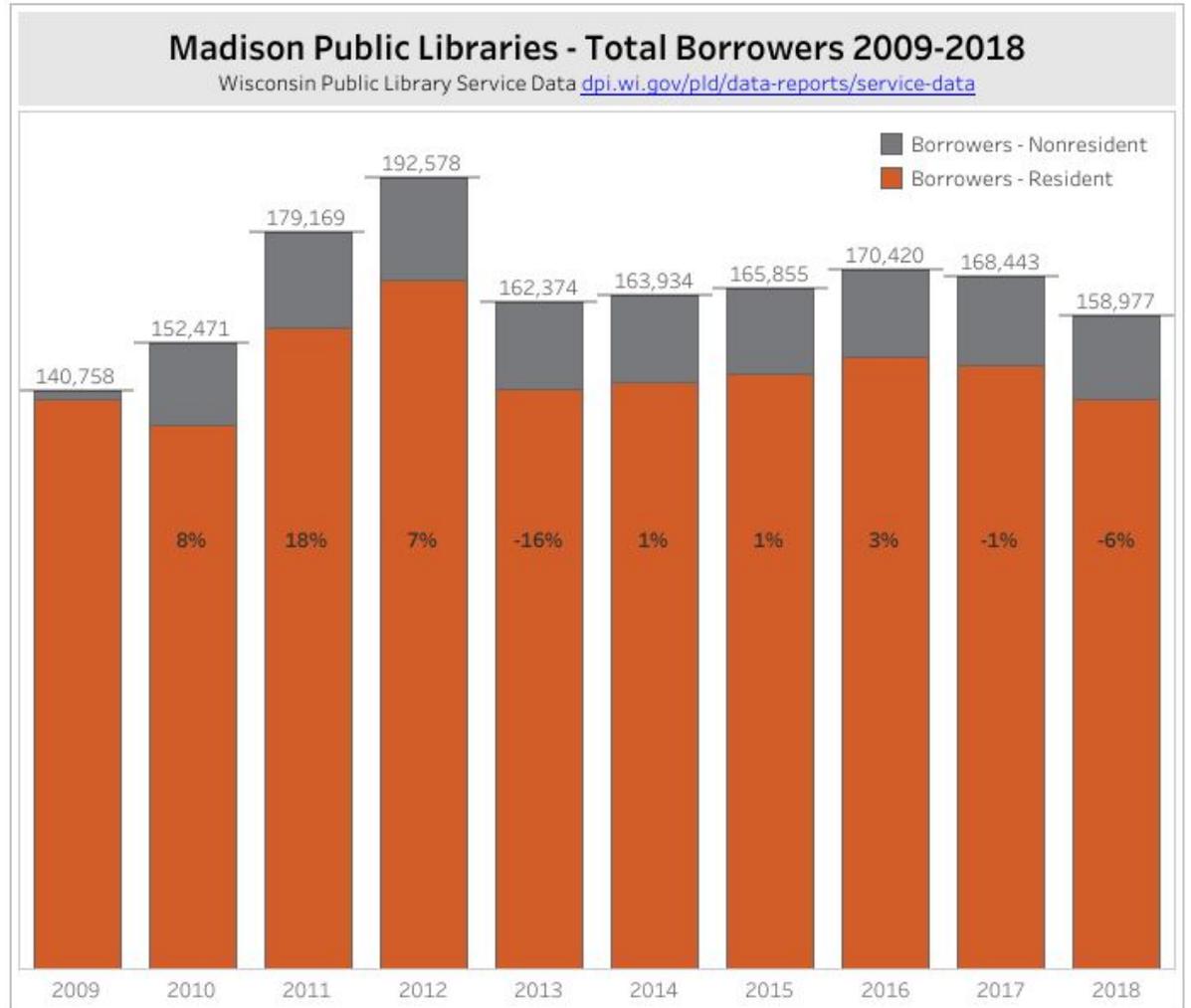
Source: Urban Libraries Council, Sep 2019

<https://www.urbanlibraries.org/member-resources/fine-free-map>

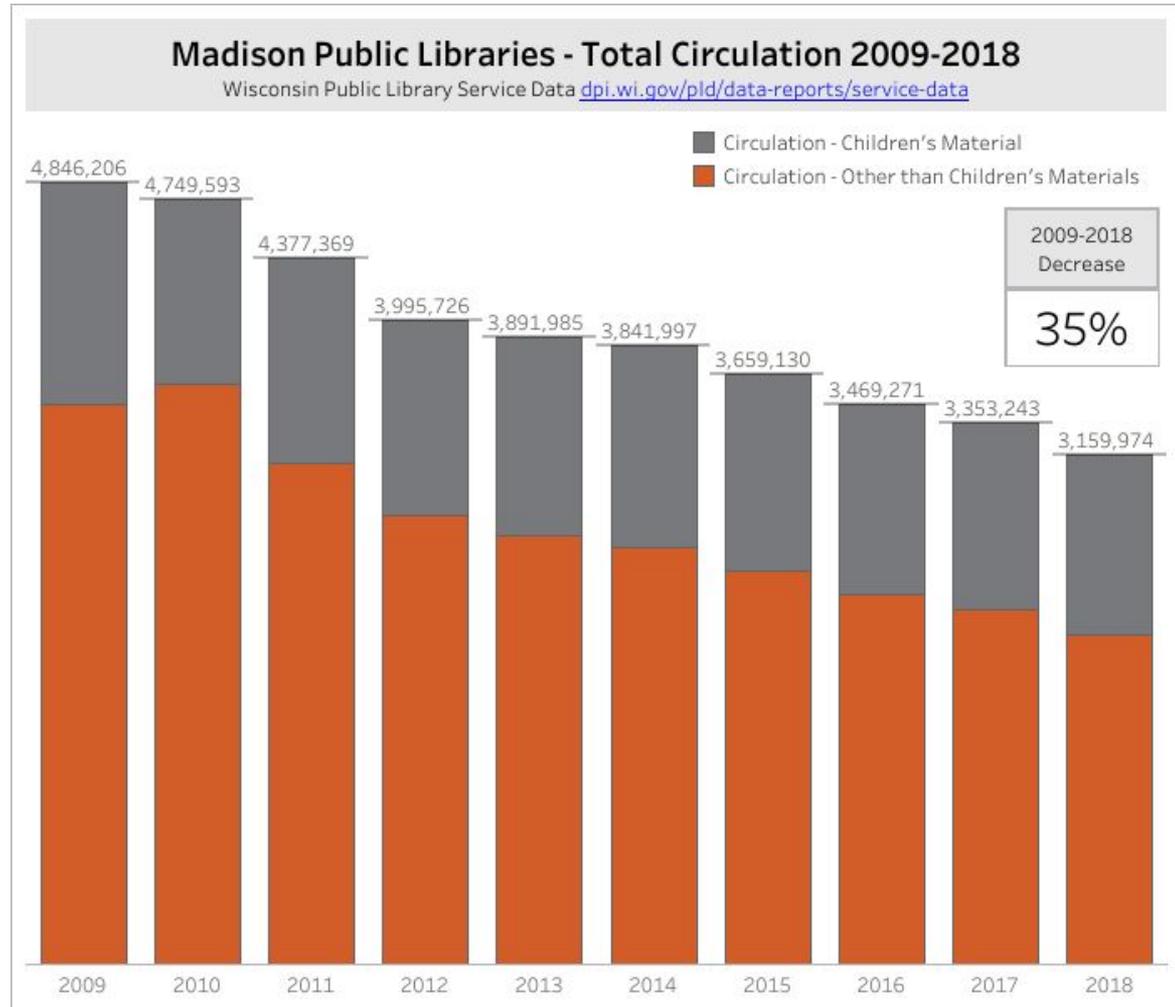
Trends: Fines and Lost/ Damaged Charges Collected, 2009-2018



Trends: Madison Public Library Borrowers, 2009-2018



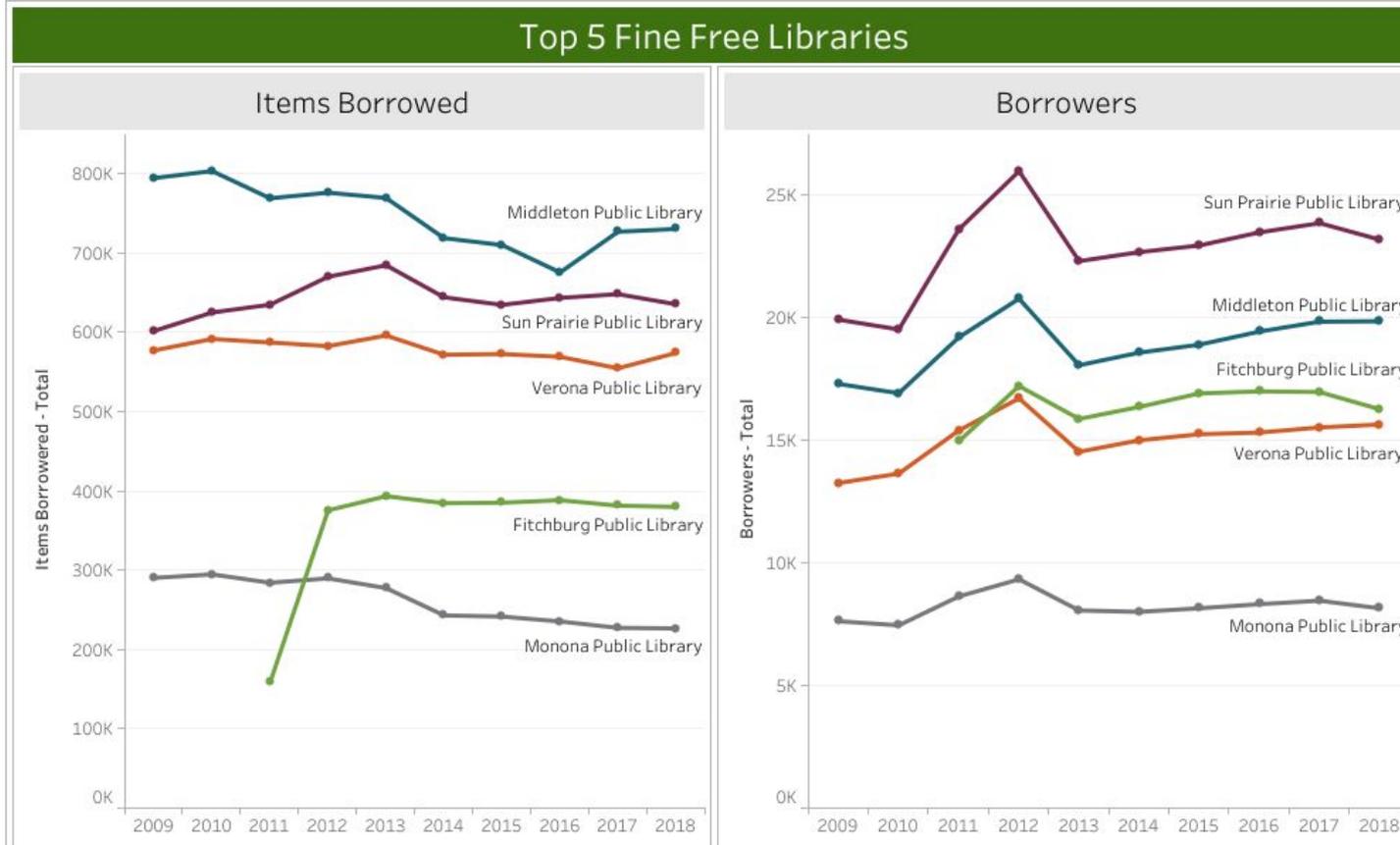
Trends: Madison Public Library Circulation, 2009-2018



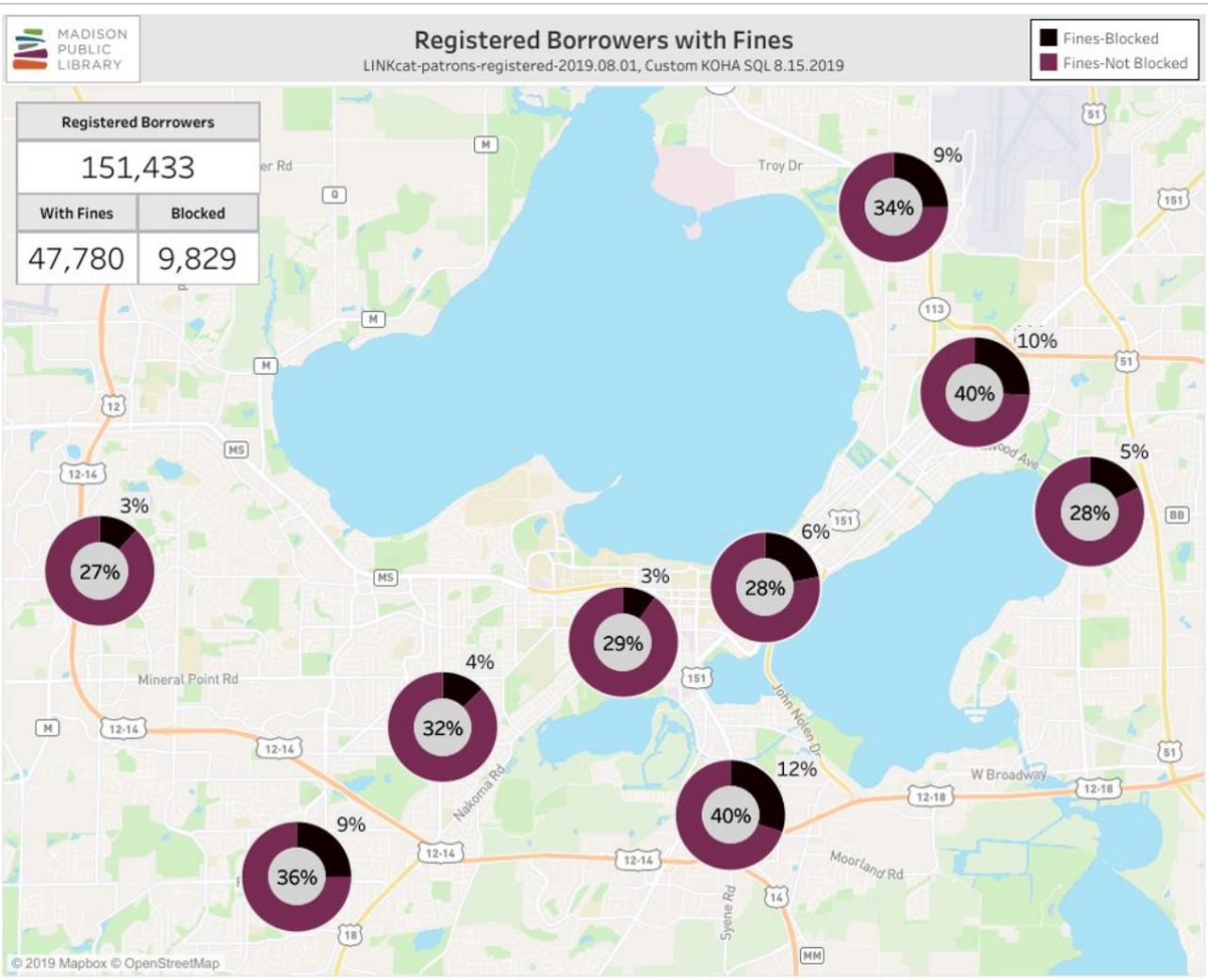
Trends: Factors

- DVD fines reduced from \$1.00 to \$.25 in June 2012
 - DVD and music streaming increased nationwide
 - Ebook circulation increased from .3% in 2009 to nearly 10% of total circulation in 2018 (no fines); ebook usage increased nationwide
 - Fitchburg library opened June 2011
 - Central Library in temporary location Dec 2011-Aug 2013
 - Pre-overdue notice and 7 day notice changes implemented
 - We have more email addresses for patrons; more pre-overdue notices emailed out
 - Fewer borrowers, fewer checkouts
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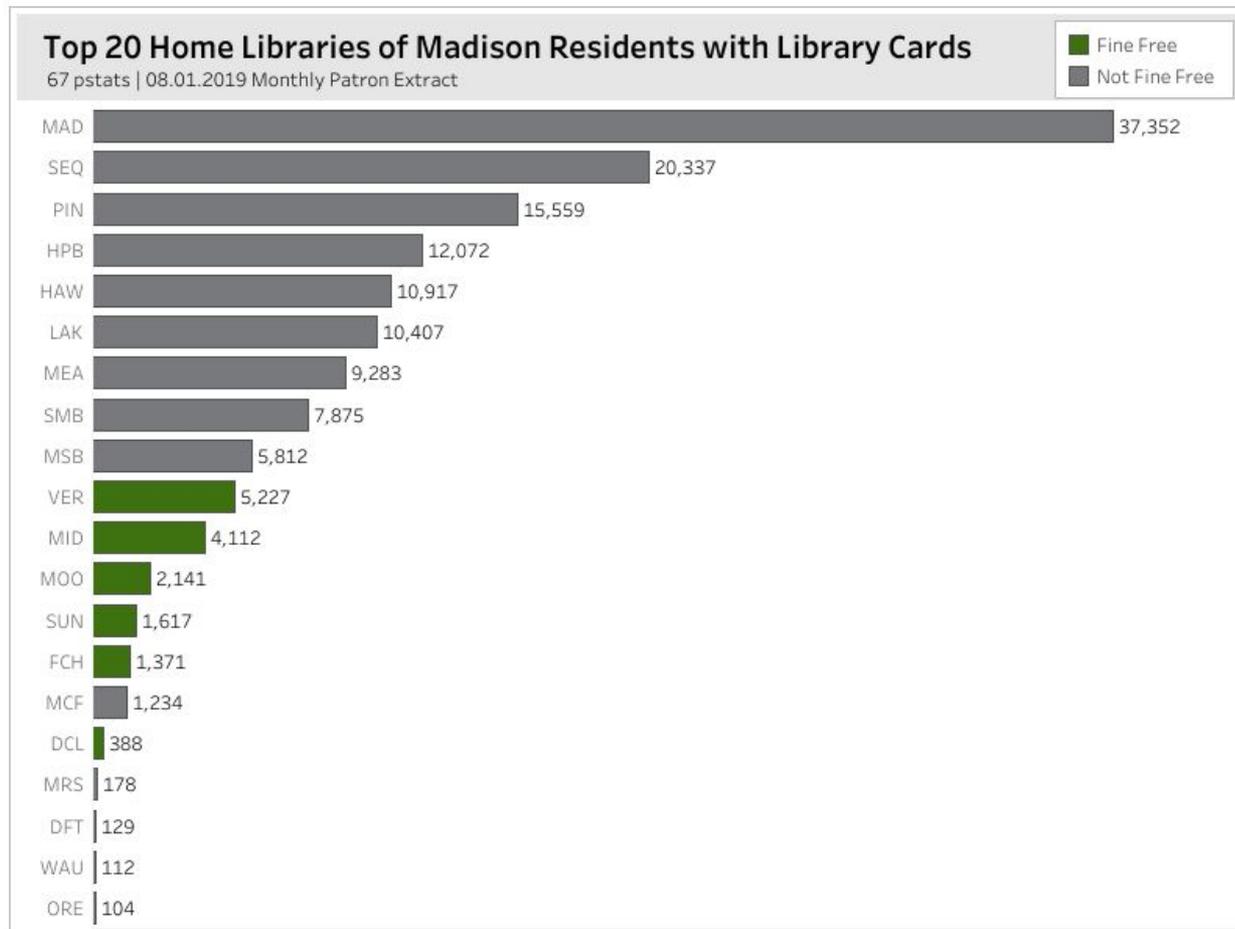
Trends: Top Five Fine Free Libraries



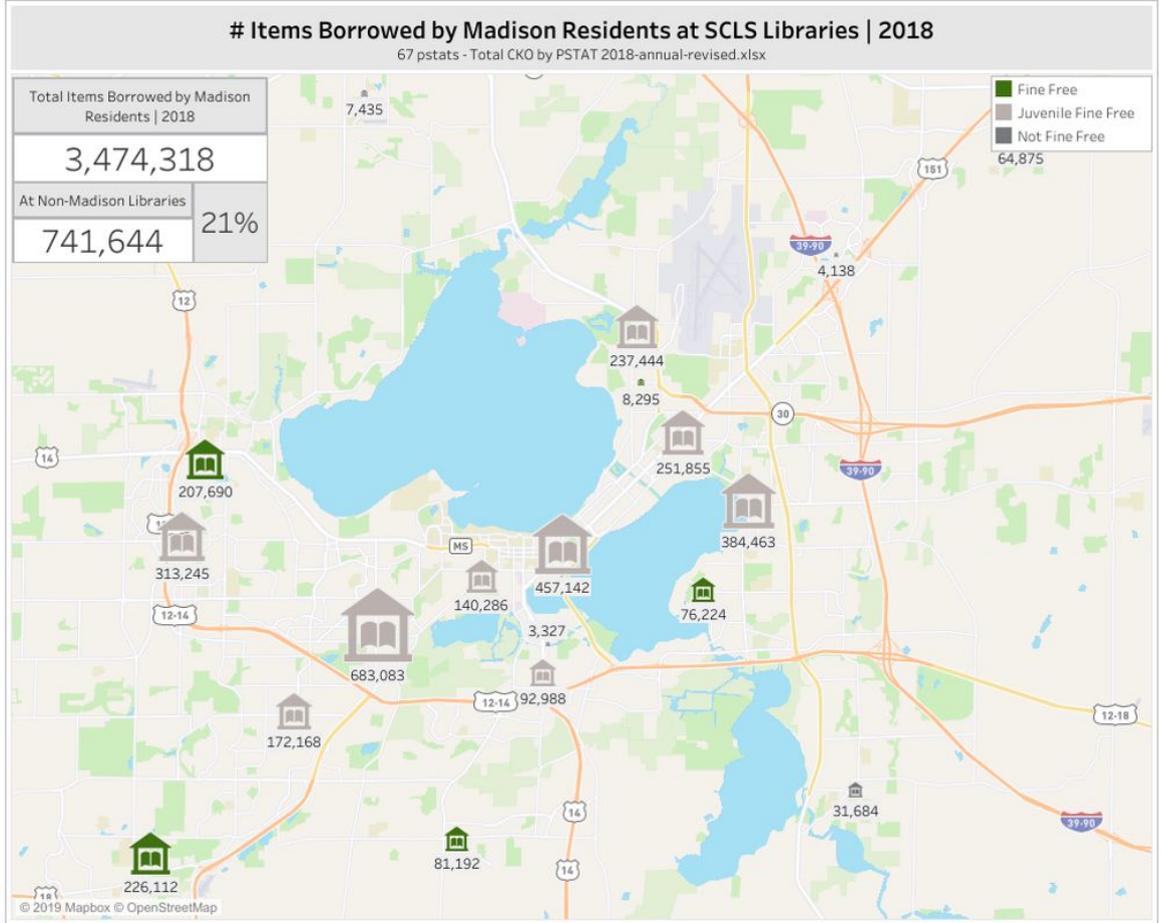
Madison Public Library Registered Borrowers with Fines and Blocks



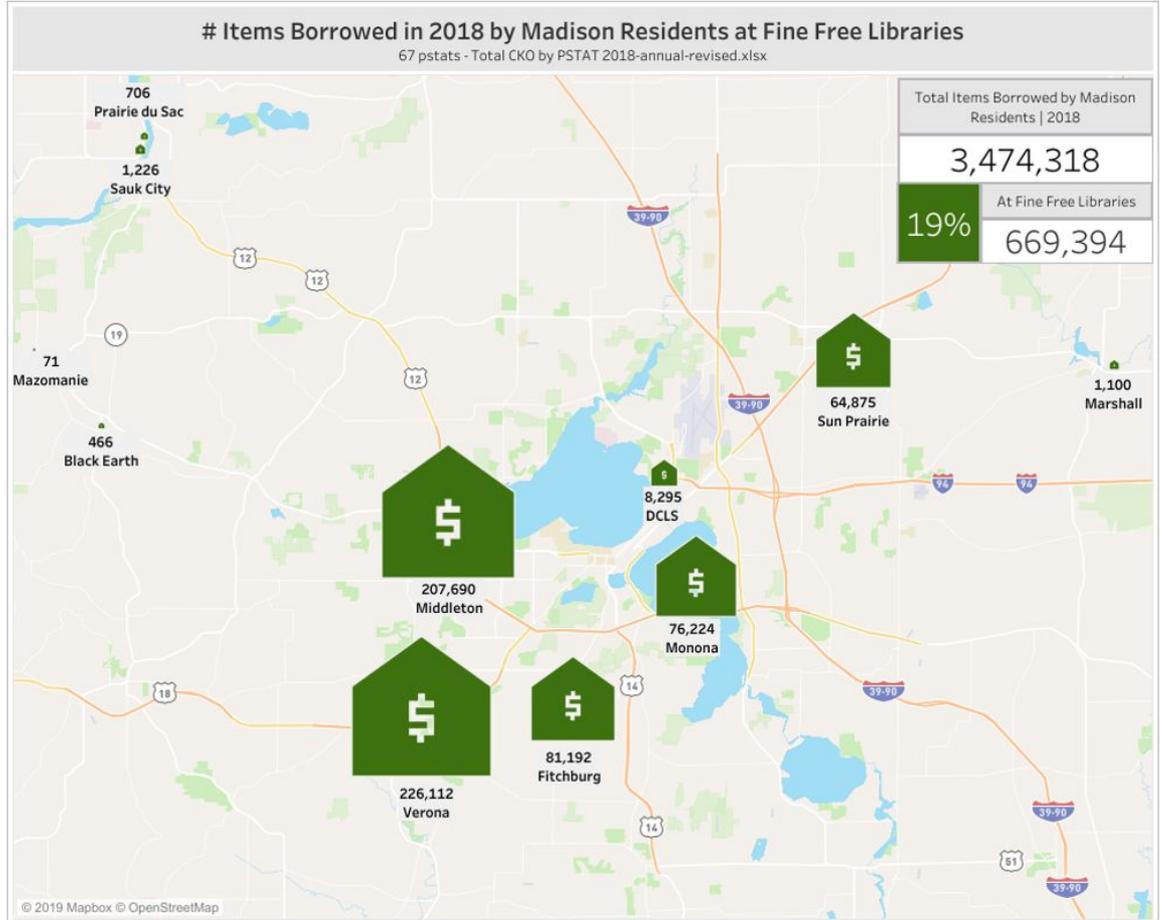
Madison Resident Home Libraries, 2019



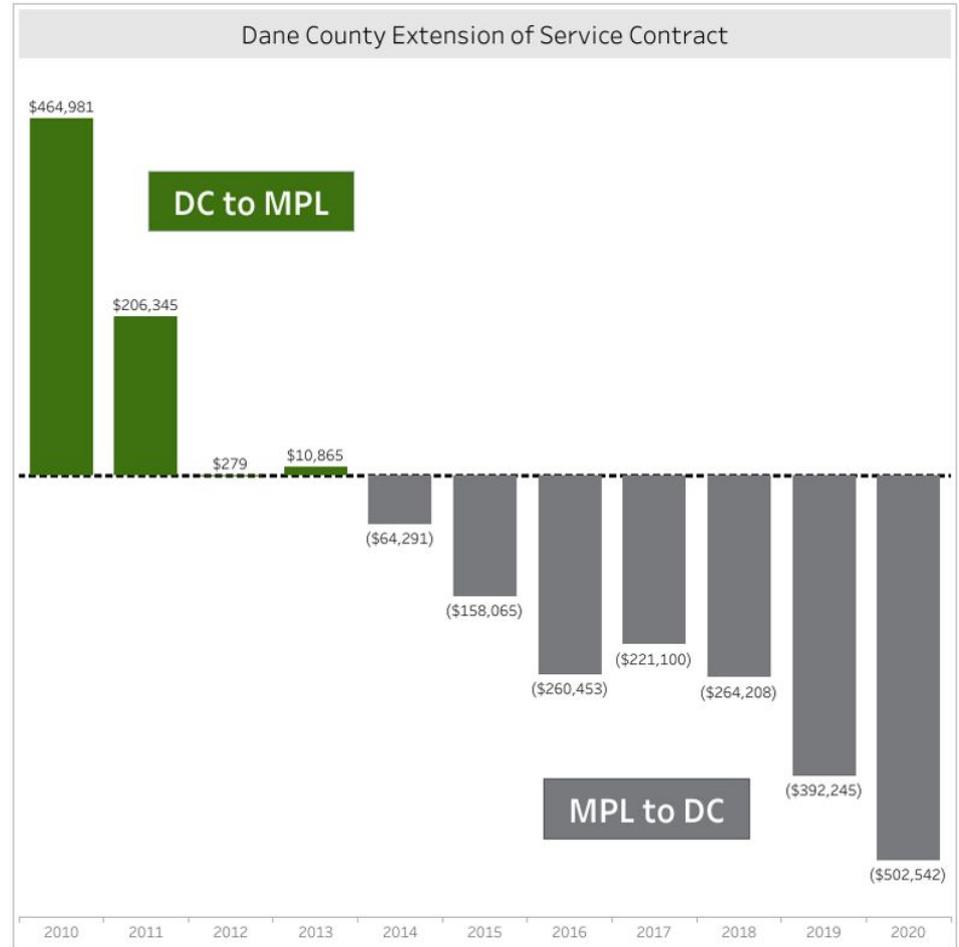
**Madison Residents
Borrowed 3.4 million items;
21% of checkouts happen
In non-Madison libraries**



19% of those happen in the top five libraries



Dane County Extension Of Service Contract (Reimbursement)



Things we don't know

- Why Madison residents are choosing not to use Madison libraries (proximity, fine free status, Madison growth, other factors)
 - What impact fine free libraries will see in their own usage trends over time
 - What role does collection play in Madison residents' use of suburban libraries
 - Why Madison residents don't use libraries at all
 - If Madison residents will use libraries more if we eliminate fines
 - How demographic and economic trends affect library use in Madison and Dane county
 - How we would fund elimination of fines
 - And so much more...
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Learn More

SCLS Fine Free Tableau presentation

<https://public.tableau.com/profile/scls#!/vizhome/MPLBoardPresentation/FineFreeStatus>

Other SCLS Tableau presentations, including library comparisons <https://public.tableau.com/profile/scls#!/>

ULC fine free map <https://www.urbanlibraries.org/member-resources/fine-free-map>

Department of Public Instruction Library Statistics <https://dpi.wi.gov/pld/data-reports/service-data>

Resolution on Monetary Library Fines as a Form of Social Equity (Draft January 2019)

<https://tinyurl.com/ycgc3pch>

Madison's demographics, from American FactFinder (Census.gov) <https://factfinder.census.gov>
