

Return on Investment: Library Users

This e-guide will focus on Return on Investment: Costs Savings for Library Users.

Cost Savings for Library Users

This spreadsheet should be shared with your library users so that they understand the value of your services and materials.

Calculate the Value of Services Used at Your Library
<http://www.ntrls.org/ConsultantReports/ROI2011/Value-Calculator-for-Library-Users.xls>

These values were determined by researching real life costs as of December 2010. Businesses were compared in the D/FW area.

A list of estimated or average Texas values with explanation

Item	Estimated Retail Value	Values Explained
Book Borrowed	\$15.00	Average cost of hardcover for adults (Barnes and Noble, Amazon, Baker & Taylor)
Paperback Book Borrowed	\$7.00	Average cost of paperback for adults
Children Book Borrowed	\$12.00	Average cost of hardcover for children
Magazine Borrowed	\$3.50	Average cost to purchase a popular periodical issue
Movies Borrowed	\$15.00	Average cost to purchase a popular DVD (Amazon, Best Buy)
Audio Books Borrowed	\$30.00	Average cost to purchase an audio book (Amazon,

		Best Buy)
E-Books Borrowed	\$12.00	Average E-Book Price (Overdrive,Kindle)
Magazine/Newspaper Use in Library	\$1.00	Average monthly cost of a popular periodical/newspapers issue (Star Telegram, Dallas Morning News)
Interlibrary Loan	\$10.00	Average national cost for loans (Staff and postage)
Meeting Room Use per Hour	\$50.00	Estimate on Local Meeting Rooms
Program/Class Attended - Adult	\$10.00	Estimate Based on Local Programs
Program Attended - Children	\$6.00	Estimate Based on Local Programs
Computer Use, e.g., Internet and MS Word per hour	\$5.00	Sample hourly rate at internet cafes for people using their computers, not their own laptops.
Reference Questions	\$12.00	Estimated cost per question (Staff and Resources)
Literacy/ESL Classes	\$50.00	Sample Rate from LIFT

Another report done by Sarah Tobias "Value of the Library" demonstrates a very effective presentation that will reinforce the value of the library to your users. The report has been revised with permission for the NTLP area libraries.

FAQ's About Your Public Library Funding and Services

What percent of my taxes go to my Public Library?

Your tax dollars support many services in your area. Your tax breakdown may look something like this:

- School District – 61.47%
- Fire and Police – 10.86%
- County Hospital – 7.71%

- County College – 7.06%
- Parks and Rec – 5.35%
- Roads – 2.90%
- Public Library – 2.39%
- Other – 2.26%



What do I get for my Public Library tax dollars?

- Helpful, knowledgeable, conscientious staff.
- More than six million books, movies, music, and audio books for all ages and abilities that can be used in the library or borrowed for a period of time.
- Access to reliable online databases, including thousands of full-text magazines and journals articles.
- National, regional and local newspapers for use in the library.
- Access to computers for connecting to the internet or using Microsoft Office software.
- Free access to wireless internet in the library.
- Entertaining and educational programs for children, adults, and families.
- Your own personal research and entertainment center.

When Can I Use the Public Library?

The Library is open 338 days in 2010, and is scheduled to be open 337 days in 2011. The hours are Monday through Thursday 9 am to 9 pm, Friday and Saturday 9 am to 5 pm and Sundays (September through May) 1 pm to 5 pm for a total of 68 hours per week during the school year and 64 hours a week in the summer. That is more than 3,200 hours per year.

Use of the library is not limited to the hours that the building is open. The Public Library is available to you 24 hours a day 7 days a week with an internet connection and your library card. With these tools, you can use our website, download audio-books, read e-books, and complete research using the Texshare databases which include full-text magazine and journal articles printable from your own printer.

What would it cost if I shopped instead borrowed from the library? For complete costs the library user may use the library calculator or spreadsheet listed above. But a quick example is also effective:

If you don't use the library, in a year you **might** pay for:
2 Best Sellers \$ 49.36

1 Travel Guide to . . .(place of your choice) \$ 17.56
2 *People* and 1 *Celebrity Hairstyles* magazines \$ 15.89
1 trade paperback you thought looked good but never read \$ 14.98
2 paperbacks bought in the airport or grocery store line \$ 17.42
2 DVDs purchased \$ 42.98
75 Black and white and 25 color copies made at an Office Supply store \$ 19.00
100 DVD rentals through the mail \$167.88
Shopping Expenses \$344.05

Property/Sales tax spent of the public library \$130.90
Total Cost for the year \$474.95

What does it cost for my family to use the library?

For equivalent services, your cost for using the library might be:
Property/Sales tax \$130.90 A SAVINGS OF \$344.05!

So, where did you get that \$130.90 Property tax?

If you live within the City Limits, you pre-pay for library service as part of your property taxes. This tax rate is set by your city and county. This number is merely an example based on a \$211,000 home with a homestead exemption. Many cities and counties in the North Texas area do not break out tax dollars for library services only. It would need to be determined how much of the city or county funds are spent on the library for a complete analysis.

Are tax dollars the only funds that pay to run the Library?

No, property taxes are is 81% of the total expected income for the year. The other 19% comes from grants, fees, interest earned, and gifts and memorials to the library.

What about people who don't live within the City Limits?

Homes outside of the city limits do not pay any property tax dollars toward the Public Library. They have the opportunity to purchase an annual card at the same rate as that paid by residents on their tax bill. The process for determining the annual fee is the same one used to calculate property tax amounts for residents.