

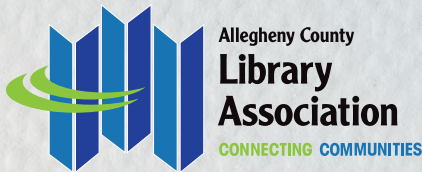


Allegheeny County
**Library
Association**
CONNECTING COMMUNITIES



2020

IMPACT REPORT



It would be difficult to think back on 2020 without acknowledging the many challenges we have all faced as a community. The pain of those who have lost loved ones, or who were unable to comfort family members in hospitals. The anxiety of many who have been forced into isolation, and the uncertainty of the long-term impact on our health, economy, and our children.

Yet through all of these hardships, the Allegheny County Library Association (ACLA) and its Member Libraries have provided a small ray of hope through many of these trials. Even when their doors closed last March, libraries continued to serve the community by offering a full range of virtual programming for all ages, online and phone reference support, and access to free Wi-Fi from sidewalks and parking lots.

Library staff members went above and beyond their call by checking in on older patrons and reaching out to community partners to help deliver books and other materials to local residents.

Allegheny County libraries' eLibrary provided access to electronic books, magazines, music, and videos. Gradually, libraries reopened their doors. Curbside service allowed for the return of "real books" and Grab & Go bags which provided screen-free activities for kids and families.

All of this required careful planning and extensive safety measures - and additional cost. ACLA and its Member Libraries were able to access several emergency funding opportunities.

Twenty-nine libraries applied for and received Payroll Protection Program loans in 2020. Allegheny County provided CARES Act funding to replace lost revenue from the Allegheny Regional Asset District. Several libraries received funding through the Pennsylvania Humanities Council for services to at-risk populations. There were opportunities to purchase Personal Protective Equipment as a consortium with reimbursement through State funds.

Most important, we are grateful to the many individuals who donated to their local library during the Love Your Library campaign in September and to the Jack Buncher Foundation in providing matching funds for this event for the fifth year in a row.

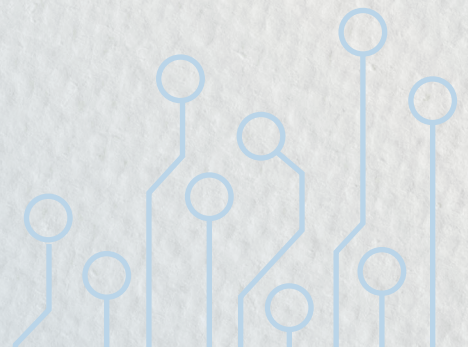
All of that said, the road ahead remains uncertain financially. Local governments are struggling, which will impact on their ability to fund library services in 2021. The State has been able to maintain level funding for libraries, despite facing its own budgetary challenges. And finally, it remains unclear when sales tax revenue that supports regional assets (including libraries) will recover fully.

Keeping libraries strong will be a shared responsibility. We welcome your voice of support in accomplishing that mission and ask that you continue to speak out about the value of your library to local and state elected officials.

Libraries have been serving Allegheny County's communities for more than 130 years. We're only just getting started on the next 130!

A handwritten signature in blue ink that reads "Marilyn A. Jenkins".

Marilyn Jenkins
Chief Executive Officer



How the numbers stack up

8,206,045 resources were circulated and a staggering **2,964,033** of them were **electronic** (ebooks, eaudio, streaming video).

Residents also used **12,483,332 minutes of computer time** and **23,544,291 minutes of Wi-Fi access**, some from library sidewalks and parking lots.

Beyond books, programs are an essential resource for County residents of all ages. In 2020, **446,954 children** participated in **12,222 programs**, **37,202 teens** participated in **2,174 programs**, and **77,555 adults** took part in **6,038 programs**.

Most of these programs were delivered virtually.

Even during the pandemic, ACLA Member Libraries **signed up 29,539 new patrons**.

The **511,852 cardholders** had free access to **46 libraries and more than 70 locations**.



Serving our youth

Allegheny County Library Association's Youth Services programs continue to play a critical role in the development of children throughout the County. The year 2020 included a series of virtual learning programs. Each one was developed to allow students and family members to participate in several engaging educational adventures.

These programs would not be possible without a host of dedicated partners who collaborated to provide a series of educational and entertaining resources. ACLA is thankful for our partnerships with these organizations: Allegheny County Parks, Allegheny Land Trust, Andy Warhol Museum, Children's Hospital of Pittsburgh, Children's Museum of Pittsburgh, Common Sense Media, Heinz History Center, KDKA-TV, Pittsburgh Ballet Theatre, Pittsburgh Botanic Garden, Pittsburgh Symphony Orchestra, Spark Books, Western Pennsylvania Conservancy, WQED Education.

The Skins & Skulls program, led by the Allegheny County Park Ranger, was the most viewed partner-led program of the summer with 1,246 views. The program also had the most engaged users with 138 reactions.

In 2020, ACLA Youth Services
itself enacted
55 programs
which included nearly
1,500 participants.



On the road with resources

In total, Mobile Services conducted **342 curbside visits**, representing **403 hours of service**, while traveling **10,834 miles**.

ACLA's Mobile Library Services program had its own set of challenges during 2020. However, being "mobile" allowed the program to adapt and bring the resources to the people in innovative ways.

The bookmobiles conducted their usual routes through March 14 until health orders and restrictions were put in place. During that period, Mobile Services conducted 268 visits and 130 preschool programs, representing 230 hours of on-site service across the three routes.

Beginning in late March, Mobile Services initiated virtual programming. From late March through the end of the year, 82 story times were conducted on Zoom and YouTube with a total of 1,585 views.

As of June 16, curbside services resumed to various facilities and locations.

The bookmobiles served more than 100 sites across 47 municipalities. The stops included 49 preschool locations with 60 classrooms, 46 senior sites, 1 adult daycare and 5 community (fee-based) sites serving our underserved and hard to reach audiences.



Teamwork at its finest

ACLA's Board of Directors and staff are fortunate to have dedicated community partners who support the mission of our community libraries. Their commitment is invaluable.

All of Us

Allegheny County Complete Count Committee

Allegheny County Health Department

Allegheny County Parks

Allegheny Intermediate Unit

Allegheny Land Trust

AmeriCorps - KEYS program

Area Agency on Aging

Children's Hospital of Pittsburgh

Children's Museum of Pittsburgh

City of Asylum

Common Sense Media

Jefferson Regional Collaborative

Jewish Community Center/PJ Library

KDKA-TV

League of Women Voters of Greater Pittsburgh

Library Juice Academy

Literacy Pittsburgh

National Network of Libraries of Medicine

Nonprofit VOTE - National Voter Registration Day

Pennsylvania Family Support Alliance

Pittsburgh Ballet Theatre

Pittsburgh Botanic Garden

Pittsburgh Pirates

Pittsburgh Symphony Orchestra

Senator John Heinz History Center

Spark Books

The Andy Warhol

University of Pittsburgh School of Computing
and Information

University of Pittsburgh School of Social Work

Western Pennsylvania Conservancy

Western Pennsylvania Regional Data Center

WQED Education/PBS Kids



Valuing our patrons' opinions

Libraries continue to transform lives and play a significant role for many Allegheny County residents. Here are just a few comments from our patrons.



Thank you for being open!!! We are so glad you are back! We missed you!

- Anonymous patron

I live alone, with a hearing loss. Without television, radio, or newspapers I was lost over the time of the pandemic. Being able to come in and find out what is going on is wonderful.

- Patron with tears in her eyes

As a senior woman, an obsessive reader, and having a husband who is invalid and also a reader, my library is a treasure trove!

- Bonnie, Avalon, PA

During the pandemic, we could rely on the library for programming that made us feel less alone.

- Amanda, Castle Shannon, PA

These resources have given me a gateway out of this terribly stressful time and not sure how I would have made it through this far without them. Thank you for continuing to support our libraries.

- Emily, West View, PA

The love keeps growing

Residents of Allegheny County recognize libraries as critical to the social fabric of their communities and have demonstrated this with their continued support, even in these challenging times. Despite the pandemic, the fifth annual **Love Your Library campaign** moved full speed ahead during the month of September.

Unable to hold long-planned, in-person fundraising events, libraries came up with new and innovative fundraising activities. Some events were overhauled and presented virtually, with libraries reporting that this model allowed them to engage new audiences. Many libraries refocused on direct appeals to patrons by including donation envelopes in curbside library services, which proved to be very successful.

Last September, our 46 libraries raised over \$1.1 million for the Love Your Library campaign - more than in any previous year. Of this amount, \$678,520 was eligible for a prorated match, courtesy of the Jack Buncher Foundation.

The ACLA Board of Directors and staff, along with the boards and staff of our 46 Member Libraries are grateful to the Jack Buncher Foundation for its continued support.

This year, **7,562 donors** participated in the Love Your Library campaign, a nearly **6% increase** over last year. Notably, this year we saw a **47% increase in new donors, with 1,949 new participants.**



Stepping Up

ACLA relies on various contributions to implement new programming and to maintain and update the vital resources used by Allegheny County residents of all ages. The following organizations have been gracious in their support.

| | |
|-------------------------------|------------------|
| Allegheny County | \$25,000 |
| | \$10,000 |
| Anonymous Foundation | \$100,000 |
| Avon Club Foundation | \$1,000 |
| Dollar Bank Foundation | \$20,000 |
| Jefferson Regional Foundation | \$50,000 |
| The Forbes Fund | \$24,990 |
| The Grable Foundation | \$45,000 |
| The Jack Buncher Foundation | \$205,519 |
| The Jack Buncher Foundation | \$25,000 |

Mobile Library Services

Youth Services

Systemwide capacity and collaborative initiatives

Mobile Library Services

Shared Accounting Services

Special needs of libraries due to the pandemic

Feasibility of shared Triboro library system

Youth Services training and Early Literacy Certification

Matching funds for Love Your Library campaign

Youth Services

How the resources are distributed

Allegheny County libraries are focused on improving the quality of life throughout our communities. Below is a breakdown of ACLA's revenues, along with investments in supporting high-quality services and resources.

The numbers (in \$1,000)

Allegheny County Regional Asset District (RAD) **\$7,104**

Pennsylvania State Subsidy **\$4,977**

Foundation Grants **\$498**

Earned Revenue **\$252**

Federal Grants **\$147**

Local Government **\$38**

Direct Contributions **\$7**

Commitments/Investments (in \$1,000)

Distributions to Libraries **\$11,311**

Mobile Library Services **\$437**

System Services **\$433**

Administration **\$217**

Accounting Services **\$198**

Youth Services **\$129**

Fundraising **\$68**

Progress amidst the pandemic

While ACLA and our Member Libraries experienced many changes to our operations in 2020, we continued to make progress on our primary goals:

1

Promote the value of library service through advocacy, public relations, and communications.

- Participated with the Complete Count Committee to administer the 2020 Census.
- Assisted libraries in communicating new statewide voting options.
- Hosted virtual meetings with state elected officials.
- Shared media updates on the status of library services throughout the pandemic.
- Co-sponsored the fifth Love Your Library campaign.

2

Strengthen library boards and staff through professional and resource development.

- Hosted virtual training on basic board governance, building compensation systems, and succession planning.
- Hosted open forum discussions to assist libraries in navigating the pandemic.
- Provided training to youth services for certification in early education.
- Expanded pilot partnerships between libraries and social workers.
- Planned for 2021 launch of The Talent Bank, to recruit community volunteers for library boards and committees.

3

Support collaboration and resource sharing.

- Supported libraries in removing barriers to access (fine-free pilot).
- Promoted online registration for library cards.
- Coordinated a Community Technology Needs Assessment.
- Shared resources to address library challenges during the pandemic.
- Offered online training and meeting platforms to encourage participation.
- Hosted virtual programming with cultural assets to augment summer learning.



ACLA 2020 Board

Jack Murtagh

North Region Representative
President

Pamela Golden

ARAD Representative
Vice President

Rich Fuller

At Large Representative
Treasurer

Christine McIntosh

LAC Representative
Secretary

Sally Coyne

East Region Representative

Aliya Khan

At Large Representative

Kristen McMahon

Central Region Representative

Patricia Shetler

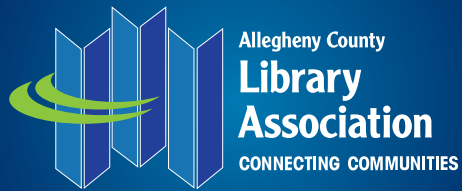
West Region Representative

Tracy Soska

South Region Representative



ACLA and its member libraries appreciate the enduring support of the Allegheny County Regional District (RAD).



Allegheny County
**Library
Association**
CONNECTING COMMUNITIES

aclalibraries.org