

Culture/Recreation/Education Scorecard

Dept	Goal Categories	Key Measures	2011 Actual	2012 Actual	2013 YE Estimate	2014 Annual Target
General	Satisfaction Ratings	Overall citizen satisfaction rating for neighborhood in terms of quality of life [annual rating]	78.8%	68%	68%	70%
Library		Citizen satisfaction with overall library services	94%	95%	95%	95%
Parks		Citizen satisfaction with quality of park and recreation programs and classes [annual rating]	88%	91%	90%	90%
Parks		Quality of programs and services	98%	97%	100%	100%
Parks		Quality of facilities	98%	96%	100%	100%
Parks		Citizen satisfaction with maintenance of street medians and ROW [annual rating]	66%	67%	80%	70%
Parks		Citizen satisfaction with overall quality of parks	93%	92%	95%	95%
Library		Program Participation	Library program participation increases	75,965	98,524	75,000
Library	% of Arlington youth (children and teens) with library card - this include AISD IDs [reported quarterly]		52.96%	89%	95%	95%
Library	% of Arlington students participating in Summer Reading Club [SRC reported in the 4th Qtr]		6%	6%	25%	25%
Police	Increase Public Safety Athletic League participation (summer classes)		120	102	120	120
Library	Utilizing Technology	Public computing sessions in libraries	333,813	314,451	350,000	350,000
Library		Wi-Fi sessions utilized in libraries	NA	642,857	685,000	685,000
Library		Public computers per capita (1/1,500 residents)	75%	100%	100%	100%
Library	Traffic and Circulation	LibraryLiNK circulation	1,552	3,847	10,000	10,000
Library		Visits per capita [reported quarterly]	4	4	5	5
Library		Circulation of digital materials as a percentage of total circulation	3%	6%	10%	10%
Library		Library web site visits	1,541,549	1,340,282	1,500,000	1,500,000
Library		Library materials per capita [reported quarterly]	1.64	1.68	2.00	2.00
Library		Circulation per capita [reported quarterly]	0.09	3.86	7.50	7.50
Library		Registered borrowers as a % of service area population	44%	54%	50%	50%
Parks		Recreation Facilities	Camp Participation	5,402	6,740	6,520
Parks	Rentals (Lake Room, Bob Duncan, Rec Centers, Pavilions, Aquatics)		6,551	7,142	7,569	7,800
Parks	Adult Facility Memberships		3,326	2,981	3,300	3,350
Parks	Youth Facility Memberships		6,206	6,483	6,400	4,170
Parks	Senior Facility Memberships		1,706	1,731	1,800	1,810
Parks	Active Fitness and Weight Room Memberships		15,784	15,017	13,500	15,250
Parks	Swim Lesson Participation		2,110	2,586	2,600	2,700
Parks	Outdoor Pool Admissions		134,057	127,519	130,000	129,000
Parks	Participation in programs and classes		39,152	42,907	41,887	41,160
Parks	Rounds of golf played		138,209	142,790	139,700	140,457
Library	Customer Service		Program Participation for business owners and nonprofit organizations served	24	310	350
Library		Increase Literacy contact hours	NA	9%	10%	12%