**Monthly Active Cardholders Count**

**Louisville Free Public Library**

**KPI Owner:** Jim Blanton  
**Process:** Patron Services

### Baseline, Goal, & Benchmark

- **Baseline:** Oct13 - Sep14 monthly avg = 52,345
- **Goal:** By June 30, 2019 increase by 1% over previous year from 554,819 to 560,367 (46,697/mo.)
- **Benchmark:** TBD

### Source Summary

- **Data Source:** LFPL Monthly Report
- **Goal Source:** LFPL Strategic Plan
- **Benchmark Source:** TBD

### Continuous Improvement Summary

- **Plan-Do-Check-Act Step 3:** Determine and quantify root causes
- **Measurement Method:** Count of how many patrons used their card in the previous month.
- **Why Measure:** To monitor active patron trends.
- **Next Improvement Step:** Begin a targeted email campaign to library patrons using OrangeBoy data analysis.

### How Are We Doing?

- **Sep2017-Aug2018 12 Month Goal:** 579,434
- **Sep2017-Aug2018 12 Month Actual:** 548,063
- **Aug2018 Goal:** 46,697
- **Aug2018 Actual:** 47,780
- **Active Patrons**

### Monthly Active Cardholders Count

- **Active Patrons**

### Monthly Active Cardholders by Branch

- **Main**
- **Buhl**
- **Frankfort**
- **Ferndale**
- **Highlands-Stilley Park**
- **Jeffersonville**
- **Middletown**
- **Newburg**
- **Portland**
- **Shawnee**
- **South Central**
- **Southwest**
- **St. Matthews**
- **Western**
- **Westport**
- **Bookmobiles**

**Report Generated:** 9/27/2018  
**Data Expires:** 10/02/2018