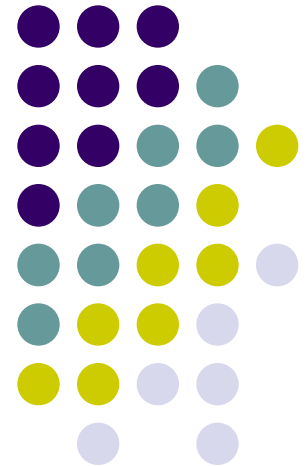


# Assessment & Proposed Modification of Library Service Hours

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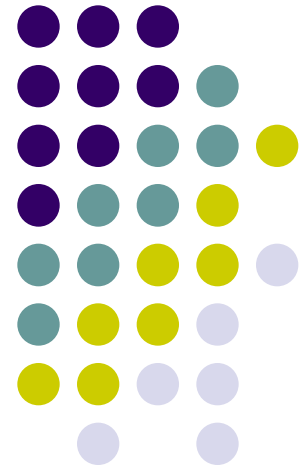
SFPL Commission  
May 16, 2013



# Assessment & Proposed Modification of Library Service Hours

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- Background
- Methodology
- Data & Analysis
- Recommendations



# Assessment & Modification of Hours Background



- History
  - CCSF Charter Section 16.109
  - Requirements of the Library Preservation Fund
  - Previous expansion of hours
- FY 13-14 Budget Process
  - Assumptions
  - Library Commission recommended budget for increased hours

# Assessment & Modification of Hours Background



- History
  - CCSF Charter Section 16.109
  - Requirements of the Library Preservation Fund
    - Requires the Library operate no fewer than 27 branch libraries, a Main library, and a library facility for the blind (housed at a branch or Main library)
    - Public hearings at 5-year intervals; survey of user preferences
    - Total annual service hours required to be at least 1,211 hours per week
  - Previous Expansion of Hours
    - Added days of service

# Assessment & Modification of Hours Background



- FY 13/14 Budget Process
  - Assumptions
    - Promote equity of hours by branch & district
    - Compatible & consistent of hours
    - Establish a baseline total hours/week:
      - 45, 50, 55 hours for branch libraries
      - 60 hours at Main, equalizing services to special populations
  - Library Commission recommended budget for hours
    - Total 10 FTE
    - Approximately \$1M annually
    - Increase of 56 hours/week

# Assessment & Modification of Hours Methodology



- SFPL goals for adding open hours 2013/14
- Public Engagement Process
- Analysis of Usage Data
- Staffing Assessment

# Assessment & Modification of Hours Methodology



- SFPL goals for adding open hours 2013/14
  - Respond to community preferences for additional hours and demand for services
    - Public engagement
    - Usage data
  - Prioritize equity of services
    - Geographic distribution of hours at all locations
    - Access to specialized services and collections at Main

# Assessment & Modification of Hours Methodology



- Public Engagement Process
  - Public hearings in 11 supervisorial districts
    - Multilingual community discussions
    - Overview of SFPL strategic priorities
    - Surveys and public comments
  - Survey of patron preferences
    - Intercept survey of 2,486 library patrons
    - Online surveys of 499 library users and 508 members of SFPL staff
    - Telephone survey of 302 non-library users

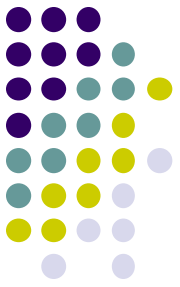


# Assessment & Modification of Hours Methodology



- Analysis of Usage Data
  - Objective was to examine visitor usage trends during current open hours at all 27 branches and Main Library.
  - Data Collected:
    - Daily/hourly visitor counts (May 2012 and March 2013)
    - Public computer access (hourly usage)
    - Attendance at public programs
    - Circulation data
    - Questions asked at reference desks

# Assessment & Modification of Hours Data & Analysis



- Findings – Public Engagement Process
  - Average user visits Library 9 times per month
  - 61% visit more than one branch per month
  - 73% felt current hours met their needs
  - 64% would use *more* Library hours
  - 64% said *fewer* Library hours would be an impact
  - Non-users equally divided (46% vs. 45%) on weekday vs. weekend hours preferred.

# Assessment & Modification of Hours Data & Analysis



- Findings – Usage Data Analysis – Main Library
  - Welcomes 30,000 to 35,000 patrons per week
  - Over 5,000 people visit the Main on an average weekday, with Wed & Thurs the busiest days
  - Busiest hours are 12-6 PM, peaking in the late afternoon
  - Computer usage averages 57% of all available minutes, peaking at 67% between 2-4 PM

# Assessment & Modification of Hours Data & Analysis



- Findings – Usage Data Analysis – Branches
  - Nearly 100K patrons visit the 27 branches weekly.
  - Branches average 500 daily visitors, ranging from 1,500 to a few hundred people per day.
  - Branch usage tends to peak in the late afternoon hours of 3-5 PM.
  - The branches account for 78% of system-wide circulation, incl. 87% teen & 92% child materials.
  - One in five circulation transactions is now done via phone/web.

# Assessment & Modification of Hours Data & Analysis



- Staffing Assessment
  - Efficient use of staff resources
  - Appropriate classification and staff levels to cover operating hours
  - Ensure appropriate baseline staffing standards needed to open and operate a branch library

# Assessment & Modification of Hours Recommendations



- Increasing Access to Main Library Centers
- Increasing Branch Library Hours

# Assessment & Modification of Hours Recommendations



- **Increasing Access to Main Library Centers**

(Deaf Services; Library for the Blind & Print Disabled;  
SF History and Book Arts/Special Collections)

- **75%** of survey respondents rate current hours as “meeting needs”
- Survey findings – requests for more evening (55%) and morning (31%) hours

# Assessment & Modification of Hours Recommendations



- **Increasing Access to Main Library Centers**
  - Most Main Library service points (14 of 17) are open **60** hours/week



# Assessment & Modification of Hours Recommendations



- **Increasing Access to Main Library Centers**
  - Proposed plan for Deaf Services, Library for the Blind & Print Disabled, & SF History/BASC:
    - **15** additional evening hours
    - **21** additional morning hours
    - **25** additional afternoon hours
  - Proposal ensures:
    - Equitable access to resources
    - Consistency in service hours

# Assessment & Modification of Hours Recommendations



- **Increasing Access to Main Library Centers**
  - Phase I:
    - Deaf Services Center – **5** new hours/week

# Assessment & Modification of Hours Recommendations



- **Increasing Access to Main Library Centers**
  - Phase II:
    - Deaf Services Center – **19** new hours/week
    - Library for the Blind & Print Disabled – **28** new hours/week
    - SF History and Book Arts & Special Collections – **9** new hours/week

# Assessment & Modification of Hours Recommendations



Deaf Services Center	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
Current	X	X	11-7	11-7	11-7	12-6	12-6	36
Proposed Phase I	X	X	10-7 (+1)	10-7 (+1)	10-7 (+1)	12-6	10-6 (+2)	41 (+5)
Proposed Phase II	12-5(+5)	10-6 (+8)	9-8(+2)	9-8(+2)	9-8(+2)	12-6	10-6	60 (+19)

# Assessment & Modification of Hours Recommendations



Library for the Blind & Print Disabled	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
Current	X	1-6	10-6	10-6	1-6	12-6	X	32
Proposed	12-5(+5)	10-6(+3)	9-8(+3)	9-8(+3)	9-8(+6)	12-6	10-6(+8)	60 (+28)

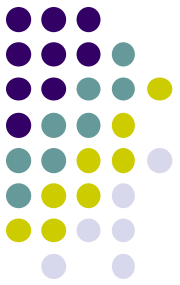
# Assessment & Modification of Hours Recommendations



SF History Center & Book Arts/Special Collections	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
Current	12-5	10-6	10-6	10-6	10-6	12-6	10-6	51
Proposed	12-5	10-6	9-8(+3)	9-8(+3)	9-8(+3)	12-6	10-6	60(+9)

# Assessment & Modification of Hours Recommendations

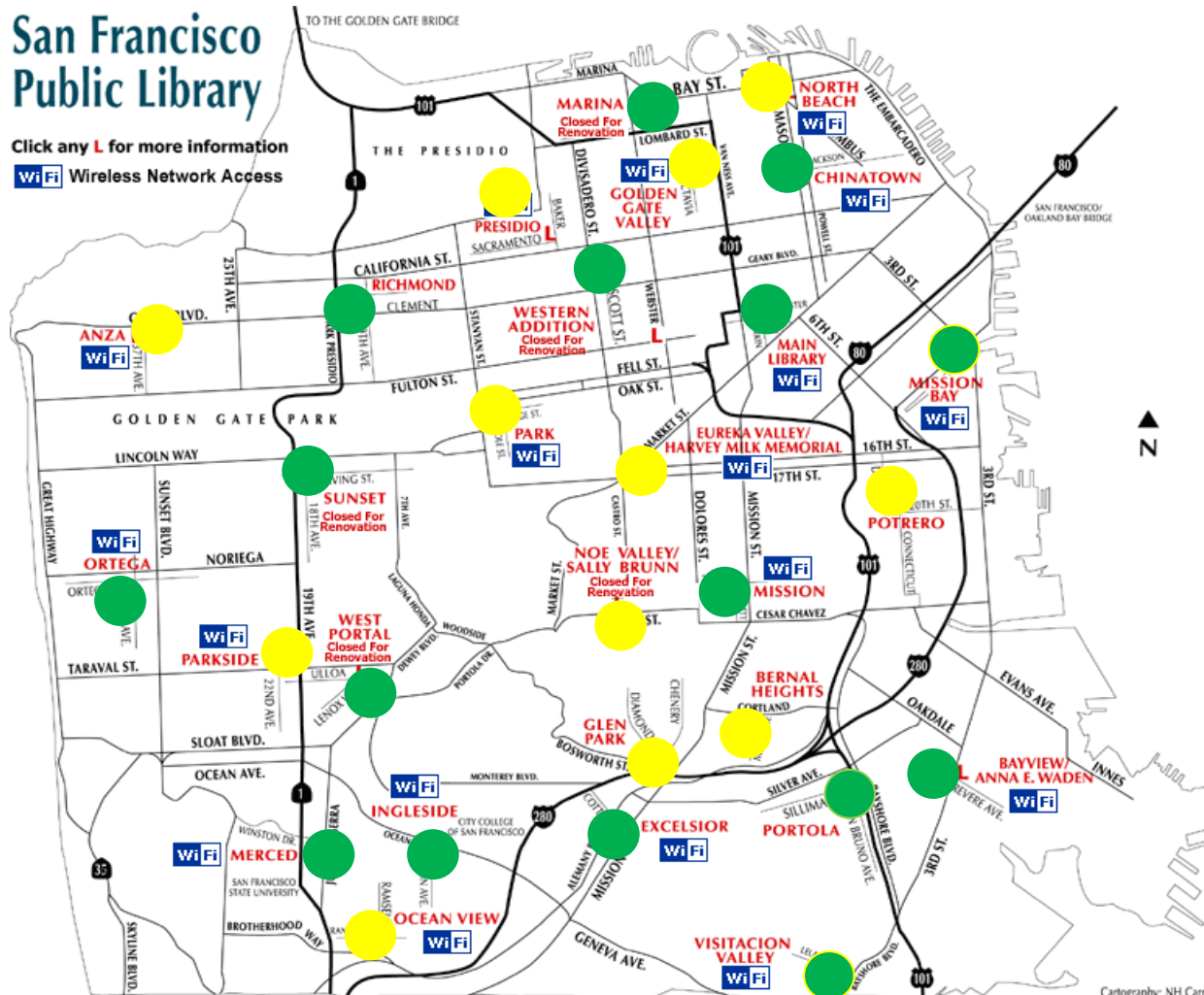
FY13 Open Days/Week



San Francisco  
Public Library

Click any **L** for more information

**WiFi** Wireless Network Access



6 / week

7 / week

# Assessment & Modification of Hours Recommendations



- **Increasing Branch Library Hours - Goals**
  - Expand hours to meet a baseline of 45, 50, 55 hours per week
  - Modify the operating hours to better meet the public service needs as expressed by the community based on survey results and usage data
  - Establish more consistency in operating hours



# Assessment & Modification of Hours Recommendations



- **Current Operating Hours**

- Main and 15 branches open seven days/week
- 12 branches open 6 days/week
- 13 different hour configurations at branches
  - 1 at 36 hours/week
  - 1 at 38 hours/week
  - 1 at 39 hours/week
  - 3 at 40 hours/week
  - 1 at 41 hours/week
  - 1 at 43 hours/week
  - 5 at 44 hours/week
  - 2 at 45 hours/week
  - 1 at 48 hours/week
  - 3 at 49 hours/week
  - 1 at 50 hours/week
  - 1 at 52 hours/week
  - 6 at 55 hours/week

# Assessment & Modification of Hours Recommendations



Baseline Structure for Operating Hours			
45 hours/week – 6 day	45 hours/ week – 7 day	50 hours/week - 7 day	55 hours/week - 7 day
9 - Branch Libraries	6 - Branch Libraries	5 - Branch Libraries	7 - Branch Libraries
Anza	Glen Park	Bayview	Chinatown
Bernal Heights	Ingleside	Marina	Excelsior
Eureka Valley	Mission Bay	Ortega	Merced
Golden Gate Valley	Noe Valley	Park	Mission
North Beach	Portola	Western Addition	Richmond
Ocean View	Visitacion Valley		Sunset
Parkside			West Portal
Potrero			
Presidio			

# Assessment & Modification of Hours Recommendations

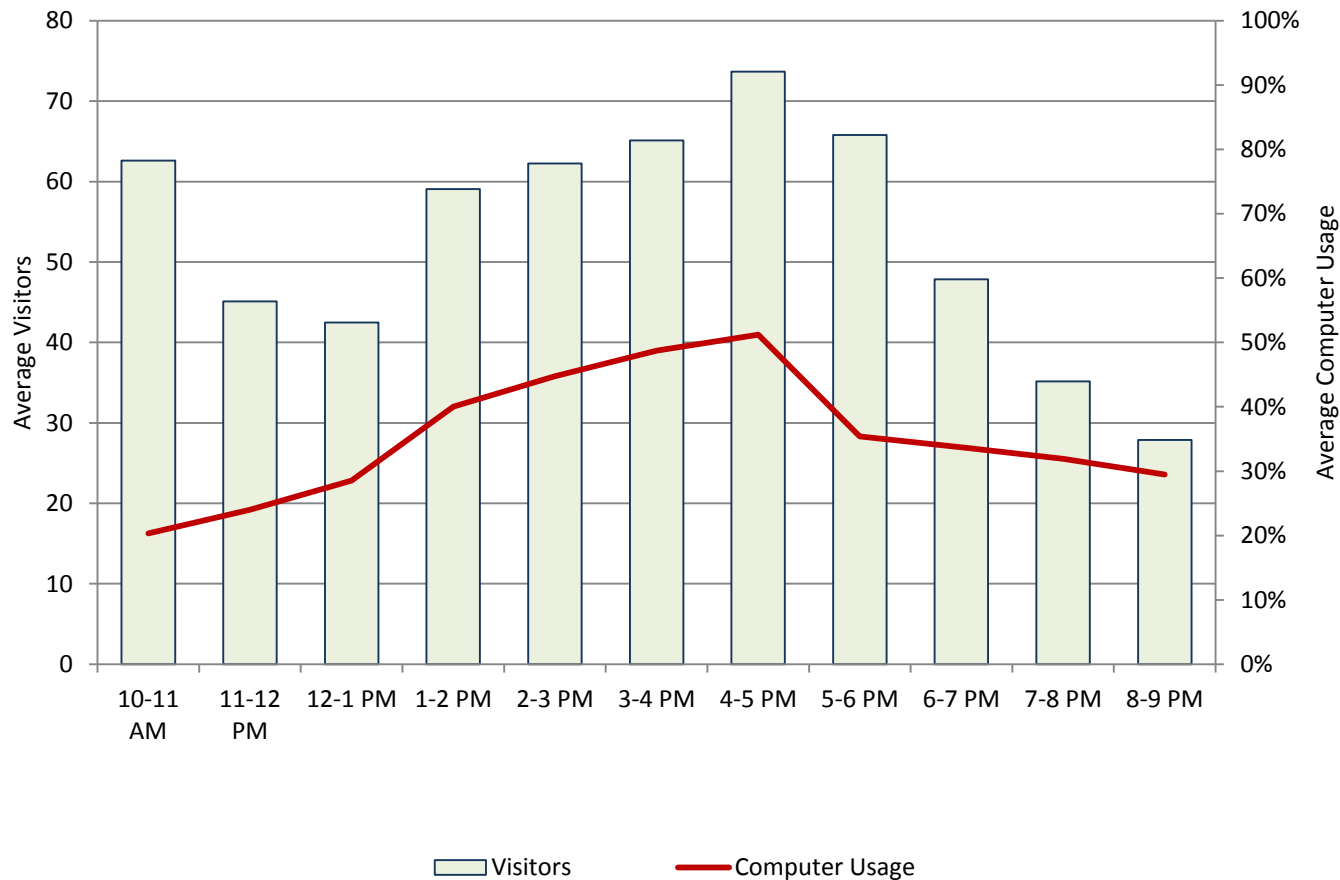


	45 Hours/week - 6 day branches			
	Branch Library	Current Hours	Proposed Hours	Additional Hours
1	Anza	44	45	1
2	Bernal Heights	45	45	0
3	Eureka Valley	44	45	1
4	Golden Gate Valley	40	45	5
5	North Beach	43	45	2
6	Ocean View	41	45	4
7	Parkside	45	45	0
8	Potrero	40	45	5
9	Presidio	44	45	1
	Totals	386	405	19

# Assessment & Modification of Hours Recommendations



## 45 hour/6 day Branch Usage Data



Current Hours Survey Results		
When would you use it more?		
Morning	Evening	Weekend
36%	45%	47%

Hours meet needs?
64%

# Assessment & Modification of Hours Recommendations



45 Hours/ week 6 day			Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
1	Anza	Current	X	12-6	10-9	12-9	10-6	1-6	1-6	44
		Proposed	X	12-6	10-8 (-1)	12-8 (-1)	10-8 (+2)	1-6	12-6 (+1)	45 (+1)
2	Bernal Heights	Current	X	10-6	10-9	1-9	10-6	1-6	1-6	45
		Proposed	X	10-6	10-8 (-1)	12-8 (+/-)	10-6	1-6	12-6 (+1)	45
3	Eureka Valley	Current	X	12-6	10-9	12-9	10-6	1-6	1-6	44
		Proposed	X	12-6	10-8 (-1)	12-8 (-1)	10-6	1-6	10-6 (+3)	45 (+1)
4	Golden Gate Valley	Current	X	10-6	10-6	12-8	1-7	1-6	1-6	40
		Proposed	X	10-6	10-6	12-8	12-8 (+2)	1-6	10-6 (+3)	45 (+5)
5	North Beach	Current	X	12-6	10-9	1-9	10-6	1-6	1-6	43
		Proposed	X	12-6	10-8 (-1)	12-8 (+/-)	10-6	1-6	10-6 (+3)	45 (+2)
6	Ocean View	Current	X	10-6	10-6	10-7	1-7	1-6	1-6	41
		Proposed	X	10-6	10-6	12-8 (-1)	11-7 (+2)	1-6	10-6 (+3)	45 (+4)
7	Parkside	Current	X	1-6	10-9	1-9	10-6	1-6	10-6	45
		Proposed	X	12-6 (+1)	10-8 (-1)	12-8 (+/-)	10-6	1-6	10-6	45
8	Potrero	Current	1-5	X	10-8	12-8	10-6	1-6	1-6	40
		Proposed	1-5	X	10-8	12-8	10-8 (+2)	1-6	10-6 (+3)	45 (+5)
9	Presidio	Current	1-5	X	10-9	1-9	10-6	1-6	10-6	44
		Proposed	1-5	X	10-8 (-1)	12-8 (+/-)	10-8 (+2)	1-6	10-6	45 (+1)

# Assessment & Modification of Hours Recommendations

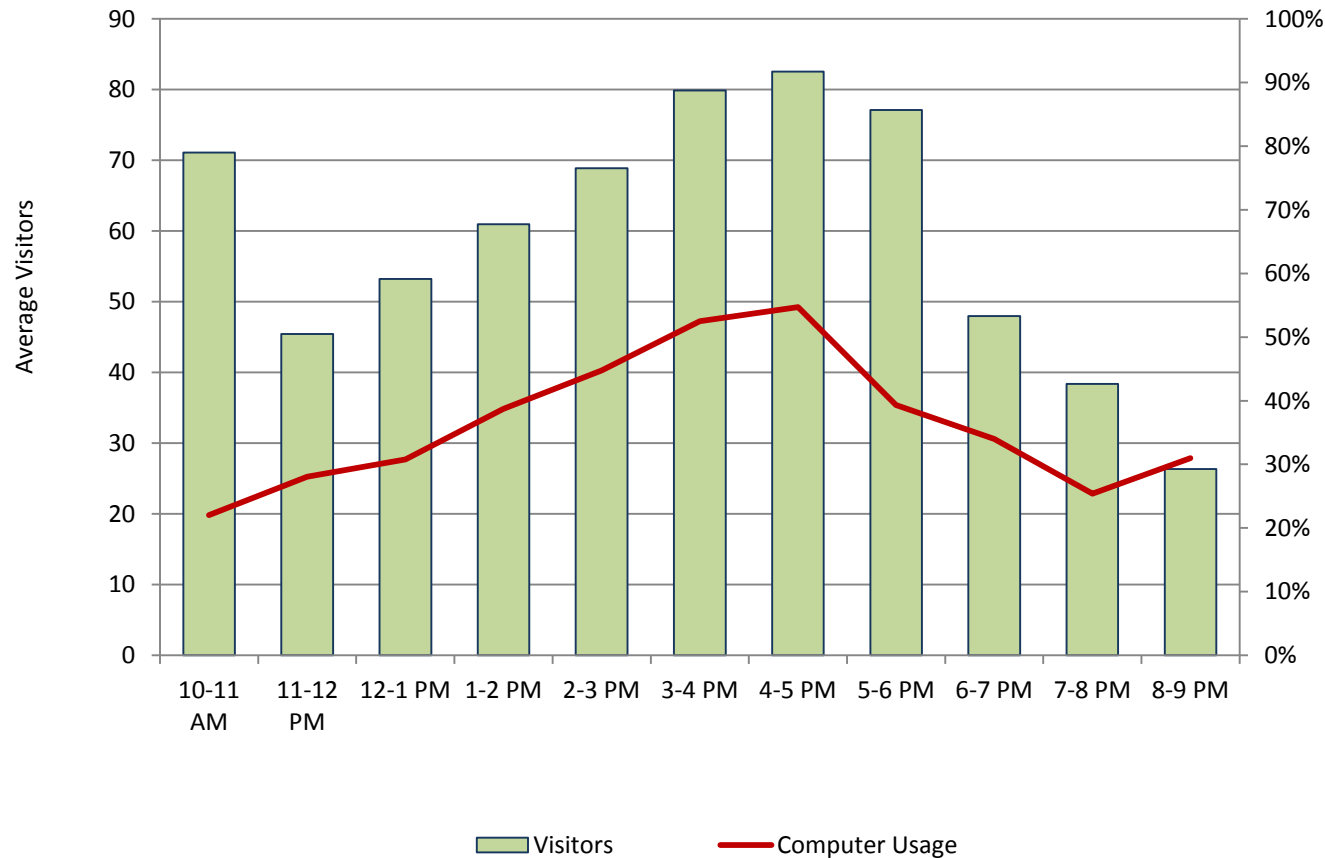


45 Hours/week – 7 day branches					
	Branch Library	Current Hours/ Week	Proposed Hours/ Week	Additional Hours	Additional Day
1	Glen Park	40	45	5	1
2	Ingleside	44	45	1	0
3	Mission Bay	38	45	7	1
4	Noe Valley	44	45	1	1
5	Portola	36	45	9	1
6	Visitacion Valley	39	45	6	1
	Totals	241	270	29	5

# Assessment & Modification of Hours Recommendations

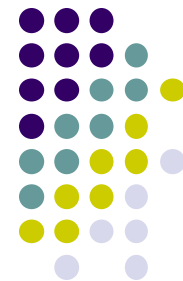


## 45 hour/7 day Branch Usage Data



Current Hours Survey Results		
When would you use it more?		
Morning	Evening	Weekend
43%	38%	33%
Hours meet needs?		
72%		

# Assessment & Modification of Hours Recommendations



45 Hours/ 7 day			Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
1	Glen Park	Current	X	10-6	10-6	12-8	1-7	1-6	1-6	40
		Proposed	1-5 (+4)	10-6	10-6	12-8	12-7(+1)	1-6	1-6	45 (+5)
2	Ingleside	Current	1-5	10-6	10-6	12-8	1-7	1-6	1-6	44
		Proposed	1-5	10-6	10-6	12-8	12-7 (+1)	1-6	1-6	45 (+1)
3	Mission Bay	Current	1-5	X	10-6	12-8	10-6	1-6	1-6	38
		Proposed	1-5	10-6 (+8)	10-6	1-8 (-1)	10-6	1-6	1-6	45 (+7)
4	Noe Valley	Current	1-5	X	10-9	1-9	10-6	1-6	10-6	44
		Proposed	1-5	10-6 (+8)	10-6(-3)	12-8 (+/-)	1-8 (-1)	1-6	1-6 (-3)	45 (+1)
5	Portola	Current	1-5	X	10-6	12-8	1-7	1-6	1-6	36
		Proposed	1-5	10-6 (+8)	10-6	12-8	12-7 (+1)	1-6	1-6	45(+9)
6	Visitation Valley	Current	X	10-6	10-6	12-7	1-7	1-6	1-6	39
		Proposed	1-5 (+4)	10-6	10-6	12-8 (+1)	12-7 (+1)	1-6	1-6	45 (+6)



# Assessment & Modification of Hours Recommendations

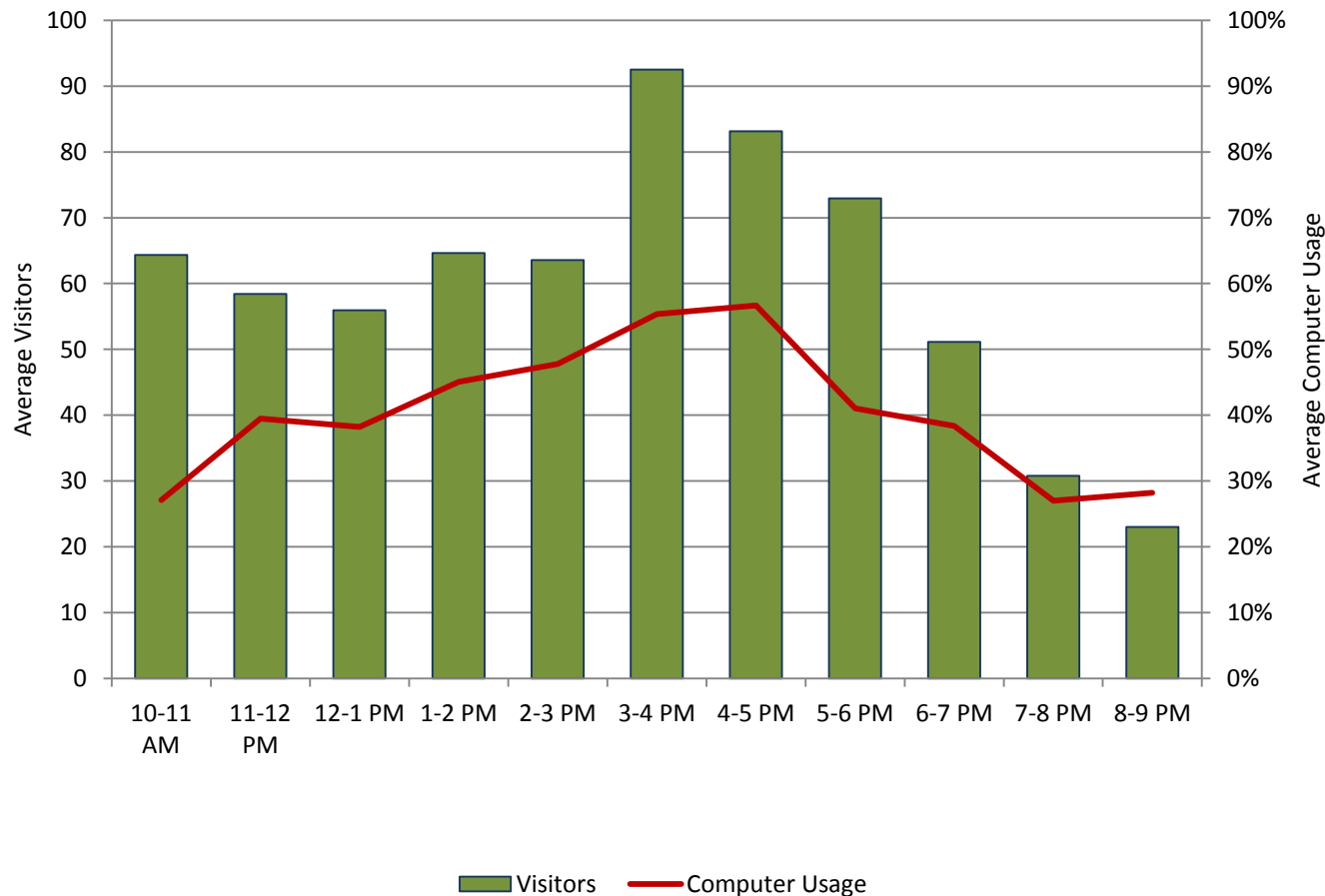


50 Hours/week – 7 day branches					
	Branch Library	Current Hours/ Week	Hours/ Week	Additional Hours	Additional Day
1	BAYVIEW	50	50	0	0
2	MARINA	49	50	1	0
3	ORTEGA	49	50	1	0
4	PARK	48	50	2	1
5	WESTERN ADDITION	49	50	1	0
	Totals	245	250	5	1

# Assessment & Modification of Hours Recommendations



## 50 hour Branch Usage Data



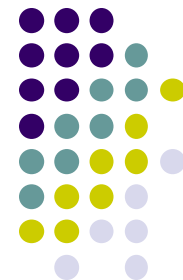
Current Hours Survey Results		
When would you use it more?		
Morning	Evening	Weekend
38%	47%	28%
Hours meet needs?		
79%		

# Assessment & Modification of Hours Recommendations



50 Hours/ 7 Days		Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/Week
Bayview	Current	1-5	10-6	10-6	1-8	10-8	1-6	10-6	50
	Proposed	1-5	10-6	10-6	1-8	10-8	1-6	10-6	50
Marina	Current	1-5	10-6	10-6	1-9	1-9	1-6	10-6	49
	Proposed	1-5	10-6	10-6	1-8 (-1)	10-8 (+2)	1-6	10-6	50 (+1)
Ortega	Current	1-5	10-6	10-6	1-9	1-9	1-6	10-6	49
	Proposed	1-5	10-6	10-6	1-8 (-1)	10-8 (+2)	1-6	10-6	50 (+1)
Park	Current	X	10-6	10-9	1-9	10-6	1-6	10-6	48
	Proposed	1-5 (+4)	10-6	10-6 (-3)	1-8 (-1)	10-8 (+2)	1-6	10-6	50 (+2)
Western Addition	Current	1-5	1-9	10-6	1-9	10-6	1-6	10-6	49
	Proposed	1-5	10-6 (+/-)	10-6	1-8 (-1)	10-8 (+2)	1-6	10-6	50 (+1)

# Assessment & Modification of Hours Recommendations

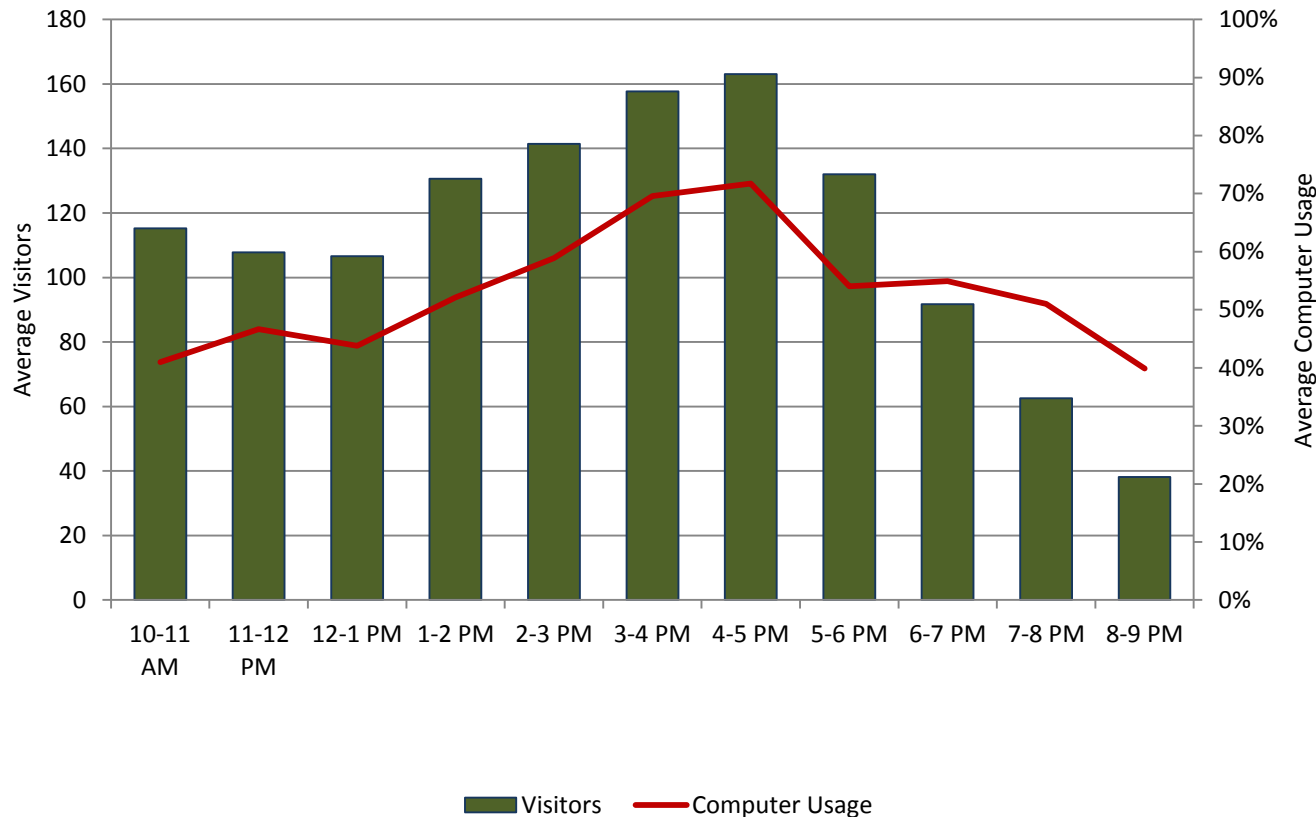


55 Hours/week – 7 day branches				
	Branch Library	Current Hours/ Week	Hours/ Week	Additional Hours
1	Chinatown	55	55	0
2	Excelsior	55	55	0
3	Merced	52	55	3
4	Mission	55	55	0
5	Richmond	55	55	0
6	Sunset	55	55	0
7	West Portal	55	55	0
	Totals	382	385	3

# Assessment & Modification of Hours Recommendations



## 55 hour Branch Usage Data



Current Hours Survey Results		
When would you use it more?		
Morning	Evening	Weekend
45%	37%	29%

Hours meet needs?
77%

# Assessment & Modification of Hours Recommendations



	55 Hours/ 7 Days		Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Hours/ Week
1	Chinatown	Current	1-5	1-9	10-9	10-9	10-6	1-6	10-6	55
		Proposed	1-5	10-6 (+/-)	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55
2	Excelsior	Current	1-5	1-9	10-9	10-9	10-6	1-6	10-6	55
		Proposed	1-5	10-6 (+/-)	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55
3	Merced	Current	1-5	10-6	10-9	1-9	10-6	1-6	10-6	52
		Proposed	1-5	10-6	10-8 (-1)	10-8 (+2)	10-8 (+2)	1-6	10-6	55 (+3)
4	Mission	Current	1-5	1-9	10-9	10-9	10-6	1-6	10-6	55
		Proposed	1-5	10-6 (+/-)	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55
5	Richmond	Current	1-5	10-6	10-9	10-9	1-9	1-6	10-6	55
		Proposed	1-5	10-6	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55
6	Sunset	Current	1-5	1-9	10-9	10-9	10-6	1-6	10-6	55
		Proposed	1-5	10-6 (+/-)	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55
7	West Portal	Current	1-5	1-9	10-9	10-9	10-6	1-6	10-6	55
		Proposed	1-5	10-6 (+/-)	10-8 (-1)	10-8 (-1)	10-8 (+2)	1-6	10-6	55

# Assessment & Modification of Hours Recommendations



Library Hours in Supervisorial Districts with 2 Branches						
Supervisorial District	Branch Location	Current Hours/ week	Current District Hour Totals	Proposed Hours/ Week	Proposed District Hour Totals	Total Hours Increase
1	Anza	44		45		
1	Richmond	55	99	55	100	1
3	Chinatown	55		55		
3	North Beach	43	98	45	100	2
5	Park	48		50		
5	Western Addition	49	97	50	100	3
6	Main	60		60		
6	Mission Bay	38	98	45	105	7
11	Excelsior	55		55		
11	Ocean View	41	96	45	100	4

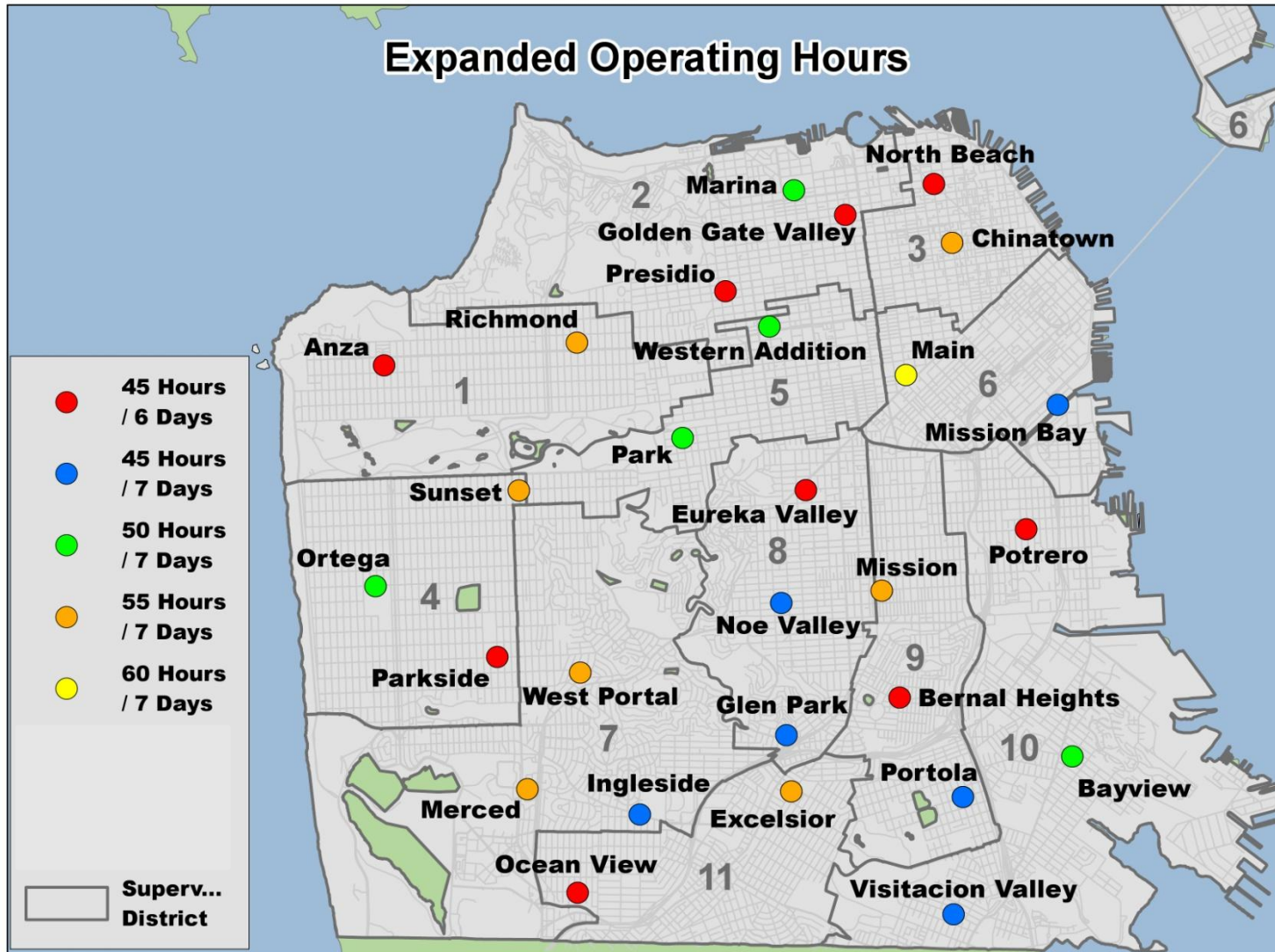
# Assessment & Modification of Hours Recommendations



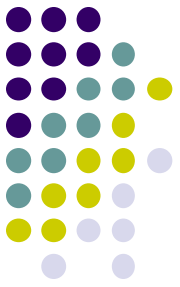
Library Hours in Supervisorial Districts with 3 Branches						
Supervisorial District	Branch Location	Current Total Hours/ Week	Supervisorial District Current Total Hours	Proposed Total Hours/ Week	Supervisorial District Total Hours	Total Hours Increase
2	Golden Gate Valley	40		45		
2	Marina	49		50		
2	Presidio	44	133	45	140	7
4	Ortega	49		50		
4	Parkside	45		45		
4	Sunset	55	149	55	150	1
7	Ingleside	44		45		
7	Merced	52		55		
7	West Portal	55	151	55	155	4
8	Eureka Valley	44		45		
8	Glen Park	40		45		
8	Noe Valley	44	128	45	135	7
9	Bernal Heights	45		45		
9	Mission	55		55		
9	Portola	36	136	45	145	9
10	Bayview	50		50		
10	Potrero	40		45		
10	Visitation Valley	39	129	45	140	11



# Assessment & Modification of Hours Recommendations



# Assessment & Modification of Hours Recommendations



- **Branch Operating Hours Outcomes**
  - Increase a total of 56 hours per week
  - Increase public service hours at 18 branch libraries
  - Establish a minimum of 100 hours/week in Supervisorial Districts with 2 branch libraries
  - Establish a minimum of 135 hours/week in Supervisorial Districts with 3 branch libraries
  - Expand the total annual service hours to 1430 hours per week (18% above the required 1211 hours/week)
  - Standardize evening hours

# Assessment & Modification of Hours Recommendations



- **Next steps**
  - Commission discussion
    - Further information and/or action on June 6
  - Finalize implementation dates
  - Communication with staff and public; outreach