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MEMORANDUM

TO: San Francisco Public Library Commission

CC: Luis Herrera, City Librarian
Michael Lambert, Deputy City Librarian
Randle McClure, Chief Analytics Officer

FROM: Ryan Hunter, Project Lead, City Performance
Deric Licko, Project Analyst, City Performance
Peg Stevenson, Director, City Performance

DATE: November 16, 2017

SUBJECT: 2017-18 Library Open Hours Assessment – Project Update

Per City Charter Section 16.109, the Library Preservation Fund, the Library Commission must conduct a comprehensive assessment of needs to modify service hours as appropriate at least once every five years and must establish a community input process to provide feedback for determining service hours, including a mandated public hearing in each supervisory district. **The attached charts showing visitor traffic and computer logins by hour and day for each branch were presented at the public hearings in each supervisory district from October 24 to November 15.**

The last assessment was completed in 2012-13, and the current assessment must be completed by June 30, 2018. The current assessment effort consists of a data-driven approach to gather information on library visitors and usage to identify days and times of high and low use at specific library locations and includes a patron intercept survey and staff survey performed by an external consultant, analysis of visitor traffic and computer use at all 27 branches and the Main Library, and feedback from the public at 11 community hearings (one in each supervisory district). The assessment will inform the Library Commission's choices about what open hours best serve the needs of the public.

Project timeline

The patron intercept and staff surveys were completed in early October and the data analysis is ongoing. External consultant staff will present findings from the surveys to the Library Commission in January 2018. Additional analysis of specific high- and low-use times will be included in the final report, to be published by January 2018.

Current open hours

In June 2017, the Library expanded open hours at 15 of 27 branches, including an additional day of service at 9 branches. All branches are now open 7 days per week for a minimum of 50 hours per week. The Main Library remains open all 7 days at 60 hours per week.

Visitor traffic and computer login analysis

Library staff collected visitor traffic counts over 12 two-week intervals from 2014 through 2016 at all 27 branch libraries and the Main Library. Login data for Library computers and the Library WiFi system was collected daily by automated Library systems; computer login data was collected from January to July 2017 and WiFi login data was collected from July through September 2017. Data allows for analysis of visitor traffic and logins by all open hours across all branches and the Main Library.

The attached summary charts were prepared for each location (including the Main and a branch roll-up summary). The charts present average total daily and hourly visitors and logins, as well as an hourly detail heat map that presents the relative density of use in any given hour that allows for a more detailed analysis of usage patterns on specific days and times for a specific branch.

It is not possible with the existing data to count discrete visitors by hour, because library gate counters currently cannot distinguish between patrons entering the library (“ins”) and exiting the library (“outs”). Visitor traffic on the detailed heat map includes both “ins” and “outs” for any specific hour; however, daily totals and averages represent discrete visitors (total traffic divided by 2). Logins on the computer/WiFi usage charts includes both logins from stationary library computers at each location and logins to the WiFi from personal devices.

The June 2017 expanded open hours are not included in the analysis but are indicated on the charts in gray.