

# SFPL Open Hours Assessment 2017-18

Patron Use and Open Hours Analysis  
Findings and Recommendations

February 1, 2018



CITY & COUNTY OF SAN FRANCISCO

Office of the Controller  
City Performance Unit

02.01.2018

- Patron Use Analysis
  - Completed October 2017
- Consultant Survey Work
  - Completed November 2017
- Public Presentations
  - Preliminary survey and patron use analysis findings presented at 11 public meetings held October 24 to November 15, 2017
  - Preliminary patron use analysis findings presented to Commission in November 2017
- Final Reports
  - Patron use and survey findings completed January 2018

- The Library exceeds the minimum number of required open hours by 21%
- Overall hours coverage varies little between branches, despite large variations in visitor traffic
- Busy hours at the start or end of the day suggest latent demand
- Gaps in the system-wide open hours “footprint” likely restrict library use for patrons that work during the business day, and contribute to busy days and times
- Evenings after 7 p.m. generally have the lightest use system-wide

## Recommendation #1

- Allocate any new open hours to specific priority areas
  - Expand open hours on Sundays and Fridays
  - Extend opening and closing times on more days at locations demonstrating latent demand

# Overall Denser Use on Days When Libraries are Open Fewer Hours in the Day

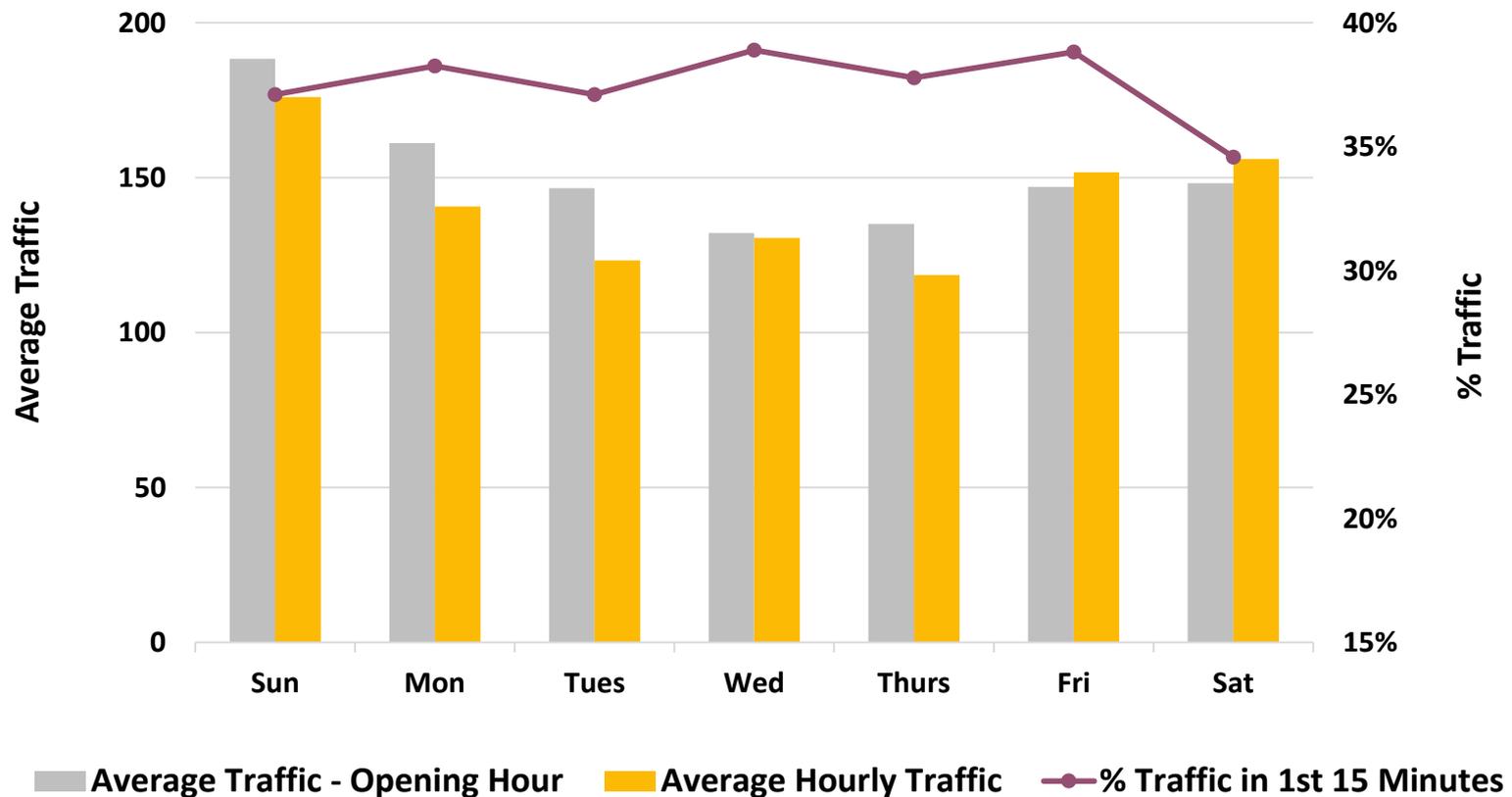
## All Branches

Average Traffic by Hour and Day of Week												Avg Daily Visitors	Avg Hourly Visitors	
→ Sunday				188	165	168	183					352	88	
Monday	124	100	89	146	149	177	172	167				563	70	
Tuesday	146	121	104	115	140	165	164	146	112	72	72	678	62	
Wednesday	189	160	108	129	137	166	164	144	100	69	69	718	65	
→ Thursday	149	113	99	108	129	154	153	138	102	75	85	652	59	
Friday				147	131	169	159	153					379	76
Saturday	146	154	154	165	169	167	160	134				624	78	
	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	567	71	

## Main Library

Average Traffic by Hour and Day of Week												Avg Daily Visitors	Avg Hourly Visitors	
→ Sunday				1208	1030	1070	1122	1249					2,839	568
Monday		1066	1036	1278	1226	1116	1070	1057	1087				4,467	558
Tuesday	810	909	1064	1273	1230	1168	1057	1085	1075	799	719	5,595	509	
Wednesday	936	1152	1295	1479	1381	1281	1203	1151	1100	776	708	6,232	567	
→ Thursday	815	964	1067	1246	1264	1196	1156	1100	1018	756	628	5,605	510	
Friday				1401	1223	1155	1083	1105	1052				3,510	585
Saturday		950	907	1038	1163	1120	1127	1109	933				4,174	522
	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	4,632	545	

## Libraries are Generally Busy at the Opening Hour, with a Disproportionate Share of Traffic in the First 15 Minutes



# Opening Hour is Busier Later in the Morning; Closing Hour is Busier Earlier in the Evening

## Mission

		Average Traffic by Hour and Day of Week										Avg Daily Visitors	Avg Hourly Visitors		
→	Sunday				191	164	180	194						365	91
→	Monday				257	212	217	213	251					575	115
	Tuesday	182	154	147	163	171	224	236	200	178	99	97		926	84
	Wednesday	129	137	137	164	168	210	219	203	160	107	91		862	78
	Thursday	218	200	142	175	212	209	207	198	148	104	88		951	86
	Friday				191	174	199	216	230					505	101
	Saturday	137	175	193	197	205	193	169	144					706	88
		10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM		699	92

## Merced

		Average Traffic by Hour and Day of Week										Avg Daily Visitors	Avg Hourly Visitors		
→	Sunday				153	138	146	144						291	73
→	Monday	133	102	84	99	111	124	124	127					452	57
	Tuesday	81	75	80	87	121	128	133	113	82	69	41		505	46
	Wednesday				101	100	122	128	116	85	54	51		378	47
	Thursday	146	96	77	82	93	111	119	87	68	45	36		480	44
	Friday				120	105	121	114	135					297	59
	Saturday	105	109	107	122	140	135	118	109					472	59
		10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM		411	55

## Recommendation #2

- Consider reallocating existing open hours within and across branch libraries
  - Reallocate open hours to reduce coverage gaps, address specific high-demand times, and expand the system-wide coverage footprint
  - Reallocate open hours from some low-traffic branches to high-traffic branches or the Main Library

# Library System-Wide Open Hours Coverage Footprint

<b>Current Footprint</b>														<b>Library System Covered Hours</b>	<b>% Coverage Waking Hours</b>			
Sunday					1	28	28	28	28						5	31%		
Monday			15	15	18	28	28	28	28	28					8	50%		
Tuesday	1		28	28	28	28	28	28	28	28	17	19	17		12	75%		
Wednesday	1		11	12	21	28	28	28	28	28	28	28	17		12	75%		
Thursday	1		25	25	28	28	28	28	28	28	19	15	8		12	75%		
Friday					1	28	28	28	28	28					6	38%		
Saturday			27	27	27	28	28	28	28	28					8	50%		
	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	<b>63</b>	<b>56%</b>
<b>Total Weekly Hours</b>			3	106	107	124	196	196	196	196	168	64	62	42				
<b>% Weekly Coverage</b>			2%	54%	55%	63%	100%	100%	100%	100%	86%	33%	32%	21%				
<b>% Total System Hours</b>			0.2%	7%	7%	8%	13%	13%	13%	13%	12%	4%	4%	3%				

**\*Notes: Includes June 2017 expanded hours, indicated in orange; darker colored areas indicate more open libraries; white areas indicate hours no library is open.**

# Library System-Wide Open Hours Coverage Footprint

## Example Reallocation - Moderate Expansion

	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	Library System Covered Hours	% Coverage Waking Hours
Sunday						14	28	28	28	28	14						6	38%
Monday		2	15	15	16	28	28	28	28	28	8	8					11	69%
Tuesday		3	22	22	22	28	28	28	28	28	18	19	16				12	75%
Wednesday		3	11	12	21	28	28	28	28	28	28	20	16				12	75%
Thursday		3	25	25	26	28	28	28	28	28	19	19	14				12	75%
Friday					8	28	28	28	28	28	8						7	44%
Saturday				12	12	12	28	28	28	28							8	50%
																	68	61%
Total Weekly Hours		11	85	86	119	196	196	196	196	182	81	66	46					
% Weekly Coverage		6%	43%	44%	61%	100%	100%	100%	100%	93%	41%	34%	23%					
% Total System Hours		1%	6%	6%	8%	13%	13%	13%	13%	12%	6%	5%	3%					

**\*Notes:** Numbers in black indicate no change from existing open hours, numbers in red indicate reduced open hours, numbers in green indicate added hours. City Performance is not recommending that the Library specifically adopt this expanded footprint; rather, it demonstrates strategies that the Library might employ to expand the current open hours footprint and alleviate latent demand.

Library	Average Hourly Visitors	Average Weekly Visitors <sup>23</sup>	Current Weekly Open Hours	New Hours in 2017
Main	545	32,724	60	0
Chinatown	157	8,629	55	0
Richmond	144	7,919	55	0
Ortega	130	6,518	50	0
Mission	89	4,884	55	0
North Beach	86	3,872	50	5
Sunset	81	4,449	55	0
Excelsior	80	4,399	55	0
Parkside	80	3,587	50	5
Portola	78	3,489	50	5
West Portal	73	3,992	55	0
Ingleside	69	3,094	50	5
Western Addition	68	3,408	50	0
Marina	64	3,199	50	0
Bernal Heights	63	2,835	50	5
Eureka Valley	62	2,766	55	10
Glen Park	58	2,616	50	5
Mission Bay	54	2,434	50	5
Merced	52	2,872	55	0
Visitation Valley	51	2,290	55	10
Park	47	2,356	50	0
Presidio	42	1,881	50	5
Anza	41	1,826	50	5
Noe Valley	40	1,985	50	0
Bayview	37	1,867	55	5
Potrero	37	1,648	50	5
Golden Gate Valley	34	1,512	50	5
Ocean View	21	954	50	5
System-wide	85	4,429	1,460	85

## Recommendation #3

- Conduct further analysis into usage patterns
  - Monitor the effect on visitor traffic of the June 2017 open hours expansion
  - Pilot hours outside the coverage window

**Thank you**

Any questions?

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