Open Hours Assessment - Overview

- Library Preservation Fund est. 2008
(San Francisco City Charter, Section 16.109)
  - Maintain a minimum of 1,211 system-wide service hours per week
  - Review of service hours required every 5 years
  - Establish a community input process to provide feedback for determining service hours, including a mandated public hearing in each supervisorial district

Open Hours Assessment - Components

- Structured Patron Survey (sample size = 4,586)
  - Conducted late August to late September 2017
  - Representative cross-section of library patrons
  - Surveying during morning/daytime, late afternoon/evening hours, weekdays and weekends
  - Languages - English, Spanish, Chinese, Russian, Vietnamese, and Tagalog
  - Margin of error among SF population +/- 1.44%

Open Hours Assessment - Components (cont.)

- **Public Input Survey** (sample size=643)
  - Included attendees from public meetings as well as other patrons and the public who wished to provide input but were not included in the Structured Survey
  - Conducted late August to mid-November 2017
- **Library Staff Survey** (sample size=534)
  - Online survey - September 2017
  - Emphasis on public-facing staff - in order to obtain opinion on open hours from the staff who regularly **observe each branch's busiest and slowest times, etc.**

Open Hours Assessment - Components (cont.)

- Public Input at all 11 Supervisorial Districts (11 meetings)
  - Preliminary results from both structured survey and patron use analysis presented at meetings in October and November 2017
  - Members of the public had opportunity to ask questions and provide comments
  - All attendees invited to participate in Public Input Survey as well

Open Hours Assessment - Components (cont.)

- Patron Use Analysis
  - Data analysis of Library visitor traffic and computer use to present a composite view of library use at each hour for each library location
  - Included analysis of system-wide open hours coverage
  - Methodology, findings and recommendations **presented separately by the Controller's Office**
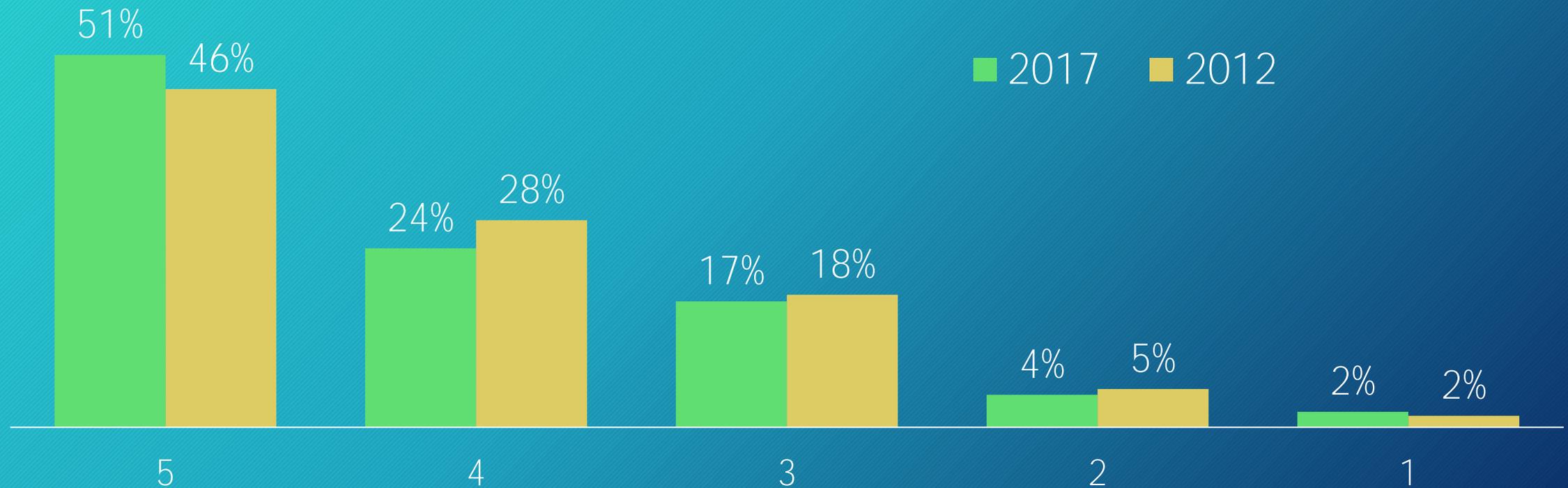
Results - Satisfaction with Open Hours

Think about the hours that this branch is open currently. How well do these hours meet your needs?

51%   75%

24%

17%

4%

2%

5
Very Well

4

3

2

1
Not at All
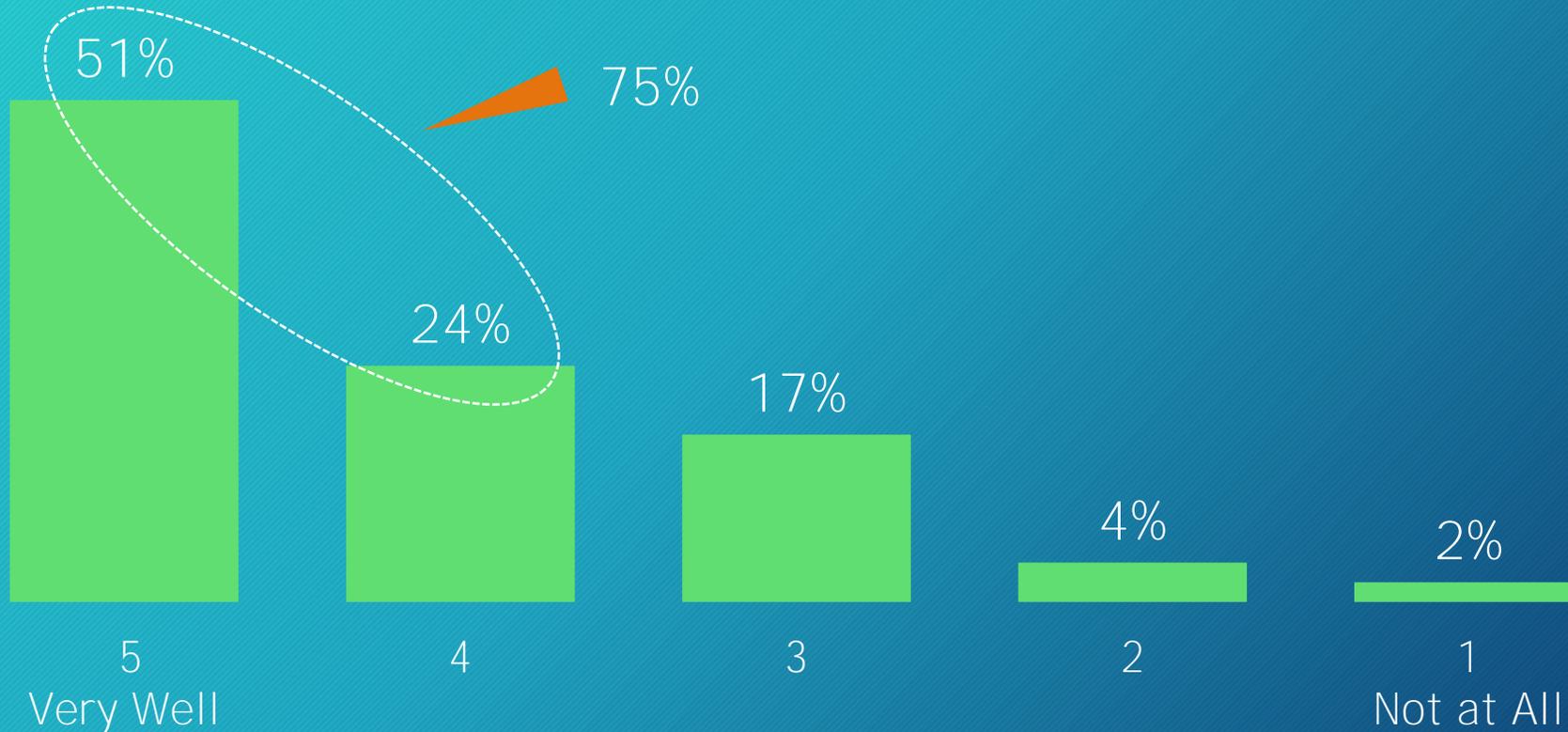
Results - Satisfaction with Open Hours (cont.)

Comparison of results between 2012 survey and 2017 survey

Data from Structured Patron survey
Note: 2% did not answer this question in 2017 and 1% did not answer this question in 2012
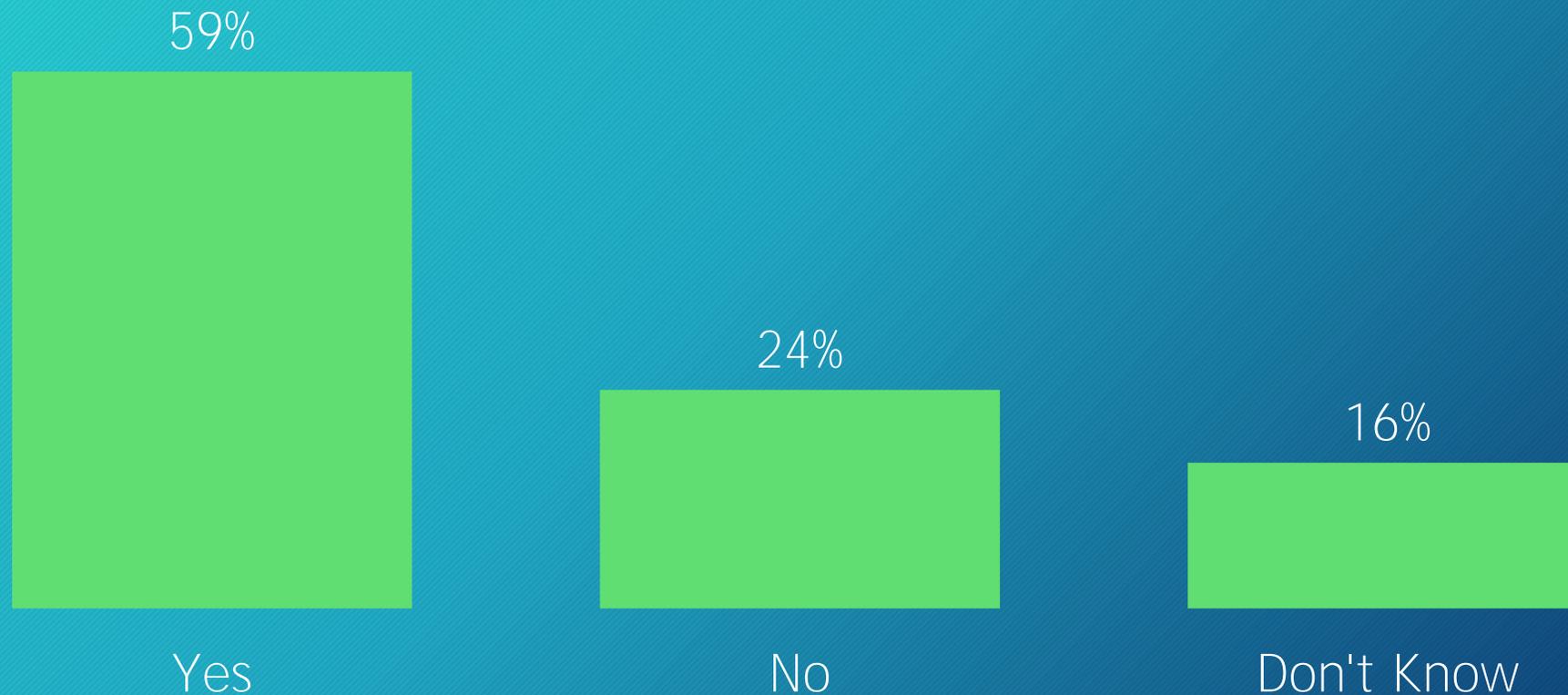
Results - Satisfaction with Open Hours by Branch

Branch	Satisfaction % (4 or 5)	Hours per week
Chinatown	83%	55 hrs
Bayview	81%	55 hrs
Potrero	81%	50 hrs
Merced	80%	55 hrs
Parkside	80%	50 hrs
Ortega	79%	50 hrs
Anza	78%	50 hrs
West Portal	78%	55 hrs
Golden Gate	77%	50 hrs
Visitation Valley	77%	55 hrs
Marina	76%	50 hrs
Mission Bay	76%	50 hrs
Noe Valley	76%	50 hrs
Portola	76%	50 hrs

Branch	Satisfaction % (4 or 5)	Hours per week
Main	75%	60 hrs
Presidio	75%	50 hrs
Sunset	75%	55 hrs
Bernal	73%	50 hrs
Glen Park	72%	50 hrs
Eureka	71%	55 hrs
Ocean View	71%	50 hrs
Richmond	71%	55 hrs
Excelsior	70%	55 hrs
Mission	70%	55 hrs
Park	69%	50 hrs
Western Addition	69%	50 hrs
North Beach	68%	50 hrs
Ingleside	66%	50 hrs

Results - Additional Hours

If this branch were open more hours, would you use it more?

59%

24%

16%

Yes

No

Don't Know

Data from Structured Patron survey

Results - Additional Hours (cont.)

- Although satisfaction with open hours is high, 59% indicated they would use the library more if it were open additional hours

- Lower satisfaction and a higher desire for additional hours, key among several sub-groups:
  - Those visiting the library after 6 pm
  - Those visiting the library to use technology
  - Frequent visitors (e.g. visit a library 10+ times/month)

Data from Structured Patron survey

Results - Additional Hours by User Profile

Satisfaction with Current Hours — % Would Use Additional Hours

Profile	Satisfaction	% Would Use
Total	4.19	59%
Live Outside SF	4.36	49%
12pm-3pm User	4.23	59%
3pm-6pm User	4.20	59%
Use Library - Materials	4.19	59%
9am-12pm User	4.19	62%
Visit 2-10x/mo	4.18	60%
SF Resident	4.18	60%
Use Library - Live Reference	4.14	61%
Visit 10+/mo	4.12	72%
Use Library - Tech	4.09	70%
6pm and Later User	3.90	68%

Data from Structured Patron survey

Results - Timing of Additional Hours

When would you most likely use it more?

Category	Percentage
Evenings (or later) only	37%
Mornings (or earlier) only	24%
Weekends (only)	19%
Evenings and Weekends	8%
All 3 - Mornings, Evenings, and Weekends	3%
Morning and Evening	3%
Mornings and Weekends	2%

Data from Structured Patron survey

# Results - Timing of Additional Hours (cont.)

By branch, strongest desire for:

- Evening hours (only)
  Main (44%), Marina (44%), Bayview (42%)

- Morning hours (only)
  Marina (44%), Presidio (38%), Richmond (37%)

- Weekend hours (only)
  Parkside (30%), Bernal Heights (29%), Anza (26%)

- Evenings and weekends
  Presidio (17%), Western Addition (15%)

Data from Structured Patron survey

Additional Hours - Survey Comparison (cont.)

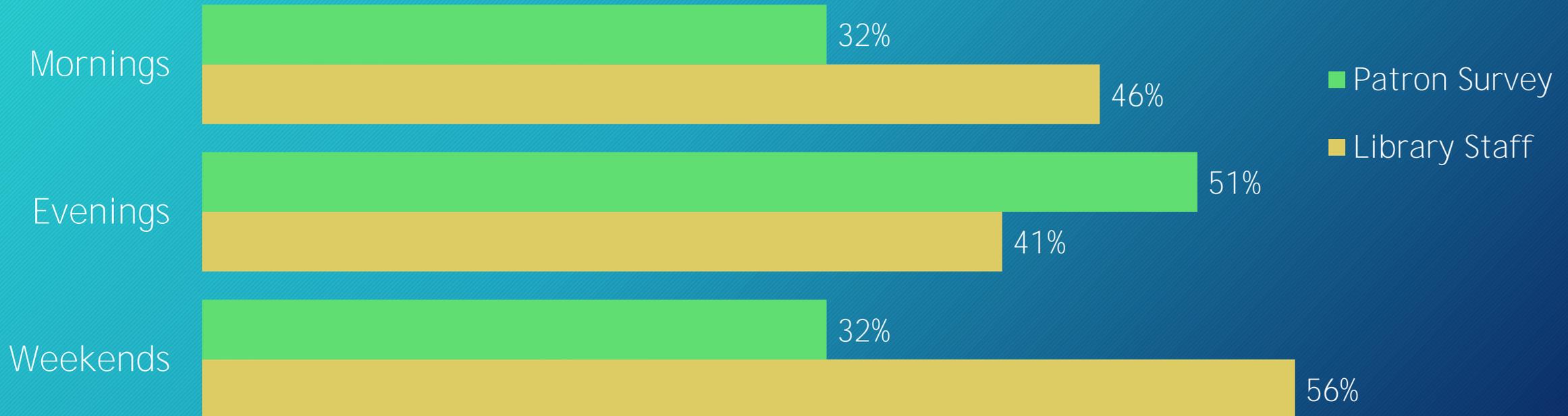Patron Survey: If this branch were open more hours, would you use it more?
Library Staff Survey: If this library location were open more hours, do you feel a significant number of patrons would use it more?

■ Patron Survey   ■ Library Staff

	Yes	No	Don't Know
Patron Survey	59%	24%	16%
Library Staff	35%	32%	33%
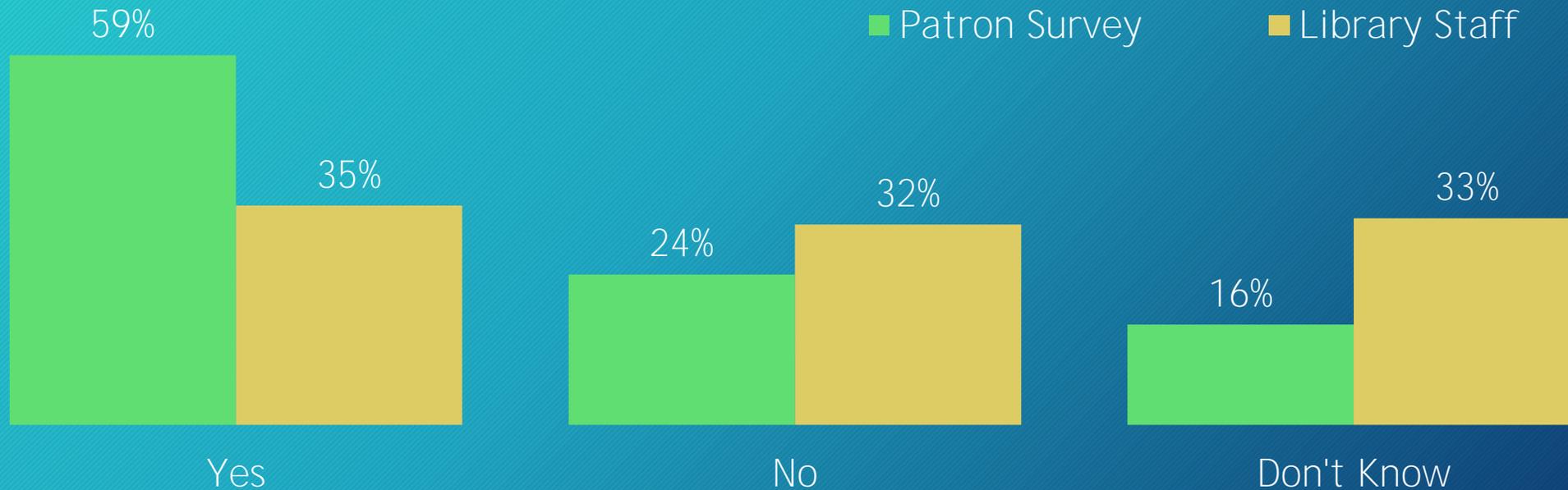
Additional Hours - Survey Comparison (cont.)

Patron Survey: When would you use it more?
Library Staff Survey: During which times would patrons be most likely to use it more?

Mornings
- Patron Survey: 32%
- Library Staff: 46%

Evenings
- Patron Survey: 51%
- Library Staff: 41%

Weekends
- Patron Survey: 32%
- Library Staff: 56%

■ Patron Survey
■ Library Staff

Percents do not add to 100%. Multiple responses accepted.

From Public Input Survey

Comments from Public Input Survey (classified by category)
Sample Size = 125 (those providing a comment about open hours)

COMMENT	%
ADD EVENING/LATER HOURS (NET)	29%
ADD TUE/WED/THUR EVENINGS/LATER	12%
ADD MON/FRI EVENINGS/LATER	9%
ADD EVENING/LATER HOURS (UNSPECIFIED)	8%
ADD MORNING/EARLIER HOURS (NET)	25%
ADD MON/FRI MORNING/EARLIER	9%
ADD TUE/WED/THUR MORNING/EARLIER	9%
ADD MORNING/EARLIER HOURS (UNSPECIFIED)	7%
ADD WEEKEND HOURS (NET)	38%
ADD WEEKEND MORNINGS/EARLIER	22%
ADD WEEKEND EVENINGS/LATER	12%
ADD WEEKEND MORE HOURS (UNSPECIFIED)	3%

COMMENT	%
LIKE THE NEW HOURS	16%
ADD JUST "LONGER/MORE HOURS"	12%
STAY OPEN ALL THE TIME (24/7)	12%
KEEP CURRENT HOURS	2%
LIBRARIES NEED TO CLOSE EARLIER AT NIGHT	2%
MAKE HOURS CONSISTENT ACROSS ALL BRANCHES	1%

Time Spent at Library

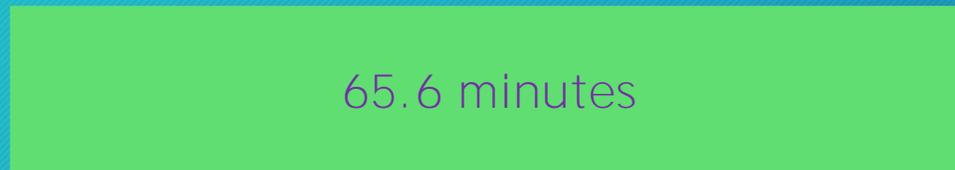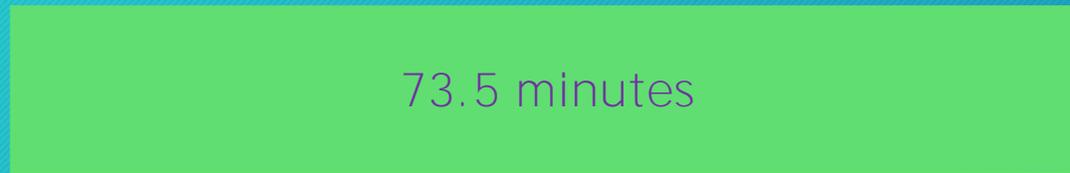Average number of minutes spent on typical visit (2017 vs. 2012)

2017   73.5 minutes   +8 minutes

2012   65.6 minutes

Summary of Findings

- Most (75%) are satisfied with existing hours
- More than half (59%) would use additional hours
- High demand for evening hours (patron survey), but existing evening hours across the Library system are not heavily used **(Controller's report, staff survey results).**
  - Broad definition of evening
  - Lack of awareness of existing open hours
  - Hours vs. capacity
- Additional hours desire correlates with type of use
  - Technology use, visit 10+ times a month, use after 6pm

Recommendations

- If additional hours are considered:
  - Increase awareness of existing expanded hours
  - Consider measuring capacity and its impact on library use
  - Use detailed branch-specific profiles in report as guide

Thank You!

Questions?