SFPL Reopening Update

San Francisco Public Library Commission Meeting
September 15, 2022

Rebecca Alcala-Veraflor – Chief of Branches
Randle McClure – Chief Analytics Officer
Ingleside  Glen Park  Visitacion Valley

Welcome Back!
Open House Celebration – Oct. 1

Resuming Sunday & Monday hours
MONTHLY VISITS: VISITOR TRAFFIC INCREASING, HITTING POST-COVID HIGH IN AUGUST

Monthly Number of Visitors Since Re-opening

<table>
<thead>
<tr>
<th>Month</th>
<th># of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>May-21</td>
<td>18,279</td>
</tr>
<tr>
<td>Jun-21</td>
<td>50,737</td>
</tr>
<tr>
<td>Jul-21</td>
<td>92,775</td>
</tr>
<tr>
<td>Aug-21</td>
<td>152,527</td>
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<tr>
<td>Sep-21</td>
<td>183,062</td>
</tr>
<tr>
<td>Oct-21</td>
<td>179,846</td>
</tr>
<tr>
<td>Nov-21</td>
<td>177,596</td>
</tr>
<tr>
<td>Dec-21</td>
<td>191,560</td>
</tr>
<tr>
<td>Jan-22</td>
<td>198,400</td>
</tr>
<tr>
<td>Feb-22</td>
<td>206,345</td>
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<tr>
<td>Mar-22</td>
<td>244,424</td>
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<tr>
<td>Apr-22</td>
<td>231,833</td>
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<tr>
<td>May-22</td>
<td>237,399</td>
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<tr>
<td>Jun-22</td>
<td>251,647</td>
</tr>
<tr>
<td>Jul-22</td>
<td>252,494</td>
</tr>
<tr>
<td>Aug-22</td>
<td>277,233</td>
</tr>
</tbody>
</table>
MONTHLY CIRCULATION: CIRC HAS ECLIPSED 1M IN 3 OF LAST 5 MONTHS, INCL. JULY

Monthly Number of Items Circulated

- eMaterial Circ
- Physical Circ

Library Closure

- Circle highlights recent circulation data increase.
PUBLIC ACCESS COMPUTING: USAGE NUMBERS RISING AGAIN AFTER EARLY 2022 PLATEAU

Daily Number of Sessions - 5-Day Moving Average

Date
5/1/21
6/1/21
7/1/21
8/1/21
9/1/21
10/1/21
11/1/21
12/1/21
1/1/22
2/1/22
3/1/22
4/1/22
5/1/22
6/1/22
7/1/22
8/1/22
9/1/22

Number Of Bookings
0
100
200
300
400
500
600
700
800
900
1000
1100

The graph shows a trend of increased usage numbers post-plateau in early 2022.
WIFI CONNECTIONS: MOST CONNECTIONS SINCE START OF PANDEMIC LOGGED IN AUGUST

Daily Number of WiFi Connections - 5-Day Moving Average

Library Closure

<table>
<thead>
<tr>
<th>Date</th>
<th># of Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/1/19</td>
<td>4,500</td>
</tr>
<tr>
<td>2/1/20</td>
<td>11,000</td>
</tr>
<tr>
<td>4/1/20</td>
<td>9,000</td>
</tr>
<tr>
<td>6/1/20</td>
<td>8,500</td>
</tr>
<tr>
<td>8/1/20</td>
<td>7,500</td>
</tr>
<tr>
<td>10/1/20</td>
<td>6,000</td>
</tr>
<tr>
<td>2/1/21</td>
<td>5,000</td>
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<tr>
<td>4/1/21</td>
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<td>9,000</td>
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<td>10/1/22</td>
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</table>
66% OF PRE-COVID SFPL PATRONS HAVE NOW RETURNED UNIQUE PATRONS SINCE START OF PANDEMIC NOW ALMOST 100% OF PRE-COVID
NEARLY HALF OF PHYSICAL-ONLY PATRONs HAVEN’T RETURNED
ABOUT 4,500 PRE-COVID PATRONs HAVE RETURNED SINCE APRIL 2022

Patron Recovery Flows

Pre-COVID

Not a Patron
47,979
14.7%

Inactive
34,086
10.5%

Physical Only
130,809
40.2%

Both E-Circ and Physical
54,068
16.6%

E-Circ Only
58,776
18.0%

Patron Recovery

Haven’t Returned
83,406
25.6%

Both E-Circ and Physical
62,272
19.1%

E-Circ Only
121,177
37.2%

Physical Only
58,863
18.1%
ADULT PROGRAM VOLUME & ATTENDANCE ARE UP YoY
AVG ATTENDANCE DECREASES WITH MORE IN-PERSON PROGRAMMING

Adult Programming: FY21 vs FY22

- Volume: +40.4%
- Attendance: +88.9%
- Average Attendance Per Program: -25.7%