



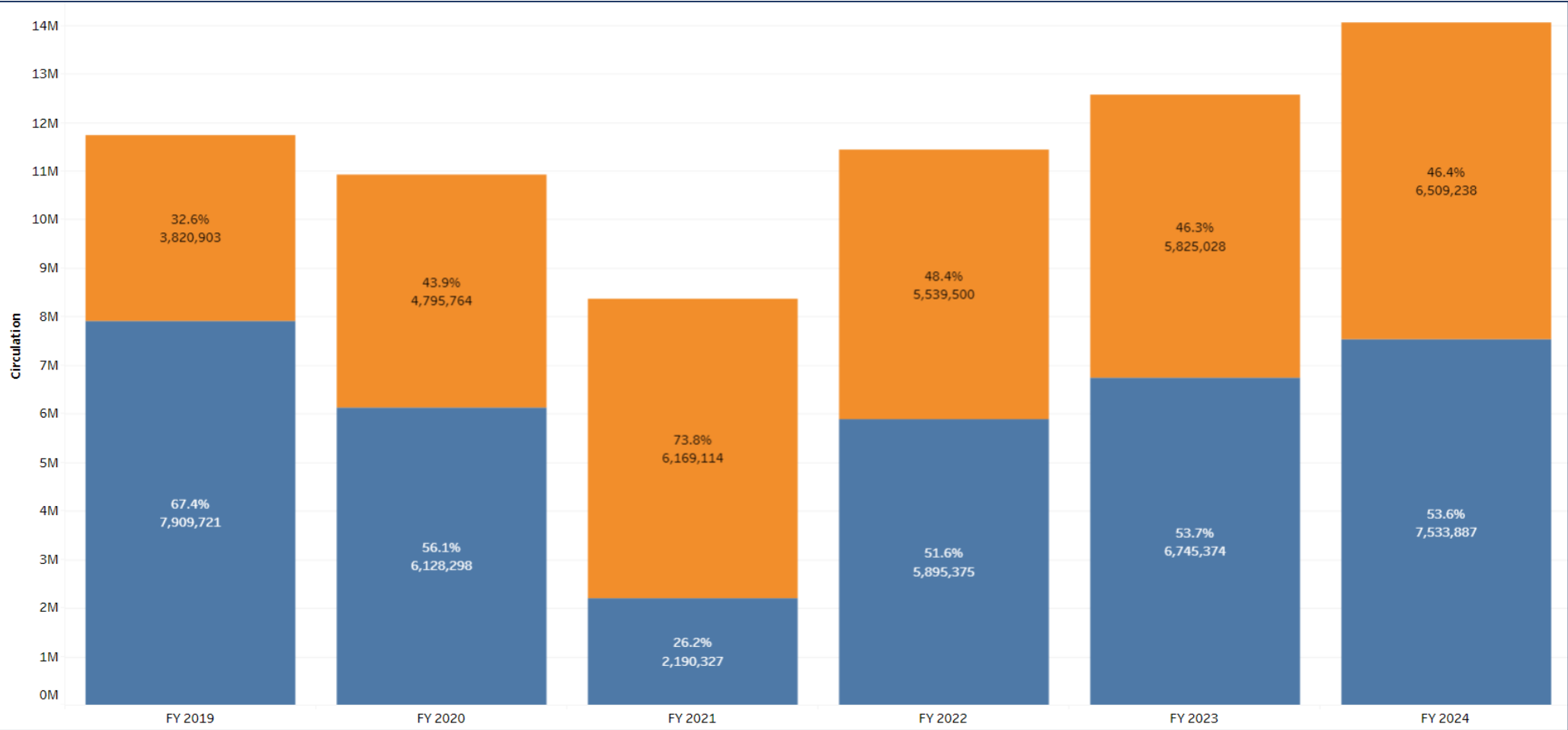
Collections Utilization Trends

SFPL as Resource Provider

Shellie Cocking
Chief of Collections and Technical Services
August 15, 2024
San Francisco Library Commission



6 Year Circulation Trend

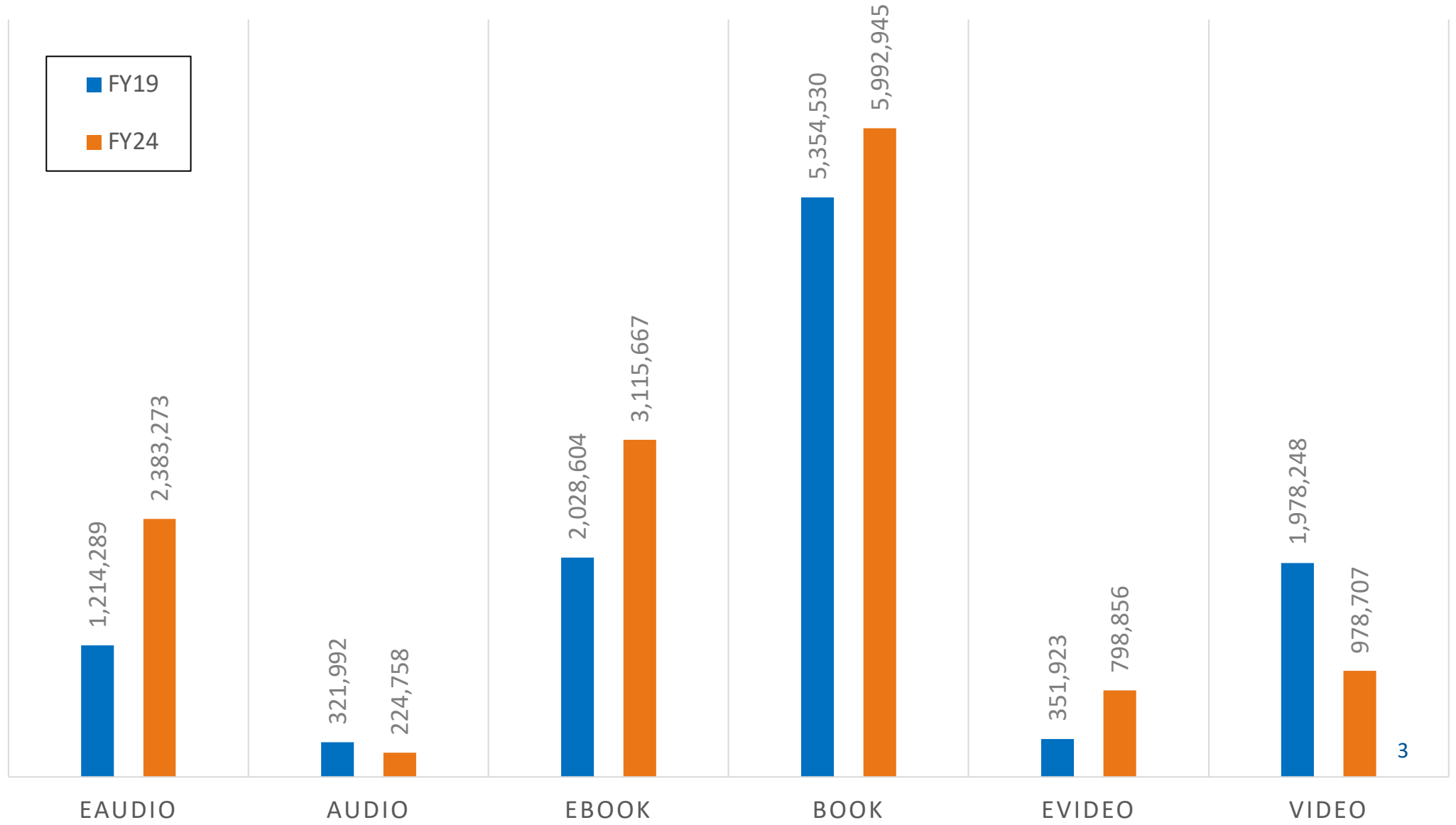


	Total Circ
FY19	11,730,624
FY20	10,924,062
FY21	8,359,441
FY22	11,432,696
FY23	12,513,943
FY24	14,043,125

■ eMaterial
■ Physical

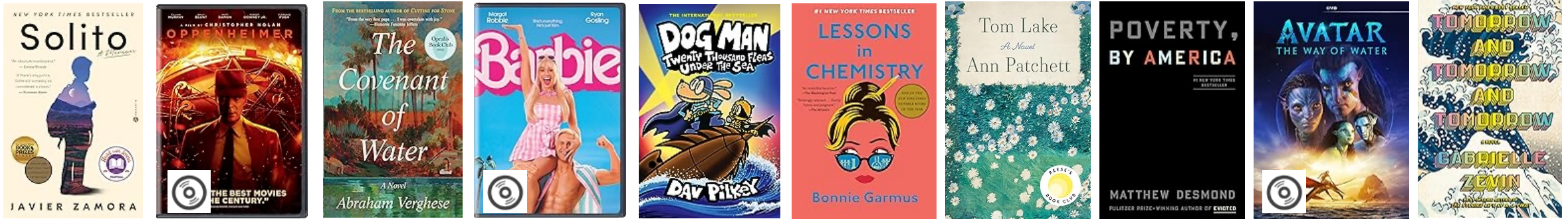


Demand by Format – FY19 vs FY24

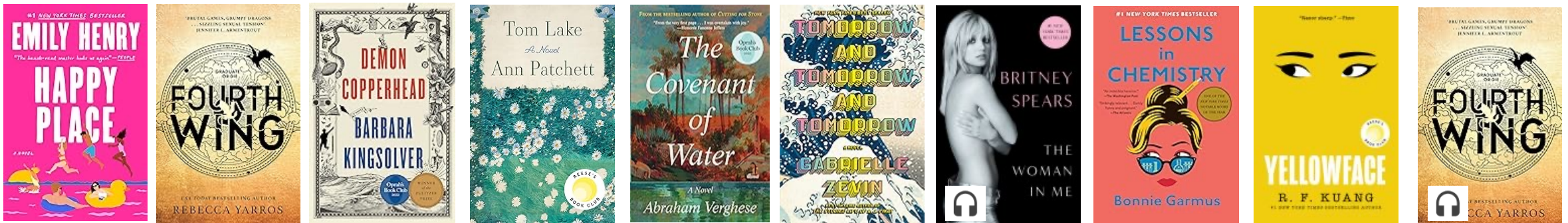


FY24 Popular Titles

Top 10 Books and AV



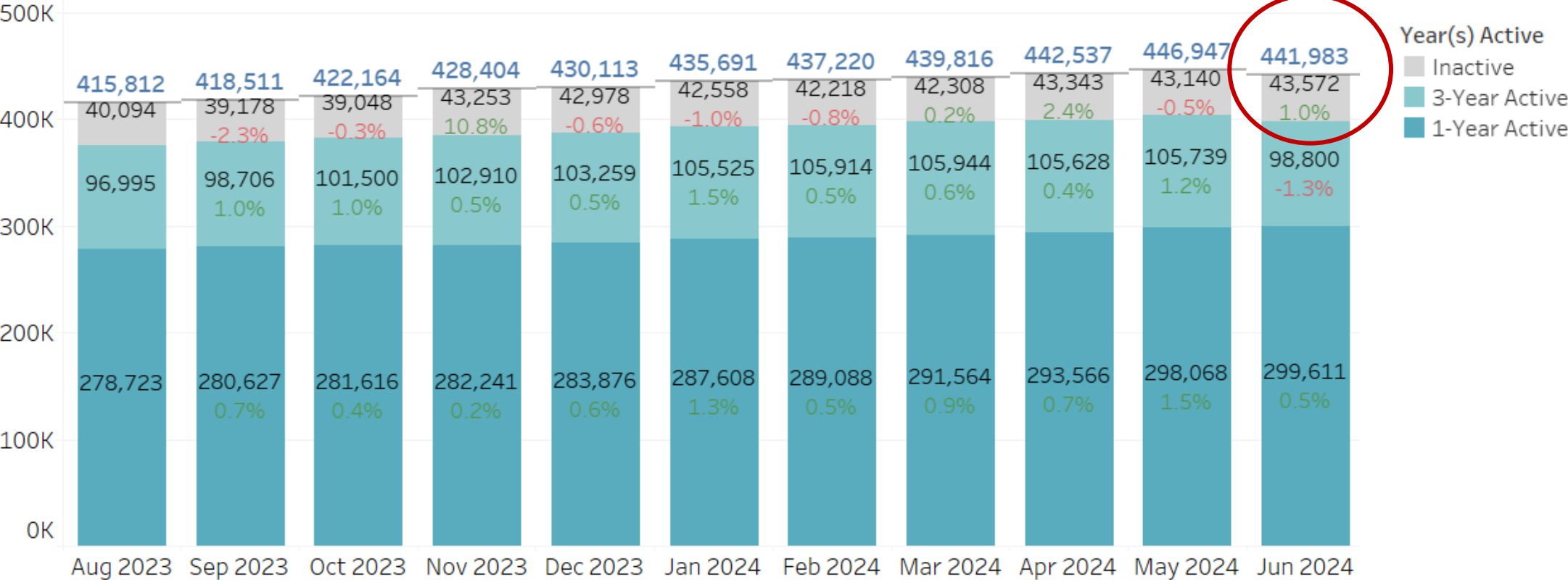
Top 10 eBooks and eAudiobooks



Cardholders

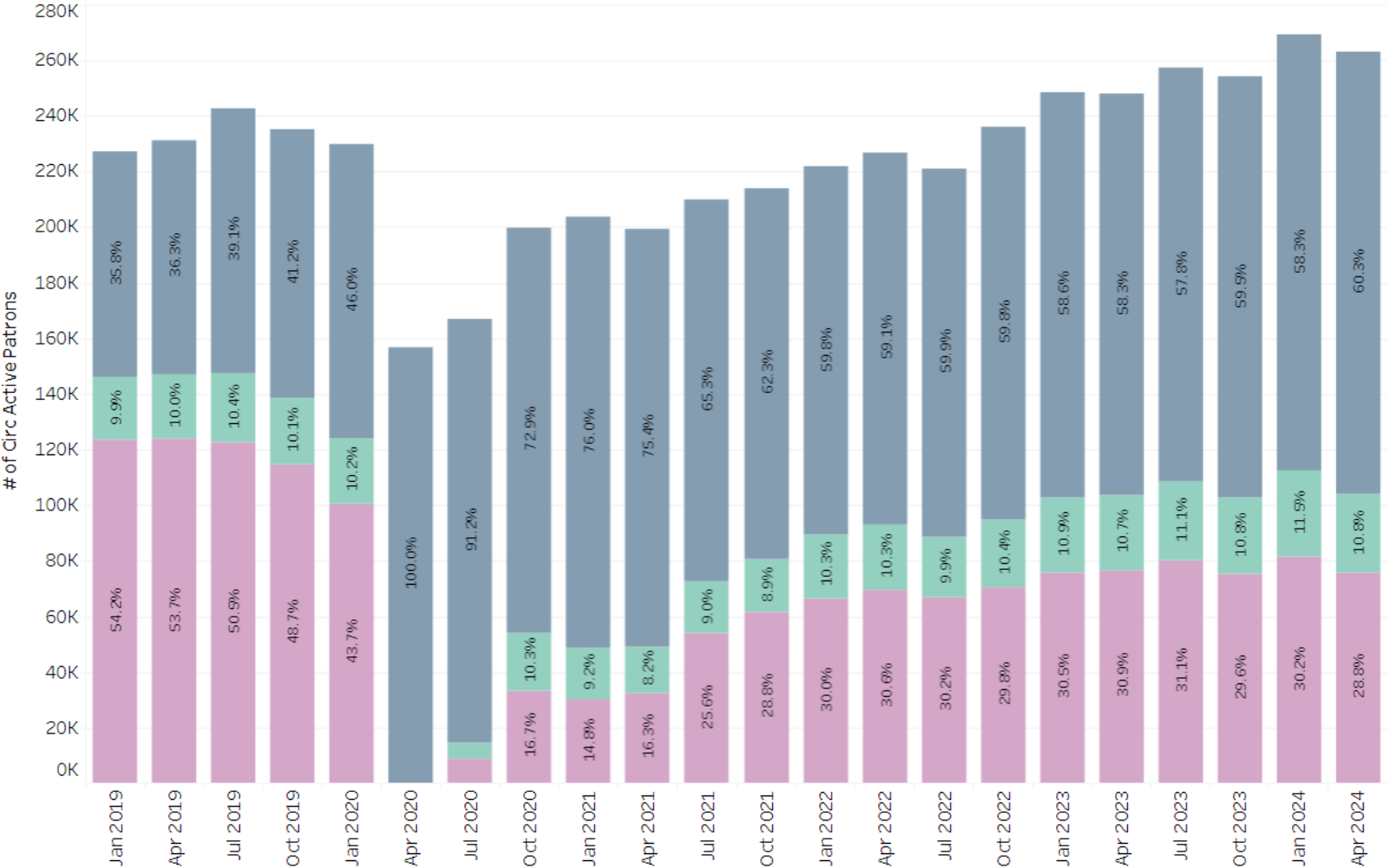
SFPL cardholders increased 6% from August 2023 to June 2024

of Cardholders by Year(s) Active
SFPL Population 2022: 808,998



Patron Circulation Preference

Circ Type Distribution for SF Patrons



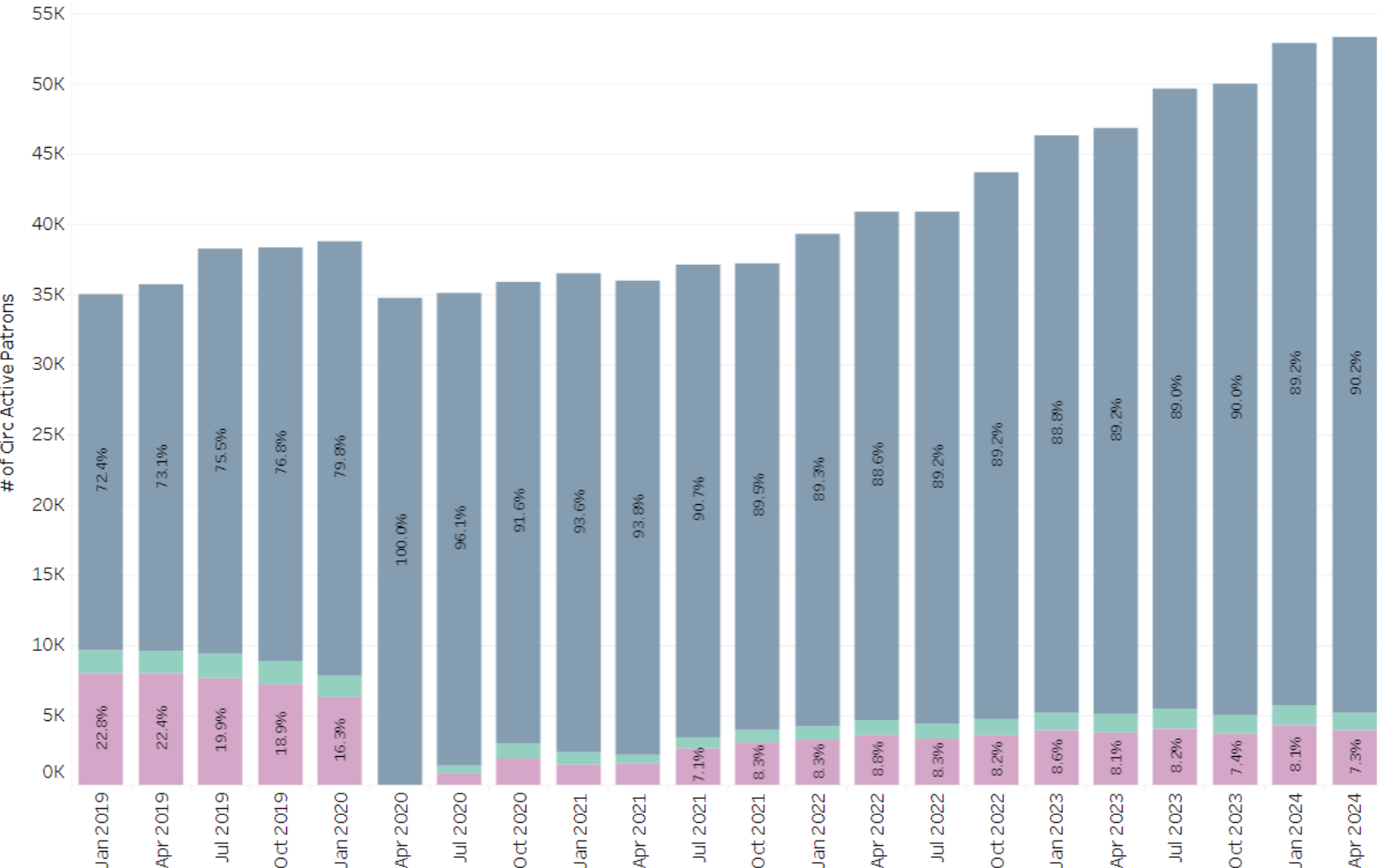
Circ Type

- eCirc Only
- Omni
- pCirc Only



Patron Circulation Preference

Circ Type Distribution for Bay Area excl. SF Patrons

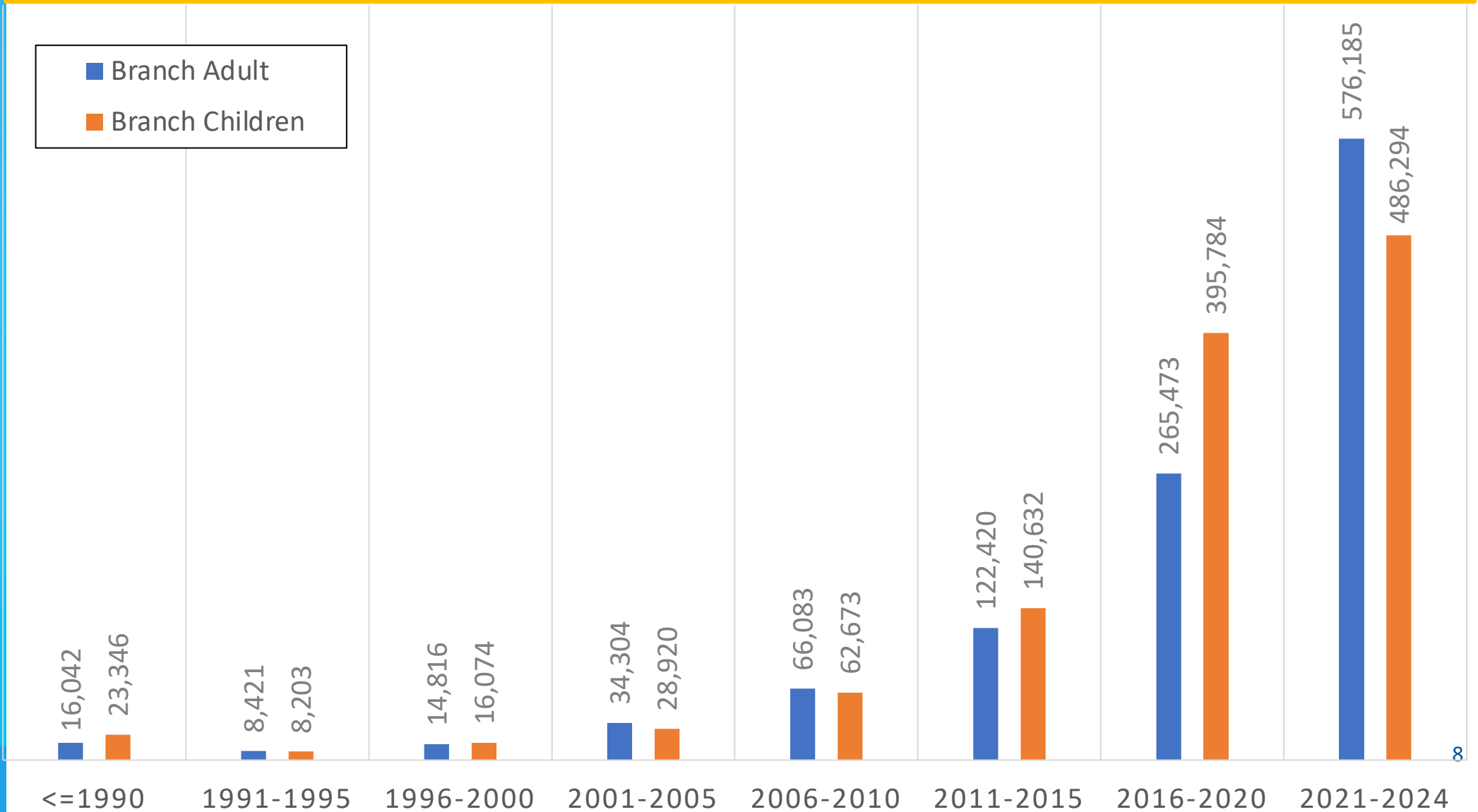


Circ Type

- eCirc Only
- Omni
- pCirc Only



Branch Collection Usage by Copyright Date



Trends in the Physical Collection

- Covid supply chain issues resolved
- Overall circ ↑12%
- Readers are returning to print format for leisure reading
 - Adult Fiction circ ↑ 20%
 - Graphic Novels circ ↑ 19%
- 34% of items checked out during FY24 were added to the collection after 1/1/23
- Non-Fiction print sales continues to decline (with exceptions)
 - Crafts circ ↑ 20%
 - Health circ ↑ 19%
 - Cookbooks circ ↑ 19%
 - Travel circ ↑ 19%
- Browsing check outs have become more important for NF



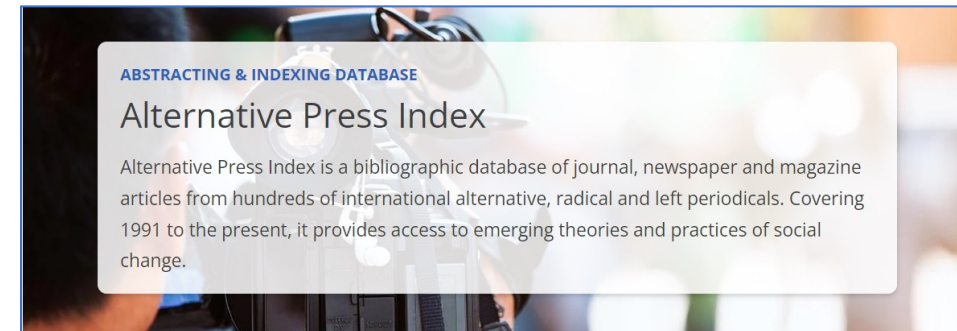
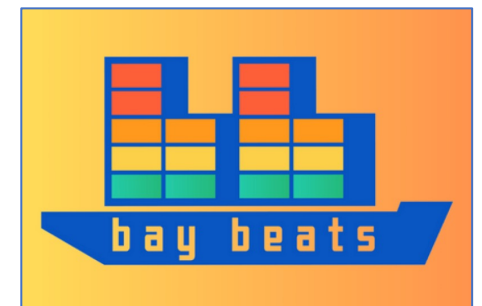
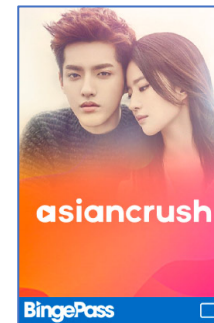
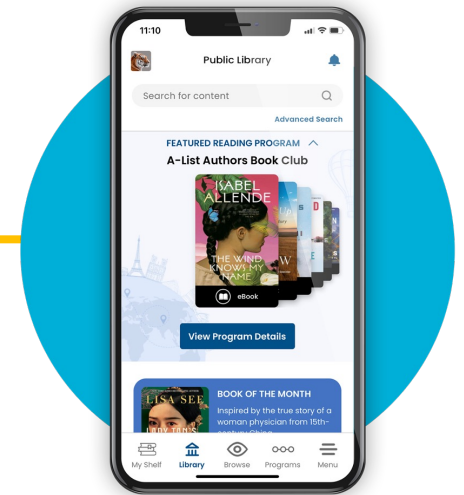
Trends in the Physical Collection Cont.

- Changes in streaming services impact film circ
 - Adult film circ is ↑ 4%
 - Blu-ray ↑ 26%
 - DVD ↓ 4%
- Audio circ ↑ 9%
 - Spoken books ↑ 69%
 - Vinyl circulation ↑ $33\frac{1}{3}\%$
- Impact of Racial Equity work (Diversity Audit in action)
 - Spanish Language circ ↑ 22%
 - Chinese Language circ ↑ 4%
 - BIPOC representation in English language collection ↑ from 22% to 26%


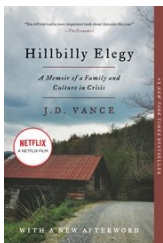



Trends in eCollections

- Bay Beats - Launched 11/23
- Boundless - Launched 9/23
- Kanopy - Switched to tickets
- Hoopla - 5 new BingePasses
- PressReader - New York Times added
- Digital Magazine Archives
 - Alternative Press Index - 1969 to present
 - African American Heritage
 - Entertainment Industry Magazine Archive
 - Music, Radio and The Stage
 - Film and Television
 - Music: Folk, Rock & Hip Hop
 - Health & Fitness
 - LGBT Magazines



Comparing Costs Across Platforms

Title	Print Book Discounted Pricing	Overdrive Pricing	Hoopla Pricing
Fourth Wing 	\$19.74 (list price \$29.99)	\$60.00 MA- 24 months eAudio - own OCOU- \$109	No eBook eAudio \$3.04 CPC– No waiting (embargo 12 months)
Hillbilly Elegy 	\$18.35 (list price \$29.99)	\$24.91 MA– 26 circs/OCOU	\$3.19 CPC– No waiting
Yellowface 	\$21.78 (list price \$30)	\$42.09 MA– 26 circs/OCOU	\$3.19 CPC– No waiting (embargo 6 months)

MA=metered access, OCOU=one copy one user, CPC=cost per checkout

Providing Resources Outside Our Walls

SFPL Bookstop

- Hunters View Location Launch 9/14/23
- Dog Patch & Sunnydale locations coming soon

eCollection

- Boundless Popup Pilot
 - Ferries – 123 signups
 - Jury Waiting Room – 20 signups
 - OCOB campaign – 117 signups
- Hoopla in the Jails – serving up to 1,486 residents a month
 - FY24 circ – 200,255
 - Average cost - \$1.67



Starter Libraries – 250,000 books given away

- Dia de los Niños
- Everybody Reads
- Free Comic Book Day
- Junior Giants
- Little Libraries in Clinics
- Summer Stride
- Scholar @ Home
- Sunday Streets
- And many more...





Thank You

