

San Francisco Public Library

# ANNUAL REPORT

by the Numbers · 2014 – 2015

## PREMIER URBAN LIBRARY

San Francisco Public Libraries are more popular than ever, inclusive destinations for people of all ages and backgrounds, with welcoming and friendly libraries that are fully accessible to all in every neighborhood. Library services, programs and collections reflect our diverse community.

## REINVESTING AND RENEWAL

With the completion of the Branch Library Improvement Program, a San Francisco Controller's Office study found that

for every **\$1** invested,

SF realized a return on investment between **\$5.19** to **\$9.11**

The capital investments and additional operating spending associated with BLIP contributed more than

**\$330m**

in indirect and induced benefits to the San Francisco economy.

*"While the focus of the BLIP program was to ensure seismic safety and full accessibility, the 24 completed library projects have gone so much further to bridge the technology divide; create safe and welcoming spaces for children, teens, and community; and offer educational opportunities that enable all our residents to succeed in the 21st Century economy. Our civic efforts have provided needed resources so our residents, our youth, our families and our seniors can all share in our City's prosperity."*

Mayor Ed Lee

# PREMIER URBAN LIBRARY

## LIBRARY VISITS

Total visits **6,730,268**

**1,802,627** Main Library visits

**4,927,641** Branch Library visits



*"This is our favorite library, not just because the building is beautiful, but because the staff is knowledgeable, kind, helpful and thoughtful."*

Lynne Dewhurst McBurney, Potrero Branch user

New library  
card holders

**56,567**  **9.6%**

## COLLECTIONS

Circulation and acquisition of new library materials remains high. The overall percentage of eCollection circulation has risen, but print materials are still the most used.



Total collection

**3,671,633**

**1,973,623** Main collection

**371,811** New items added

**1,419,651** Branch collection

**218,987** New titles added

**278,359** eCollection size



# PREMIER URBAN LIBRARY



Total circulation

# 10,670,184

## 1,991,095

Main circulation

## 7,334,523

Branch circulation

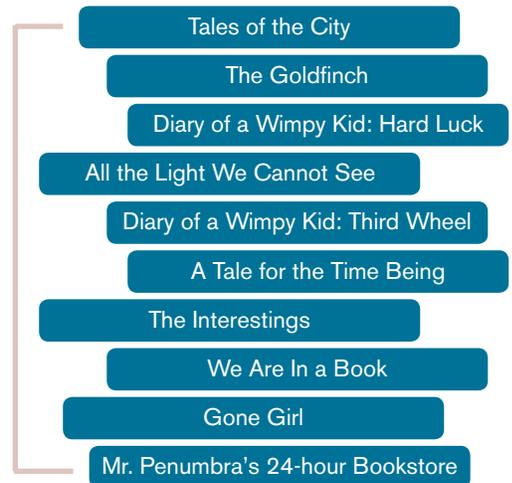
## 1,258,853

eCirculation

## 85,713

Loans from other systems

Top 10  
Fiction Titles  
2014-2015



Premium  
research tools

# 217

↑ 7.42%

Electronic/online  
research

# 4,329,028

↑ 10.7%

*"Alfred Hitchcock would have been a fan—because the library is clearly a fan of his. Five or so movies by the great film master, especially the one you had not finished watching but had expired on Amazon prime. All the DVDs and books have a three week borrowing period. You did not know that. You never went to a library before this."*

Anonymous user

## SAFE AND WELCOMING

Main

- New high energy LED lighting
- ADA improvements to restrooms
- Ongoing painting throughout interior of building

Branches

- Lighting and ventilation improvements at 14 branches
- Security enhancements
- Refreshed interiors, including furnishings

# LITERACY AND LEARNING

The Bridge offers programs and information to build 21st century literacy skills including adult & family literacy classes, 1-on-1 tutoring, learning differences resource support, plus technology, health and financial literacy programs.



LEARNING RESOURCES + CLASSES + PEOPLE WHO CAN HELP

## GRAND OPENING January 2015

- Computer Training Center
- Learning Studio
- 3 study rooms
- Bridge TechLab: an eight-person Mac lab



### Services

- Project Read – adult literacy
- Career Online High School
- Veteran's Resource Center in partnership with CalVets
- Learning Differences Support

### Key Partnerships

- The Arc San Francisco
- OneVet OneVoice
- Swords to Plowshares
- Support for Families
- Parents Education Network

First six months:

**470+** Programs held

**4,000+** Program attendance

Project Read:

**132** Programs

**577** Program attendance

**47** Learners placed

**129** Total learners

Financial Planning

**274** Programs

**2,587** Program attendance



**PROJECT READ**

# YOUTH ENGAGEMENT

The Library supports the city's youth with myriad programs and services, including early childhood learning opportunities, summer learning, outreach to schools, services to youth in custody, and expanded teen services with emphasis on access to technology and media literacy.

## SUMMER LEARNING



### SUMMER STRIDE: Read. Make. Learn.

**14,692**

Participants

**82,135**

Hours read

**681**

Programs held

**26,096**

Program participants

**456**

Summer Squad volunteers

**7,529**

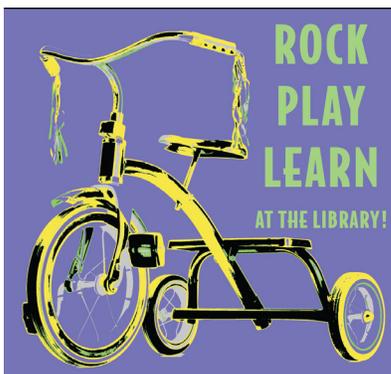
Volunteer hours

*"During the summer break the library system has a great program called Summer Stride. It's a fun educational program for all ages."*

Anonymous user



## KINDIE ROCK



**2,019**

Children and families

**5**

Bands

**2**

Months

**2**

Counties

**12**

Concerts at  
Libraries

*"The Tricycle Music Fest is amazing. It is great for us to visit our local library and enjoy the program."*

Family participant

# YOUTH ENGAGEMENT

## TEACHER CARD

Teachers often need to reserve and borrow large quantities of library materials and to keep them for longer periods of time. Teacher Library Cards meet these needs.

**1,285** New teacher cards issued

*"(the students) want to read new books, and now they know the library has them."*

Emma Dunbar, Presidio Middle School



## STORYTIME

**4,077** Total storytimes

**203,983** Total attendees

*"Baby Bounce is a wonderful program that brings the community together and allows families to meet their neighbors."*

Grandmother, Potrero Branch

*"I've been filling in, doing the Family Storytime here at Richmond, where I introduce myself as Librarian Ben. A few days ago, a three-year-old girl addressed me as "loh si Ben", which means "Teacher Ben" in Cantonese. It was a blissful moment of connection for me, across languages, cultures and generations, and a real testament, however small, that we are doing meaningful work here every day (even if not readily apparent at any given moment)."*

Librarian Ben Cohen, Richmond Branch

## CLASS VISITS

**3,587** Total class visits

**86,092** Total students

*"Dear Sarah, Thank you for inviting us to Mission Library. All the books there are so organized. I like that your library has activities for kids to do. Thank you for coming to our school to tell us information about biography...and about your website."*

Christian, Mission Branch

# YOUTH ENGAGEMENT

## SERVICES TO YOUTH IN CUSTODY

### Two locations

San Francisco Unified School District Woodside Learning Center  
Log Cabin Ranch, La Honda (San Mateo County)

### Programs and services

- Author visits, book group, and new Study Hall
- Reading for pleasure and education
- Support for information literacy

*"To put it simply, the library is the highlight of my students' week and the academic benefits for the students are priceless. Thank you so much for providing our school with a public librarian."*

Megan Mercurio, Woodside Learning Center, Juvenile Justice Center

## TEEN SERVICES



**GRAND OPENING** June 2015

### Partnerships

- Bay Area Video Coalition
- Blue Bear School of Music
- Ninth Street Independent Film Center
- Girls Who Code, which is on a mission to enhance diversity in technology;
- KQED, a partner in digital education
- California Academy of Sciences, a partner in providing hands-on science education

**4,770**

Square-foot, \$6 million  
teen digital media center  
and learning lab

*"I am very excited about the Mix as an artist and activist and look forward to using the space to make art that revolves around social justice."*

Darla

*"As a founding member of the Board of Advisory Youth, I am truly excited to be part of the reimagining of the library for the 21st Century and beyond."*

Marco, Board of Advising Youth

*"Thank you for connecting me to Teresa [a career mentor]...you inspire me to grow older and look forward to my own adulthood."*

Klaine Justo

# DIGITAL STRATEGY

For the convenience of our users and to ensure equitable access to public technology and resources for all, the SFPL's digital resources continue to grow.

**1,157,758** Users of public access computers

**5,632,864** Virtual visits to Library website

**1,491,025** Wifi sessions

**817** Public computers

**354** Laptops to lend

## New online interactive catalog

- Discovery Layer Interface
- Mobile access
- Adaptive Technology (AT) for residents with disabilities

## New Techmobile

- 1 3-D printer
- Internet access through SIM card
- 7 workstations
- Instructor station

## San Francisco is first 10 gigabit library in the U.S.

- Partnership with CENIC (Corporation for Education Network Initiatives in California) and the City and County of SF provides ultra-high bandwidth
- Expanded access to technology
- Robust technology infrastructure

## Digitizing collections

Through a Pacific Library Partnership grant, the digitization of branch archival photos, flyers and other materials continued.

- 10 branches completed
- Materials made available via Flickr
- 1,000 views per day by the public



*"I'm really impressed with the library from their self-checkout system to their in house computers. Some branches have ipads and laptops that can be checked out for use in the library."*

Anonymous user



# PARTNERSHIPS FOR EXCELLENCE

Programming and outreach is key to making library resources available to all. Partnering with other organizations leverages the Library's resources to strengthen the services and programs offered and helps the Library reach a larger audience.

- Friends of San Francisco Public Library raises funds to enhance and support library innovations and ongoing programs.
- Council of Neighborhood Libraries serves as a liaison between branch libraries, library administration and the community.
- SFUSD Partnership for Achievement
- Working with other City Departments enables the Library to offer special services and enhanced production. Key partners include (partial list):
  - SF Public Works
  - Department of the Environment
  - San Francisco Police Department
  - Recreation and Parks
  - Mayor and Board of Supervisors
- Other agencies and non-profits work collaboratively and help the Library fulfill its mission (Partial list):
  - Writers Corps and Youth Works
  - Early Literacy Network



## SPECIAL EVENTS

### Renaming of the Bayview Linda Brooks-Burton Branch Library

**3,000+**

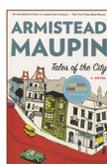
Signatures gathered by the Bayview neighborhood to rename the branch in honor of former Branch Manager and SFPL District Manager Linda Brooks-Burton. One year following her passing, the Library Commission unanimously approved changing the library's name to honor her legacy.



**ONECITY  
ONEBOOK**

San Francisco Reads

One City One Book celebrated its first 10 years in San Francisco with the selection of *Tales of the City* by Armistead Maupin.



Fall 2014

**30** Events  
**3,018** Program attendance  
**1,766** Book circulation  
**3,879** Social media connections

# PARTNERSHIPS FOR EXCELLENCE

American Library Association



**23,000+** Visiting librarians, vendors, speakers, publishers and others from all over the world.

The Library hosted branch tours, meetings, programs, receptions, and much more throughout the week.

*"The One City One Book program was terrific—what a great opportunity for the city to come together to read and talk about the same book."*

Susan Mall, Vice President, San Francisco Library Commission

## Outreach Events

**321** Total events

**23,095** Total attendees

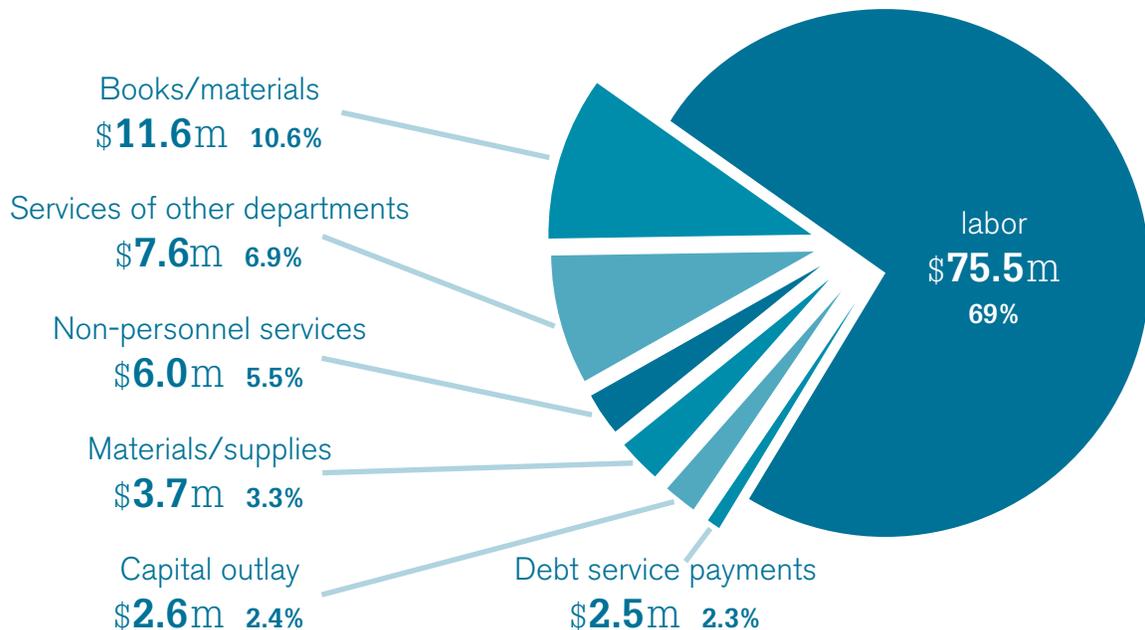
## Adult Programs & Exhibits

**4,052** Total events

**63,708** Total attendees

## BUDGET

Total budget **\$ 109.5 m**



# FRIENDS

Library support\* **\$ 1,734,990**

\*value of grants and in-kind support

## Friends supported programs

- One City One Book
- Effie Lee Morris
- At the Library newsletter
- Summer Learning
- Exhibitions and public programs
- Children & teen programs
- Grants to branches
- Staff professional development
- Innovation:
  - Spoke & Word Book Bike
  - DigiCenter

**3,775** Members

**1,374** Volunteers

**21,648** Volunteer hours

**\$581,669** Value of volunteer hours



*"We at Friends are so proud to be working with SFPL in a strong public-private partnership to help ensure that our library system will continue to serve our community's needs as a free resource of such breadth and depth. We are pleased to help support innovation at the Library, whether it was starting the Project Read program over 30 years ago or currently making it possible to realize ideas like the book bike , Spoke & Word."*

Mikiko Huang, Chair of the Board, Friends of SFPL

# ADMINISTRATION

Mayor: Edwin M. Lee

City Librarian: Luis Herrera

San Francisco Public Library Commission:

President: Teresa Ono (May, 2009 – 2017)

Vice President: Susan Mall (March, 2013 – 2017)

Zoe Dunning (July, 2014 – 2018)

Dr. Mary Wardell Ghirarduzzi (June, 2014 - 2018)

John Lee (March, 2013 – 2018)

Michael Nguyen (March, 2010 – 2017)



*San Francisco Public Library*

