

# SFPL Open Hours Study

Usage Analysis and Patron Survey – August 2017

# Project Components

## Project Components to Review

1. Usage Analysis (SF Controller's Office)
2. Survey of Library Patrons (Corey, Canapary & Galanis Research)

# Usage Analysis

Will cover Main and Branches

## Data Sources

- Visitor counts
- Computer terminal logins
- WiFi connections

## Survey - Background

- Onsite survey at the Main Library and 27 branches
- Scheduled for August 23 – September 25, 2017
- Replicates methodology used in 2012 Open Hours survey
- Questionnaire will allow for comparisons between 2017 and 2012

## Survey – Fieldwork Details

- Target of 2,500 completed surveys
- Both interviewer-administered and self-administered options
- Online option
- Survey offered in English, Spanish, Chinese, Vietnamese, Russian and Tagalog
- Weekday and weekend surveying

# Questionnaire

- Similar to 2012 questionnaire
- Designed to be completed in about 5 minutes
  - Ensures high response rate
  - Cross section of users will participate
- Content
  - Usage of branch
  - Hours branch is open
  - Reasons Use
  - Other branches used
  - Demographics

## Implementation

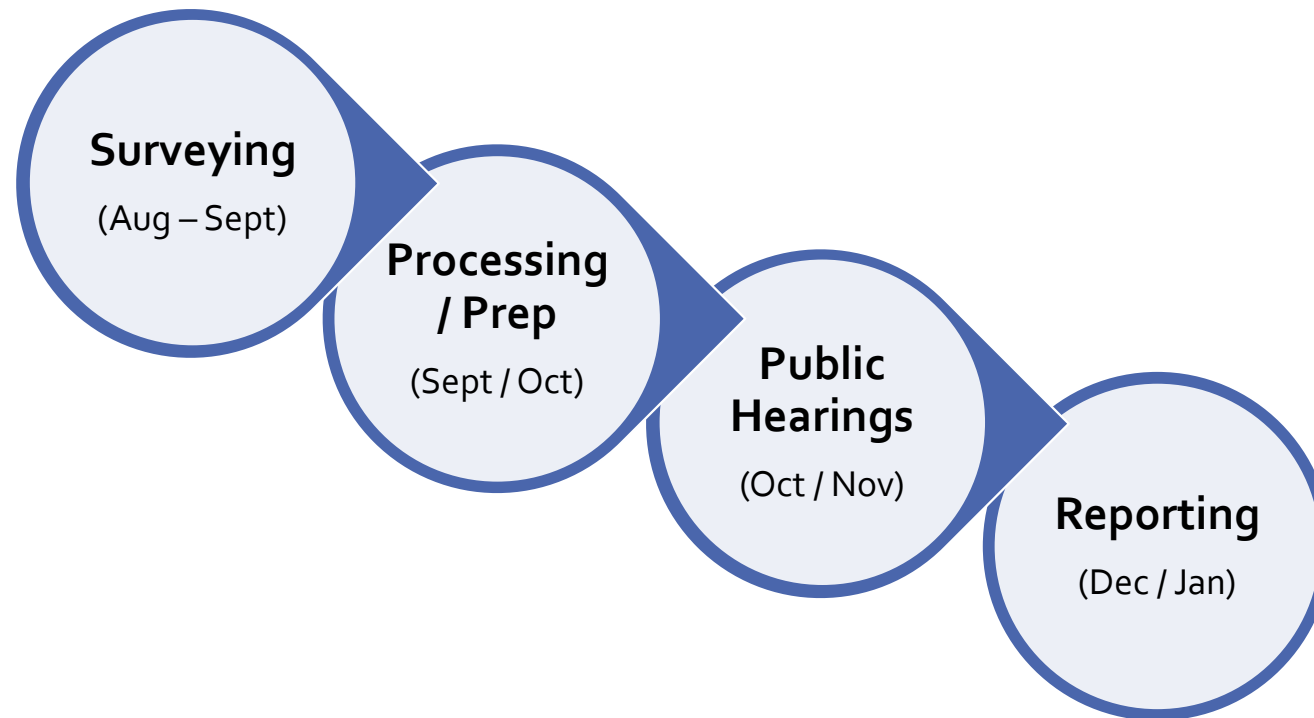
- CC&G staff will conduct survey at all locations
- Each location will be surveyed during different times (daytime/evening)
- Questionnaires will be returned to CC&G offices in San Francisco
- Data entry of questionnaires will begin immediately, also at CC&G offices

## Other project tasks

- Online survey of library staff
  - Will be implemented during same time as patron intercept survey
- Presentation at public hearings
  - Coordinated with SFPL and SF Controller
  - Will include presentation of high level survey results and opportunity for feedback
  - Eleven hearings total – one in each supervisorial district
  - October 23 – November 16
- Summary Report



# Schedule



Questions?

