

San Francisco Public Library and
Office of the Controller (San Francisco)

Open Hours Assessment Summary Report

January 2018

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Executive Summary

This report details the findings of several components undertaken as part of the Open Hours Assessment conducted for San Francisco Public Library. This assessment is undertaken every five years, with a goal of reviewing service hours across the San Francisco Public Library (Library) system, and is done according to San Francisco City Charter, Section 16.109. Corey, Canapary & Galanis (CC&G) undertook this assessment on behalf of, and in cooperation with, both the Library and the San Francisco Office of the Controller (Controller's Office).

Summary of Findings

There were four main findings based on overall results.

- The typical Library patron uses the library both on weekdays and weekends, visits the library about 8.4 times per month, and spends 73.5 minutes on a typical visit.
- Most patrons (81%) primarily use the library during only one 3-hour period, which suggests that patrons are concerned with a narrow window of open hours for their own personal use.
- While most Library patrons (75%) are satisfied with existing hours, 59% of them would use additional hours if provided.
 - Of those who would use additional hours, just over half (51%) would use evening/later hours, 32% would use morning/earlier hours, and 32% would use additional weekend hours.
 - Several sub-groups are less satisfied, as well as being more likely to want additional hours. This includes those who visit the library more than 10 times per month, those who use the library for technology (library computers, printers, WiFi), and those who use it after 6 pm.
- Level of satisfaction, times/days of use, and desire for additional open hours all vary significantly by individual branch.

Individual branch profiles (Appendix A) break down the findings for each Library location.

Recommendations

The findings resulted in 3 recommendations:

- **Use the detailed branch-specific profiles to support any decisions to adjust open hours.** Each branch has a unique patron profile regarding how it is used and what patrons value. These profiles should be used by the San Francisco Library Commission and staff as part of their analysis when considering adjustments to open hours at specific branches.
- **Ensure that library open hours are clearly identified for patrons, both at the physical location and online, so that patrons are fully aware of existing hours at all library locations.** While additional hours are requested by more than half (59%) of respondents, it is not always clear that patrons are fully aware of existing library hours – particularly opening and closing times. In addition to double-checking existing signage for accuracy, it might be helpful to consider placing signage noting hours where it might be most visible (e.g. at/near main desk or check-out desks).
- **Explore measurements of location capacity and its impact on requests for additional hours.** Since the patron survey was structured to be completed in less than 5 minutes, comments beyond what hours patrons preferred were highly unusual; however, some of these longer comments indicate conflation of capacity with hours. In addition to open hours, the Library should review how best to measure issues of capacity – such as seating at tables for work/study and computer availability – and look for ways to address branch resources which are at/over capacity regularly.

Project Background and Methodology

This report details the findings of several components undertaken as part of the Open Hours Assessment conducted for the San Francisco Public Library (Library). This assessment is undertaken every five years, with a goal of reviewing service hours across the San Francisco Public Library System and is done according to San Francisco City Charter, Section 16.109. Corey, Canapary & Galanis (CC&G) undertook this assessment on behalf of, and in cooperation with, both the Library and the San Francisco Office of the Controller (Controller's Office).

There were several components to the survey effort:

1. **Structured Survey: a patron intercept survey of 4,586 Library patrons**, conducted by CC&G from August 23, 2017, through September 17, 2017.
 - a. Interviewers were stationed at the entrance(s) of library branches to conduct the survey with patrons entering or leaving each library location. CC&G sampled every library at least 3 times during this period, including at least one morning/daytime shift, at least one late afternoon/evening shift, and at least one weekend shift.
 - b. Interviewers were trained on a random selection protocol which ensured that a broad cross-section of respondents were approached to do the survey. In most cases, interviewers conducted the survey with respondents; however, respondents also had the option of completing a paper survey on their own and turning it in, as well as completing the survey online. Respondents were asked to complete the survey no more than once, and numerous measures were taken to minimize/avoid duplicate participation.
 - c. Each branch was surveyed so that a minimum of 100 surveys were collected. The results from this survey are weighted (based on average daily visitors by branch).
 - d. Surveys were conducted in English, Chinese, Spanish, Vietnamese, Russian, and Tagalog.
2. **Public Input Survey: a less formal survey of 643 patrons**, conducted by CC&G from August 23, 2017, through November 17, 2017. This survey used the same survey questionnaire as the Structured Survey, but was not administered in a controlled, randomized way. Respondents participating in this survey included:¹
 - a. Library patrons who were at the library during the Structured Survey but were not included in the sampling protocol.

¹ The number of survey responses collected by branch varies widely. In addition, respondents could participate more than once. This data is presented as-is, therefore, and is not weighted. Results from this survey are included where appropriate; however, the number collected by branch varies from 1 to 100+. This survey effort also tends to over-represent some patron sub-sections (e.g. older white patrons, those who visit the library more often, and those who are not students). The results of this survey should therefore be considered more directional (qualitative) in nature, and not statistically reliable. Surveys were conducted in English, Chinese, Spanish, Vietnamese, Russian, and Tagalog.

- b. Library patrons who were not at the library during the Structured Survey interviewing but wished to participate.
- c. Surveys distributed by library staff.
- d. Patrons who attended any of the 11 public meetings (October 24, 2017 through November 15, 2017) on initial results were also offered an opportunity to participate in this portion of the survey.
- e. Respondents who were initially selected as part of the Structured Survey, but completed their survey after September 30, 2017 (when data processing of the Structured Survey was under way for presentation to the public).
- f. The Library also placed the online link on their website and encouraged patrons who wanted to provide feedback that this was available.

3. Library Staff Survey: an online survey of 534 San Francisco Public Library staff, covering many of the same topics as the patron survey, but from an employee point of view, with an emphasis on obtaining the opinions of public-facing staff. This survey was administered from September 12, 2017, through October 1, 2017.

4. Public Input: public input from 11 community meetings, held from October 24, 2017 through November 15, 2017 in each Supervisorial District. The purpose of these meetings was to present preliminary results (from the Structured Survey) and invite additional participation in the survey (as public input). Members of the public also had an opportunity to provide comments and questions as they pertained to the consideration of open hours throughout the San Francisco Public Library system.

The assessment also included a Library patron use analysis that analyzes both visitor traffic and computer use at all library locations. It was conducted by the Controller's Office and reported separately.

This report presents the findings and recommendations from the survey effort. Individual branch profiles are included as Appendix A of this report. Statistical tables and survey comments are provided under separate cover. Within this report, if a source for a statistic is not given, it is from the Structured Survey (#1 above).

Summary of Findings

These are a summary of the overall results from the survey. Individual branch profiles (Appendix A) provide a summary of results at the individual Library level.

Current Library Use

Overall, 62% of patrons use the library both on weekdays and weekends. By individual branch, however, these shares vary widely:

- Sunset (76%), Park (75%), Noe Valley (73%), and Bayview (71%) have the highest share of respondents who use the branch both weekdays and weekends.
- Marina (46%), North Beach (33%), and Chinatown (33%) have the highest share of respondents who use the branch only on weekdays. (Notably, both Marina and North Beach also have among the lowest share of respondents who use the branch both weekdays and weekends.)
- While only 8% of patrons systemwide use the library only on weekends, 19% of Ortega patrons, 16% of Parkside Patrons, and 13% of Potrero patrons use the branch only weekends.



**Average
Library
Patron**
(structured
survey)

Visits 8.4 times/month
Same time period most visits
Stays 73.5 minutes/visit

Library patrons visit their libraries about twice a week (8.4 times/month). By individual branch, the average number of visits per month range from 6.4 (Noe Valley) to 10.2 (Visitacion Valley).

Patrons spend on average 73.5 minutes during a typical library visit; however, the type of resources a patron uses may result in a longer or shorter visit.

- By branch, average visit time varies greatly – from 91.3 minutes at the Main Library to 42.7 minutes at Eureka Valley.
- Those who say they come to the library for materials (books, DVDs, etc.) spend an average of 70.5 minutes. However, those who say they use the library for technology (e.g. computers, printers, WiFi) spend an average of 93.5 minutes per visit, while those who say they use the library for live reference (e.g. homework help, ask a librarian questions) average 101.7 minutes per visit.

Most respondents (81%) use the surveyed branch primarily during one three-hour time frame, with 33% saying they use the surveyed branch primarily from 3 pm to 6 pm (only), 27% say they use the branch primarily from 12 pm to 3 pm (only), 12% use the branch 9 am to 12 pm (only), and 9% say they use the branch after 6 pm (only). Only 16% said they use the

surveyed branch regularly during multiple time periods, and 3% left the question blank. By branch, these results vary:

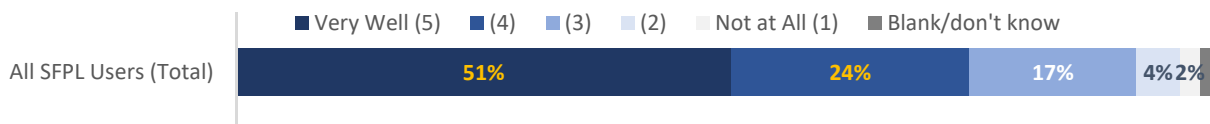
- 28% of respondents using the Bernal Heights branch use it during multiple time frames (the highest of any branch). In contrast, only 7% of respondents using Parkside visit the branch during multiple time frames (the lowest of any branch).
- Respondents at Ortega were most likely to use the branch from 3 pm to 6 pm primarily (49%), while respondents at Western Addition were most likely to use the branch primarily from 12 pm to 3 pm (40%).

This use primarily during one three-hour time period is relevant because patrons' requests for additional hours tend to reflect their current use (e.g. morning users are more likely to request additional morning hours). It also points out that there is no broad consensus in hours systemwide. Reflecting the above results, 80% of those who requested additional hours requested them during only ONE time period (e.g. only mornings/earlier, only evenings/later, only weekends).

Existing Hours and Additional Hours

Overall, patrons are satisfied with existing hours. As shown in the graph below, on a scale of 1.00 to 5.00, where "1" indicates the current hours do not meet their needs at all, and "5" indicates the current hours meet their needs very well, **patrons gave an average rating of 4.19.** **This reflects 75% rating their satisfaction with the library a "4" or "5 (Very Well)".**

Q4. Think about the hours that this branch is open currently. How well do these hours meet your needs?



Although 75% seem satisfied with existing hours, 59% indicated they would use additional hours if available.

Q5. If this branch were open more hours, would you use it more?



Those less satisfied were more likely to say they would use additional hours – and more likely to request hours across multiple time periods.

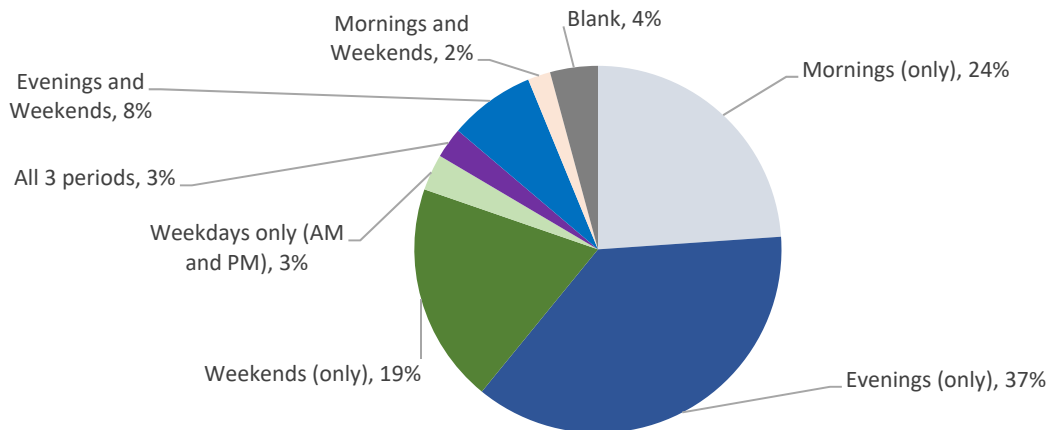
Q5. If this branch were open more hours, would you use it more? (If yes) Q6. When would you most likely use it more?	Total	Rated Satisfaction with Existing Hours			
		5	4	3/NA	2/1
Use additional hours (%) "Yes" on Q5	59	47	66	79	79
Would use mornings/earlier (%)	32	29	31	35	38
Would use evenings/later (%)	51	47	52	52	60
Would use weekends (%)	32	31	30	35	36

Several key sub-groups also expressed lower satisfaction, and/or a greater tendency to use additional hours:

- Those who said they use the library after 6 pm were least satisfied with existing hours (3.90), and were most likely to use additional hours (68%).
- Users of technology are also more likely to say they would use additional hours (70%), and tend to be less satisfied with existing hours (4.09).
- The use of additional branches may also indicate dissatisfaction with hours. Those who do not use any other branches than those surveyed expressed more overall satisfaction (4.24) and were slightly less likely to say they would use additional hours (56%). Conversely, those who DO use other branches expressed lower overall satisfaction (4.14) and were somewhat more likely to use additional hours if available (62%).

When additional hours would be used. The graph below shows the times that respondents said they would be likely to use additional hours overall. Note that, as with actual use, 80% of patrons who would like additional hours want them in one time period (only).

Q6. When would you most likely use it more?



Those who are currently using the library in the morning are more likely to request additional morning/earlier hours, while those currently using the library 3 pm or later are more likely to request evening/later hours (see table below). Request for additional weekend hours is strongest among those using the library later in the day.

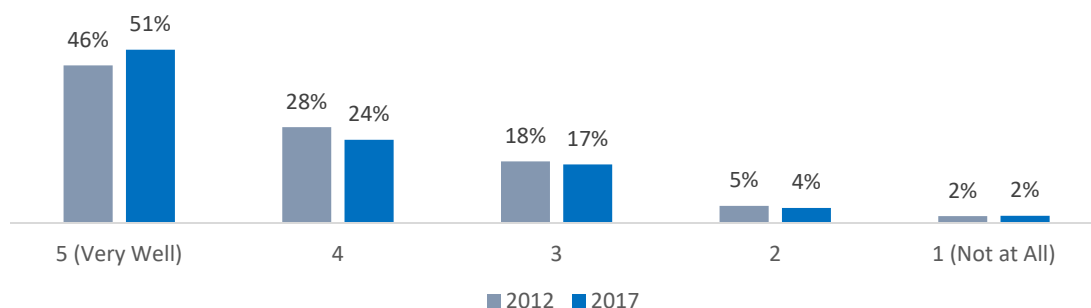
Q6. When would you most likely use it more?	Total	Time(s) Use Library Currently			
		9 am–12 pm	12–3 pm	3–6 pm	After 6 pm
Satisfaction with Current Hours (Average)	4.19	4.19	4.23	4.20	3.90
Use additional hours (%)	59	62	59	59	68
Would use mornings/earlier (%)	32	57	39	26	19
Would use evenings/later (%)	51	37	46	56	72
Would use weekends (%)	32	31	33	37	39

Comparison to 2012 Open Hours Assessment

In 2012, a similar assessment of open hours was performed. While there are some slight differences in methodology, many of the same core questions were asked. Below are a few of the key comparisons between the 2012 and 2017 assessments.

Satisfaction – overall satisfaction with existing hours has nudged upward slightly, to an average rating of 4.19 in 2017 (from 4.13 in 2012); however, this translates to 75% rating satisfaction at a 4 or 5 in 2017, compared to 74% in 2012.*

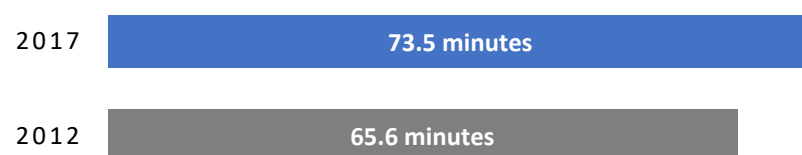
Q4. Think about the hours that this branch is open currently. How well do these hours meet your needs?



*Note that 2012 figures shown here have been weighted to compare them to 2017 data accurately; thus, published 2012 figures vary slightly from what is shown here.

And along with increased satisfaction . . . average visit length has also increased. In 2012, average visit time was 65.6 minutes. In 2017, it is now 73.5 minutes (an increase of 8 minutes). **However, patrons are visiting about 1.5 times less per month, average, than they were in 2012.** While the average patron visited the library 9.9 times per month in 2012, in 2017, they visit an average of 8.4 times per month.

Q8 (2017)/Q9 (2012) On an average visit, about how much time do you spend in this branch?



2012 vs. 2017 Comparison – Potential Use of Additional Hours

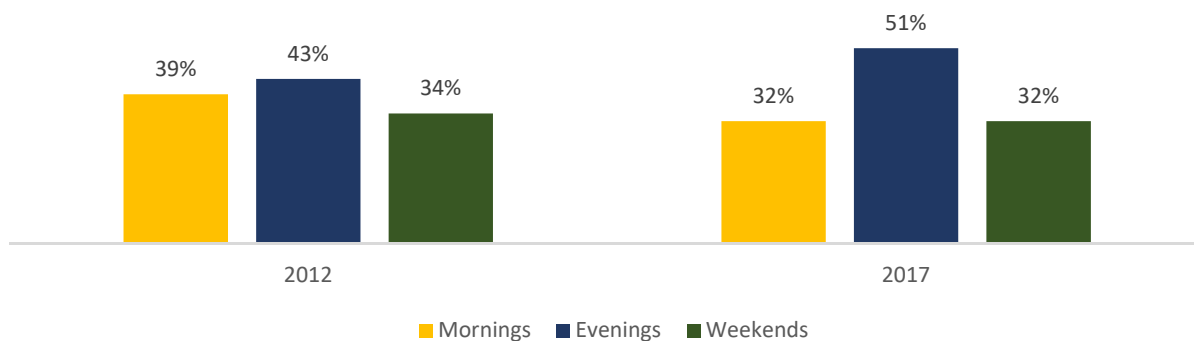
While a slightly smaller share indicated they would use additional hours in 2017 . . .

Q5. If this branch were open more hours, would you use it more?



. . . a higher share of those who want additional hours wanted evenings (or later) hours.

Q6. When would you most likely use it more? (2012: Q6. When would you use it more?)



In June 2017, 85 total hours were added at 15 branches across the San Francisco Public Library system. Most of these hours were weekend afternoons and weekday mornings (see table below). The 2017 survey fieldwork began in late August 2017.

Hours Added – June 2017				
	Weekdays before 3 pm	Weekdays after 3 pm	Weekend	TOTAL
(#)	26	12	47	85
(%)	31%	14%	55%	100%

Breakdown of weekend hours added:

28 hours = Sunday afternoons 1-5 pm (33%)

19 hours = Saturday mornings - most 10 am open, some 12 pm open (2231)

Patron Survey Comments and Staff Survey

This section summarizes the results of the open-ended comments from the survey, as well as providing key findings from the Staff Survey.

Structured Survey

Among respondents of the Structured Survey, 58% chose to provide an open-ended comment. Most patrons (70%) made comments about some other aspects of the library, with the top comment being a positive comment about library staff/volunteers (16%), followed by a general positive comment (15%) and a positive comment about the internal physical structure (organization/layout/ambience) of the library (10%).

- Among those providing a comment, 23% made a comment about how they currently use the library (which often ties into open hours indirectly), while 21% of comments were directly tied into open hours. (Respondents could make comments about multiple subjects, and these were coded accordingly; thus, the total percentage exceeds 100%.)
- Many of the comments have particular meaning on a branch-specific level. For example, while 4% of those commenting made a negative comment about safety and related issues (crime/drugs/homelessness), 12% of comments from patrons of the Main library included such a comment, while none of the Ortega patrons made this type of comment.

Public Input Survey

Responses from the public input portion of the study tended to reinforce the results of the Structured Survey – with requests for additional hours, including additional evening hours, but additional morning and weekend hours as well. Generally, the response from the public input tended to come from library patrons who are older, whiter, and more frequent users. While many of the comments from the Public Input Survey were branch-specific, there were comments asking broadly for more hours, including library access available 24/7. The table below shows a breakout of comment topics from the Public Input Survey:

<i>Summary of Comments from Public Input Relating to Open Hours</i>	
Comment Subject	%
ADD WEEKEND HOURS (NET)	38%
ADD WEEKEND MORNINGS/EARLIER	22%
ADD WEEKEND EVENINGS/LATER	12%
ADD WEEKEND MORE HOURS (UNSPECIFIED)	3%
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%

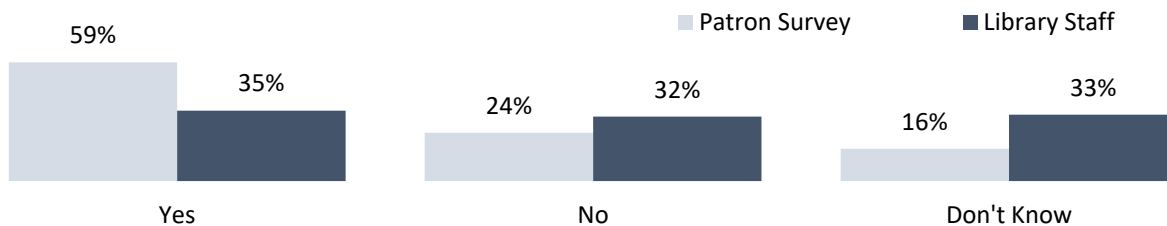
ADD TUE/WED/THUR MORNING/EARLIER	9%
ADD MORNING/EARLIER HOURS (UNSPECIFIED)	7%
LIKE THE NEW HOURS	16%
ADD JUST "LONGER/MORE HOURS"	12%
STAY OPEN ALL THE TIME (24/7)	12%
KEEP CURRENT HOURS	2%
LIBRARIES NEED TO CLOSE EARLIER AT NIGHT	2%
MAKE HOURS CONSISTENT ACROSS ALL BRANCHES	1%

Staff Survey

While 59% of patrons said they would use more hours if the library were open more, library staff was almost evenly split, with 35% saying patrons would use more hours, 32% saying they would not, and 33% indicated they were not sure.

Patron Survey: *If this branch were open more hours, would you use it more?*

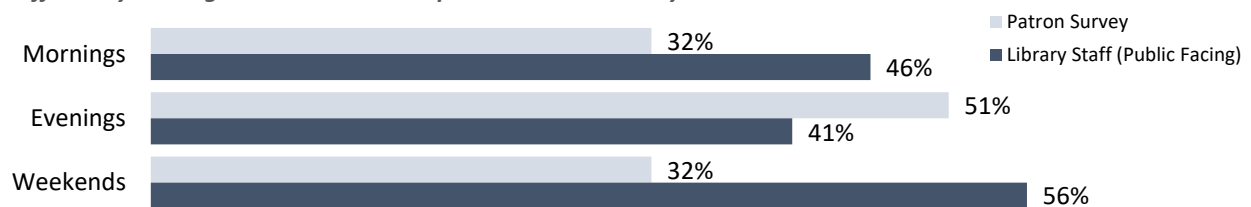
Library Staff Survey: *If this library location were open more hours, do you feel a significant number of patrons would use it more?*



In addition, among library staff who thought patrons would use additional hours, there is clear disagreement as to when those would most be used. Library staff indicated patrons would most likely use additional weekend hours (56%), followed by 46% who thought morning/earlier hours would most be used, and 41% who thought evening/later hours would be most used.

Patron Survey: *When would you use it more?*

Staff Survey: *During which times would patrons be most likely to use it more?*



Library staff also indicated that Tuesday, Wednesday, and Thursday evenings after 6 pm are the three slowest times at their library.

[Staff survey] Q8. In an average week, what are the three time periods that have the highest traffic at this library location?

[Staff survey] Q9. In an average week, what are the three time periods that have the lowest traffic at this library location?

	Main	Branches
Highest Traffic	Monday 3 pm to 6 pm (32%) Tuesday 3 pm to 6 pm (27%) Sunday 3 pm to 6 pm (26%)	Friday 12 pm to 3 pm (29%) Sunday 12 pm to 3 pm (27%) Saturday 12 pm to 3 pm (25%)
Lowest Traffic	Wednesday after 6 pm (51%) Thursday after 6 pm (37%) Tuesday after 6 pm (36%)	Thursday after 6 pm (34%) Wednesday after 6 pm (38%) Tuesday after 6 pm (40%)

The findings from both the Staff Survey (which are also reflected in the Controller's Office data analysis) conflict somewhat with requests for additional evening hours from the Patron Survey. As noted above, the Staff Survey indicates that many existing evening hours are currently underutilized (and Controller's Office data shows many slower evening periods as well). There are several possible reasons for this – including:

- **Broad definition of 'evening'.** While the survey may only generally point to evenings or later than a library is currently open – this may not necessarily be until 9 pm. Staff observations and survey responses alike point to fewer patrons after 6 pm generally, so it is possible that patrons would like more evening hours – but would not necessarily use it until 9 pm. Comments from library patrons point to a range of times for evening hours.
- **Lack of awareness of existing open hours** While additional hours are requested by more than half (59%) of respondents, it is not always clear that patrons are fully aware of existing library hours – particularly opening and closing times.
 - While the survey asked patrons about their satisfaction with existing hours, they did not confirm awareness of those hours. Thus, feedback on patron awareness of existing hours is available only when patrons volunteered some indication in the comments. Within the comments provided, 2% of all patron comments, and 8% of all who provided a comment about open hours, expressed confusion or lack of awareness around existing open hours. Such comments include: Asking for hours already in place; expressions of confusion over what the current hours are; showing up to a library expecting it to be open only to have it closed; etc.
 - Several staff made comments about patrons adjusting to the new hours (which were introduced in June 2017, more than two months prior to the start of the patron survey fieldwork).
- **Hours vs. capacity** – Comments from some patrons suggest that their request for additional hours (particularly additional evening hours) is a result of crowding during peak times of use in the late afternoon/early evening (hoping that others will come to the library earlier or later if those hours are available and therefore alleviate the crowding). Because the

Structured Survey was intended to be completed in 5 minutes or less, patrons often did not give input beyond the hours they would like to see. In a handful of comments, however, there are clear indications that the patron is conflating capacity and additional hours.

Recommendations

The findings resulted in 3 recommendations overall:

- **Use the detailed branch-specific profiles to support any decisions to adjust open hours.** Each branch has a unique patron profile regarding how it is used and what patrons value. These profiles should be used by the San Francisco Library Commission and staff as part of their analysis when considering adjustments to open hours at specific branches.
- **Ensure that library open hours are clearly identified for patrons, both at the physical location and online, so that patrons are fully aware of existing hours at all library locations.** While additional hours are requested by more than half (59%) of respondents, it is not always clear that patrons are fully aware of existing library hours – particularly opening and closing times.
 - The survey asked patrons about their satisfaction with existing hours, but did not confirm awareness of those hours. Thus, feedback on patron awareness of existing hours is available *only* when patrons volunteered some indication in the comments. Within the comments provided, 2% of all patron comments, and 8% of all who provided a comment about open hours, expressed confusion or lack of awareness around existing open hours. Typical comments include: Asking for hours already in place; expressions of confusion over what the current hours are; relating incidents of showing up to a library expecting it to be open only to have it closed; etc.
 - In the Library Staff Survey, a few staff made comments about patrons adjusting to the new hours (which were introduced in June 2017, more than two months prior to the start of the patron survey fieldwork).
 - **It is recommended that, in addition to double-checking existing signage for accuracy, it might be helpful to consider placing signage about hours where it might be more visible to patrons in the normal course of their Library visit (e.g. at/near main desk or check-out desks).**
- **Explore measurements of location capacity and its impact on requests for additional hours.** Since the patron survey was structured to be completed in less than 5 minutes, comments beyond what hours patrons preferred were highly unusual; however, some of these longer comments indicate conflation of capacity with hours.
 - Negative comments about crowding/noise were mentioned by 2% of those providing comments to the patron survey; however, they account for 7% of the comments made by Excelsior patrons, 6% of Portola patrons, and 5% of Visitacion Valley patrons.

- While most patron comments are fairly brief, a handful of longer comments indicate the commenter believes that additional hours will reduce crowding, or otherwise conflates available hours and capacity/crowding/quiet. For example, one patron from Merced noted, “WOULD LIKE IT TO BE OPEN LATER & EARLIER THAN 1 PM. WOULD SPEND MORE TIME HERE IF THERE WERE MORE SPACE & QUIET.” A Visitation Valley patron said, “IT'S TOO NOISY FOR ME. NO MATTER WHAT DAY I COME THE KIDS ARE RUNNING AROUND, AND THE STAFF DO NOTHING ABOUT IT. THAT IS WHY I PREFER LATER EVENINGS-- MAYBE IT WILL BE QUIETER.” Two commenters (both patrons of the Main) equated additional hours with additional computer access and/or requested additional hours with a request that computer labs be open additional hours as well, e.g. “THEY SHOULD HAVE MORE HOURS, [AND] MORE TIME WHEN YOU RESERVE THE COMPUTER.”
- **Therefore, in addition to open hours, it is recommended that the Library should review how best to measure issues of capacity – such as seating at tables for work/study and computer availability – and look for ways to address branch resources which are at/over capacity regularly.**

Structured Survey - Overview by Question

This section presents an overview of the results from the Structured Survey for each question.

Frequency of Use

Q1. In a typical month, how often do you use this branch library?

Overall, patrons use the library where surveyed 8.4 times per month; however, 7% indicated they were using the surveyed branch for the first time.

	TOTAL	Surveyed At	
		Main	Branches
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420
First time using [NA]	7%	10%	5%
Once a month or less [0.5]	17%	21%	15%
2 – 3 times a month [2.5]	23%	20%	24%
4 – 10 times a month [7.0]	31%	22%	33%
11 – 20 times a month [15.5]	11%	12%	11%
20+ times a month [30.0]	11%	13%	10%
Don't know/Blank	1%	1%	1%
AVERAGE # TIMES VISIT/MONTH	8.4	9.0	8.2
MEDIAN # TIMES VISIT/MONTH	7.0	7.0	7.0

By individual branch (see table below), average number of visits ranged from 6.4 (Noe Valley) to 10.2 (Visitacion Valley). The share of first-time users also varies greatly by branch, from 2% (Bernal Heights, Portola) to 18% (Potrero).

Library	Average # Visits/Month	% First Time Visitors	Library	Average # Visits/Month	% First Time Visitors
All Libraries	8.4	7%	Noe Valley	6.4	5%
Anza	6.8	7%	North Beach	10.1	10%
Bayview	9.7	6%	Ocean View	9.7	3%
Bernal Heights	7.4	2%	Ortega	9.1	5%
Chinatown	10.1	7%	Park	7.6	7%
Eureka Valley	6.6	4%	Parkside	8.0	7%
Excelsior	7.4	3%	Portola	9.4	2%
Glen Park	7.0	5%	Potrero	8.3	18%
Golden Gate Valley	7.0	9%	Presidio	7.7	9%
Ingleside	7.6	5%	Richmond	8.9	3%
Main	9.0	10%	Sunset	6.9	6%
Marina	8.3	8%	Visitacion Valley	10.2	5%
Merced	7.2	3%	West Portal	7.5	3%
Mission	8.2	4%	Western Addition	6.7	3%
Mission Bay	8.1	9%			

Days Used

Q2. Do you use this branch . . . Weekdays? Weekends? Both weekdays and weekends?

Overall, 28% of respondents use the surveyed branch only on weekdays, while 8% use it only on weekends, and 62% use it both on weekdays and weekends. By individual branch, however, these shares vary widely:

- Sunset (76%), Park (75%), Noe Valley (73%), and Bayview (71%) have the highest share of respondents who use the branch both weekdays and weekends.
- Marina (46%), North Beach (33%), and Chinatown (33%) have the highest share of respondents who use the branch only on weekdays. (Notably, both Marina and North Beach also have among the lowest share of respondents who use the branch both weekdays and weekends.)
- Ortega (19%), Parkside (16%), and Potrero (13%) have the highest share of respondents who use the branch only on weekends. Both Potrero and Ortega have some of the lowest shares of respondents who use the branch both weekdays and weekends.

The second table below shows the detailed breakdown by branch.

	TOTAL	Surveyed At	
		Main	Branches
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420
Weekdays	28%	29%	27%
Weekends	8%	9%	8%
Both weekdays and weekends	62%	59%	63%
Blank	2%	2%	2%

Library	Weekdays (%)	Weekends (%)	Both (%)	Library	Weekdays (%)	Weekends (%)	Both (%)
All Libraries	28	8	62	Noe Valley	18	8	73
Anza	27	6	66	North Beach	33	9	54
Bayview	20	6	71	Ocean View	29	6	65
Bernal Heights	31	6	61	Ortega	26	19	54
Chinatown	33	4	62	Park	19	5	75
Eureka Valley	25	11	64	Parkside	21	16	62
Excelsior	24	8	64	Portola	28	9	62
Glen Park	32	8	59	Potrero	26	13	58
Golden Gate Valley	22	7	68	Presidio	19	12	67
Ingleside	30	7	59	Richmond	27	5	67
Main	29	9	59	Sunset	17	5	76
Marina	46	2	49	Visitation Valley	27	6	67
Merced	28	7	65	West Portal	28	7	63
Mission	28	3	68	Western Addition	24	11	62
Mission Bay	31	11	57				

Times Used

Q3. What are the primary times you use this branch? [multiple responses accepted]

Overall, the most heavily used times for libraries overall is from 12 pm to 3 pm (37% of all respondents) and 3 pm to 6 pm (46% of all respondents). Only 16% of respondents said they use the surveyed library after 6 pm.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
9 am – 12 noon	18%	21%	18%	19%	16%	19%
12 noon – 3 pm	37%	34%	38%	31%	48%	38%
3 pm – 6 pm	46%	41%	48%	44%	45%	47%
After 6 pm	16%	19%	15%	13%	-	20%
Blank	3%	2%	3%	2%	1%	3%

However, most respondents (about 81% overall) use the surveyed branch primarily during one three-hour time frame, with 33% saying they use the surveyed branch primarily from 3 pm to 6 pm.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
ONE TIME PERIOD ONLY (NET)	81%	85%	80%	90%	90%	77%
3 pm to 6 pm only	33%	30%	34%	38%	37%	31%
12 pm to 3 pm only	27%	25%	27%	25%	39%	25%
9 am to 12 pm only	12%	17%	10%	16%	14%	10%
After 6 pm only	9%	13%	8%	11%	-	10%
MULTIPLE TIME PERIODS (NET)	16%	13%	17%	9%	9%	20%
Midday (12-3, 3-6)	5%	4%	5%	3%	7%	5%
After 3 pm (3-6, after 6)	4%	3%	4%	1%	-	5%
Before 3 pm (9-12, 12-3)	2%	1%	2%	2%	1%	2%
All 4 time periods	1%	<1%	2%	<1%	-	2%
9-12 and 3-6	1%	1%	1%	1%	<1%	1%
Before 6 pm (9-12,12-3,3-6)	1%	1%	1%	<1%	1%	1%
12-3 and After 6	1%	1%	1%	<1%	-	1%
9-12 and After 6 only	1%	1%	1%	<1%	-	1%
12 pm and later (12-3,3-6,6+)	1%	<1%	1%	<1%	-	1%
9-12,3-6, and After 6	<1%	-	<1%	-	-	<1%
9-12,12-3 and After 6	<1%	-	<1%	<1%	-	-
<i>Don't know/blank</i>	3%	2%	3%	2%	1%	3%

These results vary widely by individual branch:

- 28% of respondents using the Bernal Heights branch use it during multiple time frames (the highest of any branch).
- Only 7% of respondents using Parkside visit the branch during multiple time frames (the lowest of any branch).
- Respondents at Ortega were most likely to use the branch from 3 pm to 6 pm primarily (49%), while respondents at Western Addition were most likely to use the branch primarily from 12 pm to 3 pm (40%).
- Respondents at Mission branch were most likely to use the branch after 6 pm than any other branch (18%). However, this was not the busiest time frame at the Mission branch – as 37% say they use that branch primarily from 3 pm to 6 pm.

The table below shows the breakout of times used, by branch.

Library	9-12 (only) (%)	12-3 (only) (%)	3-6 (only) (%)	After 6 (only) (%)	Multiple times (%)
All Libraries (TOTAL)	12	27	33	9	16
Anza	2	31	45	12	8
Bayview	12	37	30	7	13
Bernal Heights	6	13	44	9	28
Chinatown	7	27	36	10	15
Eureka Valley	14	23	32	7	20
Excelsior	15	31	31	8	14
Glen Park	6	23	42	6	23
Golden Gate Valley	9	23	39	16	10
Ingleside	10	38	23	3	25
Main	17	25	30	13	13
Marina	17	26	33	8	11
Merced	12	25	30	12	18
Mission	3	17	37	18	25
Mission Bay	9	32	40	1	15
Noe Valley	12	26	27	14	21
North Beach	13	30	36	1	9
Ocean View	10	29	36	8	15
Ortega	5	23	49	11	10
Park	11	23	33	9	25
Parkside	20	37	29	1	7
Portola	14	26	36	6	17
Potrero	16	29	25	7	20
Presidio	11	27	26	6	26
Richmond	10	31	26	3	27
Sunset	12	25	35	8	20
Visitation Valley	4	31	44	8	10
West Portal	9	25	35	14	12
Western Addition	22	40	21	3	8

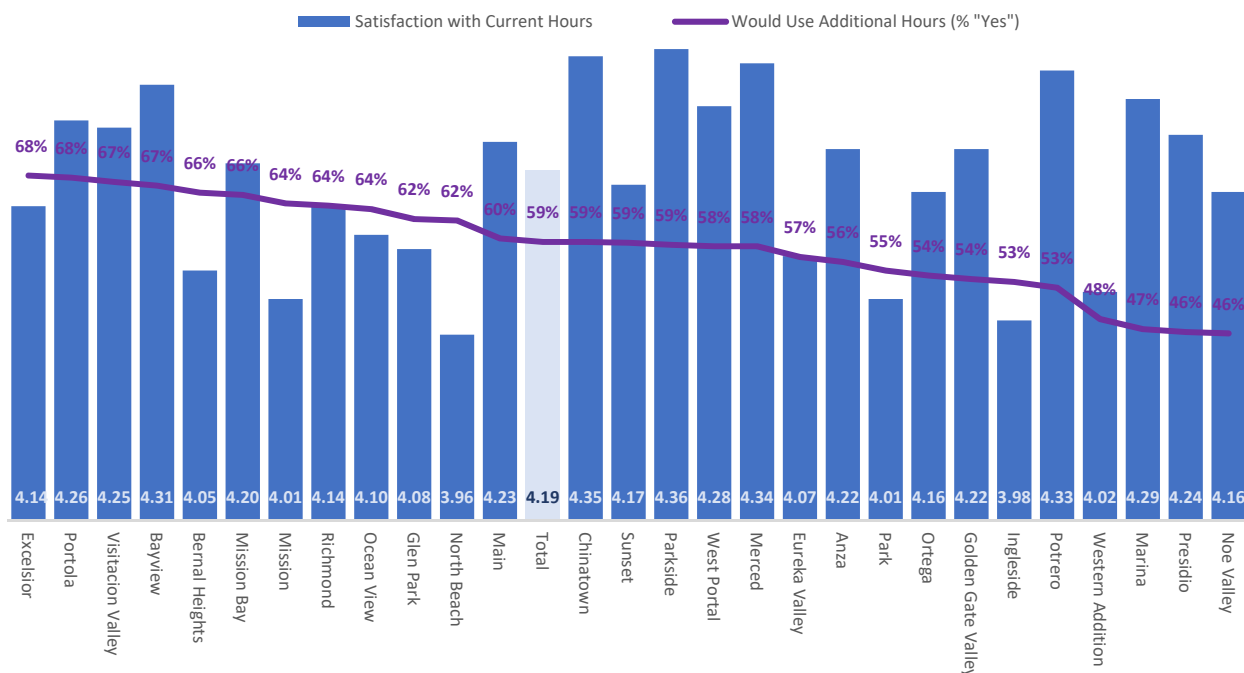
Satisfaction with Current Hours

Q4. How well do these hours meet your needs?

Overall, respondents rated their satisfaction with current library hours at 4.19 out of 5.00. This reflects 75% of respondents saying the current hours meet their needs “Very well-5” (51%) or “4” (24%). Generally, those surveyed at the Main were more satisfied (4.23) than those surveyed at branches (4.17). Those who use the surveyed branch only on weekdays were most satisfied (4.33), while those who use the surveyed branch both weekdays and weekends – some of the heaviest users – were least satisfied (4.12).

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
5 – Very Well	51%	55%	49%	57%	53%	48%
4	24%	20%	26%	23%	22%	26%
3	17%	16%	18%	14%	19%	18%
2	4%	6%	4%	3%	4%	5%
1 – Not at all	2%	2%	2%	2%	2%	2%
Blank/NA	1%	1%	1%	2%	1%	1%
Average Score (out of 5.00)	4.19	4.23	4.17	4.33	4.23	4.12

By individual branch, respondents at Parkside (4.36) and Chinatown (4.35) appeared the most satisfied with current open hours, while North Beach (3.96) and Ingleside (3.98) appeared the least satisfied (see below).



Additional Hours – Times Desired

Q5. If this branch were open more hours, would you use it more?

Q6. (If 'yes' in Q5) when would you use it more? [multiple responses accepted]

More than half (59%) of patrons indicated they would use more hours if they were available. Those who use the library both weekdays and weekends were slightly more likely (64%) to say they would use additional hours.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
Yes (would use it more)	59%	60%	59%	50%	54%	64%

Among those who indicated they would use additional hours, 51% said they would use hours in the evenings (or later than the library is currently open), while 32% said they would use them in the mornings (or earlier than currently open), and 32% also said they would use additional hours on weekends. Patrons at the Main library were more likely to indicate they would use the library more in the evening (62%) and on the weekend (35%) than branch patrons were.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (would use more hours - weighted)</i>	2720	694	2026	639	203	1832
Mornings (or earlier)	32%	27%	33%	35%	17%	32%
Evenings (or later)	51%	62%	47%	53%	38%	51%
Weekends	32%	35%	31%	18%	56%	34%
Blank	4%	1%	5%	4%	3%	4%

The table below shows the variations in preferences by branch.

Library	Mornings (only) %	Evenings (only) %	Weekends (only) %	All 3 time periods %	Library	Mornings (only) %	Evenings (only) %	Weekends (only) %	All 3 time periods %
All Libraries	24	37	19	3	Noe Valley	25	33	20	6
Anza	25	38	26	-	North Beach	25	36	17	2
Bayview	23	42	15	5	Ocean View	15	38	25	3
Bernal Heights	16	39	29	4	Ortega	9	46	25	3
Chinatown	30	36	16	2	Park	27	33	12	6
Eureka Valley	24	38	22	1	Parkside	30	24	30	1
Excelsior	29	37	17	3	Portola	25	33	20	4
Glen Park	26	39	16	3	Potrero	31	32	17	6
Golden Gate Valley	33	26	21	4	Presidio	38	24	17	2
Ingleside	26	28	17	3	Richmond	37	23	24	-
Main	16	44	20	5	Sunset	30	38	18	3
Marina	44	44	8	-	Visitacion Valley	27	35	20	2
Merced	19	40	21	1	West Portal	24	33	13	2
Mission	17	40	24	2	Western Addition	31	24	16	4
Mission Bay	33	41	6	6					

Primary Branch

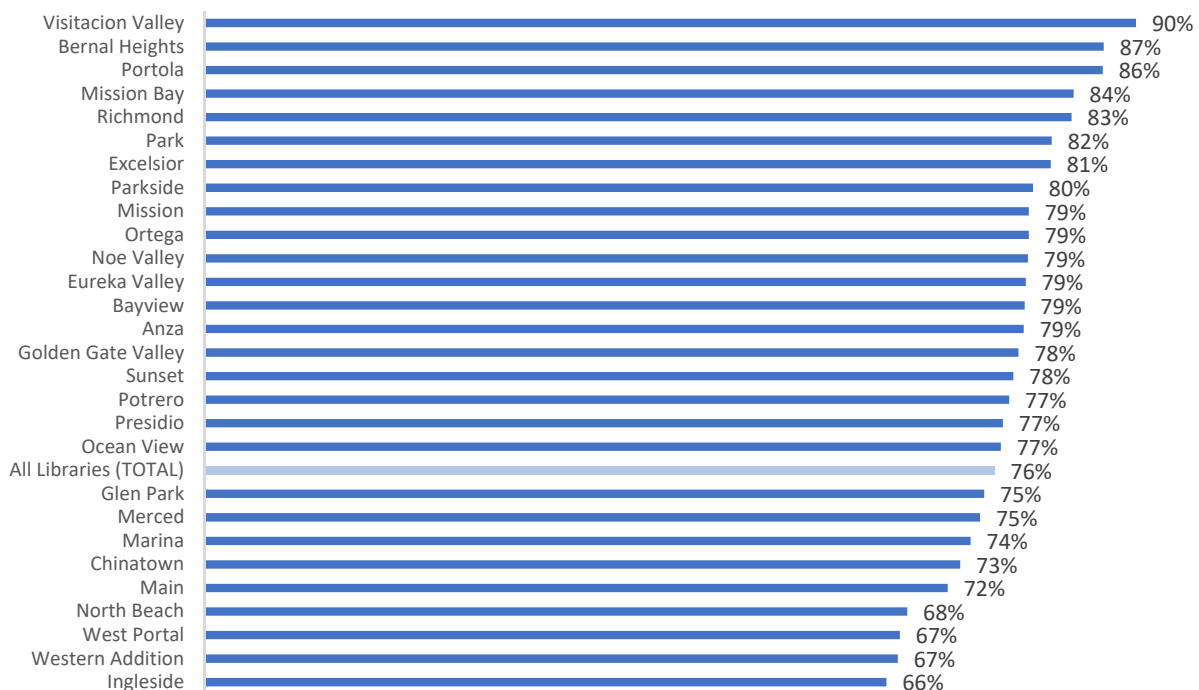
Q7. Do you consider this site your primary branch library?

Most patrons (76%) consider the surveyed branch to be their primary branch library; users at the Main were slightly less likely (72%) than those at branches (78%) to indicate this was the case. Those who said they used the surveyed branch only on weekends, or only on weekdays, were less likely to be using their primary branch than those who said they used the surveyed branch both weekdays and weekends.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
Yes	76%	72%	78%	66%	61%	83%
No	18%	24%	17%	28%	32%	12%
Not Sure	5%	3%	5%	5%	6%	4%
Blank/multiple responses	1%	1%	1%	<1%	2%	1%

By branch, 90% of Visitacion Valley patrons indicated this was their primary branch, whereas only 66% of Ingleside users indicated the library was their primary branch.

By Branch - % Answering “Yes” (Primary Branch)



Average Visit Time

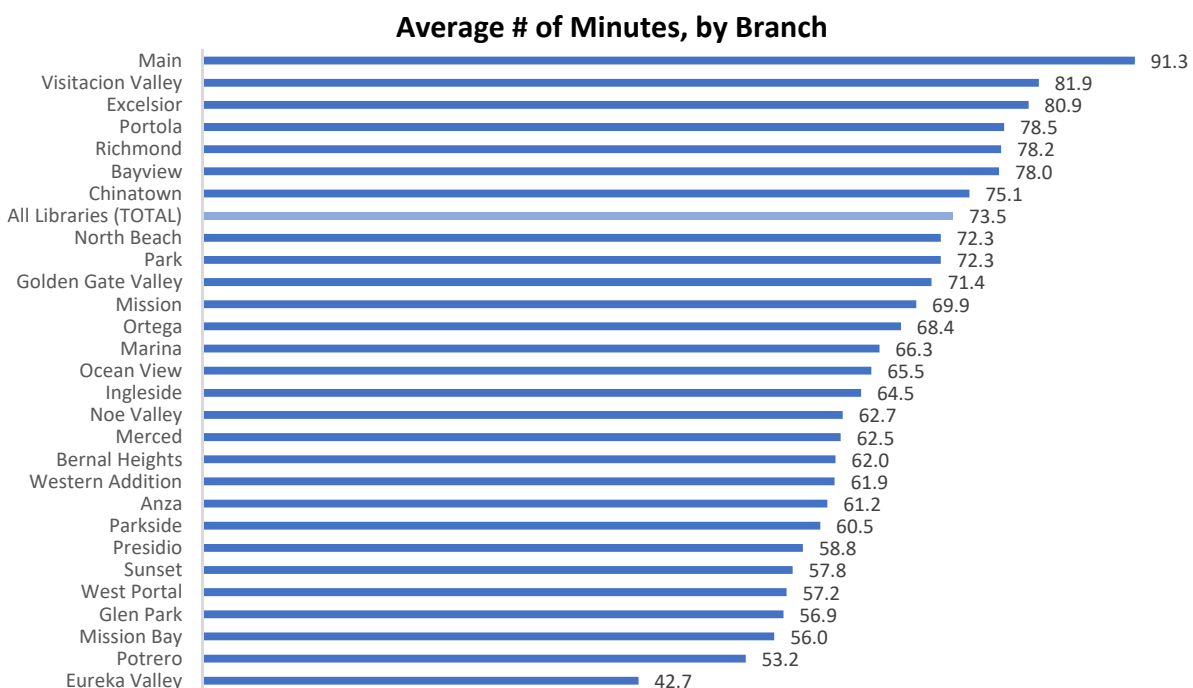
Q8. On an average visit, about how much time do you spend in this branch?

The average visit time among patrons was 73.5 minutes. This is an increase of about 8 minutes over the 2012 open hours study.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
10 minutes or less	8%	4%	10%	8%	9%	8%
11 to 30 minutes	22%	14%	25%	23%	26%	22%
31 to 60 minutes	17%	16%	18%	18%	19%	17%
61 to 120 minutes	31%	35%	29%	35%	26%	30%
121 to 180 minutes	14%	20%	12%	10%	13%	15%
More than 180 minutes	5%	9%	4%	3%	5%	6%
Blank	2%	2%	2%	2%	2%	1%
Average # of minutes spent	73.5	91.3	67.4	68.6	68.6	76.0

By branch, the Main Library had the longest average visits, of 91.3 minutes, while Eureka Valley had the shortest, at 42.7 minutes.

There is some indication that type of use increases or decreases average visit time; namely, that those who use the library for technology (library computers, printers) and live reference assistance (homework help, librarians answering questions) tend to have longer average visits than those who use the library for materials (books, DVDs, etc.).



Tenure as Patron of Surveyed Branch

Q9. How long have you been using this branch?

About 4 in 10 patrons have used the surveyed branch more than 5 years.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
3 months or less	14%	18%	13%	22%	28%	8%
3 to 6 months	5%	4%	5%	6%	4%	4%
7 to 12 months	3%	3%	4%	4%	3%	3%
1 to 2 years	15%	12%	17%	18%	19%	14%
3 to 5 years	18%	15%	19%	18%	12%	19%
More than 5 years	43%	46%	42%	32%	33%	50%
<i>Blank</i>	1%	1%	1%	1%	-	1%

By individual branch, Potrero has the highest share of very new users (less than 3 months) at 24%, while Bernal Heights has the highest share of those who have used the branch more than 5 years (58%).

Library	3 months or less (%)	More than 5 years (%)	Library	3 months or less (%)	More than 5 years (%)
All Libraries (TOTAL)	14	43	Noe Valley	13	43
Anza	17	47	North Beach	21	37
Bayview	15	29	Ocean View	13	29
Bernal Heights	6	58	Ortega	11	31
Chinatown	14	48	Park	17	34
Eureka Valley	9	53	Parkside	11	44
Excelsior	12	38	Portola	15	42
Glen Park	12	48	Potrero	24	43
Golden Gate Valley	18	27	Presidio	13	43
Ingleside	20	24	Richmond	11	47
Main	18	46	Sunset	9	49
Marina	20	33	Visitacion Valley	14	40
Merced	10	44	West Portal	10	48
Mission	14	49	Western Addition	6	47
Mission Bay	19	23			

How Library Used

Q10. For what reasons do you primarily use this branch? [Multiple responses permitted]

Most patrons (85%) visit the library for materials (such as books, DVDs, etc.), and this continues to be the most popular way in which patrons use the library. However, 43% use the library for some form of technology access, 25% use it for community/social learning of some type, 26% use it for live reference assistance, and 18% use it for pragmatic reasons (e.g. charge cell phone, use restrooms).

The use of the library particularly for technology and live reference reasons appears to have some impact on average visit length and may indirectly tie into open hours.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	86%	85%	77%	81%	90%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	54%	39%	37%	26%	48%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	36%	22%	24%	24%	26%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	32%	24%	27%	22%	27%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	32%	13%	18%	11%	19%
Blank	1%	<1%	1%	1%	1%	1%

The use of the library, by branch, is detailed on the next page.

Library	Materials (%)	Technology (%)	Community (%)	Live Reference (%)	Pragmatic (%)
All Libraries (TOTAL)	85	43	25	26	18
Anza	85	42	26	26	12
Bayview	75	66	25	32	14
Bernal Heights	88	40	44	31	37
Chinatown	85	46	10	23	17
Eureka Valley	90	32	16	12	11
Excelsior	82	49	20	27	15
Glen Park	88	26	31	23	12
Golden Gate Valley	87	48	19	20	6
Ingleside	87	42	18	28	7
Main	86	54	36	32	32
Marina	76	29	35	17	15
Merced	88	34	23	29	19
Mission	86	48	18	32	12
Mission Bay	83	27	14	14	12
Noe Valley	90	32	16	26	8
North Beach	75	44	25	23	15
Ocean View	84	45	26	27	13
Ortega	82	23	18	29	6
Park	92	48	30	23	11
Parkside	89	34	19	22	8
Portola	91	43	20	37	14
Potrero	83	22	31	24	5
Presidio	86	29	27	13	6
Richmond	84	37	25	19	13
Sunset	90	41	15	18	11
Visitation Valley	81	57	22	36	21
West Portal	88	34	23	23	23
Western Addition	86	36	22	17	7

Recent Visits to Other Library Libraries

Q11. Have you visited any other San Francisco Public Library branches in the past month? (Multiple responses accepted)

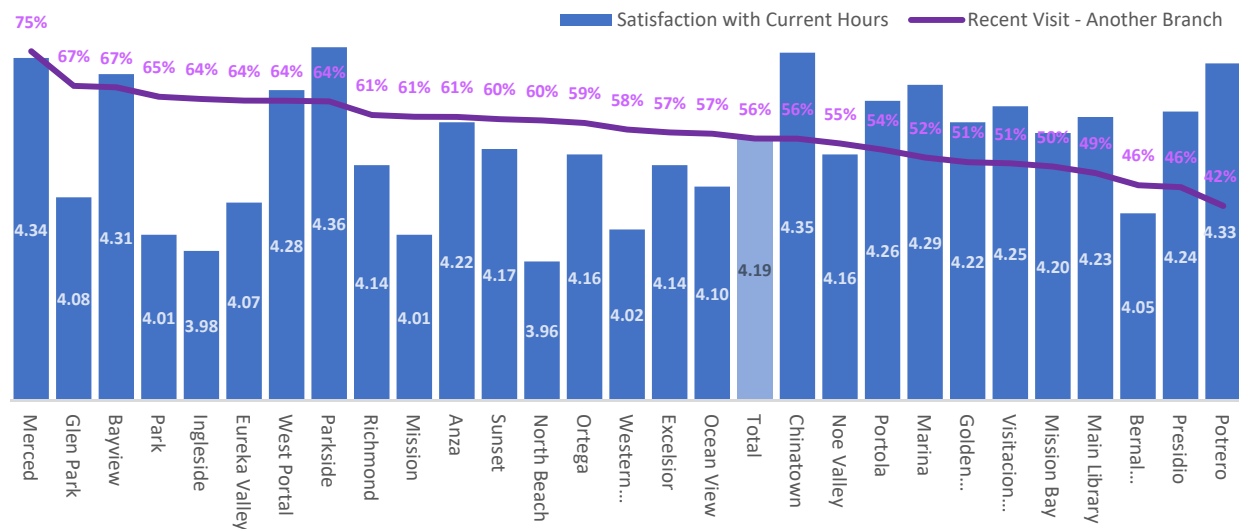
While 44% visit only the branch where they were surveyed, more than half (56%) had visited at least one other Library library in the past month.

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
Yes	56%	49%	59%	54%	53%	57%
No	44%	51%	41%	46%	46%	42%
Don't Know/Blank	<1%	<1%	<1%	1%	1%	<1%

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
ONLY VISIT THIS BRANCH (NO/BLANK Q11)	44%	51%	41%	46%	47%	43%
MAIN	16%	-	21%	13%	13%	18%
SUNSET	4%	3%	5%	5%	4%	4%
CHINATOWN/HIM MARK LAI	4%	6%	3%	2%	5%	4%
RICHMOND/SENATOR MARKS	4%	3%	4%	3%	3%	4%
MISSION	4%	6%	3%	4%	5%	3%
WEST PORTAL	3%	2%	4%	3%	3%	4%
NORTH BEACH	3%	4%	3%	3%	3%	4%
WESTERN ADDITION	3%	4%	2%	2%	2%	3%
EXCELSIOR	3%	4%	2%	3%	1%	3%
EUREKA VALLEY/HARVEY MILK	3%	6%	1%	2%	2%	3%
PARKSIDE	3%	1%	3%	3%	2%	3%
MERCED	2%	2%	2%	2%	2%	3%
ORTEGA	2%	2%	2%	2%	3%	2%
GLEN PARK	2%	2%	2%	2%	1%	2%
INGLESIDE	2%	3%	2%	2%	2%	2%
PRESIDIO	2%	1%	2%	1%	1%	2%
MARINA	2%	3%	2%	2%	<1%	2%
MISSION BAY	2%	3%	1%	1%	2%	2%
NOE VALLEY/SALLY BRUNN	2%	1%	2%	1%	2%	2%
PORTOLA	1%	2%	1%	1%	1%	2%
BERNAL HEIGHTS	1%	1%	2%	1%	2%	1%
OCEAN VIEW	1%	<1%	2%	1%	1%	1%
PARK	1%	2%	1%	1%	<1%	2%
ANZA	1%	<1%	2%	1%	1%	1%
BAYVIEW	1%	2%	1%	1%	<1%	1%
GOLDEN GATE VALLEY	1%	<1%	1%	1%	<1%	1%
VISITACION VALLEY	1%	<1%	1%	1%	1%	1%
POTRERO	1%	1%	1%	1%	<1%	1%

Below is a table which shows overall satisfaction by branch (blue bars), with the share who said they visited another branch within the past month shown separately (purple line). In most cases, branches where satisfaction is lower also tend to have a higher share of patrons who visit other branches. This suggests that patrons are often visiting other branches as a result of dissatisfaction with some aspect of the existing branch's open hours.

However, patrons at several branches – Merced, Bayview, West Portal, and Anza specifically – have fairly high levels of satisfaction with open hours at their branch, as well as a high share of patrons who visit other branches. This indicates there are other factors driving them to visit other branches.



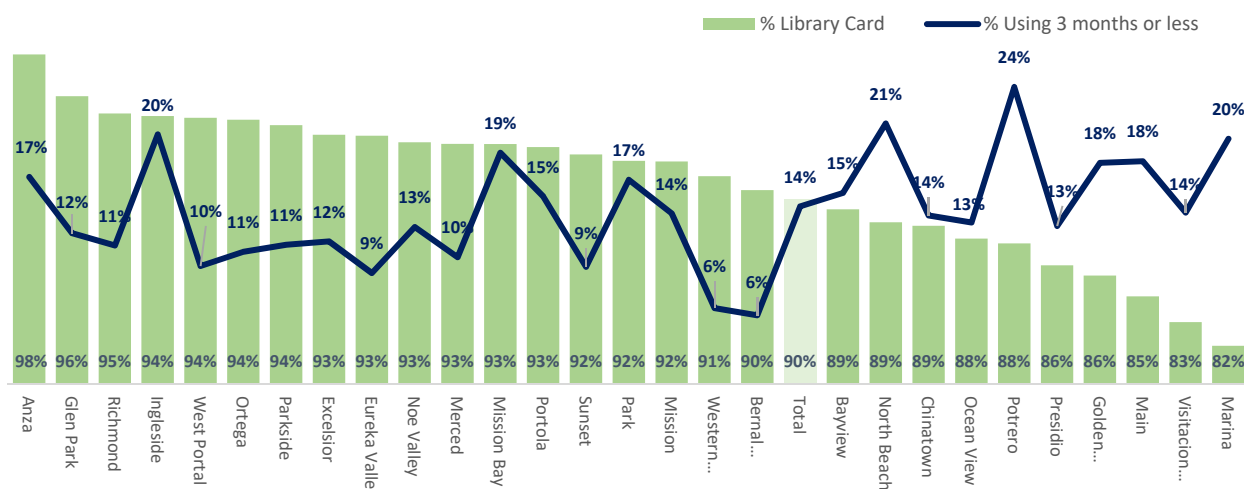
Library Card

Q13. Do you have a San Francisco Library card?

Most respondents (90%) have a library card. Visitors to the Main Library are somewhat less likely to have one (85%) when compared to the branch libraries (92%).

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
Base (all respondents - weighted)	4,586	1,166	3,420	1,271	374	2,855
Yes	90%	85%	92%	84%	82%	94%
No	9%	15%	7%	15%	16%	5%
Don't Know/Blank	1%	<1%	1%	1%	2%	1%

Branches with a higher share of patrons with library cards *tend* to be the branches where there are a lower share of newer patrons; 50% of those who do not have a library card have been using the library for 3 months or less, and 36% are using the library for the first time.



Those without a library card tend to be more satisfied with current hours than those with a library card. However, much of this can be attributed to the fact that those without a library card tend to visit the library less frequently. (This is a common trend among services – that those who use a service more intensely/regularly rate the service lower than infrequent users, as they are more demanding of the service.)

However, patrons who have used the library for less than one year, but have a library card, show a lower satisfaction than other new users, as well as a higher rate of use. This suggests new patrons who get a library card at the beginning of their use of the library are more likely to be the heaviest users. This is clearly seen when viewing not only the average number of visits per month, but the *median** number of visits per month, as shown in the table below.

	Satisfaction with Current Hours	Would Use Additional Hours (%)	AVERAGE number of times visit per month	MEDIAN number of times visit per month
All Respondents	4.19	59	8.4	7.0
Have library card	4.17	60	8.6	7.0
Do not have card	4.39	57	6.7	2.5
All - Less than One Year	4.14	58	7.5	2.5
Have library card	4.06	59	7.7	7.0
Do not have card	4.38	54	6.4	2.5
All - More than One Year	4.20	60	8.6	7.0
Have library card	4.19	60	8.7	7.0
Do not have card	4.40	62	7.1	2.5

**Note: The average is the sum of all answers divided by the total number of respondents. The median is the answer where half of the respondents are below this number and half are above it.*

Age and Other Demographics

The average age of respondents is about 45 years of age. (Note that the survey targeted patrons who appeared to be at least 13 years of age.)

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
UNDER 12 (7)	2%	<1%	3%	4%	4%	1%
13 TO 17 (15)	5%	2%	6%	6%	7%	4%
18 TO 24 (21)	8%	8%	8%	8%	10%	7%
25 TO 34 (29.5)	18%	23%	16%	22%	19%	15%
35 TO 44 (39.5)	18%	17%	18%	16%	27%	18%
45 TO 54 (49.5)	15%	14%	15%	13%	17%	15%
55 TO 64 (59.5)	14%	18%	13%	12%	9%	16%
65 AND OVER (74)	18%	16%	19%	15%	5%	21%
REFUSED/BLANK	2%	1%	2%	2%	2%	2%
AVERAGE AGE (# YEARS)	45.03	45.57	44.85	41.79	38.19	47.24

Race/Ethnicity (Multiple responses accepted)

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
White	41%	47%	39%	38%	30%	44%
Asian or Pacific Islander	39%	26%	43%	40%	49%	37%
Hispanic or Latino	11%	13%	10%	13%	11%	10%
Black/African American	8%	14%	6%	8%	8%	8%
American Indian or Alaska Native	2%	3%	2%	1%	1%	3%
Other	1%	1%	1%	1%	<1%	1%
Persian/Mid. Eastern/N. African/Arabic	<1%	1%	<1%	<1%	<1%	1%
Mixed unspecified	<1%	<1%	<1%	<1%	-	<1%
<i>Blank/refused</i>	4%	4%	4%	4%	4%	4%

Employment Status

	TOTAL	Surveyed At		Use Library Where Surveyed		
		Main	Branches	Weekdays	Weekends	Both
<i>Base (all respondents - weighted)</i>	4,586	1,166	3,420	1,271	374	2,855
Full time	40%	36%	41%	41%	62%	37%
Retired	19%	19%	20%	15%	5%	23%
Student	13%	11%	13%	14%	14%	12%
Part Time	12%	13%	12%	12%	9%	13%
Unemployed	8%	12%	7%	9%	5%	8%
Homemaker/stay at home parent/ caregiver	1%	1%	1%	2%	1%	1%
Disabled	1%	2%	1%	1%	-	1%
Other (not specified)	<1%	-	1%	1%	<1%	<1%
<i>Blank/refused</i>	5%	6%	5%	5%	3%	5%

Individual Branch Profiles (Appendix A)

SAN FRANCISCO PUBLIC LIBRARY | OPEN HOURS ASSESSMENT

Prepared by:
Corey, Canapary & Galanis
San Francisco, California

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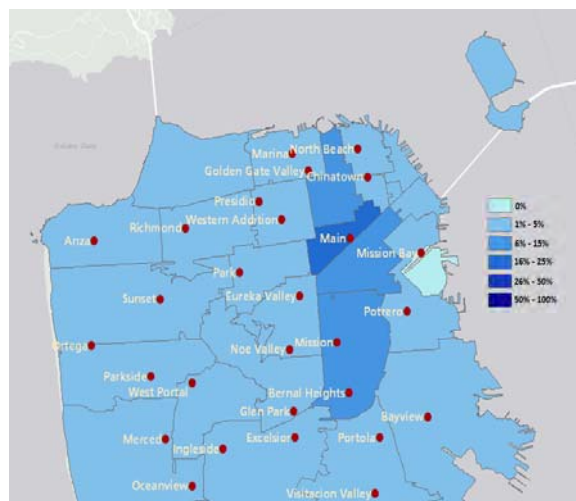
Main Library

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
12-5	10-6	9-8	9-8	9-8	12-6	10-6

Home Location of Patrons

Only 16% of Main Library patrons live within the Main Library's own ZIP Code, 94102, with another 20% coming from the two ZIP Codes just north and south of the Main Library.

Only 77% of Main Library patrons live in San Francisco. While 2% provided no answer, the remaining patrons live in: Alameda County (9%); San Mateo County (3%); Contra Costa County (2%); Santa Clara County (1%), and the rest in other Bay Area counties (2%) and outside the Bay Area (4%).



Time and Days of Use

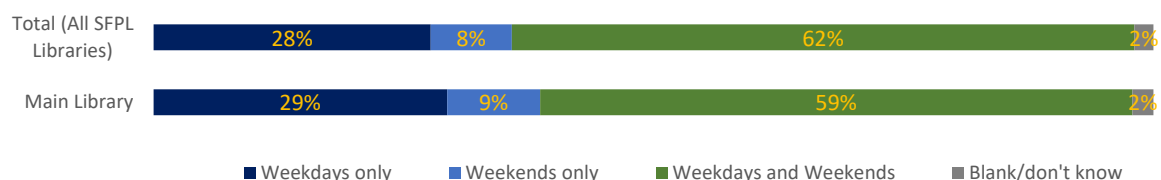
Those who consider the Main their primary branch are most likely to use it from 3 pm to 6 pm (42%). This is also the most heavily used time among those who use the Main on Weekends only (50%).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Main	Main Library Q2. Do you use this branch . . .			Main - Primary Branch? (Q7)	
			Weekdays	Weekends	Both	Yes	No
Base (all patrons)*	4586	432	127	40	256	309	103
9 am – 12 pm	19%	21%	26%	13%	21%	22%	21%
12 pm – 3 pm	37%	34%	25%	45%	36%	33%	37%
3 pm – 6 pm	46%	41%	28%	50%	41%	42%	34%
After 6 pm	16%	19%	21%	-	21%	21%	13%
Don't know/blank	3%	2%	-	-	2%	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for the Main Library as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Time

While 10% of those surveyed indicated they were using the Main for the first time (slightly higher than patrons overall at 7%), one third of those (33%) who use the Main only on weekends are first-time patrons.

Q1. In a typical month, how often do you use this branch library?	Total	Main	Main Library Q2. Days use branch			Main Library Q3. Primary times use branch			
			Weekdays	Weekends	Both	9-12	12-3	3-6	After 6
Base (all patrons)*	4586	432	127	40	256	92	146	176	81
First time using	7%	10%	15%	33%	2%	11%	8%	9%	7%
Once a month or less	17%	21%	28%	38%	16%	18%	17%	22%	19%
2 – 3 times a month	23%	20%	27%	18%	17%	13%	27%	19%	16%
4 – 10 times a month	31%	22%	17%	13%	27%	21%	17%	26%	26%
11 – 20 times a month	11%	12%	7%	-	17%	15%	14%	12%	20%
20+ times a month	11%	13%	6%	-	19%	21%	17%	13%	12%
Don't know/Blank	1%	1%	1%	-	1%	1%	1%	1%	-
Average # times visited per month	8.4	9.0	5.7	2.2	11.1	11.8	10.0	9.0	9.8

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

While the average library visit across the Library system lasts about 73.5 minutes, average visit time is longer at the Main, at 91.3 minutes. Patrons who frequent the Main from 9 am to 12 pm have the highest average visit time (101.5 minutes). This decreases throughout the day, with those visiting after 6 pm averaging a much shorter visit (88.2 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



38% of those who use the Main on weekends only have been using it 3 months or less (compared with 18% among Main patrons as a whole and 14% of Library patrons overall).

Q9. How long have you been using this branch?	Total	Main	Main Library Q2. Days use branch			Main Library Q3. Primary times use branch			
			Weekdays	Weekends	Both	9-12	12-3	3-6	After 6
Base (all patrons)	4586	432	127	40	256	92	146	176	81
3 months or less	14%	18%	23%	38%	11%	18%	16%	15%	12%
3 to 6 months	5%	4%	6%	5%	4%	3%	3%	4%	6%
7 to 12 months	3%	3%	2%	3%	3%	3%	3%	3%	2%
1 to 2 years	15%	12%	13%	13%	12%	14%	9%	12%	15%
3 to 5 years	18%	15%	17%	8%	16%	12%	14%	21%	11%
More than 5 years	43%	46%	39%	35%	52%	48%	53%	43%	51%
Blank	1%	1%	-	-	2%	1%	1%	2%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

Primary Reasons for Use

Patrons at the Main Library were more likely to say they use the Main Library for technology (54% vs. 43% overall), community/ social learning (36% vs. 25% overall), live reference (32% vs. 26% overall), and pragmatic (32% vs. 18% overall) reasons. Use of the Main Library for Pragmatic reasons peaks in the earliest hours (9 am – 12 pm), while use of the Main for Technology is highest after 6 pm.

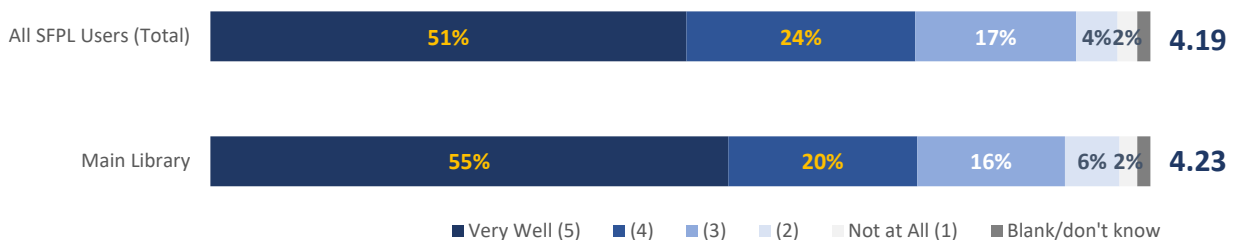
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Main	Main Library Q2. Days use branch			Main Library Q3. Primary times use branch			
			Weekdays	Weekends	Both	9-12	12-3	3-6	After 6
Base (all patrons)	4586	432	127	40	256	92	146	176	81
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	86%	83%	75%	89%	82%	89%	87%	89%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	54%	41%	23%	66%	54%	55%	56%	65%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	36%	31%	30%	40%	35%	38%	36%	41%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	32%	25%	23%	38%	24%	32%	40%	32%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	32%	30%	18%	35%	41%	38%	27%	37%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

Satisfaction with Current Hours

Patrons of the Main Library are somewhat slightly more satisfied (4.23) than Library patrons overall (4.19). Patrons of the Main who indicated they had visited another Library in the past month were slightly less satisfied, rating their satisfaction with current hours at 4.20, compared with 4.26 among those who had not visited any other Library locations.

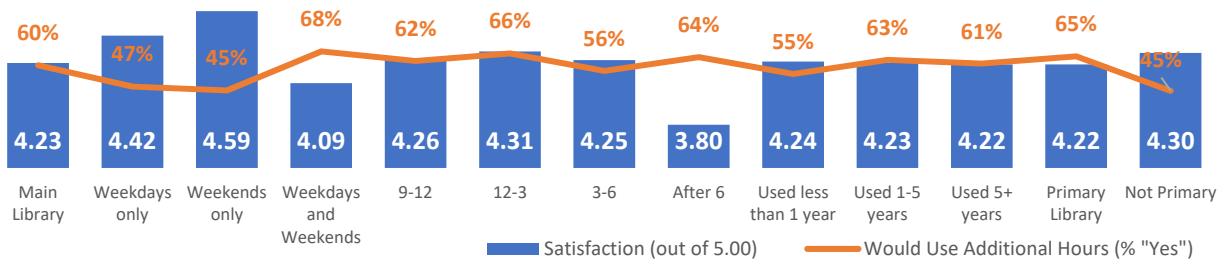
Q4. How well do these hours meet your needs?



Among Main Library patrons, 60% indicated they would use the library more if additional hours were available. Those who use the Main after 6 pm are the least satisfied (3.80) and 64% indicated they would use additional hours if available. Those who use the Main both weekdays and weekends (4.09) are also less satisfied than Main Library patrons as a whole (4.23), and 68% indicate they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Main Library patrons were more likely to indicate they would use evening/after hours than Library patrons overall (51% overall vs. 62% Main). Desire for evening hours was strongest among those already using the Main after 6 pm (77%), as well as those who use the Main only on weekdays (72%).

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Main	Main Library Q2. Days use branch			Main Library Q3. Primary times use branch			
			Weekdays	Weekends	Both	9-12	12-3	3-6	After 6
Base (said would use additional hours)	2720	257	60	18	173	57	97	99	52
Mornings (or earlier than it is open now)	32%	27%	17%	6%	33%	47%	27%	26%	21%
Evenings (or later than it is open now)	51%	62%	72%	44%	61%	47%	66%	65%	77%
Weekends	32%	35%	22%	44%	39%	39%	36%	39%	39%
Blank	4%	1%	-	6%	1%	-	1%	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

Those who use the Main Library after 6 pm were also most likely to have visited another Library in the past month (59%), compared with only 49% who had visited another branch among Main patrons overall.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Main	Main Library Q2. Days use branch			Main Library Q3. Primary times use branch			
			Weekdays	Weekends	Both	9-12	12-3	3-6	After 6
Base (all patrons)	4586	432	127	40	256	92	146	176	81
"Yes" (have visited)	56%	49%	42%	43%	53%	44%	46%	51%	59%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected; low bases are indicative of figures which should be more directional than statistically reliable.

The most frequently visited libraries by those using the Main Library* are:

- Chinatown (6%)
- Mission (6%)
- Eureka Valley (6%)
- North Beach (4%)
- Western Addition (4%)
- Excelsior (4%)
- Mission Bay (3%)
- Marina (3%)
- Richmond (3%)
- Ingleside (3%)

**% of all Main Library patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Main patrons, 78% made a comment, and 20% of those provided a comment about open hours.

- 4% asked for more weekend hours.
- 4% asked for more Monday/Friday evenings.
- 4% asked for more evenings/late hours (days not specified).
- 3% asked for earlier Monday/Friday hours.

Of the 643 responses from the Public Input Survey, 106 were from patrons of the Main Library. Of those, 45 provided comments. Those commenting on open hours were most likely to request additional hours Friday-Monday, although several commenters asked for broader hours (24/7 or consistent hours 9 am to 8 pm, for example). Several commenters also made positive comments about the hours the Main is currently open, and/or that it is open every day.

From the Staff Survey, 53% who favored additional hours said they should be added in the mornings, while 53% also said they should be added on weekends. Within staff comments, there is a particular emphasis on adding hours Friday, Saturday, Sunday, and Monday, both in the mornings and evenings.

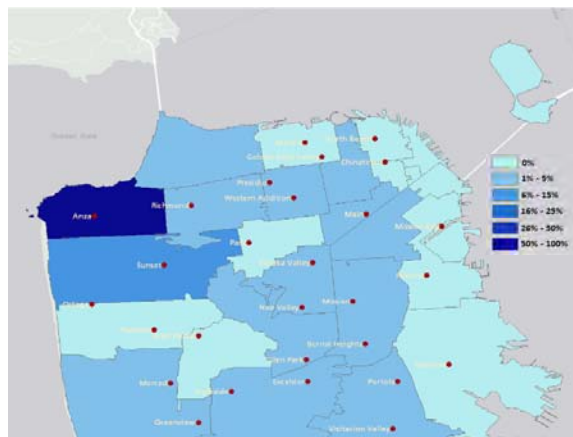
Anza

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	12-6	10-9	1-9	10-6	1-6	10-6

Home Location of Patrons

San Francisco residents represent 97% of Anza patrons, with the highest concentration located within Anza's own ZIP Code, 94121.

The remaining patrons live in Santa Clara, Marin, Alameda, and Solano counties (about 0.7% each).



Times and Days of Use

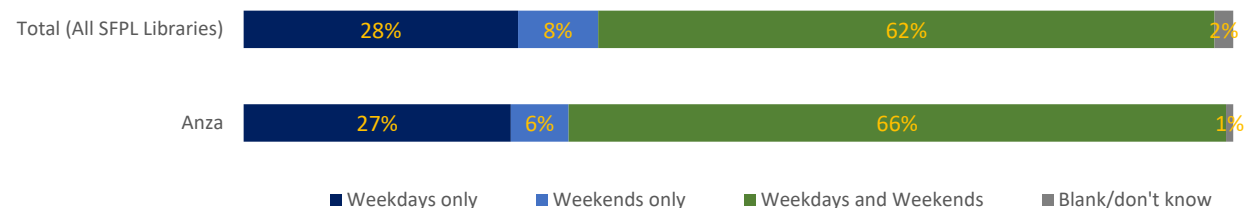
While 53% of Anza patrons use the library from 3 pm to 6 pm, nearly half (45%) use the library only during this time. Only 5% of patrons use Anza from 9 am to 12 pm, which is lower than Library patrons overall (19%).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Anza
Base (all patrons)*	4586	137
9 am – 12 pm	19%	5%
12 pm – 3 pm	37%	37%
3 pm – 6 pm	46%	53%
After 6 pm	16%	16%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for the Anza branch as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

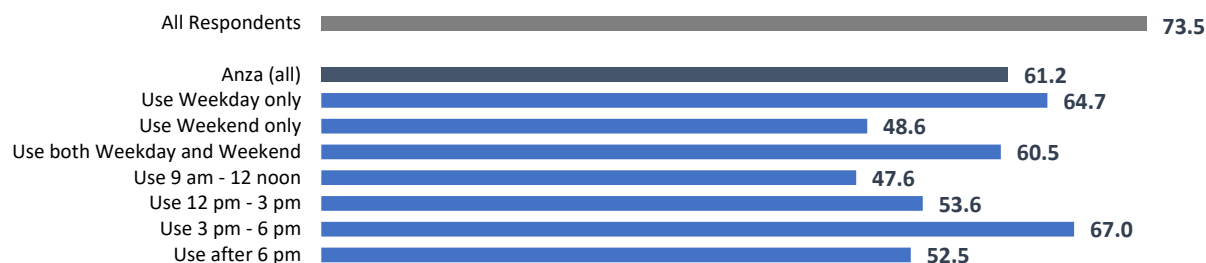
Respondents who use Anza library use it a bit less per month, on average, than library patrons overall. While all patrons use Library an average of 8.4 times per month, Anza branch patrons use the library an average of 6.8 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Anza
Base (all patrons)*	4586	137
First time using	7%	7%
Once a month or less	17%	19%
2 – 3 times a month	23%	24%
4 – 10 times a month	31%	34%
11 – 20 times a month	11%	9%
20+ times a month	11%	6%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	6.8

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Overall, Anza patrons spend less time than Library patrons overall, with Anza patrons spending 61.2 minutes per visit and Library patrons overall spending 73.5 minutes per visit. Anza patrons who use the library only on weekdays (64.7 minutes) and those who use the library from 3 pm to 6 pm (67.0) spend more time than those who use the library only on weekends (48.6 minutes) and those who use the library from 9 am to 12 pm (47.6 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



Patrons of the Anza library have about the same tenure as Library patrons overall.

Q9. How long have you been using this branch?	Total	Anza
Base (all patrons)	4586	137
3 months or less	14%	17%
3 to 6 months	5%	2%
7 to 12 months	3%	3%
1 to 2 years	15%	15%
3 to 5 years	18%	16%
More than 5 years	43%	47%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Generally, patrons of the Anza branch use the library very similarly to Library patrons overall. However, Anza branch patrons are slightly less likely to use the library for pragmatic reasons (12% Anza vs. 18% overall).

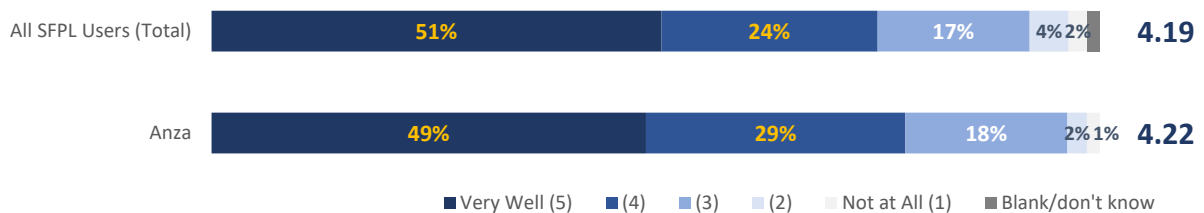
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Anza
Base (all patrons)	4586	137
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	85%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	42%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	26%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	26%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	12%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Anza patrons are slightly more satisfied as Library patrons overall, with an average rating of 4.22 vs. 4.19 for Library patrons overall.

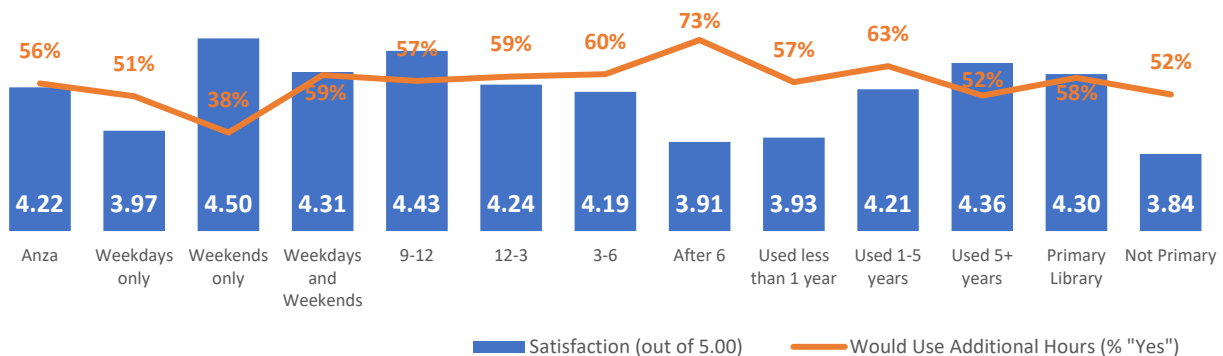
Q4. How well do these hours meet your needs?



Among Anza patrons overall, 56% said they would use additional hours if available. Those who use the library after 6 pm are among the least satisfied, with an average mean of 3.91, and the most likely to use additional hours if available (73%). Those who use the library weekends only are among the most satisfied (4.50 average) and least likely to use additional hours (38%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among Anza patrons who said they would use additional hours, 47% said they would use evening/after hours. However, those who use the library weekdays only were much more likely to request morning/earlier hours, while those who use the Anza branch only on weekends were much more likely to request weekend hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Anza
<i>Base (said would use additional hours)</i>	2720	77
Mornings (or earlier than it is open now)	32%	27%
Evenings (or later than it is open now)	51%	47%
Weekends	32%	32%
<i>Blank</i>	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Overall, 61% of Anza patrons had visited another Library branch in the past month. Those who use the Anza branch after 6 pm were more likely to have done so (73%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Anza
<i>Base (all patrons)</i>	4586	137
"Yes" (have visited)	56%	61%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Anza branch* are:

- Richmond – 31%
- Main – 17%
- Ortega – 8%
- Sunset – 6%
- Chinatown – 3%

**% of all Anza patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Structured Survey, 58% of patrons overall provided open-ended comments. At Anza, this share was higher – 75%. Of the comments received from Anza, 14% focused specifically on open hours. Of these, 4% said to add more hours (but did not specify when), 4% said they liked the new hours, and 2% each requested more weekend hours and earlier hours during the week, while 1% requested Monday/Friday earlier hours.

Of the 643 surveys received as part of the Public Input Survey portion of the study, 17 were from Anza. Of the 11 surveys providing comments, 8 of these were positive reactions to the fact that Anza is now open on Sundays.

The Staff Survey indicated general overall satisfaction with the existing hours.

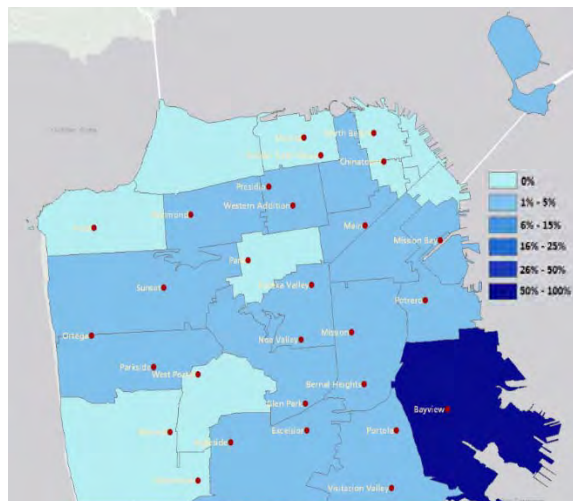
Bayview/Linda Brooks-Burton

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-8	10-8	10-8	1-6	10-6

Home Location of Patrons

A map of Bayview patrons with home ZIP Codes in San Francisco is shown at right. The highest concentration of San Francisco-based patrons are located within the Bayview's own ZIP Code, 94124, with 63% of visitors citing this as their home ZIP Code.

San Francisco as a whole accounts for 88% of visitors to Bayview. While 8% refused the question about 1% each come from San Mateo, Alameda, and Contra Costa counties.



Times and Days of Use

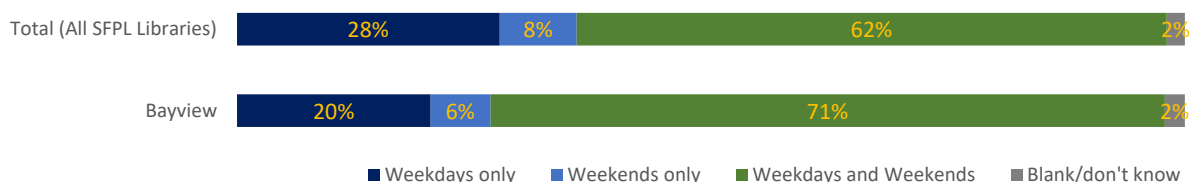
Nearly half (46%) use the library from 12 pm to 3 pm (alone or in conjunction with other times), while 42% use it from 3 pm to 6 pm. However, most Bayview patrons use the branch *exclusively* during one 3-hour period -- either 12 pm to 3 pm (37%) or 3 pm to 6 pm (30%). Only 13% use it during multiple time periods.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Bayview
Base (all patrons)*	4586	142
9 am – 12 pm	19%	17%
12 pm – 3 pm	37%	46%
3 pm – 6 pm	46%	42%
After 6 pm	16%	13%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

A slightly higher share of Bayview patrons use the library both weekdays and weekends (71%) compared to Library patrons overall (62%).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

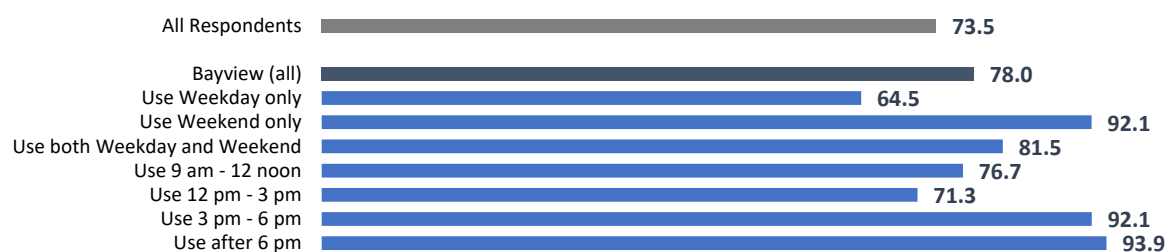
Patrons of the Bayview library visit slightly more often (9.7 times/month) than Library patrons overall (8.4 times/month). This is due to the higher share of Bayview patrons who visit at least 4 times per month (62%) compared to Library patrons overall (53%).

Q1. In a typical month, how often do you use this branch library?	Total	Bayview
Base (all patrons)*	4586	142
First time using	7%	6%
Once a month or less	17%	8%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	36%
11 – 20 times a month	11%	13%
20+ times a month	11%	13%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	9.7

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

While the average library visit across the Library system lasts about 73.5 minutes (on average), Bayview patrons spend slightly more time, with an average visit of 78 minutes. Patrons who use the branch 3 pm or later tend to have longer visits than those who use the library before 3 pm.

Q8. On an average visit, about how much time do you spend in this branch?



Bayview has a higher share of visitors who have used the branch less than five years (71%) when compared with Library patrons overall (57%). The Bayview branch was newly reconstructed in 2013 – about 4 years prior to the survey.

Q9. How long have you been using this branch?	Total	Bayview
Base (all patrons)	4586	142
3 months or less	14%	15%
3 to 6 months	5%	8%
7 to 12 months	3%	4%
1 to 2 years	15%	23%
3 to 5 years	18%	22%
More than 5 years	43%	29%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Primary Reasons for Use

Bayview patrons are much more likely to use the library for technology (66% vs. 43% overall) and somewhat more likely to use live reference/academic assistance (32% vs. 26% overall) than Library patrons overall.

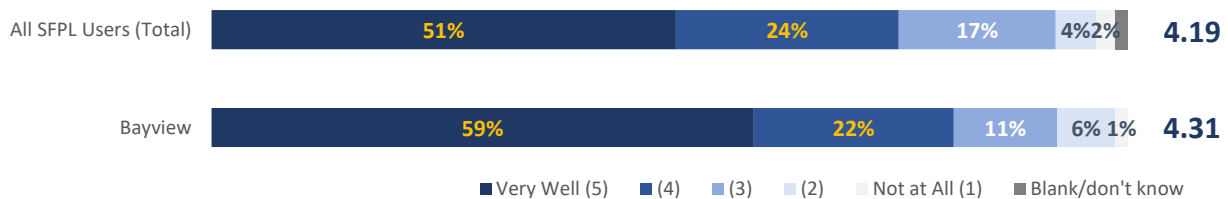
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Bayview
Base (all patrons)	4586	142
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	75%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	66%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	25%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	32%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	14%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Satisfaction with Current Hours

Patrons of Bayview (4.31) are more satisfied with their library hours than Library patrons overall (4.19). Nearly 6 in 10 (59%) Bayview patrons provided a rating of “Very well (5).”

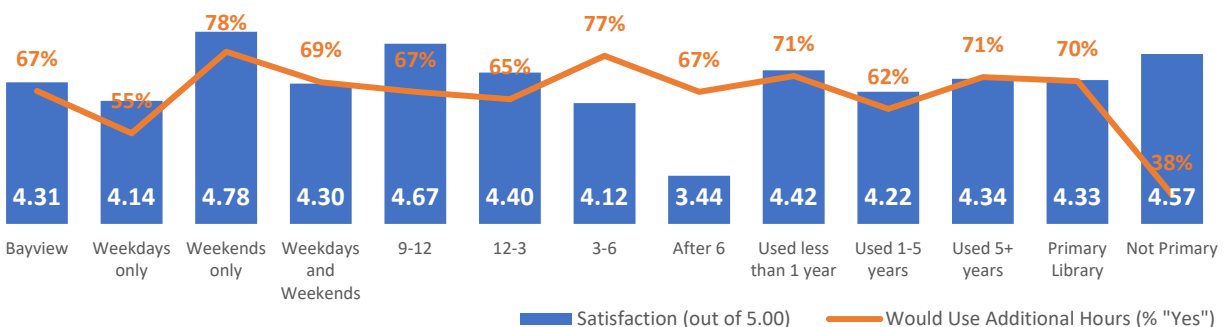
Q4. How well do these hours meet your needs?



Overall, 67% of Bayview patrons indicated they would use additional hours. Those who use the library primarily 3 pm or later tended to be the least satisfied (3 pm to 6 pm 4.12 average, after 6 pm 3.44 average). While 77% of those who use the library 3 pm to 6 pm would use additional hours, 67% of those who use the library after 6 pm would do so. Weekend-only patrons were even more satisfied with the existing hours (4.78), but are also more likely to indicate they would use additional hours (78%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Bayview patrons who said they would use additional hours were slightly more likely to request evening/after hours (56%) than Library patrons overall (51%).

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Bayview
Base (said would use additional hours)	2720	95
Mornings (or earlier than it is open now)	32%	33%
Evenings (or later than it is open now)	51%	56%
Weekends	32%	28%
Blank	4%	4%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Overall 67% of Bayview patrons have visited another branch in the past month – higher than Library patrons overall (56%). Those who visit the library 3 pm or later were more likely to have done so (70% 3 pm to 6 pm, 78% after 6 pm).

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Bayview
Base (all patrons)	4586	142
"Yes" (have visited)	56%	67%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using Bayview* are:

- Main (31%)
- Mission (7%)
- Portola (7%)
- Excelsior (6%)
- Bernal (4%)
- Ingleside (4%)
- Visitacion Valley (4%)
- Sunset (3%)

**% of all Bayview patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Structured Survey, 19% of comments received from Bayview patrons tied specifically to open hours for the Bayview library. Of these, 6% requested 'more hours' (but no time specified), while 6% requested additional weekend hours.

Of the 643 responses from the Public Input Survey, only 3 responses were from Bayview patrons. Of these, only one provided a comment – requesting that Bayview be open until 9 pm at least two days per week.

Staff feedback, via the employee survey, indicate a very high level of satisfaction with the hours as they currently exist.

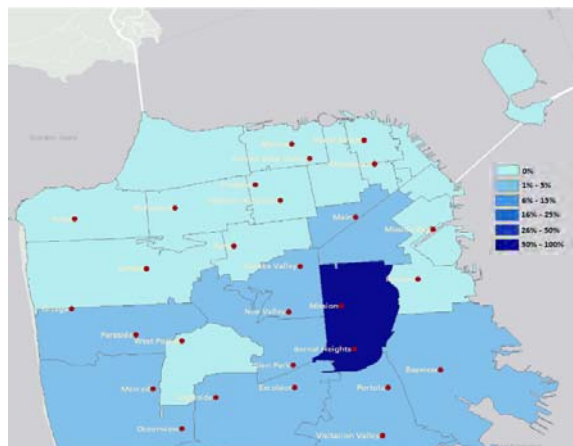
Bernal Heights

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-9	12-9	10-6	1-6	1-6

Home Location of Patrons

Most Bernal Heights patrons (95%) live in San Francisco; of these, 75% have the same home ZIP Code as the Bernal Heights branch (94110).

The remaining patrons either left the question blank or indicated they are from San Mateo, Marin, or Sonoma counties.



Times and Days of Use

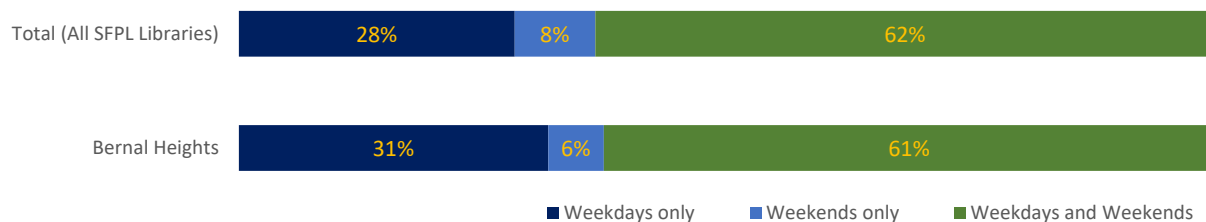
Among Bernal Heights patrons, 28% use the library during multiple time periods. This share of patrons who visit during multiple time periods is much higher than among Library patrons overall (16%). Nearly two thirds of the patrons of Bernal Heights branch (65%) use the library from 3 pm to 6 pm (either alone or in conjunction with other times), making this the most popular time frame at this branch.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Bernal Heights
Base (all patrons)*	4586	126
9 am – 12 pm	19%	14%
12 pm – 3 pm	37%	29%
3 pm – 6 pm	46%	65%
After 6 pm	16%	20%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for Bernal Heights as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

When compared with Library patrons overall, patrons of the Bernal Heights branch are less likely to be using it for the first time, but somewhat more likely to use it less than 10 times per month. This results in the average number of visits per month to be slightly less for Bernal Heights (7.4) than patrons overall (8.4).

Q1. In a typical month, how often do you use this branch library?	Total	Bernal Heights
Base (all patrons)*	4586	126
First time using	7%	2%
Once a month or less	17%	21%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	32%
11 – 20 times a month	11%	13%
20+ times a month	11%	7%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	7.4

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Bernal Heights patrons spend less time per visit, with an average of 62 minutes. Average visit time at Bernal Heights is highest in the morning (70.7 minutes) and decreases throughout the day (with average visit time after 6 pm 63.9 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



Bernal Heights patrons are more likely to be long-term patrons of the branch (58% more than 5 years) and less likely to be newer patrons (6%) when compared with Library patrons overall (43% and 14%, respectively).

Q9. How long have you been using this branch?	Total	Bernal Heights
Base (all patrons)	4586	126
3 months or less	14%	6%
3 to 6 months	5%	7%
7 to 12 months	3%	2%
1 to 2 years	15%	12%
3 to 5 years	18%	14%
More than 5 years	43%	58%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Patrons of Bernal Heights are more likely to use the library for community/social learning (44% vs. 25% overall) and pragmatic (37% vs. 18% overall) uses than Library patrons overall.

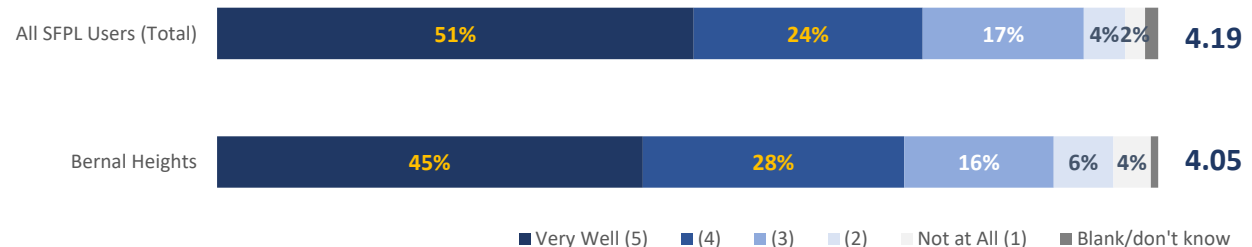
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Bernal Heights
Base (all patrons)	4586	126
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	88%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	40%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	44%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	31%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	37%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Patrons of the Bernal Heights branch appear to be somewhat less satisfied with their existing hours than Library patrons overall, with an average score of 4.05 (compared to 4.19 among Library patrons overall).

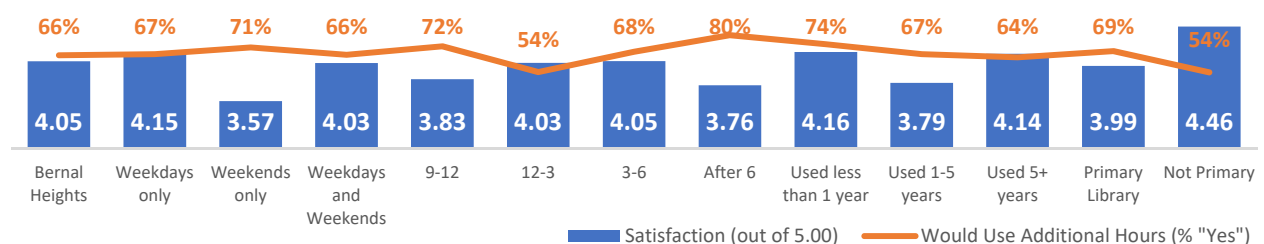
Q4. How well do these hours meet your needs?



Among all Bernal Heights patrons, 66% would use additional hours if added. Both weekend-only patrons and after-6 pm patrons have both a lower satisfaction rating (3.57 and 3.76, respectively) as well as a higher share of indicating they would use additional hours (71% and 80%, respectively). To a lesser extent, those who use the library from 9 am to 12 pm also show a lower satisfaction rating (3.83) and a stronger desire for additional hours (72%). Those who have used Bernal Heights less than one year show higher than average satisfaction (4.16), but still indicate they would use additional hours (74%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among those who would use additional hours, more than half (52%) indicated they would do so if evening/late hours were added. The share who would use weekend hours is slightly higher (42%) than Library patrons overall (32%), while the share of Bernal Heights patrons who would use morning/earlier hours (24%) is somewhat less than Library patrons overall (32%).

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Bernal Heights
<i>Base (said would use additional hours)</i>	2720	83
Mornings (or earlier than it is open now)	32%	24%
Evenings (or later than it is open now)	51%	52%
Weekends	32%	42%
Blank	4%	1%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).*

Fewer than half of Bernal Heights patrons (46%) said they had visited other branches in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Bernal Heights
<i>Base (all patrons)</i>	4586	432
"Yes" (have visited)	56%	46%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).*

The most frequently visited libraries by those using Bernal Heights* are:

- Main (15%)
- Glen Park (10%)
- Mission (8%)
- Excelsior (7%)
- Noe Valley (6%)
- Bayview (4%)
- Eureka Valley (3%)
- Potrero (3%)

**% of all Bernal Heights patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

In the Structured Survey, 37% of comments from Bernal Heights patrons directly related to open hours. The most commonly cited comments were:

- Add more weekend hours (general) – 8%
- Add more early weekend hours – 8%
- Add more hours (general) – 6%
- Keep current hours – 6%
- Like the new hours – 4%
- Add Monday/Friday evenings – 4%
- Add weekday evenings – 3%

Of the 643 responses from the Public Input Survey, 46 (7%) were from patrons of Bernal Heights. Comments from these patrons focused on use of recently added weekend hours, as well as requests for both earlier and later Saturday and Sunday hours.

From the Staff Survey, those who work at Bernal Heights branch indicated that Saturdays and Sundays are often among the busiest times. They also indicated less satisfaction with the existing hours, with an overall average of 3.8.

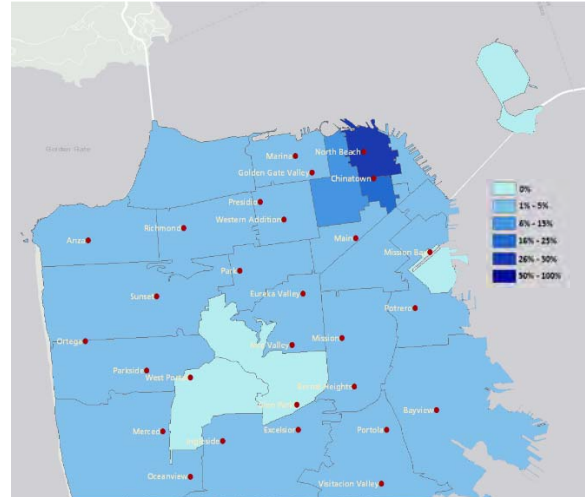
Chinatown / Him Mark Lai

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	10-9	10-9	1-6	10-6

Home Location of Patrons

While 90% of Chinatown patrons reside in San Francisco, the highest concentration of San Francisco-based patrons are NOT located within the branch's own ZIP Code (94108 - which accounts for 19% of patrons). Instead, the highest share are within the neighboring ZIP Code of 94133 (which accounts for 27%). Another neighboring ZIP Code, 94109, accounts for 14% of patrons.

Among the remaining 10% of patrons, 3% left the question blank, 2% live outside the Bay Area, and the remaining patrons live in Alameda, Contra Costa, San Mateo, and Solano counties.



Times and Days of Use

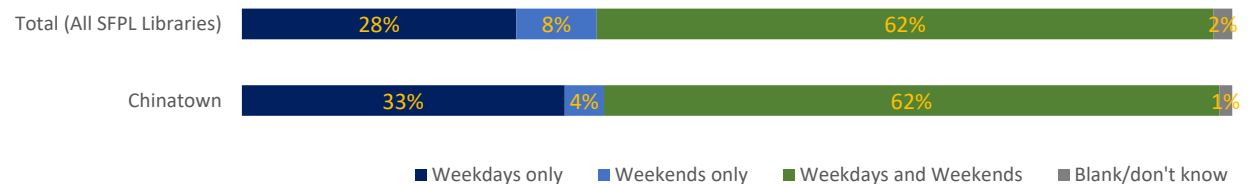
Nearly half of all Chinatown patrons use it between 3 pm and 6 pm (47%), either alone or in conjunction with other time periods.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Chinatown
Base (all patrons)*	4586	227
9 am – 12 pm	19%	15%
12 pm – 3 pm	37%	39%
3 pm – 6 pm	46%	47%
After 6 pm	16%	17%
Don't know/blank	3%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for Chinatown as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

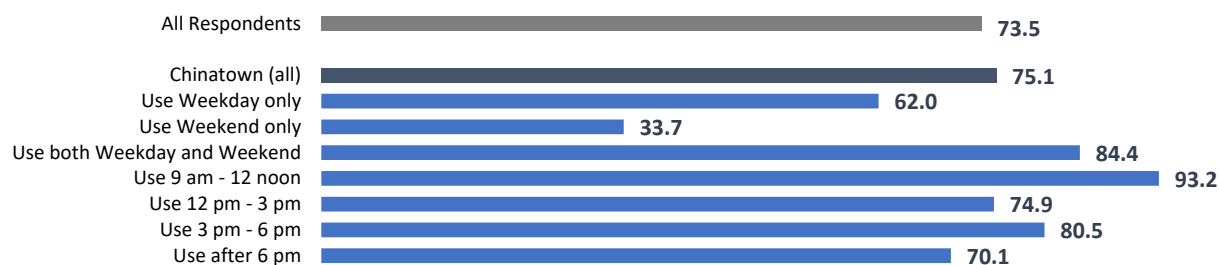
Chinatown patrons, on average, use the library about 10.1 times per month – almost two visits per month more than the overall Library average of 8.4 times per month. Chinatown patrons are more likely to visit 11 or more times per month (28%) than Library patrons overall (22%).

Q1. In a typical month, how often do you use this branch library?	Total	Chinatown
Base (all patrons)*	4586	227
First time using	7%	7%
Once a month or less	17%	12%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	29%
11 – 20 times a month	11%	13%
20+ times a month	11%	15%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	10.1

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

While the average library visit across the Library system lasts about 73.5 minutes (on average), Chinatown patrons spend almost the same amount of time, with an average visit of 75.1 minutes. However, morning visitors to Chinatown tend to stay longer, with an average visit of 93.2 minutes. Average visit length fluctuates somewhat throughout the day, but is lowest among those who use the library after 6 pm (70.1 minutes). Those who use the library on weekends only have the shortest average visit (33.7 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



Patrons of Chinatown tend to have used this branch about as often as Library patrons overall.

Q9. How long have you been using this branch?	Total	Chinatown
Base (all patrons)	4586	227
3 months or less	14%	14%
3 to 6 months	5%	4%
7 to 12 months	3%	4%
1 to 2 years	15%	11%
3 to 5 years	18%	18%
More than 5 years	43%	48%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Primary Reasons for Use

Chinatown patrons are less likely to use the library for community/social learning (25% overall vs. 10% Chinatown).

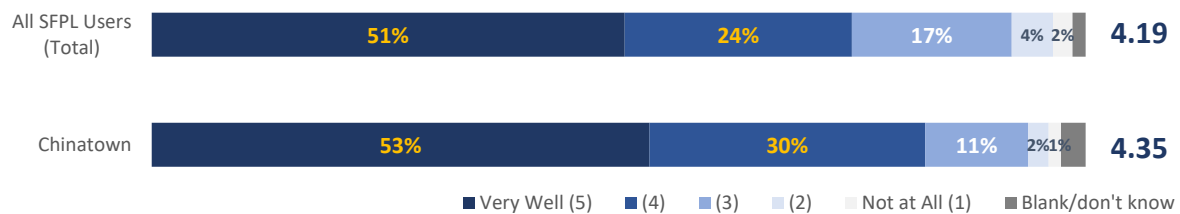
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Chinatown
Base (all patrons)	4586	227
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	85%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	46%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	10%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	23%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	17%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Chinatown patrons provided a higher average rating, of 4.35 (out of 5.00).

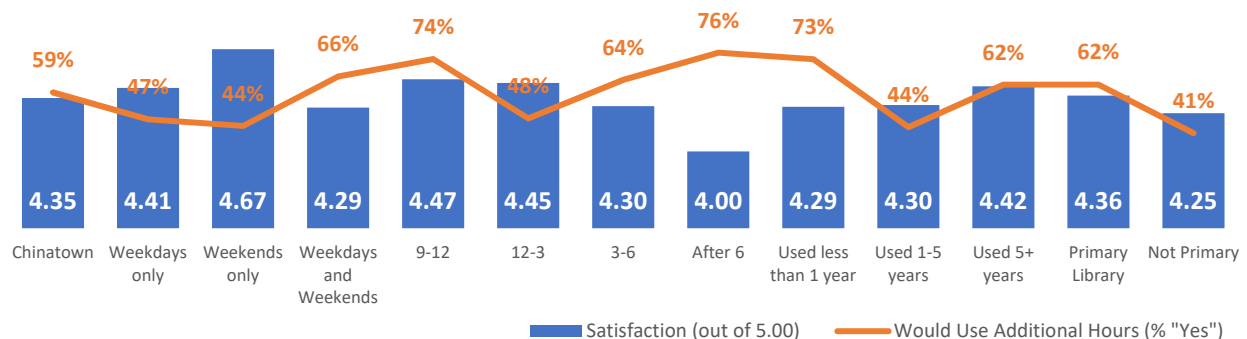
Q4. How well do these hours meet your needs?



Overall, 59% of Chinatown patrons would use additional hours. Satisfaction with existing hours is highest among those who use the library from 9 am to 12 pm, and declines throughout the day, with the lowest satisfaction among those who use the library after 6 pm. However, both those who use it from 9 am to 12 pm (rating 4.47) and those who use it after 6 pm (rating 4.00) are most likely to say they would use additional hours (74% and 76%, respectively).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



While Library patrons overall were more likely to indicate they would like evening hours, Chinatown patrons were nearly equal in their request for morning/earlier and evening/later hours. Among those who said they would use the library more if it were open more hours, 37% said they would use it in the mornings/earlier, while a slightly higher share (43%) said they would use it evenings/later.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Chinatown
<i>Base (said would use additional hours)</i>	2720	134
Mornings (or earlier than it is open now)	32%	37%
Evenings (or later than it is open now)	51%	43%
Weekends	32%	23%
<i>Blank</i>	4%	9%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).*

Chinatown patrons were about as likely to have visited another branch in the past month as Library patrons overall.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Chinatown
<i>Base (all patrons)</i>	4586	227
"Yes" (have visited)	56%	56%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Chinatown branch* are:

- Main (22%)
- North Beach (19%)
- Richmond (5%)
- Marina (4%)

**/% of all Chinatown patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Overall, 18% of the comments received from Chinatown patrons in the Structured Survey specifically referenced open hours.

- Of these, 8% asked for longer or more hours but did not specify a day/time.
- 4% asked for earlier Monday or Friday mornings.
- 3% asked for more weekday hours (but did not provide more specifics)
- 2% each asked for more weekday evenings, Monday/Friday evenings, and earlier weekends.

Of the 643 responses from the Public Input Survey, 17 (3%) were from Chinatown. (One of the public meetings was actually held at Chinatown.) Comments from Chinatown patrons focused on additional weekend and Monday/Friday hours and additional weekday evening hours.

From the Staff Survey, existing hours seem to be meeting current needs (as staff gave an average rating of 4.53 to existing hours). However, some staff feedback indicates that during many open hours, library resources are heavily used/at capacity.

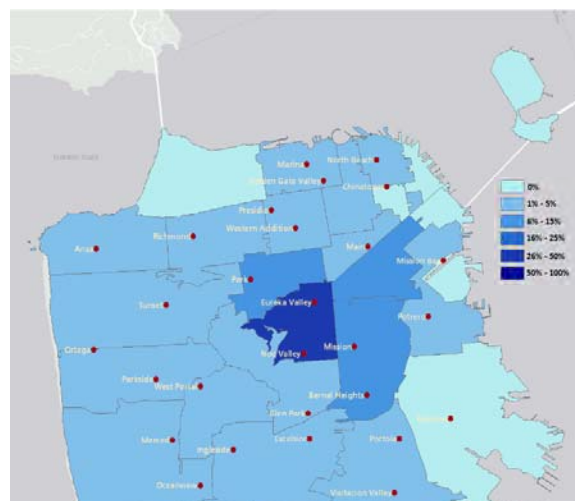
Eureka Valley / Harvey Milk Memorial

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-9	10-9	10-6	1-6	10-6

Home Location of Patrons

Most Eureka Valley patrons (95%) are San Francisco residents. The ZIP Code of the Eureka Valley branch, 94114, is also the home Zip Code of the highest share of Eureka Valley patrons (45%).

Of the patrons who are not in San Francisco, 2% refused, 1% reside outside the Bay Area, and about 1% each are from Marin, Santa Clara, and Contra Costa counties.



Times and Days of Use

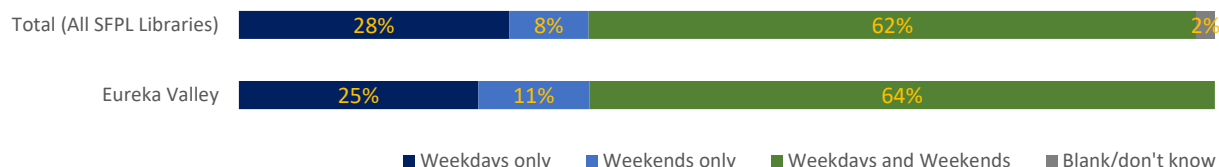
More than half of patrons at Eureka Valley use the branch exclusively from 12 pm to 3 pm (23%) or 3 pm to 6 pm (32%). An additional 15% of patrons use the library from 3 pm to 6 pm in conjunction with other time periods, meaning the total share who use Eureka Valley from 3 pm to 6 pm time period is 47%.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Eureka Valley
Base (all patrons)*	4586	167
9 am – 12 pm	19%	25%
12 pm – 3 pm	37%	38%
3 pm – 6 pm	46%	47%
After 6 pm	16%	17%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for Eureka Valley as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

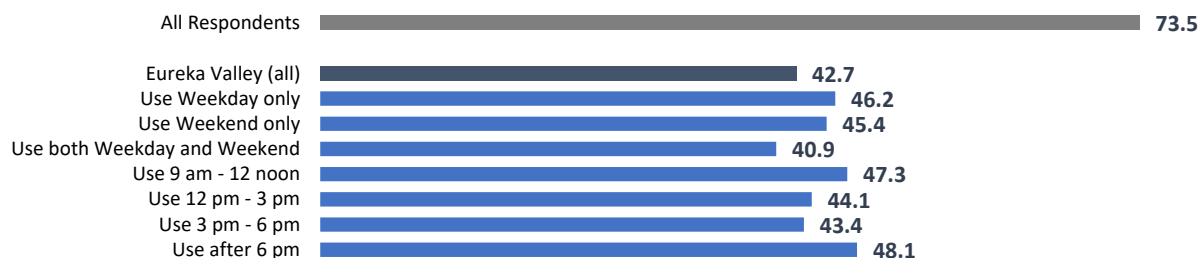
Eureka Valley patrons are more likely to use the library once a month or less (26% vs. 17% overall), and are less likely use it 11 times per month or more (13% vs. 22% overall), than Library patrons overall. This gives Eureka Valley a lower average number of visits/month (6.6 vs. 8.4 overall).

Q1. In a typical month, how often do you use this branch library?	Total	Eureka Valley
Base (all patrons)*	4586	167
First time using	7%	4%
Once a month or less	17%	26%
2 – 3 times a month	23%	19%
4 – 10 times a month	31%	38%
11 – 20 times a month	11%	6%
20+ times a month	11%	7%
Don't know/Blank	1%	-
Average # times visited per month	8.4	6.6

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

While the average library visit across the Library system lasts about 73.5 minutes (on average), Eureka Valley patrons tend to spend much less time, at 42.7 minutes per visit (on average). This lower than typical average visit time is true of all time periods; however, those who use Eureka Valley 9 am to 12 pm (47.3 minutes) and after 6 pm (48.1 minutes) tend to spend more time than visitors who frequent the branch midday.

Q8. On an average visit, about how much time do you spend in this branch?



More than half of Eureka Valley's patrons (53%) have been using the branch more than five years.

Q9. How long have you been using this branch?	Total	Eureka Valley
Base (all patrons)	4586	167
3 months or less	14%	9%
3 to 6 months	5%	8%
7 to 12 months	3%	2%
1 to 2 years	15%	14%
3 to 5 years	18%	13%
More than 5 years	43%	53%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Eureka Valley patrons are slightly more likely to be using the branch for materials, and less likely to be using the library for any other reason, when compared with Library patrons overall. They are about half as likely to use the library for any type of live reference (26% among all Library patrons vs. 12% among Eureka Valley patrons). This use profile may explain, in part, the shorter average visit times, since Eureka Valley patrons are less likely to use resources which require the user to remain at the library (such as technology or community/social learning).

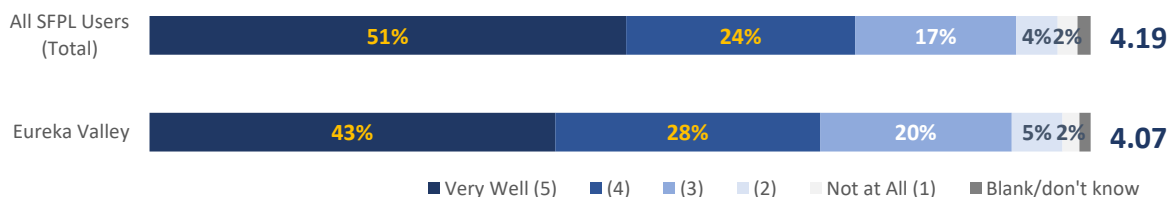
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Eureka Valley
Base (all patrons)	4586	167
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	90%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	32%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	16%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	12%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	11%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00) – a higher score than patrons of Eureka Valley, who rated the existing hours 4.07 (out of 5.00).

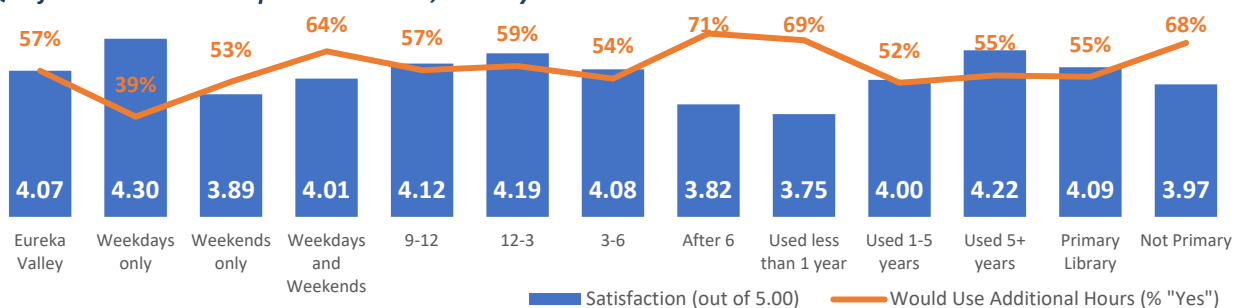
Q4. How well do these hours meet your needs?



Key sub-groups with low ratings - such as those who use the library after 6 pm (3.82), and those who have used the library less than one year (3.75) – also have a higher share of patrons saying they would use additional hours (71% and 69%, respectively). Some of the heaviest patrons – those who use the library both weekdays and weekends – have only a slightly lower rating (4.01) but a higher share of those who would use additional hours (64%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Nearly half (49%) of Eureka Valley patrons express a desire for additional evenings/after hours. Among those who use the library 3 pm or later, however, this is higher (57% visiting 3 pm to 6 pm, 75% visiting after 6 pm).

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Eureka Valley
<i>Base (said would use additional hours)</i>	2720	95
Mornings (or earlier than it is open now)	32%	31%
Evenings (or later than it is open now)	51%	49%
Weekends	32%	37%
<i>Blank</i>	4%	-

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

A slightly higher share of Eureka Valley patrons have visited other branches in the past month, compared to Library patrons overall (64% Eureka Valley vs. 56% overall).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Eureka Valley
<i>Base (all patrons)</i>	4586	167
"Yes" (have visited)	56%	64%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Eureka Valley branch* are:

- Main (37%)
- Mission (9%)
- Noe Valley (7%)
- Richmond (4%)
- Sunset (4%)
- West Portal (4%)
- Park (4%)
- Mission Bay (3%)
- Western Addition (3%)

**% of all Eureka Valley patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Structured Survey, 29% of the Eureka Valley patrons who provided comments specifically mentioned open hours, and 28% of these were specific to Eureka Valley.

- Of these, 8% specifically mentioned that they like the new (added) hours.
- In addition, about 15% asked that more hours be added, but did not specify when.
- 3% asked for additional weekend hours.
- 3% asked for additional Monday/Friday hours.

Of the 643 responses from the Public Input Survey, 32 (5%) were from Eureka Valley patrons. Most of these did not comment directly on open hours; however, those that did indicated appreciation for additional weekend hours, and some requested earlier hours (one earlier Friday hours).

From the Staff Survey, input was limited; however, staff generally indicated a level of satisfaction which was roughly the same as patrons had indicated. There was also some input from staff which suggested the branch was perhaps getting busier.

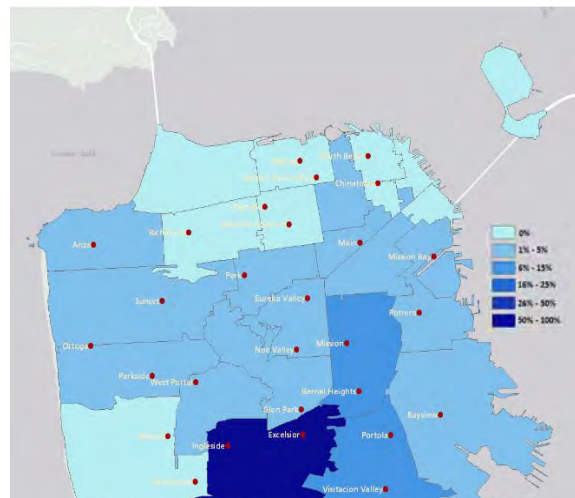
Excelsior

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	10-9	10-9	1-6	10-6

Home Location of Patrons

San Francisco residents account for 90% of Excelsior patrons. More than two thirds of Excelsior patrons (67%) reside in the same ZIP Code area as the library (94112).

Of the remaining share, 3% left the question blank, and 6% reside in San Mateo County.



Times and Days of Use

While just under one-third (31%) use the Excelsior library 12 pm to 3 pm exclusively, another 31% use the Excelsior branch 3 pm to 6 pm exclusively. Only 14% of Excelsior patrons use the branch during multiple time periods.

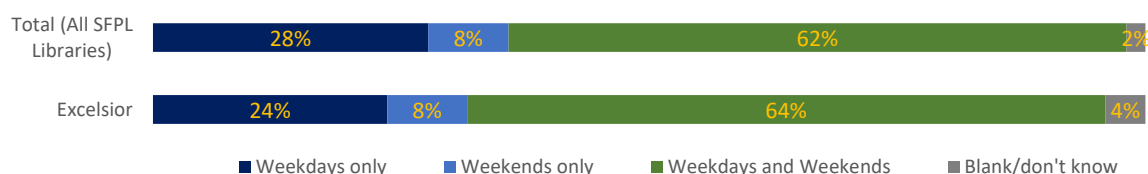
A slightly higher share of Excelsior patrons use the library earlier in the day (9 am to 12 pm and 12 pm to 3 pm) than among Library patrons overall. Conversely, a lower share of Excelsior patrons say they use the library 3 pm to 6 pm and after 6 pm.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Excelsior
Base (all patrons)*	4586	199
9 am – 12 pm	19%	23%
12 pm – 3 pm	37%	41%
3 pm – 6 pm	46%	40%
After 6 pm	16%	12%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for patrons of the Excelsior branch as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

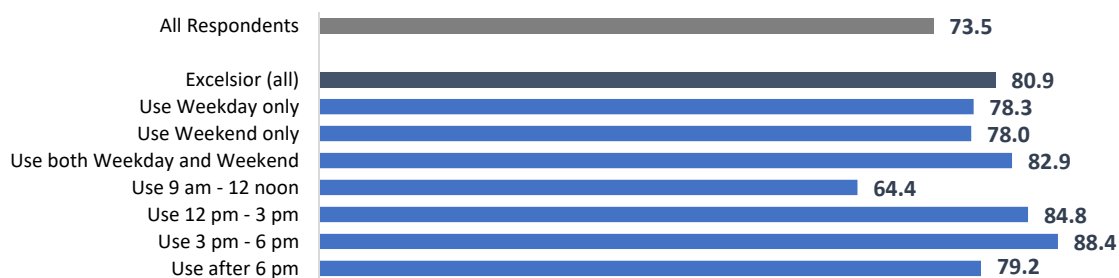
While Excelsior has a lower share of first-time patrons (3% Excelsior vs. 7% overall), it also has a lower share of those visiting 20+ times/month (5% vs. 11% overall). Thus, the average Excelsior patron visits the library about 1 time per month less than Library patrons overall.

Q1. In a typical month, how often do you use this branch library?	Total	Excelsior
Base (all patrons)*	4586	199
First time using	7%	3%
Once a month or less	17%	17%
2 – 3 times a month	23%	24%
4 – 10 times a month	31%	35%
11 – 20 times a month	11%	16%
20+ times a month	11%	5%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	7.4

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), the average visit at Excelsior lasts slightly longer, at 80.9 minutes. Those who use Excelsior between 12 pm and 6 pm tend to have slightly longer visit times than those who use the branch early (9 am to 12 pm) or late (after 6 pm).

Q8. On an average visit, about how much time do you spend in this branch?



Patrons of Excelsior tend to have been using the branch less than Library patrons overall, with 38% using the branch for more than five years (compared to 43% among all Library patrons).

Q9. How long have you been using this branch?	Total	Excelsior
Base (all patrons)	4586	199
3 months or less	14%	12%
3 to 6 months	5%	5%
7 to 12 months	3%	5%
1 to 2 years	15%	18%
3 to 5 years	18%	23%
More than 5 years	43%	38%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Patrons of Excelsior use the library about the same way as Library patrons overall.

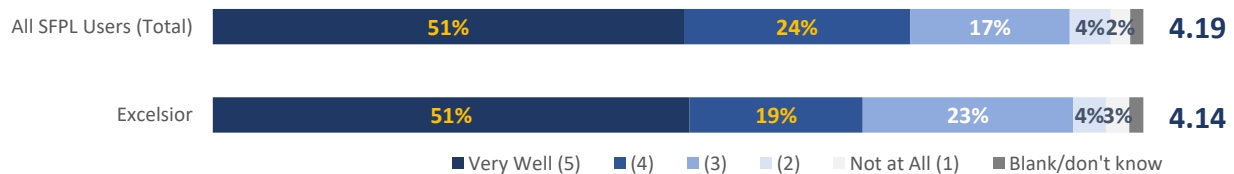
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Excelsior
Base (all patrons)	4586	199
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	82%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	49%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	20%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	27%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	15%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Satisfaction with Current Hours

Excelsior patrons gave their existing hours a rating of 4.14 – just slightly lower than Library patrons overall (4.19).

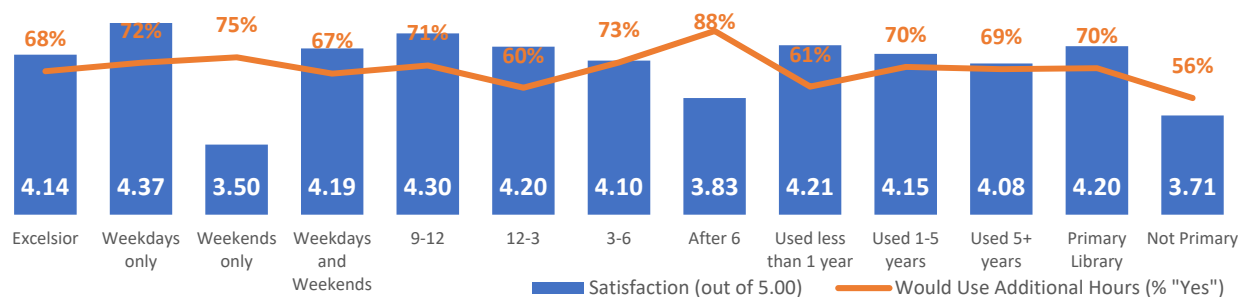
Q4. How well do these hours meet your needs?



Both weekend-only patrons (3.50) and those who use Excelsior after 6 pm (3.83) indicate lower satisfaction with existing hours, and both of these sub-groups also indicate a higher share of patrons who would use additional hours (75% and 88%, respectively). Although those who use the library from 9 am to 12 pm appear very satisfied with existing hours (4.30), they are also very interested in additional hours (71%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Patrons of Excelsior were more likely to request mornings/earlier hours than Library patrons overall; however, the highest share, 44%, requested evenings/later hours. Those who currently use the library from 9 am to 12 pm were the strongest requestors of mornings/earlier hours,

while patrons who frequent the library from 12 pm onward showed a strong preference for evening/after hours.

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Excelsior
Base (said would use additional hours)	2720	136
Mornings (or earlier than it is open now)	32%	35%
Evenings (or later than it is open now)	51%	44%
Weekends	32%	24%
Blank	4%	9%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Excelsior patrons were about as likely to have visited another library as Library patrons overall.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Excelsior
Base (all patrons)	4586	199
"Yes" (have visited)	56%	57%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Excelsior branch* are:

- Main (18%)
- Glen Park (12%)
- Ingleside (9%)
- Mission (5%)
- Portola (4%)
- Bernal Heights (4%)
- Ocean View (3%)

**% of all Excelsior patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

As part of the Structured Survey, 28% of comments provided by Excelsior patrons directly spoke about open hours.

- 7% requested the addition of weekend evenings, while another 7% requested earlier weekend hours.
- 9% asked for additional hours during multiple time frames or requested additional hours without specifying when they should be added.
- 4% wanted to be sure the existing hours were kept.
- 3% requested additional hours on either Monday and/or Friday evenings.

Of the 643 responses from the Public Input Survey, 19 (3%) were from Excelsior. Comments made by five of the patrons directly spoke about open hours; however, there was no consensus, as they included requests for earlier weekday hours, additional evening hours, keeping hours as-is, and making sure the library stayed open between 9 am and 6 pm.

In the Staff Survey, Excelsior staff indicated heavy use during the 3 pm to 6 pm time frame, as well as during the day in the summer. They also indicated evenings tended to be somewhat slower, and that with existing use, staffing and occasional space shortages may be an issue.

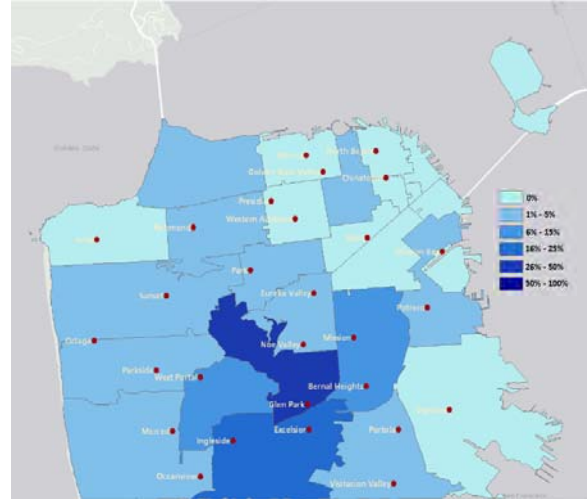
Glen Park

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	12-8	10-7	1-6	10-6

Times and Days of Use

San Francisco residents account for 94% of Glen Park patrons. The ZIP Code with the highest share of Glen Park patrons is the same ZIP Code of the Glen Park branch (94131), with 46% of all patrons indicating they live in this ZIP Code.

Of the remaining patrons, 3% indicated they live in San Mateo County, while 2% refused the question.



Times and Days of Use

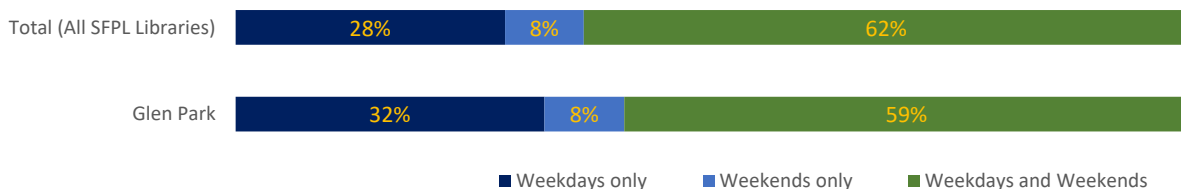
Overall, 62% use the Glen Park branch from 3 pm to 6 pm, and 42% use it during this time frame exclusively. This is more focused use during this time than Library patrons overall (of whom 46% use the library at this time).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Glen Park
Base (all patrons)*	4586	180
9 am – 12 pm	19%	13%
12 pm – 3 pm	37%	39%
3 pm – 6 pm	46%	62%
After 6 pm	16%	17%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for Glen Park as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

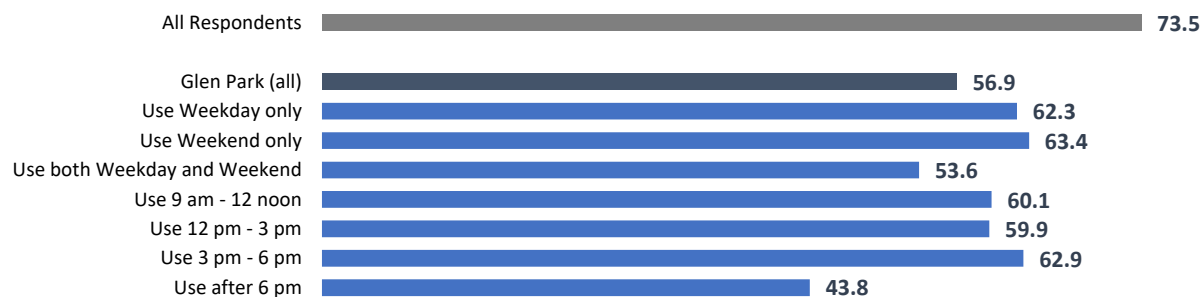
Glen Park patrons tend to be less likely to use the library 11+ times per month (16%) when compared with Library patrons overall (22%) and thus, have a lower average number of visits per month.

Q1. In a typical month, how often do you use this branch library?	Total	Glen Park
Base (all patrons)*	4586	180
First time using	7%	5%
Once a month or less	17%	19%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	34%
11 – 20 times a month	11%	9%
20+ times a month	11%	7%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	7.0

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), at Glen Park, the average visit is shorter, at 56.9 minutes. Those who use the library both weekdays and weekends (53.6 minutes), and those who use the library after 6 pm (43.8 minutes), tend to have the shortest visit times.

Q8. On an average visit, about how much time do you spend in this branch?



Nearly half of all Glen Park patrons (48%) have been using the library more than five years.

Q9. How long have you been using this branch?	Total	Glen Park
Base (all patrons)	4586	180
3 months or less	14%	12%
3 to 6 months	5%	4%
7 to 12 months	3%	2%
1 to 2 years	15%	14%
3 to 5 years	18%	20%
More than 5 years	43%	48%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Glen Park patrons are less likely to use the library for technology than Library patrons overall (43% overall vs. 26% Glen Park).

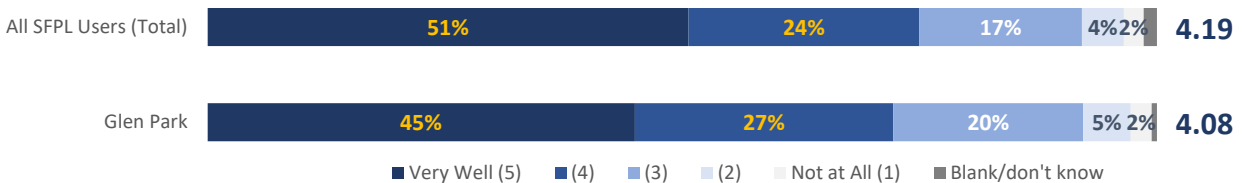
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Glen Park
Base (all patrons)	4586	180
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	88%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	26%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	31%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	23%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	12%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Glen Park patrons rated it somewhat lower, at 4.08 (out of 5.00).

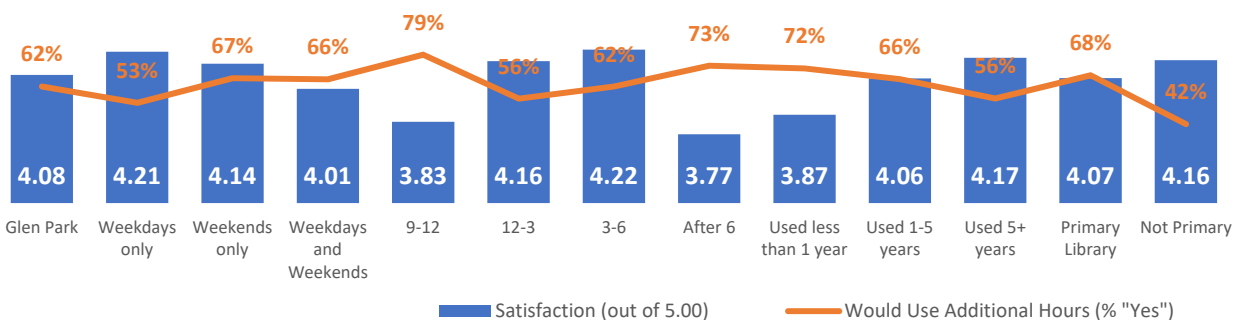
Q4. How well do these hours meet your needs?



Glen Park patrons who use the library from 9 am to 12 pm, those who use it after 6 pm, and those who have used it for less than one year all show lower satisfaction combined with a higher likelihood of using additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



More than half of those who said they would use additional hours (54%) said they preferred them to be evenings or later than the library is open now. The later in the day the respondent is currently using Glen Park, the more likely they were to indicate they preferred later/evening hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Glen Park
<i>Base (said would use additional hours)</i>	2720	112
Mornings (or earlier than it is open now)	32%	32%
Evenings (or later than it is open now)	51%	54%
Weekends	32%	33%
<i>Blank</i>	4%	1%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Patrons of the Glen Park branch were more likely to say they had visited another library in the past month (67%) compared with patrons overall (56%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Glen Park
<i>Base (all patrons)</i>	4586	180
"Yes" (have visited)	56%	67%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Glen Park branch* are:

- Main (20%)
- Bernal Heights (9%)
- Noe Valley (9%)
- West Portal (9%)
- Excelsior (8%)
- Mission (7%)
- Ingleside (6%)
- Sunset (3%)
- Merced (3%)
- Ocean View (3%)

**% of all Glen Park patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Glen Park patrons, 26% provided a comment about open hours, and 24% provided a comment about open hours which was specific to Glen Park.

- 13% provided a comment requesting more hours without providing specific details.
- 6% requested earlier weekend hours.
- 2% indicated they liked the new (added) hours.
- 2% requested additional weekend evening hours.

Of the 643 responses from the Public Input Survey, 12 (2%) were from patrons of Glen Park library. (Glen Park was held one of the public meetings in October/November 2017.) Most

comments received from Glen Park patrons provided positive feedback about the additional weekend hours, and at least one patron indicated the additional later weeknight was also welcome. One patron requested earlier opening on weekday mornings.

From the Staff Survey, staff generally indicated current hours met existing needs, and that patrons generally were happy about the recent extended hours. However, some staff were concerned with ensuring that programming (which can increase demand) was duly matched with sufficient staffing.

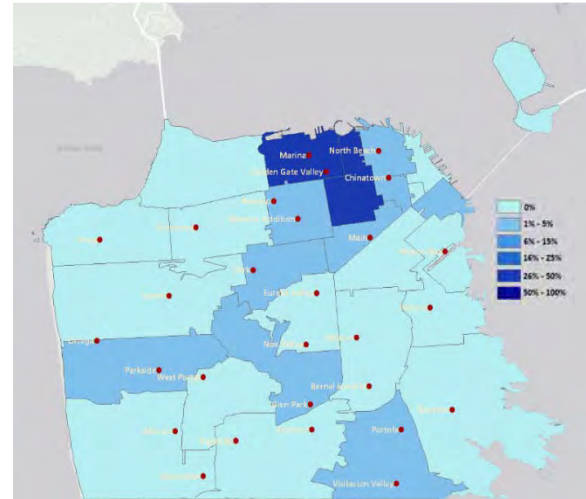
Golden Gate Valley

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	12-9	12-8	1-6	10-6

Home Location of Patrons

Most Golden Gate Valley patrons (91%) live in San Francisco, with the highest concentration of San Francisco-based patrons in the branch's own ZIP Code, 94123 (43%). Close behind this is the adjacent ZIP Code, 94109, with 28%.

Among those who do not reside in San Francisco, 2% refused the answer, but 3% come from outside the Bay Area. The remainder come from San Mateo, Alameda, Contra Costa, and Solano counties.



Times and Days of Use

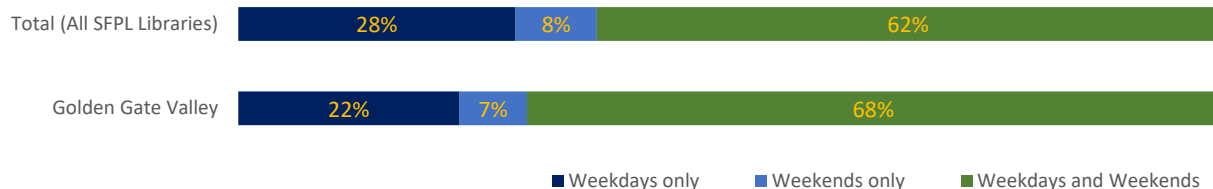
Nearly half of patrons (49%) use the library from 3 pm to 6 pm, and 39% use it during this time exclusively. Golden Gate Valley patrons are more likely than Library patrons overall to use the library after 6 pm (16% overall vs. 23% Golden Gate Valley) and less likely to use it before 3 pm.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Golden Gate Valley
Base (all patrons)*	4586	106
9 am – 12 pm	19%	10%
12 pm – 3 pm	37%	27%
3 pm – 6 pm	46%	49%
After 6 pm	16%	23%
Don't know/blank	3%	3%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends; Golden Gate Valley patrons are somewhat more likely to do so.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

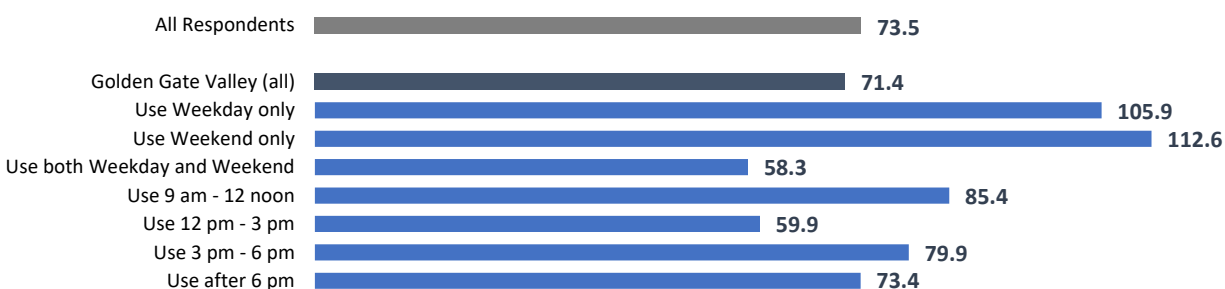
Golden Gate Valley has a larger share of patrons who visit less than 10 times per month (86%) than Library patrons overall (77%), and thus, their average times visited per month is somewhat less (7.0 for Golden Gate Valley vs. 8.4 for Library overall).

Q1. In a typical month, how often do you use this branch library?	Total	Golden Gate Valley
Base (all patrons)*	4586	106
First time using	7%	9%
Once a month or less	17%	16%
2 – 3 times a month	23%	25%
4 – 10 times a month	31%	36%
11 – 20 times a month	11%	8%
20+ times a month	11%	7%
Don't know/Blank	1%	-
Average # times visited per month	8.4	7.0

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average Library visit lasts about 73.5 minutes (on average), at Golden Gate Valley, the average visit is about the same, at 71.4 minutes (on average). While weekday-only and weekend-only patrons have much longer average visit times, it should be noted that these sub-groups are quite small (particularly the number of weekend-only patrons). Notably, those who say they would use additional hours at Golden Gate Valley tend to have longer visit times (84.7 minutes) than those who would not (55.8 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



Golden Gate Valley has a lower share of patrons who have used the branch more than 5 years. (It should be noted that the Golden Gate Valley branch opened in 2011, just 6 years prior to the survey.)

Q9. How long have you been using this branch?	Total	Golden Gate Valley
Base (all patrons)	4586	106
3 months or less	14%	18%
3 to 6 months	5%	8%
7 to 12 months	3%	5%
1 to 2 years	15%	20%
3 to 5 years	18%	21%
More than 5 years	43%	27%
Blank	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Golden Gate Valley patrons use the library about the same as Library patrons overall; however, they are slightly more likely to use technology (48% vs. 43% overall) and slightly less likely to use community/social learning and live reference (19% vs. 25% overall).

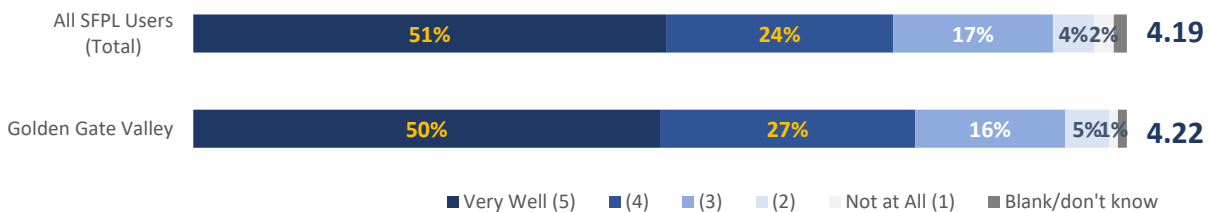
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Golden Gate Valley
Base (all patrons)	4586	106
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	87%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	48%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	19%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	20%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Golden Gate Valley patrons gave a similar rating, of 4.22 (out of 5.00).

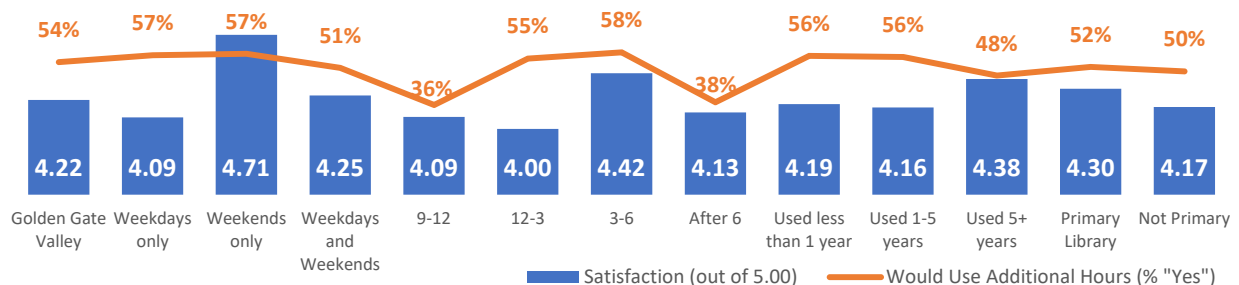
Q4. How well do these hours meet your needs?



Two key groups at Golden Gate Valley rate their satisfaction with existing hours highly, yet also show a higher than average indication that they would use additional hours. Those who use Golden Gate Valley only on weekends rate their satisfaction with existing hours quite highly (4.71), yet 57% indicate they would use additional hours. Similarly, those who use the library from 3 pm to 6 pm rate the existing hours fairly high (4.42), yet 58% indicate they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



While Golden Gate Valley patrons are about as interested in additional weekend hours as other Library patrons, they are almost evenly interested in adding mornings/earlier times (44%) as well as evenings/later times (40%). Those who use the branch between 12 pm and 6 pm were most likely to say they would use additional hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Golden Gate Valley
<i>Base (said would use additional hours)</i>	2720	57
Mornings (or earlier than it is open now)	32%	44%
Evenings (or later than it is open now)	51%	40%
Weekends	32%	35%
<i>Blank</i>	4%	2%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Golden Gate Valley patrons were slightly less likely to have visited another branch in the past month (51%) compared to Library patrons overall (51%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Golden Gate Valley
<i>Base (all patrons)</i>	4586	106
"Yes" (have visited)	56%	51%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Golden Gate Valley branch* are:

- Main (19%)
- Marina (17%)
- North Beach (14%)
- Chinatown (8%)
- Presidio (5%)
- Western Addition (5%)

**% of all Golden Gate Valley patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

A higher share of Golden Gate Valley patrons – 88% - provided some sort of comment on the Structured Survey. Of those, 23% of all comments included feedback on open hours.

- 5% specifically asked that the current hours be maintained.
- 5% said they liked the added hours.
- 4% asked that hours be added (but did not specify when).
- 3% requested more weekend hours.

Of the 643 responses from the Public Input Survey, only 3 (0.5%) were from Golden Gate Valley. Two of these provided comments; however, neither were on the subject of open hours.

From the Staff Survey, there are indications that more morning/daytime hours would be welcome, while evening hours, particularly between 8 pm and 9 pm, are under-used.

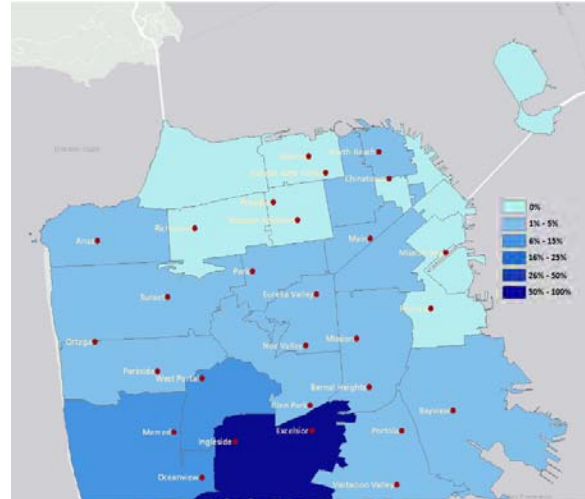
Ingleside

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	10-8	12-7	1-6	10-6

Results from Structured Survey (Patron Survey)

San Francisco residents account for 94% of Ingleside patrons. The highest concentration of San Francisco-based patrons (54%) is in 94112 – the same ZIP Code as the Ingleside branch.

For those outside of San Francisco, 2% come from San Mateo County and 2% left the question blank. The remaining patrons come from Alameda and Contra Costa counties, as well as from outside the Bay Area.



Times and Days of Use

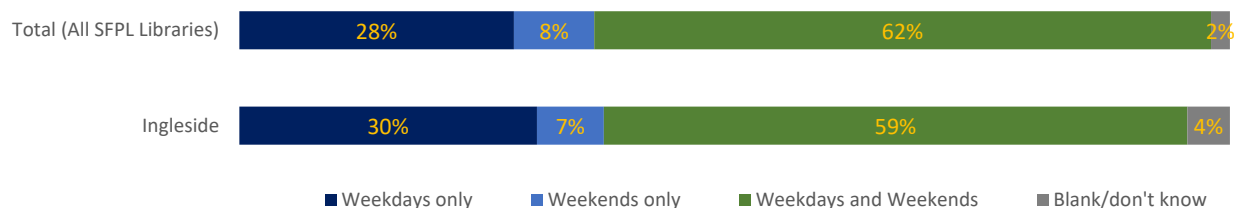
While 59% use the library from 12 pm to 3 pm, 38% use it during this time exclusively. This is much higher usage for this time period than among Library patrons overall (37%).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Ingleside
Base (all patrons)*	4586	163
9 am – 12 pm	19%	22%
12 pm – 3 pm	37%	59%
3 pm – 6 pm	46%	41%
After 6 pm	16%	11%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is largely true for Ingleside patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

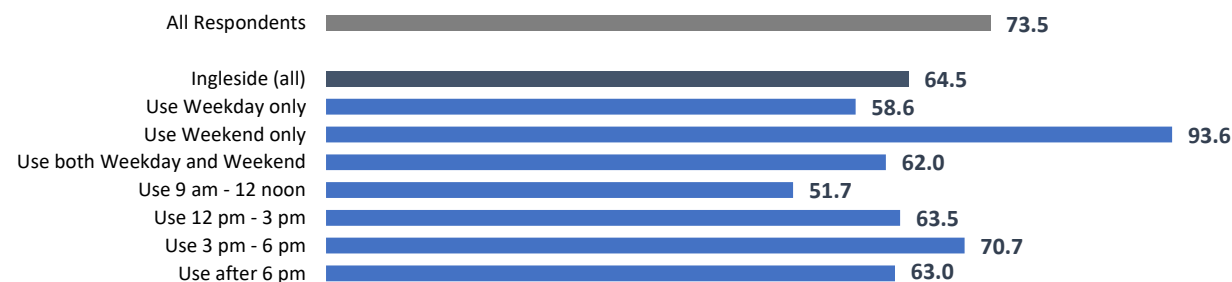
The average Ingleside patron uses the library 7.6 times per month, just slightly less than Library patrons overall (8.4 times per month).

Q1. In a typical month, how often do you use this branch library?	Total	Ingleside
Base (all patrons)*	4586	163
First time using	7%	5%
Once a month or less	17%	15%
2 – 3 times a month	23%	26%
4 – 10 times a month	31%	29%
11 – 20 times a month	11%	17%
20+ times a month	11%	6%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	7.6

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average Library visit lasts about 73.5 minutes (on average), Ingleside patrons visit for a slightly shorter average time of 64.5 minutes. Those who use the branch before 3 pm tend to stay for less time, while those who use the branch from 3 pm to 6 pm have a longer average visit (70.7 minutes). Weekend-only visitors tend to use the branch the longest, at 93.6 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Ingleside has a higher share of newer patrons (20% using branch 3 months or less) than the Library system overall (14%). Conversely, Ingleside also has a much lower share of those who have used the branch for more than 5 years (24% vs. 43% among Library overall).

Q9. How long have you been using this branch?	Total	Ingleside
Base (all patrons)	4586	163
3 months or less	14%	20%
3 to 6 months	5%	7%
7 to 12 months	3%	7%
1 to 2 years	15%	21%
3 to 5 years	18%	18%
More than 5 years	43%	24%
Blank	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Ingleside patrons are somewhat less likely to use the library for community/social learning (18% vs. 25% overall) than Library patrons overall.

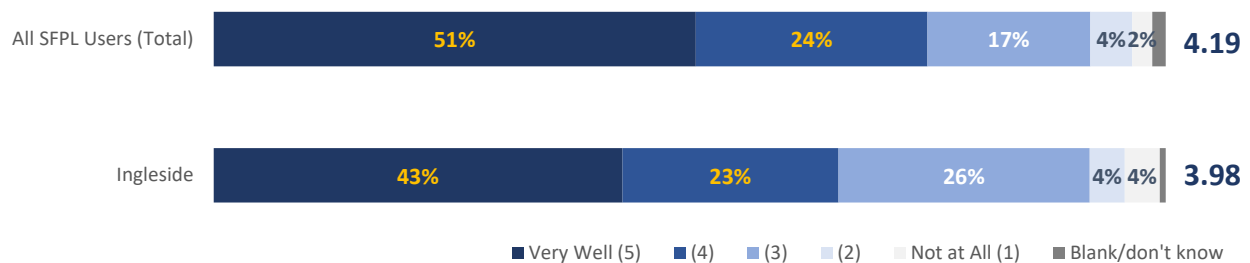
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Ingleside
Base (all patrons)	4586	163
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	87%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	42%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	18%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	28%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	7%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Ingleside patrons rated their satisfaction lower, at 3.98 (out of 5.00).

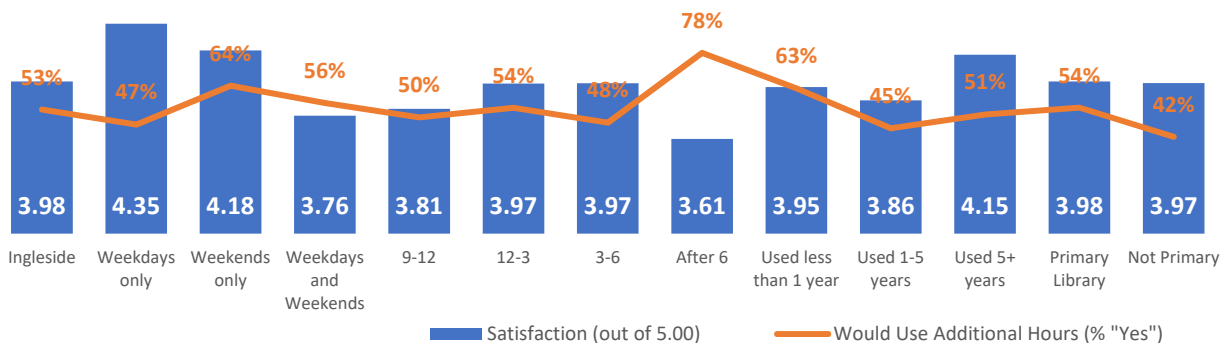
Q4. How well do these hours meet your needs?



Those who use the Ingleside branch after 6 pm, those who have used the branch less than one year, and those who use the branch only on weekends are those most likely to use additional hours. However, while those using the branch after 6 pm have lower satisfaction (3.61), those using the branch less than one year have about the same satisfaction level as Ingleside patrons in total (3.95), while those using the branch weekends only are more satisfied (4.18).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Patrons of Ingleside are somewhat more likely to prefer mornings/earlier hours and slightly less likely to prefer evenings/later hours than Library patrons overall. As with many other branches, those who use the library earlier are more likely to prefer mornings/earlier times, while those who use it later are more likely to prefer evenings/later times.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Ingleside
<i>Base (said would use additional hours)</i>	2720	87
Mornings (or earlier than it is open now)	32%	37%
Evenings (or later than it is open now)	51%	47%
Weekends	32%	34%
Blank	4%	7%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Among Ingleside patrons, 64% have visited another branch in the past month, which is a higher share than Library patrons overall (56%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Ingleside
<i>Base (all patrons)</i>	4586	163
"Yes" (have visited)	56%	64%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using Ingleside branch* are:

- Main (18%)
- West Portal (14%)
- Excelsior (8%)
- Merced (8%)
- Glen Park (4%)
- Sunset (4%)
- Chinatown (4%)
- Visitacion Valley (4%)
- Mission (3%)
- Ocean View (3%)

**% of all Ingleside patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Only 36% of Ingleside patrons provided a comment as part of the Structured Survey (as opposed to 58% of patrons overall). However, 33% of the comments provided related to open hours.

- 9% specifically asked for morning/earlier hours
- 7% specifically asked for later/evening hours
- 5% asked for additional weekend hours
- 4% requested the current hours be kept and/or that they liked the new hours
- 3% asked for more hours in general (but did not specify when)

Of the 643 responses from the Public Input Survey, 55 (9%) were from Ingleside. Comments regarding open hours focused on positive reaction to extended hours, as well as requests for additional hours on Sunday and Monday. Several commenters also noted issues of crowding, and one suggested that if the library were open more (generally), more patrons would be able to use the library's resources. One commenter noted that crowding seemed to be, at least in part, as a result of City College's main campus being nearby.

From the Staff Survey, there are indications of general satisfaction – although additional hours are appreciated (particularly earlier/morning hours).

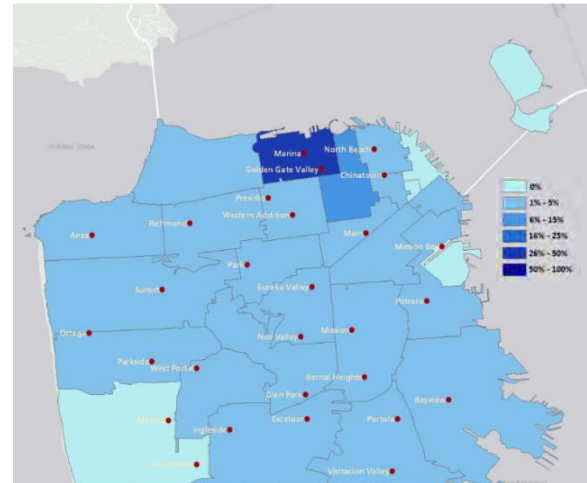
Marina

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	1-8	10-8	1-6	10-6

Home Location of Patrons

Approximately 85% of Marina patrons come from within San Francisco, and about half of these (40%) come from the same ZIP Code as the Marina branch – 94123.

Of the 15% who do not reside in San Francisco, 4% come from San Mateo County, 3% come from Contra Costa County, 2% come from Alameda County, and 1% come from Marin County. About 1% come from outside the Bay Area, while 3% did not respond to the question.



Times and Days of Use

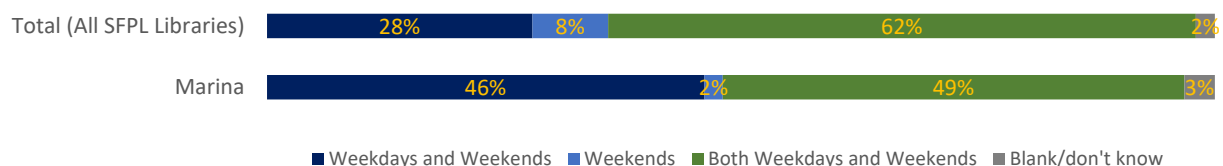
Marina has a slightly higher share of patrons who use the branch earlier in the day when compared with Library patrons overall. Most patrons use the library during only one period; only 11% of Marina patrons indicated they use the library during more than one three-hour period.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Marina
Base (all respondents)*	4,586	156
9 am – 12 pm	19%	25%
12 pm – 3 pm	37%	37%
3 pm – 6 pm	46%	40%
After 6 pm	16%	11%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both weekdays and weekends. However, at Marina, nearly half of the patrons (46%) use it only on weekdays, while 49% use it both weekdays and weekends.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

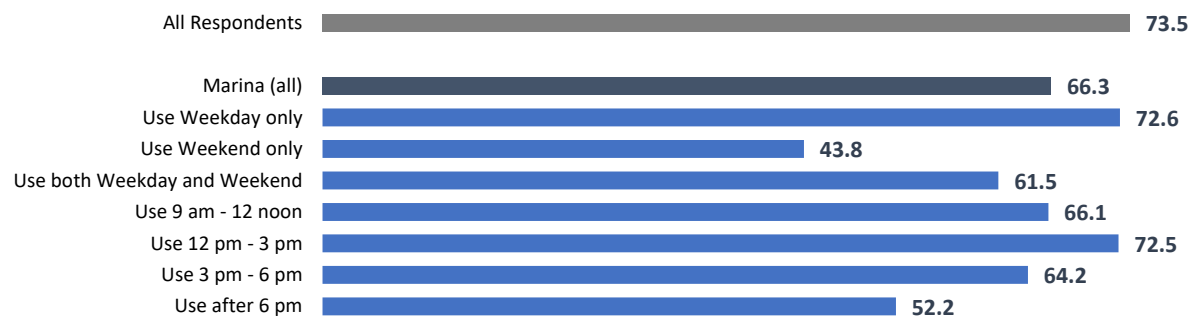
Marina patrons use the library about as often as Library patrons overall, visiting on average 8.3 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Marina
Base (all respondents)*	4586	156
First time using	7%	8%
Once a month or less	17%	21%
2 – 3 times a month	23%	18%
4 – 10 times a month	31%	31%
11 – 20 times a month	11%	10%
20+ times a month	11%	11%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	8.3

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

On average, Marina patrons use the library for about 66.3 minutes in an average visit, which is shorter than the Library average of 73.5 minutes. Those who use the library weekdays only – a fair share of patrons – have longer average visits, at 72.6 minutes. By time of day, the longest visits are from those who frequent the library from 12 pm to 3 pm (72.5 minutes), then taper off, with those visiting after 6 pm only averaging 52.2 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Marina patrons are less likely to be long-term users of the library than Library patrons overall (33% more than 5 years at Marina vs. 43% more than 5 years overall).

Q9. How long have you been using this branch?	Total	Marina
Base (all respondents)	4586	156
3 months or less	14%	20%
3 to 6 months	5%	6%
7 to 12 months	3%	2%
1 to 2 years	15%	15%
3 to 5 years	18%	23%
More than 5 years	43%	33%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Primary Reasons for Use

Marina patrons are less likely to use technology or live reference at the library, as well as somewhat less likely to use materials. However, they are slightly more likely to use community/social learning resources.

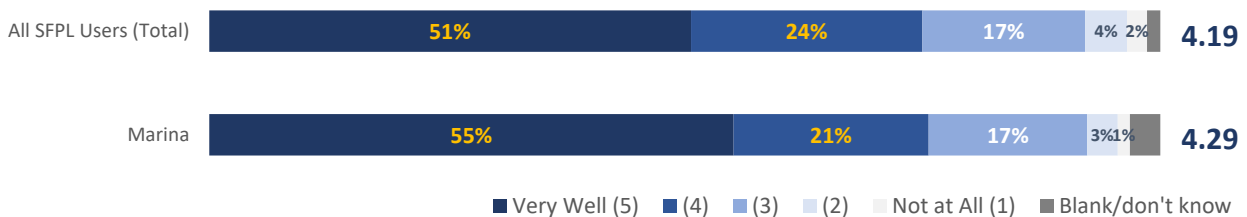
Q10. For what reason(s) do you primarily use this branch? [Multiple responses accepted]	Total	Marina
Base (all respondents)	4586	156
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	76%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	29%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	35%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	17%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	15%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), whereas Marina patrons appear more satisfied with existing hours, giving an average rating of 4.29.

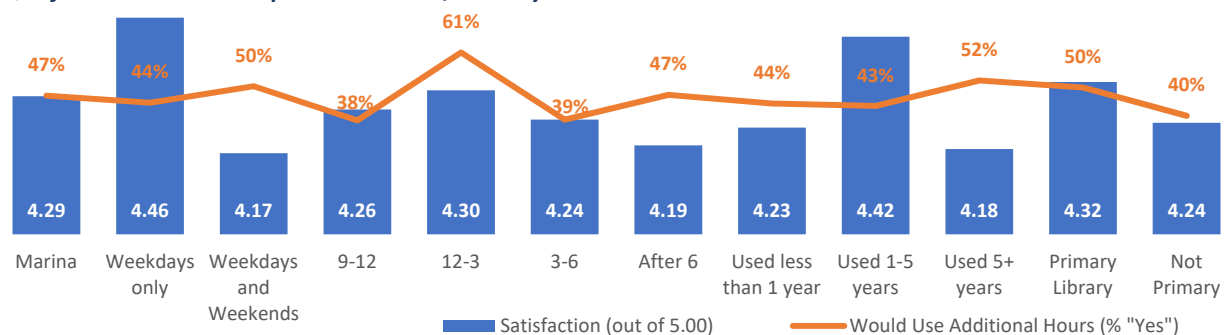
Q4. How well do these hours meet your needs?



Overall, 47% of Marina patrons indicate they would use additional hours if available. Those who primarily use the library from 12 pm to 3 pm rate it about the same as patrons overall (4.30), yet 61% indicate they would use the library more if additional hours were available. Those who have used the branch more than 5 years rate their satisfaction lower (4.18), and 52% indicate they would use the library more if additional hours were available, which is very similar to those who use the library both weekdays and weekends.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among those who said they would use additional hours, there is a near-even split between a preference for mornings/earlier and evenings/later (44% vs. 48%). Time of day currently used plays into this somewhat, with those using prior to 3 pm preferring mornings more often, while those using after 3 pm preferring evenings more often.

<i>Q6. (if 'yes' in Q5) when would you use it more? [multiple responses accepted]</i>	Total	Marin
<i>Base (said would use additional hours)</i>	2720	73
Mornings (or earlier than it is open now)	32%	44%
Evenings (or later than it is open now)	51%	48%
Weekends	32%	12%
<i>Blank</i>	4%	-

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

A higher share of those who have visited other branches can be an indicator of dissatisfaction with the existing branch's hours. However, Marina patrons are about as likely as Library patrons overall to have visited another branch in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Marina
<i>Base (all respondents)</i>	4586	156
"Yes" (have visited)	56%	52%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using Marina branch* are:

- Main (18%)
- Golden Gate Valley (13%)
- North Beach (10%)
- Richmond (6%)
- Chinatown (4%)
- Presidio (4%)
- Parkside (3%)
- Mission (3%)
- Western Addition (3%)

**% of all Marina patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Structured Survey, 85% of Marina patrons provided a comment (compared with 58% of patrons overall). Of the comments provided, however, only 11% pertained to open hours.

- 4% requested longer hours but did not specify what days/times.
- 3% made general comments about hours at Marina library.
- 2% asked for weekday evenings, while 1% asked for weekend evenings.
- 1% asked for earlier times Mondays and Fridays, while 1% asked for earlier weekend times.

Of the 643 responses from the Public Input Survey, 27 (4%) were from Marina patrons. Of these comments, 3-4 patrons each requested later evening hours during the week, as well as earlier

hours on Friday, Saturday, and Sunday. At least one patron requested hours which are already in place.

From the Staff Survey, staff indicated that the proximity of a nearby school greatly increases traffic in the 3 pm to 6 pm time frame. To a lesser extent, staff also noted busy times during story time programming, and quieter evening hours after 6 or 7 pm.

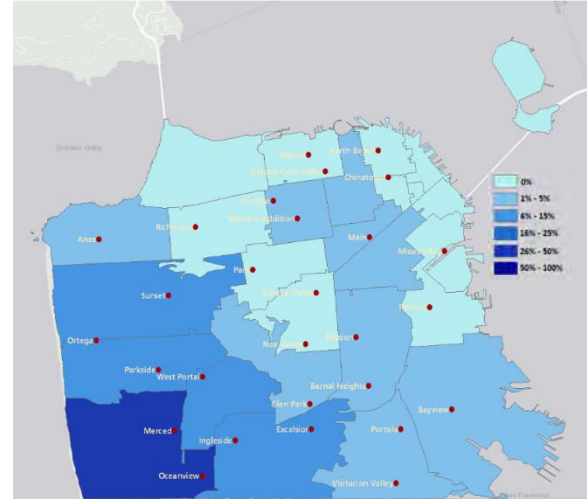
Merced

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-9	1-9	10-9	1-6	10-6

Home Location of Patrons

Overall, 89% of Merced patrons live in San Francisco. The highest share of Merced patrons come from the ZIP Code where the Merced branch is located, 94132, where 44% of patrons also live.

Of those not in San Francisco, 7% reside in San Mateo County, and 1% did not answer the question. The remainder come from Alameda, Marin, and Sonoma counties (save for 1% who come from outside the Bay Area altogether).



Times and Days of Use

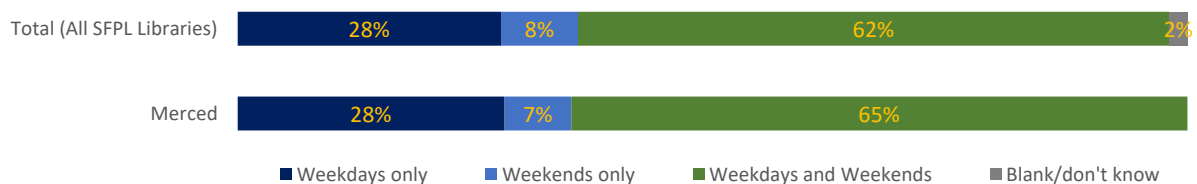
Patrons of Merced are more likely than Library patrons overall to visit the library after 6 pm (22% vs. 16%). About half of those (12%) use the library after 6 pm primarily or exclusively. Most Merced patrons (80%) visit the library primarily during one time period only.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Merced
Base (all patrons)*	4586	185
9 am – 12 pm	19%	18%
12 pm – 3 pm	37%	36%
3 pm – 6 pm	46%	42%
After 6 pm	16%	22%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for patrons of the Merced branch as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

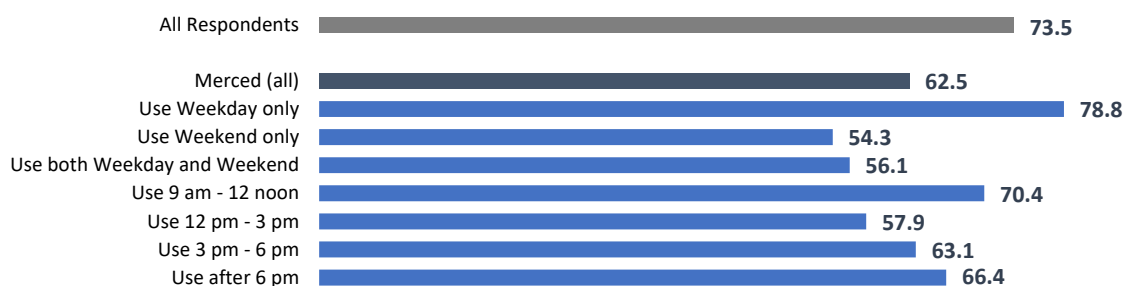
Merced patrons are more likely to visit the library only 2-3 times per month, making their average number of visits per month slightly lower than Library patrons overall.

Q1. In a typical month, how often do you use this branch library?	Total	Merced
Base (all patrons)*	4586	185
First time using	7%	3%
Once a month or less	17%	16%
2 – 3 times a month	23%	34%
4 – 10 times a month	31%	27%
11 – 20 times a month	11%	11%
20+ times a month	11%	8%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	7.2

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes, the average visit length at Merced is about 10 minutes less, at 62.5 minutes. Those who use the Merced branch on weekdays only (78.8) and those who use it early in the day (9 am to 12 pm, 70.4) have longer average visit times. Those who use the library on weekends only (54.3 minutes) and those who use it both weekdays and weekends (56.1 minutes) have much shorter visit times. Those visiting from 12 pm to 3 pm have the shortest average visit time throughout the day, at 57.9 minutes, and the average visit time then increases as the day progresses.

Q8. On an average visit, about how much time do you spend in this branch?



While Merced has a slightly lower share of very new patrons, the tenure of patrons at Merced is otherwise very similar to Library patrons overall.

Q9. How long have you been using this branch?	Total	Merced
Base (all patrons)	4586	185
3 months or less	14%	10%
3 to 6 months	5%	6%
7 to 12 months	3%	3%
1 to 2 years	15%	18%
3 to 5 years	18%	19%
More than 5 years	43%	44%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Merced library has a lower share of patrons who are using technology at the library, and a higher share visiting for pragmatic purposes.

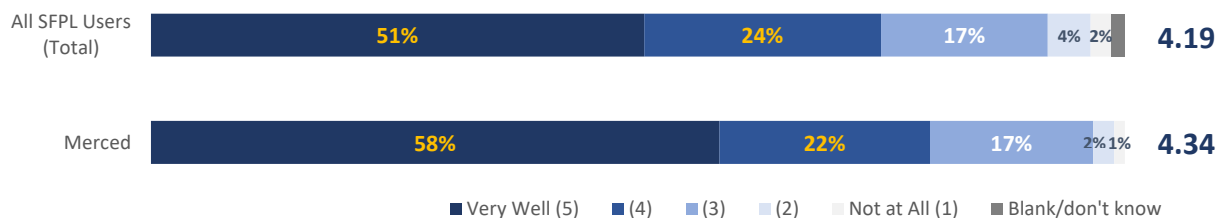
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Merced
Base (all patrons)	4586	432
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	88%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	34%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	23%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	21%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	29%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), but patrons of Merced rated the current hours more highly, at 4.34 (out of 5.00).

Q4. How well do these hours meet your needs?

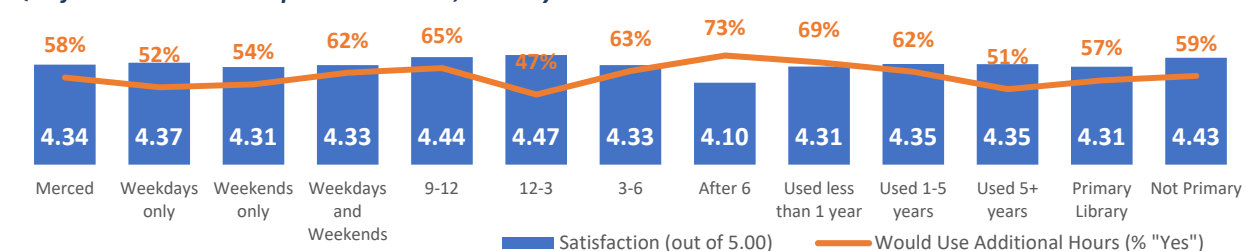


While Merced patrons rated existing hours fairly high, at 4.34, 58% said they would use additional hours. Those using the library after 6 pm rated their satisfaction lower (4.10), and also expressed a higher desire for additional hours (73%). Those who have used the library less than one year rated their satisfaction only slightly lower, at 4.31, but 69% indicated they would use additional hours.

Those who have used the library 1-5 years, and those who have used the library 5+ years, gave the same rating (4.35); however, those who have used the library a shorter time were more inclined to say they would use additional hours (62% 1-5 years vs. 51% 5+ years).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Merced patrons were slightly more likely to request evenings and weekends, and less likely to request additional morning/early hours, than patrons overall.

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Merced
Base (said would use additional hours)	2720	108
Mornings (or earlier than it is open now)	32%	24%
Evenings (or later than it is open now)	51%	55%
Weekends	32%	34%
Blank	4%	4%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Although Merced patron's rating of existing hours was higher overall, Merced patrons were also more likely to have visited another branch in the past month (75% vs. 56% among Library patrons overall).

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Merced
Base (all patrons)	4586	185
"Yes" (have visited)	56%	75%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Merced* are:

- Main (17%)
- West Portal (16%)
- Ingleside (15%)
- Ocean View (10%)
- Ortega (7%)
- Parkside (6%)
- Sunset (5%)
- Excelsior (3%)
- Anza (3%)
- Richmond (3%)

**% of all Merced patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

A lower share of Merced patrons (49%) provided a comment compared to Library patrons overall (58%). Among Merced patrons who provided a comment, 23% provided a comment about open hours, and 19% of comments they provided were about open hours specifically at Merced.

- 7% asked for more hours but did not specify when.
- 3% asked for additional weekend hours.
- 3% asked for earlier Monday/Friday hours.
- 3% asked for earlier weekday (T/W/TH) hours.
- 3% asked for earlier weekend hours.
- 1% asked for Monday/Friday evenings.
- 1% said they liked the expanded hours.

Of the 643 responses from the Public Input Survey, 30 (5%) were from Merced patrons.

- Two patrons asked for much later/more extensive hours (e.g. 24/7, open until midnight).
- Several patrons asked for additional hours on Saturdays, Sundays, and Mondays.
- Two patrons mentioned they go to this branch because parking is available.

From the Staff Survey, staff mentioned that opening earlier on weekday mornings would be helpful, as there seems to be demand from the public, as well as permitting additional classroom visits. There is also some indication that earlier Sunday openings and later Monday evenings might be helpful. Several staff suggested cutting some evening hours (closing at 7 pm or 8 pm) due to low patron volume at that time as a way of offsetting some additional weekday morning and Sunday morning hours.

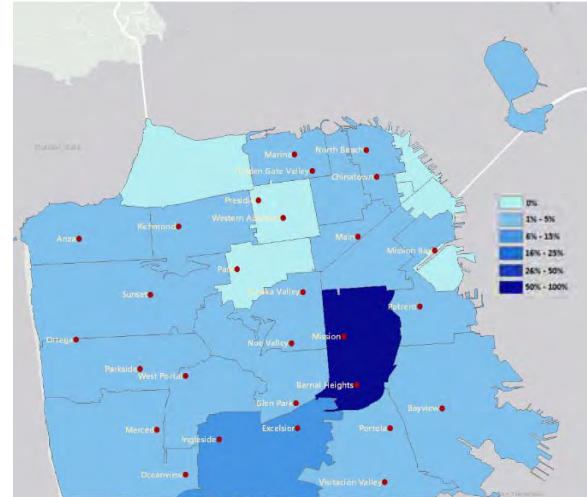
Mission

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-9	1-9	10-9	1-6	10-6

Home Location of Patrons

Overall 94% of Mission patrons reside within San Francisco. The highest share of patrons (56%) live in 94110, the same ZIP Code as the Mission branch itself.

Of those who come from outside San Francisco, about 2% come from outside the Bay Area altogether, while the remaining patrons come from Alameda, Contra Costa, San Mateo, and Marin counties. About 1% of patrons left the question blank.



Times and Days of Use

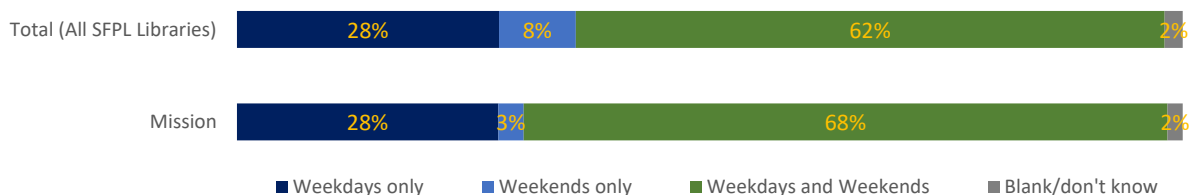
Mission patrons are much more likely to use the library later in the day compared to Library patrons overall. Only 12% use Mission library from 9 am to 12 pm (either alone or with other time periods), while more than half (54%) use the library from 3 pm to 6 pm, and 30% use it after 6 pm. Nearly one fourth (24%) use the library during multiple time periods.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Mission
Base (all patrons)*	4586	188
9 am – 12 pm	19%	12%
12 pm – 3 pm	37%	32%
3 pm – 6 pm	46%	54%
After 6 pm	16%	30%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true of patrons at the Mission branch as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

Mission patrons visit the library about as often as Library patrons overall, with an average of 8.2 visits per month.

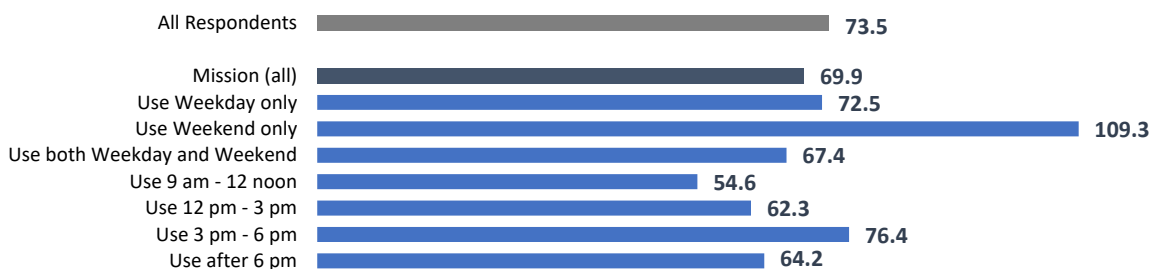
Q1. In a typical month, how often do you use this branch library?	Total	Mission
Base (all patrons)*	4586	188
First time using	7%	4%
Once a month or less	17%	13%
2 – 3 times a month	23%	22%
4 – 10 times a month	31%	39%
11 – 20 times a month	11%	12%
20+ times a month	11%	9%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	8.2

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Mission patrons average just a bit shorter visit, of 69.9 minutes.

The average visit length grows later in the day, with patrons 9 am to 12 pm averaging 54.6 minutes, but those visiting 3 pm to 6 pm averaging 76.4 minutes. After 6 pm, the visit length shortens again, to 64.2 minutes on average.

Q8. On an average visit, about how much time do you spend in this branch?



Mission patrons are just slightly more likely to have been using the branch more than 5 years when compared with Library patrons overall.

Q9. How long have you been using this branch?	Total	Mission
Base (all patrons)	4586	188
3 months or less	14%	14%
3 to 6 months	5%	7%
7 to 12 months	3%	3%
1 to 2 years	15%	13%
3 to 5 years	18%	12%
More than 5 years	43%	49%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Mission patrons are slightly more likely to use the library for technology and live reference, and somewhat less likely to use the library for community/social learning and pragmatic uses, than Library patrons overall.

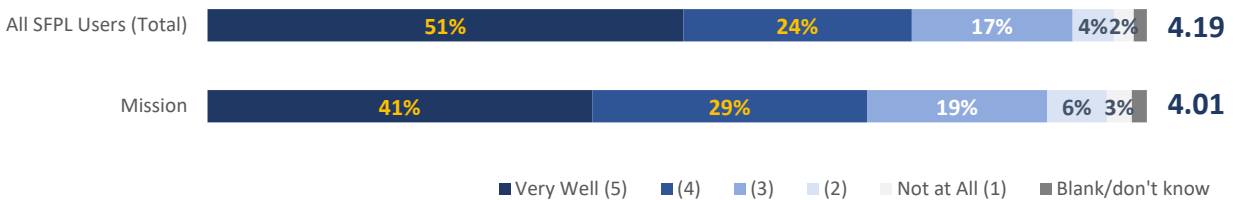
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Mission
Base (all patrons)	4586	188
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	86%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	48%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	18%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	32%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	12%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

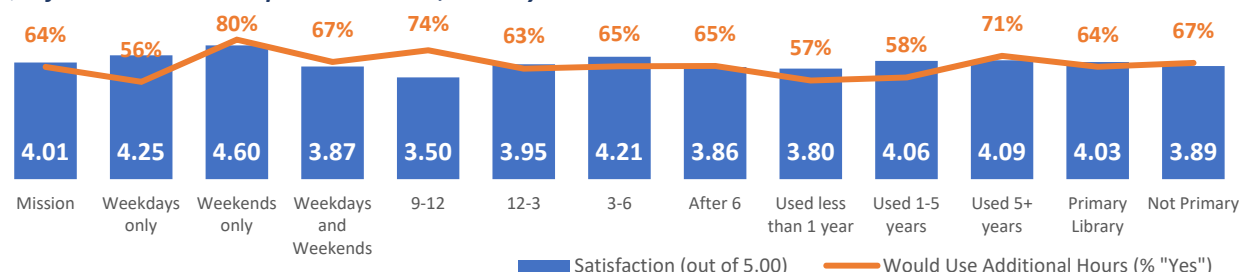
Library patrons overall gave an average rating of 4.19 (out of 5.00), while Mission patrons rated existing hours lower, at 4.01 (out of 5.00).

Q4. How well do these hours meet your needs?



Overall, 64% of Mission patrons indicated they would use additional hours if available. Those who use the library both weekdays and weekends rated existing hours lower (3.87), but were only slightly more likely to use additional hours (67%). Those who use the library from 9 am to 12 pm rated current hours considerably lower (3.50) and were more likely to use additional hours (74%). (See chart next page.)

- Those using the library after 6 pm rated available hours less (3.86), but they were not really more likely to use additional hours (65%). While those who have used the library less than one year were also not as satisfied with existing hours (3.80), they were even less likely to use additional hours (57%).
- Those who use the library weekends only rated satisfaction with existing hours highly, along with a high likelihood to use additional hours; however, this represents a very small number of patrons.

Q4. How well do these hours meet your needs?**Q5. If this branch were open more hours, would you use it more?**

Among those who said they would use additional hours, more than half (53%) indicated they would use evenings/after hours, while 38% would use additional weekend hours.

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Mission
Base (said would use additional hours)	2720	121
Mornings (or earlier than it is open now)	32%	25%
Evenings (or later than it is open now)	51%	53%
Weekends	32%	38%
Blank	4%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

More than half (61%) of Mission patrons had visited another library in the past month.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Mission
Base (all patrons)	4586	188
"Yes" (have visited)	56%	61%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

The most frequently visited libraries by those using the Mission branch* are:

- Main (35%)
- Noe Valley (6%)
- Mission Bay (4%)
- Bernal Heights (3%)
- Eureka Valley (3%)
- Excelsior (3%)
- Glen Park (3%)
- Ingleside (3%)
- Sunset (3%)

*% of all Mission patrons surveyed; showing only branches visited by 3% or more only

Comments from Structured Survey, Public Input Survey, and Staff Survey

Within the Structured Survey, 46% of Mission patrons provided a comment (compared with 58% of patrons overall). Of those who made a comment, 29% commented on open hours, and 28% commented on Mission open hours specifically.

- 9% asked for more hours (but did not specify when);
- 5% asked for earlier weekend hours;

- 4% asked for Monday/Friday evening hours;
- 2% asked for evening hours;
- 2% wanted to be sure existing hours were maintained;
- 2% asked for weekend evening hours.

Of the 643 responses from the Public Input Survey, 34 surveys (5%) were from patrons of the Mission branch.

- One person expressed thanks for the recently expanded hours.
- Two patrons indicated weekend hours are too short and would like to see additional weekend hours.
- Two patrons indicated the need for greatly extended hours in general and/or 24/7 availability.
- Two people asked for earlier openings in the mornings – one in general, one specified Friday mornings.
- One person indicated getting holds during the week was difficult if you are working a 9-5 or 8-5 job.
- Four commenters asked that the library close consistently at 7 pm or 8 pm each night; several of these commenters cited safety concerns about the surrounding neighborhood. Several of these commenters suggested earlier openings, particularly on Mondays, in exchange for losing some of the evening hours.

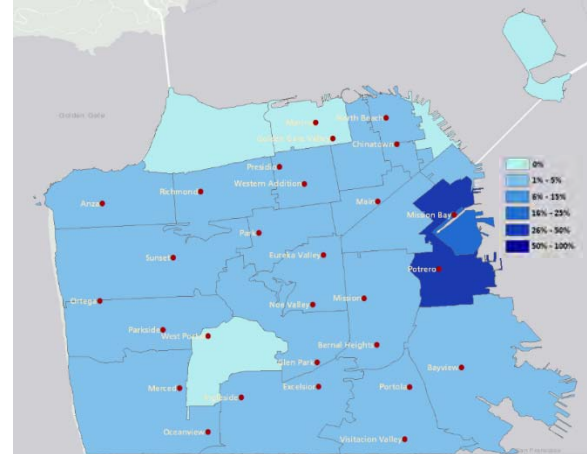
From the Staff Survey, staff indicated that longer hours on Friday (evening), Sunday (earlier opening), and Monday (earlier opening/slightly later closing) would be most welcome. One commenter also noted that, given the large numbers of special events in the immediate area, hours should be adjusted accordingly.

Mission Bay

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	11-8	10-6	1-6	10-6

Home Location of Patrons

The map at right shows the home location (by ZIP Code) of Mission Bay patrons, 91% of whom live in San Francisco. Notably, the ZIP Code the library is in does NOT account for the largest share of San Francisco home ZIP Codes. Rather, 94107 (an adjacent ZIP Code) accounts for 30% of patrons, while the ZIP Code the library is in, 94158, accounts for 23%.



The remaining patrons come from Alameda County (3%), San Mateo County (2%), Santa Clara County (2%), Contra Costa County (1%), and from outside the Bay Area (1%).

Times and Days of Use

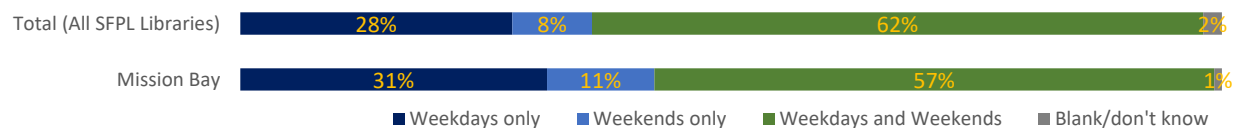
Nearly all Mission Bay patrons use the branch either from 12 pm to 3 pm or 3 pm to 6 pm, either alone or in conjunction with other time periods. While 40% use the library only from 3 pm to 6 pm, 32% use it only from 12 pm to 3 pm. Only 1% use it after 6 pm exclusively (but it should be noted the library is only open one day per week after 6 pm).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Mission Bay
Base (all patrons)*	4586	128
9 am – 12 pm	19%	19%
12 pm – 3 pm	37%	41%
3 pm – 6 pm	46%	50%
After 6 pm	16%	3%
Don't know/blank	3%	3%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most Library patrons use the Library both Weekdays and Weekends; while this is also true for Mission Bay patrons, a slightly higher share use it exclusively on weekdays or weekends.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

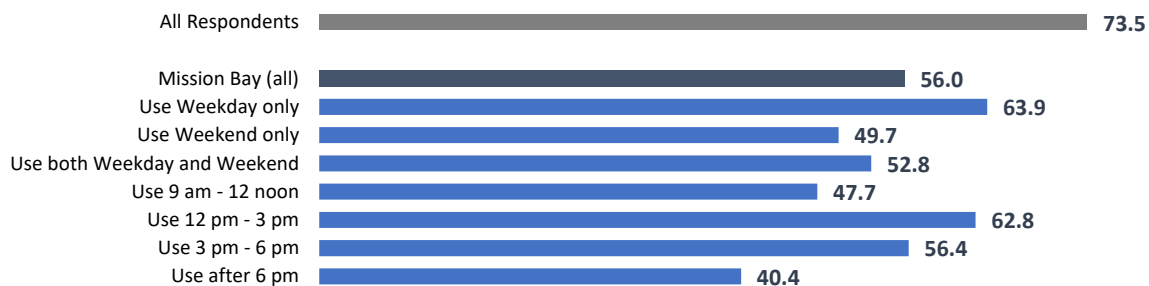
Mission Bay patrons use the library about as often as Library patrons overall; however, they are slightly less likely to use the library more than 10 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Mission Bay
Base (all patrons)*	4586	128
First time using	7%	9%
Once a month or less	17%	13%
2 – 3 times a month	23%	24%
4 – 10 times a month	31%	37%
11 – 20 times a month	11%	6%
20+ times a month	11%	10%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	8.1

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), patrons of Mission Bay use the library for an average of only 56 minutes per visit. Those who use the library only on weekdays are likely to visit longer, at 63.9 minutes, while those who use the library from 12 pm to 3 pm also tend to use the library longer (at an average of 62.8 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



Mission Bay patrons are more likely to have used the library for 2 years or less, and less likely to have used the library more than 5 years, when compared with Library patrons overall. The Mission Bay branch opened in 2006 – about 11 years prior to the survey.

Q9. How long have you been using this branch?	Total	Mission Bay
Base (all patrons)	4586	128
3 months or less	14%	19%
3 to 6 months	5%	5%
7 to 12 months	3%	5%
1 to 2 years	15%	30%
3 to 5 years	18%	18%
More than 5 years	43%	23%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

While Mission Bay patrons are about as likely to use the library for materials as Library patrons overall, they are less likely to use the library for other major purposes.

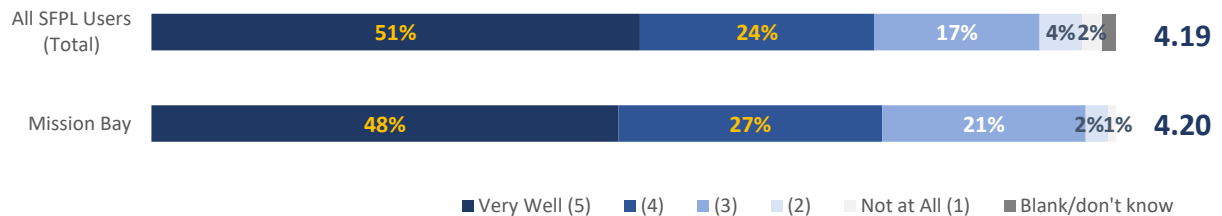
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Mission Bay
Base (all patrons)	4586	128
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	83%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	27%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	14%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	14%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	12%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), and Mission Bay patrons rated the existing open hours similarly, at 4.20 (out of 5.00).

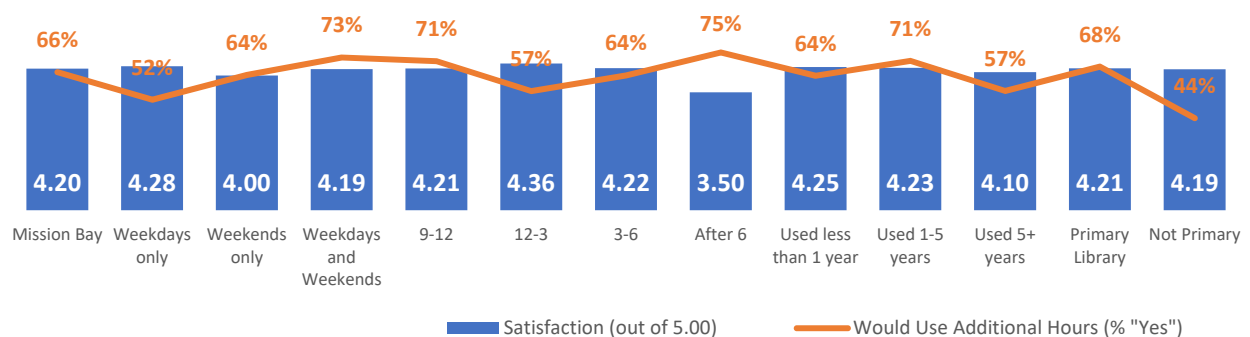
Q4. How well do these hours meet your needs?



Among Mission Bay patrons, there is not a clear correlation between satisfaction with existing hours and desire for additional hours. The only major sub-group which reflects such a correlation are those patrons who use the library after 6 pm – who rated current hours much lower (3.50) and their likely use of additional hours much higher – 75% - than Mission Bay patrons as a whole.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Mission Bay patrons are more likely to request morning hours, and about as likely to request evening hours, as Library patrons overall.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Mission Bay
<i>Base (said would use additional hours)</i>	2720	84
Mornings (or earlier than it is open now)	32%	44%
Evenings (or later than it is open now)	51%	51%
Weekends	32%	14%
<i>Blank</i>	4%	8%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

A slightly lower share of Mission Bay patrons have visited another SFPL library in the previous month when compared with Library patrons overall.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Mission Bay
<i>Base (all patrons)</i>	4586	128
"Yes" (have visited)	56%	50%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Mission Bay library* are:

- Main (24%)
- Potrero (5%)
- North Beach (5%)
- Chinatown (4%)
- Park (3%)
- West Portal (3%)

**% of all Mission Bay patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Nearly half (49%) of Mission Bay residents provided a comment. Among those who provided a comment, 22% provided a comment which related to open hours.

- 6% requested more hours (but with no specific time/day)
- 5% said the current hours should be kept.
- 5% requested additional weekend hours.
- 3% requested earlier/morning hours.
- 3% said they liked the recently expanded hours.
- 2% requested additional weekday hours.

Of the 643 responses from the Public Input Survey, 14 (2%) of the responses were from patrons of Mission Bay. One commenter requested earlier hours at least one day per week, while another commenter asked for the library to be open until 9 pm.

From the Staff Survey, weekends and mornings appear to be the busiest times. There was no strong request for additional hours; however, staff indicated there may be capacity issues (e.g. not enough space for patrons or programs, not enough computers) at least some of the time.

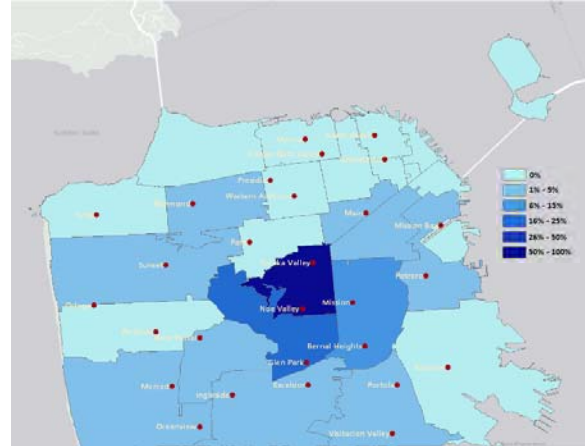
Noe Valley / Sally Brunn

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	12-6	10-9	1-9	10-6	1-6	10-6

Home Location of Patrons

Among Noe Valley patrons, 94% live in San Francisco. The highest share of Noe Valley patrons comes from the same ZIP Code of the Noe Valley branch, 94114; 57% of patrons live in this ZIP Code.

While 2% of patrons did not answer the question, the remaining patrons come from Sonoma County, Alameda County, and outside the Bay Area.



Times and Days of Use

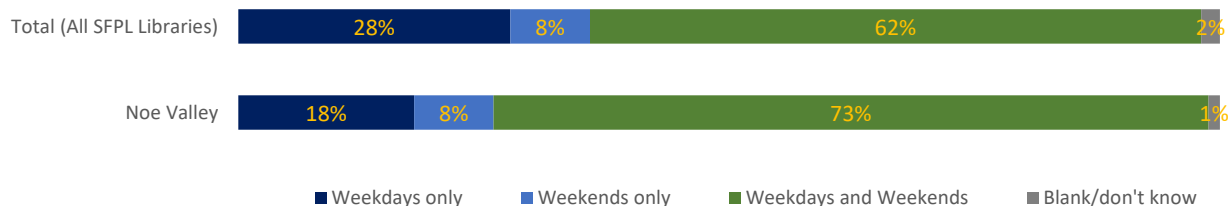
Most Noe Valley patrons use the Library during only one time period; only 21% use the library across multiple time periods. Noe Valley patrons are slightly more likely to say they use the library from 12 pm to 3 pm and after 6 pm compared to Library patrons overall.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Noe Valley
Base (all patrons)*	4586	173
9 am – 12 pm	19%	21%
12 pm – 3 pm	37%	41%
3 pm – 6 pm	46%	43%
After 6 pm	16%	21%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most Library patrons use the branch where they were surveyed both Weekdays and Weekends, and Noe Valley patrons are even more likely to do so (73% Noe Valley vs. 62% overall). Noe Valley patrons are also less likely to use the library solely on weekdays (18% Noe Valley vs. 28% overall).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

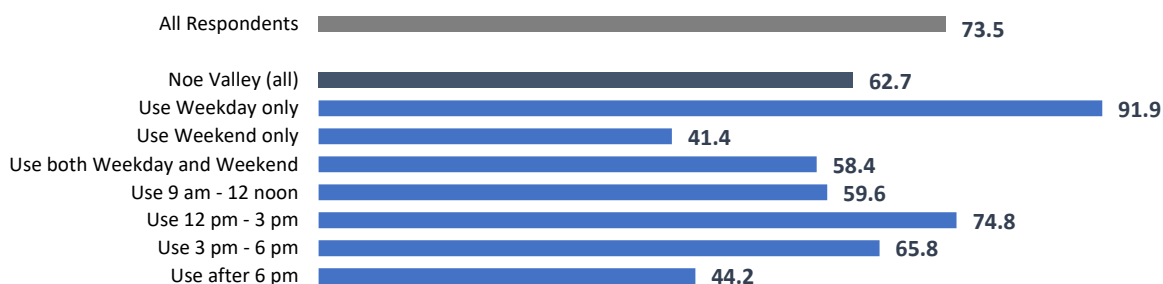
The average number of times visited per month by Noe Valley patrons is slightly less – 6.4 times/month – compared with all Library patrons (8.4 times/month).

Q1. In a typical month, how often do you use this branch library?	Total	Noe Valley
Base (all patrons)*	4586	173
First time using	7%	5%
Once a month or less	17%	16%
2 – 3 times a month	23%	28%
4 – 10 times a month	31%	36%
11 – 20 times a month	11%	11%
20+ times a month	11%	3%
Don't know/Blank	1%	-
Average # times visited per month	8.4	6.4

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

While the average library visit across the Library system lasts about 73.5 minutes (on average), while Noe Valley patrons spent slightly less time, 62.7 minutes, on an average visit. Those who use the library only on weekdays have significantly longer average visits (91.9 minutes). By time of day, those who use the library between 12 pm and 3 pm have the longest average visits, at 74.8 minutes. Those who use the library after 6 pm have a much shorter average visit time of 44.2 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



The tenure of Noe Valley patrons is about the same as for Library patrons overall.

Q9. How long have you been using this branch?	Total	Noe Valley
Base (all patrons)	4586	173
3 months or less	14%	13%
3 to 6 months	5%	6%
7 to 12 months	3%	4%
1 to 2 years	15%	14%
3 to 5 years	18%	20%
More than 5 years	43%	43%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Noe Valley patrons are slightly more likely to use the library for materials, but less likely to use the library for technology, community/social learning, and pragmatic reasons.

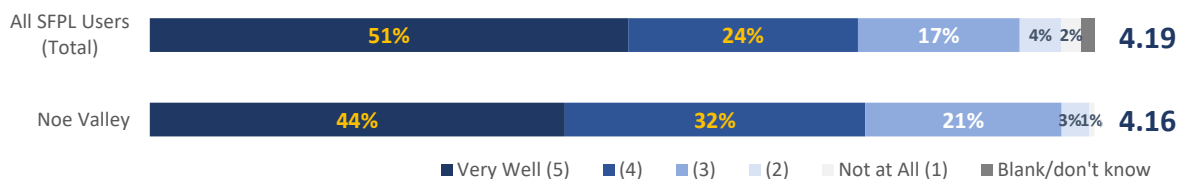
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Noe Valley
Base (all patrons)	4586	173
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	90%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	32%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	16%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	26%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	8%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Noe Valley patrons rated existing hours 4.16.

Q4. How well do these hours meet your needs?

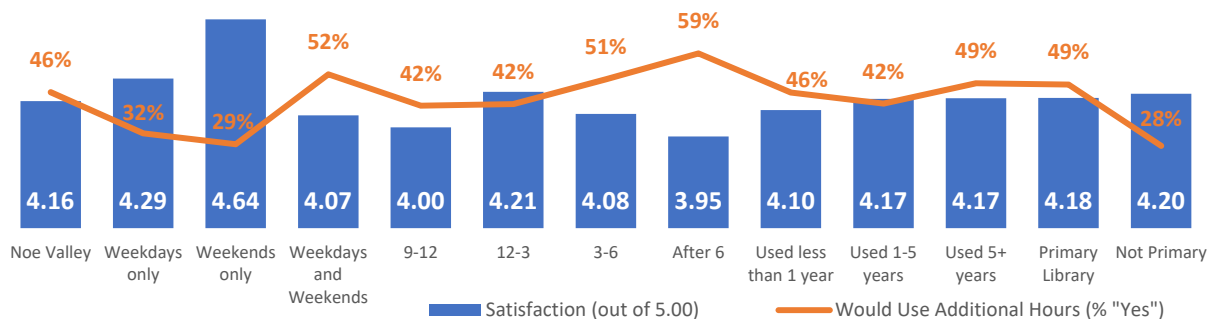


Overall, Noe Valley patrons rated existing hours 4.16, and 46% indicated they would use additional hours if available.

Notably, the later in the day a person uses the library, the less satisfied they are, and the more likely they are to use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Noe Valley patrons who said they would use more hours were more evenly divided among morning/earlier hours (40%), later/evening hours (49%), and weekend hours (35%) than library patrons overall.

Notably, the hours currently used is a strong predictor of preference: While those who use the library 9 am to 12 pm indicated a strong preference for early/morning hours (80%), those who use the library from 12 to 3 pm and 3 to 6 pm were more evenly split, and those who use the library after 6 pm more strongly preferred evenings/after hours (77%). The preference for additional weekend hours is strongest among morning patrons and tapers off as the day progresses.

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Noe Valley
Base (said would use additional hours)	2720	80
Mornings (or earlier than it is open now)	32%	40%
Evenings (or later than it is open now)	51%	49%
Weekends	32%	35%
Blank	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Just over half of Noe Valley patrons had visited another branch in the past month.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Noe Valley
Base (all patrons)	4586	173
"Yes" (have visited)	56%	55%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using Noe Valley* are:

- Main (24%)
- Mission (14%)
- Eureka Valley (9%)
- Glen Park (9%)
- Bernal Heights (5%)
- Excelsior (3%)
- Portola (3%)

**% of all Noe Valley patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Noe Valley patrons who participated in the Structured Survey, 66% provided a comment. Of the comments provided, 27% provided a comment about open hours, and most of these comments applied directly to the Noe Valley branch.

- 9% asked for more hours (but did not specify) or made a general comment about hours.
- 6% said to keep the current hours.
- 5% asked for more weekend hours.
- 2% said they liked the expanded (new) hours.
- 2% asked for earlier weekday hours.
- 2% asked for more hours (in general) across the system/not specific to Noe Valley.

Of the 643 responses from the Public Input Survey, 17 (3%) were from Noe Valley. There were only 2 commenters who provided feedback on open hours, and both of these patrons asked for earlier hours on Friday mornings.

From the Staff Survey, feedback was generally that existing hours are meeting patrons' needs. There was one person who indicated staying open weekends and Friday/Monday one hour later might be beneficial.

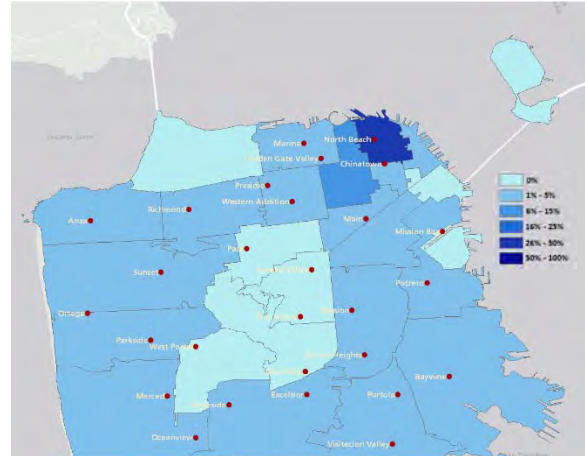
North Beach

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	12-9	10-6	1-6	10-6

Home Location of Patrons

Overall, 88% of patrons from North Beach live somewhere in San Francisco. The San Francisco ZIP Code with the highest share of North Beach patrons is 94133, where nearly half (46%) reside. This is the same ZIP Code where the North Beach branch is located.

In addition, 5% said they live outside the Bay Area, 4% live in San Mateo County, and the remaining live in Alameda and Contra Costa counties; 1% did not answer the question.



Times and Days of Use

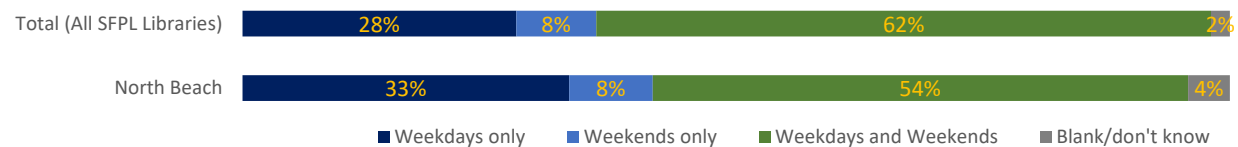
Among North Beach patrons, nearly half (43%) use it from 3 pm to 6, and 36% use it exclusively during this time. Only 6% use the library after 6 pm.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	North Beach
Base (all patrons)*	4586	142
9 am – 12 pm	19%	18%
12 pm – 3 pm	37%	37%
3 pm – 6 pm	46%	43%
After 6 pm	16%	6%
Don't know/blank	3%	11%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected

Most patrons use the Library both Weekdays and Weekends; while this is generally true among North Beach patrons, a lower share use it both weekdays and weekends (54%), while a slightly higher share (33%) use it only on weekdays.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

North Beach patrons are more likely to visit the library more than 10 times/month compared with Library patrons overall; their average number of visits per month is therefore higher, at 10.1 times per month.

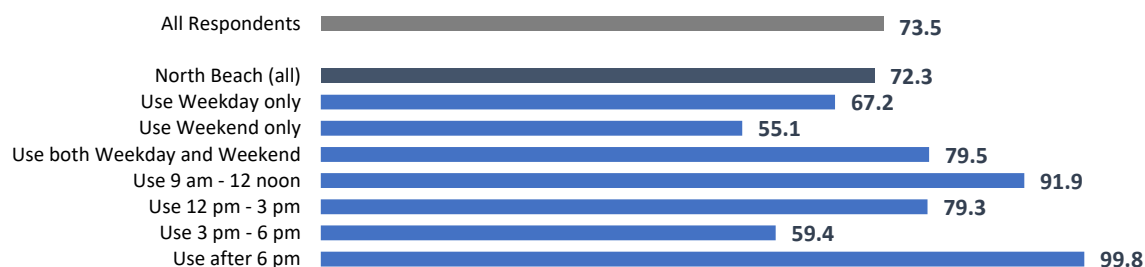
Q1. In a typical month, how often do you use this branch library?	Total	North Beach
Base (all patrons)*	4586	142
First time using	7%	10%
Once a month or less	17%	11%
2 – 3 times a month	23%	25%
4 – 10 times a month	31%	26%
11 – 20 times a month	11%	13%
20+ times a month	11%	15%
Don't know/Blank	1%	-
Average # times visited per month	8.4	10.1

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), North Beach patrons' visits last about the same, with an average visit of 72.3 minutes.

Those who use the library early in the morning (9 am – 12 pm, 91.9 minutes), and after 6 pm (99.8 minutes) have longer average visit times, particularly when compared with those who use the library from 3 pm to 6 pm (59.4 minutes).

Q8. On an average visit, about how much time do you spend in this branch?



North Beach patrons are less likely to have used the library for 3 or more years, and slightly more likely to have used the library for less than 3 months, compared to Library patrons overall.

Q9. How long have you been using this branch?	Total	North Beach
Base (all patrons)	4586	142
3 months or less	14%	21%
3 to 6 months	5%	6%
7 to 12 months	3%	3%
1 to 2 years	15%	20%
3 to 5 years	18%	11%
More than 5 years	43%	37%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

North Beach patrons are somewhat less likely to use the library for materials than Library patrons overall, but otherwise use the library for about the same purposes.

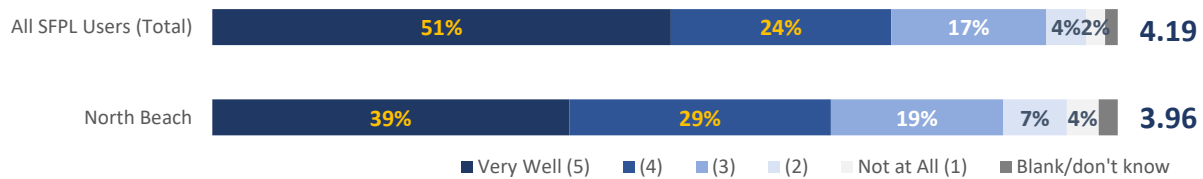
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	North Beach
Base (all patrons)	4586	142
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	75%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	44%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	25%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	23%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	15%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while North Beach patrons rate existing hours lower, at 3.96 (out of 5.00).

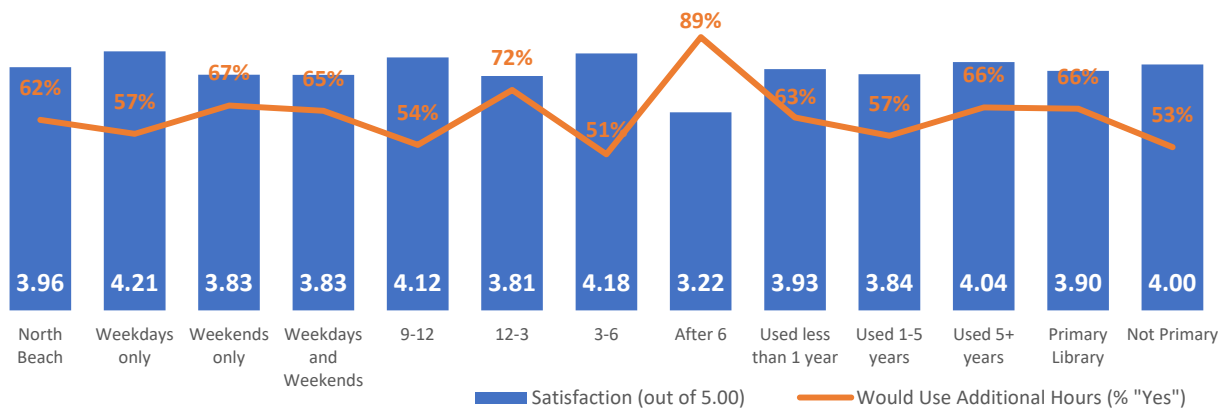
Q4. How well do these hours meet your needs?



North Beach patrons who use the library after 6 pm are among the least satisfied (3.22), and nearly all of them (89%) say they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



While those who use the library before 3 pm are nearly evenly split between their preference for additional morning/earlier hours and evening/later hours, those using the library after 3 pm have a strong preference for evening/later hours.

In total, however, North Beach patrons are less likely to request evening and weekend hours.

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	North Beach
Base (said would use additional hours)	2720	88
Mornings (or earlier than it is open now)	32%	31%
Evenings (or later than it is open now)	51%	43%
Weekends	32%	20%
Blank	4%	15%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

60% of North Beach patrons had visited another SFPL library in the past month.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	North Beach
Base (all patrons)	4586	142
"Yes" (have visited)	56%	60%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the North Beach library* are:

- Main (22%)
- Chinatown (21%)
- Marina (8%)
- Golden Gate Valley (6%)

**% of all North Beach patrons surveyed; showing only branches visited by 3% or more only.*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among North Beach patrons who participated in the Structured Survey, 63% provided a comment. Of those, 14% pertained to open hours.

- 4% requested additional evening hours;
- 4% requested additional hours but did not specify a time/day; and
- 2% requested additional weekend hours.

Of the 643 responses from the Public Input Survey, 5 responses (1%) were from North Beach patrons. Only two of these responses had comments, and only one commenter weighed in on open hours. The commenter requested both earlier weekday hours (e.g. 8 am), as well as more evening hours.

From the Staff Survey, there was very little commentary on open hours; what was said was that the hours seemed sufficient as they are.

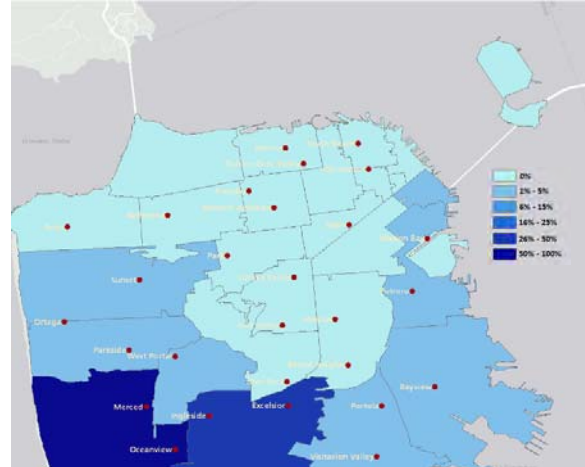
Ocean View

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	12-8	10-7	1-6	10-6

Home Location of Patrons

Most Ocean View patrons (93%) reside within San Francisco. More than half of patrons (56%) reside in ZIP Code 94132, which is the same ZIP Code where the Ocean View branch is located. Another 26% are from 94112, an adjacent ZIP Code.

Of those not in San Francisco, 4% live in San Mateo County, 1% did not answer the question, 1% live in Alameda County, and 1% live outside the Bay Area.



Times and Days of Use

Most Ocean View patrons use the library exclusively from 3 pm to 6 pm (36%) or 12 pm to 3 pm (29%), while 15% use the library during multiple periods. Ocean View patrons use the Library roughly the same hours as Library patrons do overall.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Ocean View
Base (all patrons)*	4586	107
9 am – 12 pm	19%	20%
12 pm – 3 pm	37%	35%
3 pm – 6 pm	46%	47%
After 6 pm	16%	12%
Don't know/blank	3%	3%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most Library patrons use the Library both Weekdays and Weekends, and this is true of Ocean View patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

On average, Ocean View patrons visit the library about one or two times a month more than Library patrons overall - about 9.7 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Ocean View
Base (all patrons)*	4586	107
First time using	7%	3%
Once a month or less	17%	14%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	30%
11 – 20 times a month	11%	13%
20+ times a month	11%	15%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	9.7

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Ocean View patrons tend to spend about 8-10 minutes less, with an average visit time of 65.5 minutes. Average visit time is longest during the earliest part of the day (9 am to 12 pm) at 80.6 minutes, and decreases as the day progresses, with those visiting after 6 pm spending only 60.0 minutes, on average.

Q8. On an average visit, about how much time do you spend in this branch?



Ocean View patrons are more likely to have used the branch less than 5 years when compared with Library patrons overall.

Q9. How long have you been using this branch?	Total	Ocean View
Base (all patrons)	4586	107
3 months or less	14%	13%
3 to 6 months	5%	8%
7 to 12 months	3%	4%
1 to 2 years	15%	22%
3 to 5 years	18%	23%
More than 5 years	43%	29%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Ocean View patrons are about as likely to use the branch as Library patrons overall, except they are somewhat less likely to use the branch for pragmatic reasons.

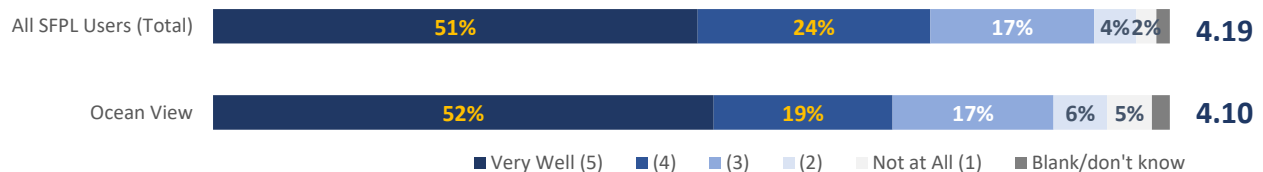
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Ocean View
Base (all patrons)	4586	107
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	84%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	45%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	26%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	27%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	13%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Ocean View patrons rated existing hours lower, at 4.10 (out of 5.00).

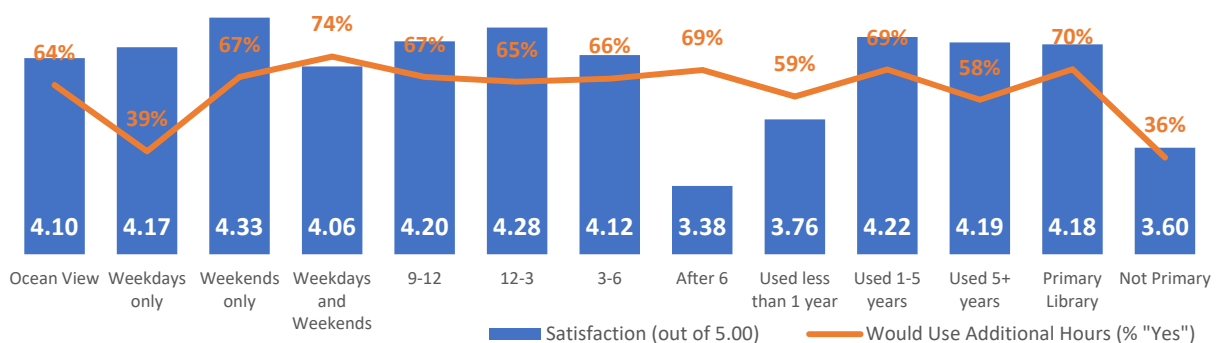
Q4. How well do these hours meet your needs?



Those who use Ocean View after 6 pm are less satisfied with existing hours (3.38), and somewhat more likely to use additional hours (69%). Although newer patrons are less satisfied (3.76), only 59% of them would use additional hours, whereas patrons using the library 1-5 years are more satisfied (4.22) and are also more likely to use additional hours (69%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among those who would use additional hours, more than half (54%) said they would use it more evenings/later than it is open now.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Ocean View
<i>Base (said would use additional hours)</i>	2720	68
Mornings (or earlier than it is open now)	32%	21%
Evenings (or later than it is open now)	51%	54%
Weekends	32%	38%
<i>Blank</i>	4%	6%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Just over half of Ocean View patrons (57%) had visited another library in the past month. Unlike many other branches, the Main Library is NOT the most frequently visited.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Ocean View
<i>Base (all patrons)</i>	4586	432
"Yes" (have visited)	56%	57%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using Ocean View branch* are:

- Merced (19%)
- West Portal (13%)
- Main (8%)
- Ingleside (6%)
- Parkside (6%)
- Chinatown (4%)
- Ortega (4%)
- Sunset (4%)
- Excelsior (3%)

**% of all Ocean View patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Structured Survey, 53% of Ocean View patrons provided a comment, and 23% of comments provided were about open hours.

- 4% requested that the current hours be maintained.
- 4% requested additional hours generally or across multiple time frames.
- 4% requested additional weekend hours.
- 4% requested additional weekday evening hours.
- 4% requested earlier hours.
- 2% said they liked the new hours.
- 2% requested that Monday/Friday evenings be added.
- 2% requested that weekend evenings be added.

Of the 643 responses from the Public Input Survey, only 1 (<1%) was received from Ocean View; no comments were provided.

From the Staff Survey, there is a general indication that additional hours are welcome, with indications of additional morning, evening, and weekend time. At least one staff member cited the need for additional hours so working families in the area could make time to visit.

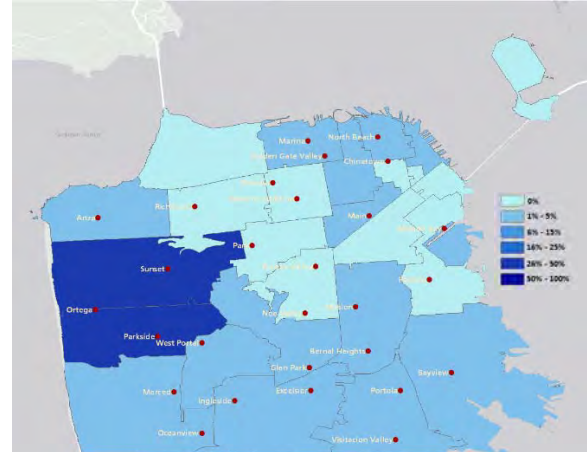
Ortega

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	1-9	12-9	1-6	10-6

Home Location of Patrons

The largest share of patrons reside in ZIP Code 94122 (41%), which is the same ZIP Code where the Ortega branch is located. Close behind that ZIP Code, at 31%, is 94116 (just south of the branch).

While 93% of Ortega patrons live in San Francisco, 3% did not answer the question, 3% live outside the Bay Area, and 1% live in San Mateo County.



Times and Days of Use

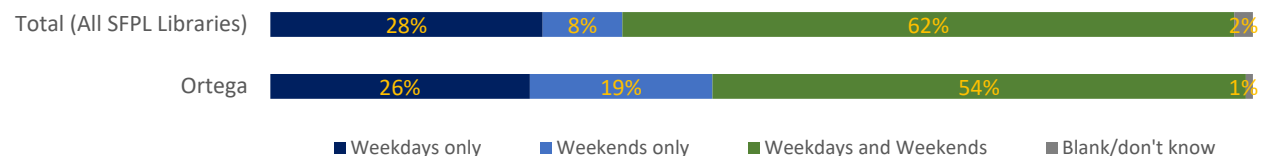
Nearly half of all Ortega patrons (49%) use the library only from 3 pm to 6 pm, while 59% use it during this time period overall (either alone or in conjunction with other times). Ortega patrons are more likely to use the library from 3 pm to 6 pm, and less likely to use the library before 3 pm, when compared to Library patrons overall.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Ortega
Base (all patrons)*	4586	140
9 am – 12 pm	19%	8%
12 pm – 3 pm	37%	28%
3 pm – 6 pm	46%	59%
After 6 pm	16%	16%
Don't know/blank	3%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most Library patrons use the Library both Weekdays and Weekends; while this is generally true for Ortega patrons as well, they are somewhat less likely to use the library both weekdays and weekends (54%), and more likely to use it only on weekends (19%).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

Ortega patrons use the library, on average, about 9 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Ortega
Base (all patrons)*	4586	140
First time using	7%	5%
Once a month or less	17%	19%
2 – 3 times a month	23%	21%
4 – 10 times a month	31%	26%
11 – 20 times a month	11%	6%
20+ times a month	11%	15%
Don't know/Blank	1%	8%
Average # times visited per month	8.4	9.1

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Ortega patrons spend slightly less time per visit on average (about 68 minutes). Those who use the library on weekends – whether solely on weekends or on weekdays as well – tend to have a longer average visit time (73.8 weekend only, 71.7 both) than those who use the library only on weekdays (59.6 minutes). Average visit length is shortest in the morning (55.5 minutes 9 am – 12 pm) and climbs during the day, reaching an average of 72 minutes from 3 pm to 6 pm.

Q8. On an average visit, about how much time do you spend in this branch?



Ortega patrons are much more likely to have been using the branch between 7 months and 5 years; while 3% of Library patrons overall have been using the library for 7-12 months, 28% of Ortega patrons have been using it this length of time.

Q9. How long have you been using this branch?	Total	Ortega
Base (all patrons)	4586	140
3 months or less	14%	11%
3 to 6 months	5%	1%
7 to 12 months	3%	28%
1 to 2 years	15%	30%
3 to 5 years	18%	31%
More than 5 years	43%	11%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Ortega patrons are less likely to use the library for technology, community/social learning, and pragmatic reasons.

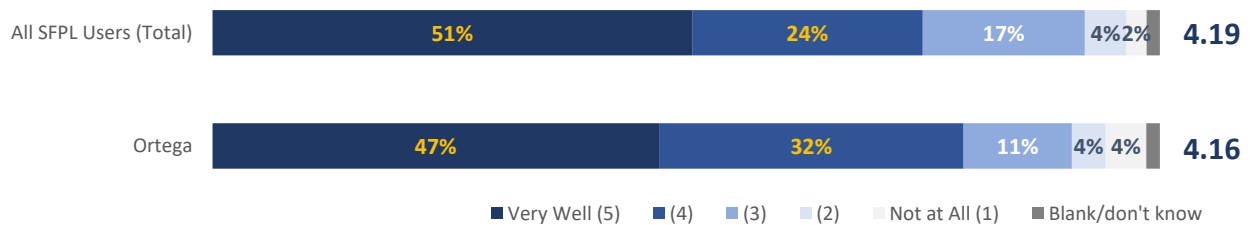
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Ortega
Base (all patrons)	4586	140
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	82%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	23%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	18%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	29%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Ortega patrons gave a similar rating of existing hours, at 4.16 (out of 5.00).

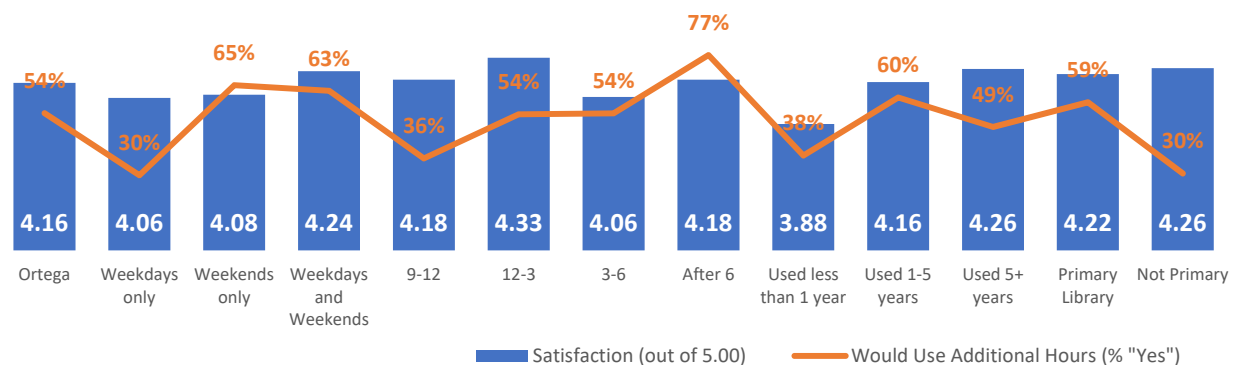
Q4. How well do these hours meet your needs?



While newer patrons are among the least satisfied with hours at Ortega (3.88), they are also least likely to use additional hours (38%). Those who use the library after 6 pm are relatively satisfied (4.18), but 77% say they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Nearly two-thirds (61%) of those who said they would use additional hours at Ortega request hours during the evening or later than the library is currently open now, while over one third (37%) would use it on weekends.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Ortega
<i>Base (said would use additional hours)</i>	2720	76
Mornings (or earlier than it is open now)	32%	17%
Evenings (or later than it is open now)	51%	61%
Weekends	32%	37%
<i>Blank</i>	4%	4%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Among Ortega patrons, 59% had visited another library in the past month. The Main Library is the third-most visited, with Parkside and Sunset branches being visited by a slightly higher share.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Ortega
<i>Base (all patrons)</i>	4586	140
"Yes" (have visited)	56%	59%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Ortega branch* are:

- Parkside (16%)
- Sunset (15%)
- Main (14%)
- Merced (8%)
- West Portal (7%)
- Richmond (3%)

**% of all Ortega patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Ortega patrons who participated in the Structured Survey, 86% provided a comment; however, only 8% of comments were about open hours.

- 6% of commenters asked for additional hours/days across multiple times or did not specify a time/day.
- 1% asked for more weekday hours.
- 1% asked for earlier weekend hours.

On comments related to how they use the library currently, 8% either noted they lived close by or would visit more if they lived closer, while 7% indicated using the library with their children was of primary importance.

Of the 643 responses from the Public Input Survey, 17 (3%) were from Ortega patrons. (Ortega also hosted one of the 11 public meetings discussing open hours.) Several commenters asked for earlier openings during the week (when the library is currently not opening until 12 pm or 1 pm), and two of the commenters suggested removing evening hours which are under-used and

adding them to mornings instead. Other comments related to use from the Public Input option related to transit and parking (including sufficient bike parking).

From the Staff Survey, there was input similar to the Public Input – in that several staff recommended dropping some evening hours and adding weekday morning hours instead. There was also some indication that adding weekend hours would be welcome as well.

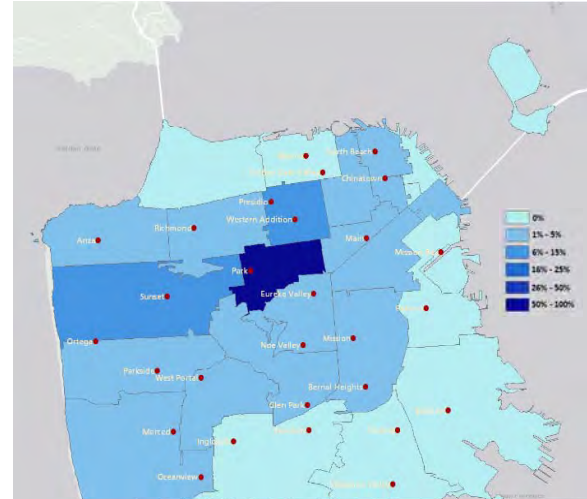
Park

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	12-6	10-9	1-9	10-6	1-6	10-6

Home Location of Patrons

San Francisco-based patrons account for 94% of all Park patrons. The largest share of San Francisco-based patrons (57%) are in ZIP Code 94117, the same ZIP Code where Park branch is located.

While 2% of patrons did not respond to the question, 3% of Park patrons indicated they live outside the Bay Area, while less than 1% each said they live in San Mateo and Alameda counties.



Times and Days of Use

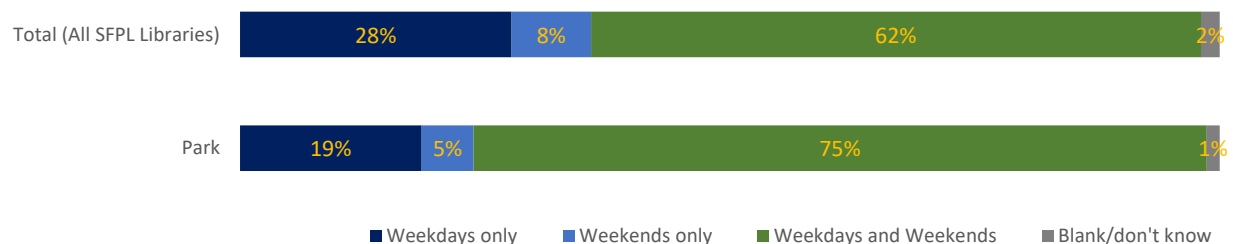
Among Park patrons, 32% visit the library primarily 3 pm to 6 pm, while 25% use multiple time periods and 23% primarily visit from 12 pm to 3 pm. More than half of Park patrons (53%) use the library from 3 pm to 6 pm, either alone or with other time periods, making it the most heavily used time period.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Park
Base (all patrons)*	4586	151
9 am – 12 pm	19%	17%
12 pm – 3 pm	37%	38%
3 pm – 6 pm	46%	53%
After 6 pm	16%	18%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most library patrons use the branch where they were surveyed both weekdays and weekends, and this is particularly true among Park patrons, as 75% use the branch both weekdays and weekends.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

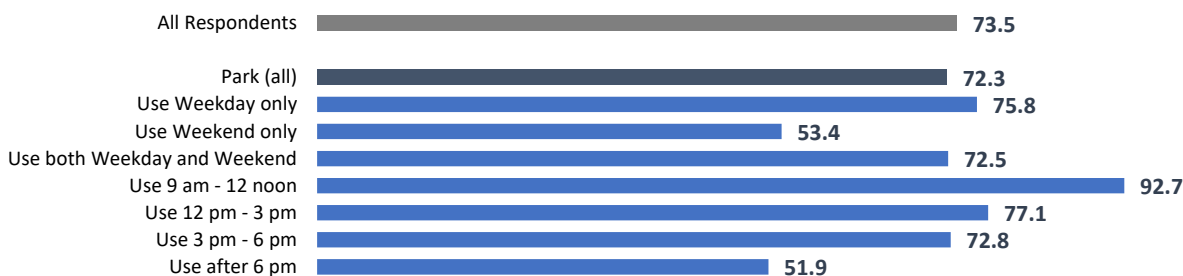
Park patrons use the library just slightly less than Library patrons overall – 7.6 times per month.

Q1. In a typical month, how often do you use this branch library?	Total	Park
Base (all patrons)*	4586	151
First time using	7%	7%
Once a month or less	17%	11%
2 – 3 times a month	23%	29%
4 – 10 times a month	31%	33%
11 – 20 times a month	11%	11%
20+ times a month	11%	7%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	7.6

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), and the average visit by a Park patron is very close to this – 72.3 minutes. Visits by Park patrons who go earlier in the day (9 am to 12 pm) are the longest, at 92.7 minutes on average, and taper off throughout the day. The average visit length among Park patrons who use the library after 6 pm is 51.9 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Park patrons are less likely to have used the library more than 5 years (34%) when compared with Library patrons overall (43%).

Q9. How long have you been using this branch?	Total	Park
Base (all patrons)	4586	151
3 months or less	14%	17%
3 to 6 months	5%	1%
7 to 12 months	3%	11%
1 to 2 years	15%	22%
3 to 5 years	18%	14%
More than 5 years	43%	34%
Blank	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Park patrons are slightly more likely to use the library for materials (92% vs. 85% overall), technology (48% vs. 43% overall), and community/social learning (30% vs. 25% overall) than Library patrons overall. They are slightly less likely to use the library for pragmatic purposes.

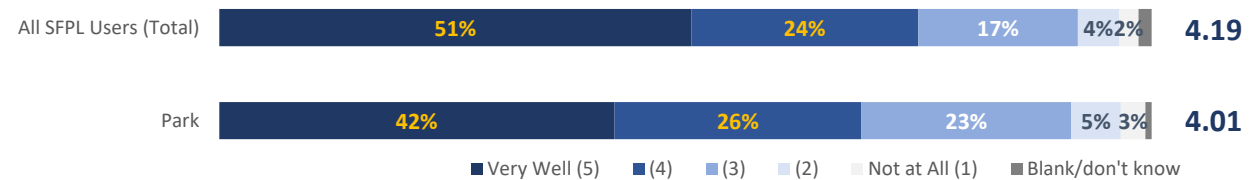
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Park
Base (all patrons)	4586	151
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	92%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	48%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	30%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	23%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	11%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00); however, Park patrons are definitely less satisfied, as they rated existing hours 4.01 (out of 5.00).

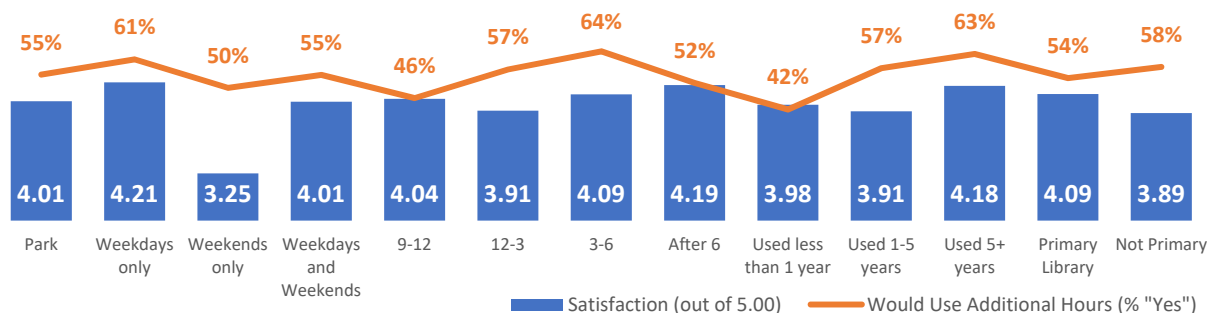
Q4. How well do these hours meet your needs?



While at many branches, sub-groups with lower ratings than branch patrons overall have a higher indication they would use additional hours, the reverse appears to be the case at the Park branch. The sub-groups with the highest share of patrons saying they would use additional hours – those who use the library from 3 pm to 6 pm (64%), those who have used the library more than 5 years (63%), and those who use the library only on weekdays (61%) – also have higher satisfaction with the existing hours when compared to Park patrons overall.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



While more than half of those who would use additional hours would like evenings/after hours (52%), there is also strong support for additional morning/earlier hours (41%).

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Park
<i>Base (said would use additional hours)</i>	2720	83
Mornings (or earlier than it is open now)	32%	41%
Evenings (or later than it is open now)	51%	52%
Weekends	32%	30%
<i>Blank</i>	4%	6%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Nearly two-thirds of Park patrons (65%) had visited another branch in the past month. Given Park patrons' generally lower rating of existing hours, and the overall lower share of patrons who say they would use additional hours, it is possible that patrons prefer going to nearby branches over adding hours at the Park location.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Park
<i>Base (all patrons)</i>	4586	151
"Yes" (have visited)	56%	65%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Park branch* are:

- Main (36%)
- Sunset (16%)
- Richmond (7%)
- Western Addition (7%)
- Eureka Valley (6%)
- Presidio (6%)
- Mission (3%)
- Noe Valley (3%)

**% of all Park patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Park patrons who participated in the Structured Survey, 54% provided a comment. Of these comments, 27% provided feedback on open hours.

- 10% asked for multiple time frames and/or requested hours be expanded but did not specify when.
- 9% asked for additional weekend hours.
- 4% wanted to be sure the existing hours were kept.
- 4% asked for earlier weekend hours.
- 1% each said they liked the new expanded hours and asked for weekend evenings.

Of the 643 responses from the Public Input Survey, 13 (2%) were from Park patrons.

- One patron asked for earlier weekend times.
- One patron asked for additional evening hours, including Friday-Monday.

- One patron indicated that safety/security issues might prevent them from using Park, while another indicated Park's selection of materials was limited.

From the staff feedback, there is some indication that Fridays and weekends are busy days. However, at least one staff member expressed concern about having enough staff to handle any expanded hours.

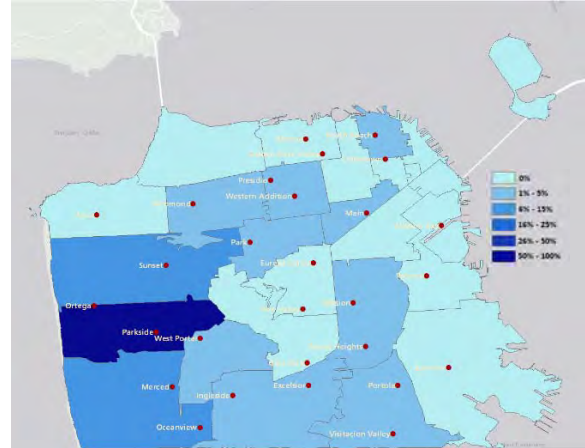
Parkside

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	12-9	10-6	1-6	10-6

Home Location of Patrons

Overall, 95% of Parkside patrons live in San Francisco. The highest share of patrons reside in 94116 (63%), which is the same ZIP Code where the Parkside branch is located.

While 2% of patrons did not answer the question, the remaining patrons who live outside of San Francisco cited San Mateo, Alameda, and Santa Clara counties as their home location.



Times and Days of Use

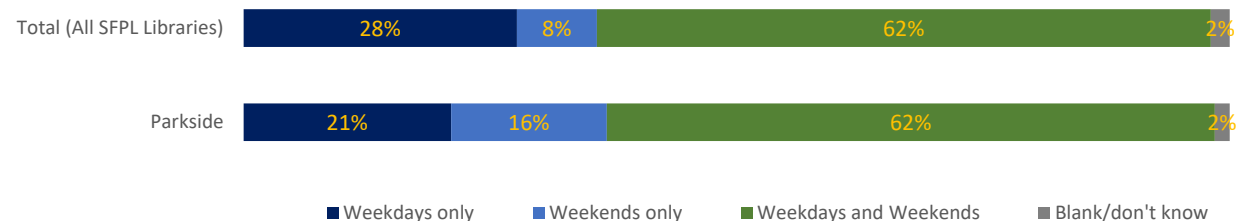
While 37% use Parkside branch from 12 pm to 3 pm only, 29% use it solely from 3 pm to 6 pm; only 7% regularly use the branch during multiple time periods. Compared to Library patrons overall, Parkside patrons are more likely to use the branch 12 pm to 3 pm and less likely to use it after 6 pm.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Parkside
Base (all patrons)*	4586	133
9 am – 12 pm	19%	23%
12 pm – 3 pm	37%	42%
3 pm – 6 pm	46%	35%
After 6 pm	16%	2%
Don't know/blank	3%	8%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most Library patrons use the Library both Weekdays and Weekends, and this is true for Parkside patrons as well. However, Parkside patrons are twice as likely to use the branch only on weekends (16% Parkside vs. 8% overall).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

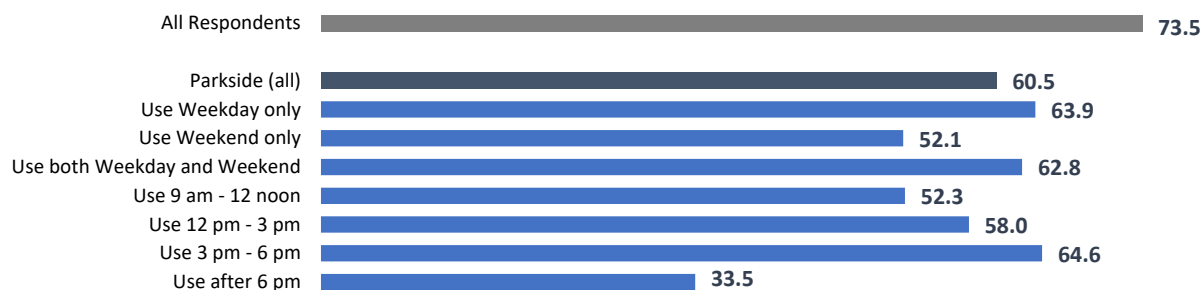
Parkside patrons visit the library about as much as Library patrons do overall.

Q1. In a typical month, how often do you use this branch library?	Total	Parkside
Base (all patrons)*	4586	133
First time using	7%	7%
Once a month or less	17%	8%
2 – 3 times a month	23%	23%
4 – 10 times a month	31%	44%
11 – 20 times a month	11%	9%
20+ times a month	11%	8%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	8.0

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Parkside patrons have a shorter average visit, of 60.5 minutes. Those who use the branch only on weekends have a shorter average visit length (52.1 minutes) than either those who only use it on weekdays (63.9 minutes) or both weekdays and weekends (62.8 minutes). Average visit length climbs throughout the day until 6 pm, then drops considerably. Those who use the branch from 3 pm to 6 pm visit for an average of 64.6 minutes, but those who use the branch after 6 pm have an average visit time of 33.5 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Parkside patrons are less likely to have used the branch less than one year compared with Library patrons overall.

Q9. How long have you been using this branch?	Total	Parkside
Base (all patrons)	4586	133
3 months or less	14%	11%
3 to 6 months	5%	2%
7 to 12 months	3%	3%
1 to 2 years	15%	17%
3 to 5 years	18%	22%
More than 5 years	43%	44%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Parkside patrons are about as likely to use the library for materials, but less likely to use the library for other purposes, compared to Library patrons overall.

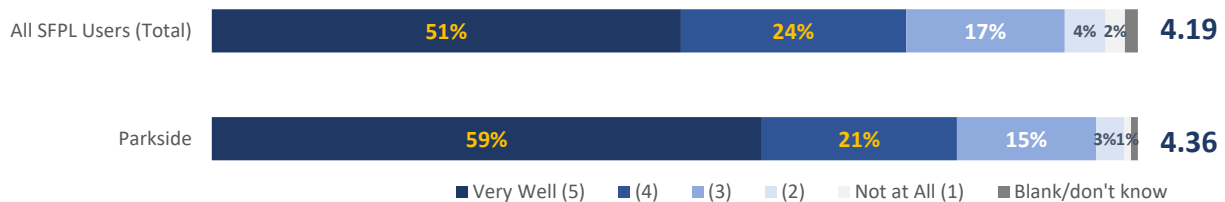
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Parkside
Base (all patrons)	4586	133
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	89%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	34%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	19%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	22%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	8%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Parkside patrons are more satisfied with existing hours, at 4.36 (out of 5.00).

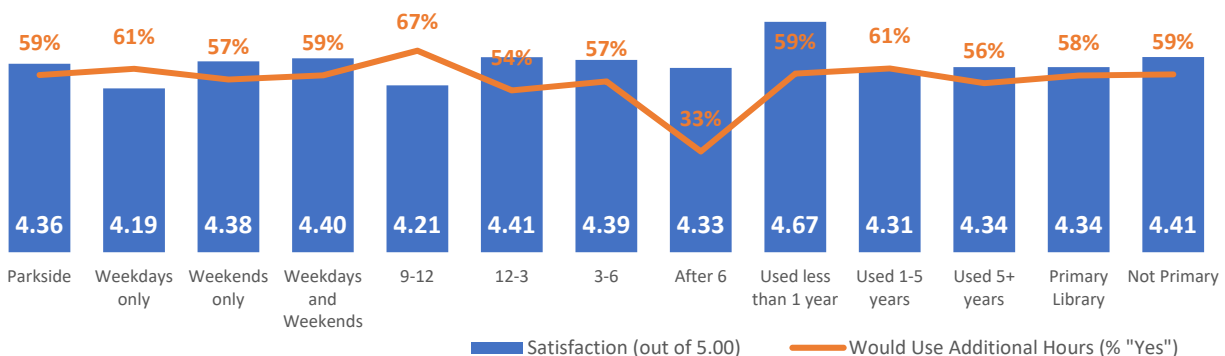
Q4. How well do these hours meet your needs?



Those who use the Park branch on weekdays only (4.19), and those who use it from 9 am to 12 pm (4.21), rate their overall satisfaction with existing hours lower. However, both sub-groups are at least slightly more inclined to use additional hours (61% and 67% respectively), with those using the branch in the morning the most likely to do so.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among patrons who said they would use additional hours, only 29% said they would use it evenings/after – a much lower share than for Library patrons overall.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Parkside
<i>Base (said would use additional hours)</i>	2720	78
Mornings (or earlier than it is open now)	32%	32%
Evenings (or later than it is open now)	51%	29%
Weekends	32%	36%
<i>Blank</i>	4%	10%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Nearly two-thirds of Parkside patrons (64%) had visited another branch in the past month. Notably, 23% of all Parkside patrons had visited West Portal, which was the top answer.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Parkside
<i>Base (all patrons)</i>	4586	131
"Yes" (have visited)	56%	64%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Parkside branch * are:

- West Portal (23%)
- Main (17%)
- Sunset (12%)
- Ortega (10%)
- Ocean View (6%)
- Mission (3%)

**% of all Parkside patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Parkside patrons who participated in the Structured Survey, 43% provided a comment. Of all comments provided, 19% provided feedback on open hours.

- 11% of patrons said they liked the new (expanded) hours.
- 4% asked for morning/earlier hours.
- 4% asked for earlier weekend hours.
- 2% asked for earlier weekday hours.

Of the 643 responses from the Public Input Survey, 20 (3%) were from Parkside patrons.

- One patron requested earlier weekend hours.
- Another patron said they would use the library more often, but there are capacity issues (crowding, noise level).

From the Staff Survey, expanded hours Friday, Saturday, Sunday, and Monday appear most welcome (both morning and evening), as well as additional hours on Thursday evening. Note, too, specific times suggested by staff for evening hours extend the time in the evenings to only 6 pm or 7 pm.

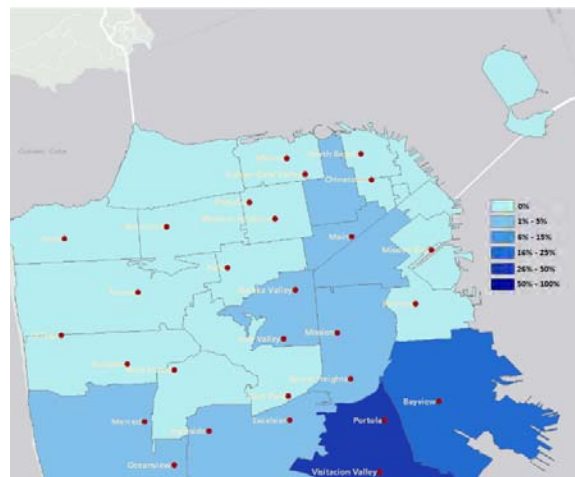
Portola

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	12-8	10-7	1-6	10-6

Home Location of Patrons

Overall, 83% of Portola patrons live in San Francisco. The highest share of San Francisco patrons live in 94134, which is the same ZIP Code where the Portola branch is located.

Notably, 14% of patrons did not answer the question. The remaining patrons indicated they live in San Mateo, Santa Clara, and Marin counties.



Times and Days of Use

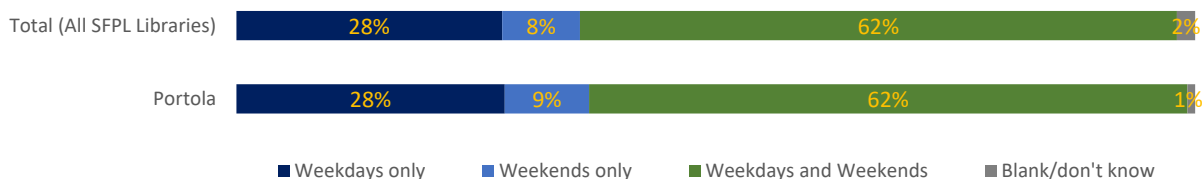
More than one third of patrons at Portola use the Library only from 3 pm to 6 pm (36%), while another 13% use the Library during that time period, but also use it during other time periods as well.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Portola
Base (all patrons)*	4586	125
9 am – 12 pm	19%	22%
12 pm – 3 pm	37%	40%
3 pm – 6 pm	46%	49%
After 6 pm	16%	11%
Don't know/blank	3%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true among Portola patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

Portola patrons are less likely to be first-time or very casual (once a month or less) patrons of the library when compared to Library patrons overall. They average slightly more visits per month – 9.4 vs. 8.4 among all Library patrons.

Q1. In a typical month, how often do you use this branch library?	Total	Portola
Base (all patrons)*	4586	125
First time using	7%	2%
Once a month or less	17%	7%
2 – 3 times a month	23%	28%
4 – 10 times a month	31%	35%
11 – 20 times a month	11%	15%
20+ times a month	11%	12%
Don't know/Blank	1%	-
Average # times visited per month	8.4	9.4

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While Library patrons overall spend an average of 73.5 minutes per visit, Portola patrons spend slightly longer on average, at 78.5 minutes per visit.

Those who use the Portola branch from 12 pm to 3 pm and 3 pm to 6 pm tend to spend even more time – 89.9 minutes and 89.1 minutes, respectively – while those who use the library after 6 pm average only 54.0 minutes per visit.

Q8. On an average visit, about how much time do you spend in this branch?



Portola patrons have tenure which is very similar to Library patrons overall.

Q9. How long have you been using this branch?	Total	Portola
Base (all patrons)	4586	125
3 months or less	14%	15%
3 to 6 months	5%	6%
7 to 12 months	3%	4%
1 to 2 years	15%	11%
3 to 5 years	18%	22%
More than 5 years	43%	42%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Portola residents are slightly more likely to use materials, and more likely to use live reference/academic assistance, than Library patrons overall.

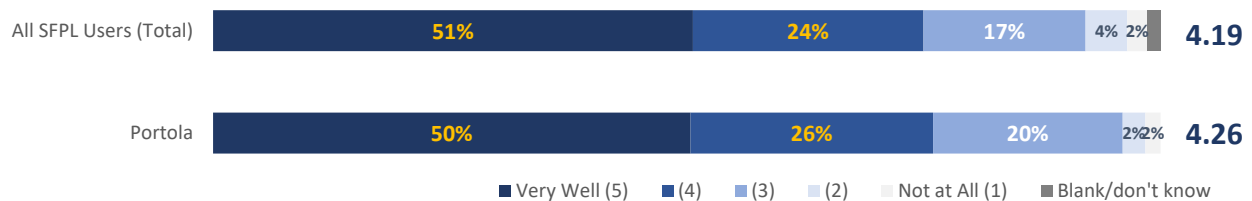
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Portola
Base (all patrons)	4586	125
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	91%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	43%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	20%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	37%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	14%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Portola patrons rated existing hours 4.26 (out of 5.00), which is just slightly higher than library patrons overall (4.19).

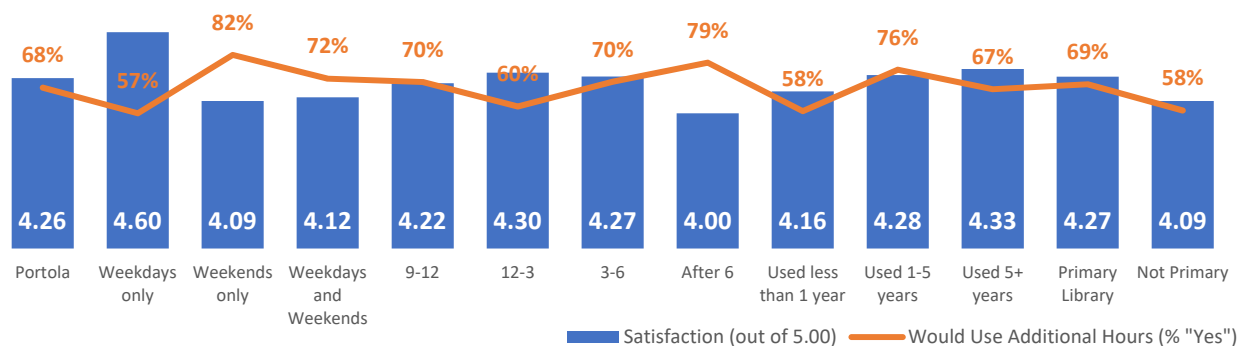
Q4. How well do these hours meet your needs?



Generally, sub-groups at Portola library who are less satisfied than Portola patrons overall (4.26) are also more inclined than patrons overall to use additional hours. This is particularly true of those who use the Portola library only on weekends (4.09, 82%) as well as those who use the library after 6 pm (4.00, 79%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Portola patrons who would use additional hours are more evenly split among evenings (45%), weekends (38%), and mornings (36%) than Library patrons overall.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Portola
<i>Base (said would use additional hours)</i>	2720	85
Mornings (or earlier than it is open now)	32%	36%
Evenings (or later than it is open now)	51%	45%
Weekends	32%	38%
<i>Blank</i>	4%	4%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Just over half of Portola patrons (54%) had visited another library in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Portola
<i>Base (all patrons)</i>	4586	125
"Yes" (have visited)	56%	54%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Portola library* are:

- Main (14%)
- Excelsior (10%)
- Visitacion Valley (6%)
- Bayview (6%)
- Chinatown (4%)
- Glen Park (4%)
- Mission (4%)

**% of all Portola patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Portola patrons participating in the Structured Survey, 38% provided a comment, and 29% included feedback on open hours.

- 11% requested additional hours, but either did not specify when or included all hours/multiple time periods.
- 8% requested earlier weekend hours.
- 4% wanted to be sure the current hours were kept.
- 4% said they liked the new (extended) hours.
- 2% asked for more weekend hours.
- 2% asked for Monday/Friday evening hours.
- 2% asked for earlier times on Mondays and Fridays.
- 2% asked for weekday (Tue/Wed/Thur) evenings.

Of the 643 responses from the Public Input Survey, 17 (3%) were from Portola patrons. One patron asked for expanded Sunday hours, while another patron asked for additional Tuesday evening hours (to 7 pm).

From the Staff Survey, one staff member requested longer Tuesday hours (until 7 or 8 pm), while another indicated some earlier hours which were recently added were not as busy.

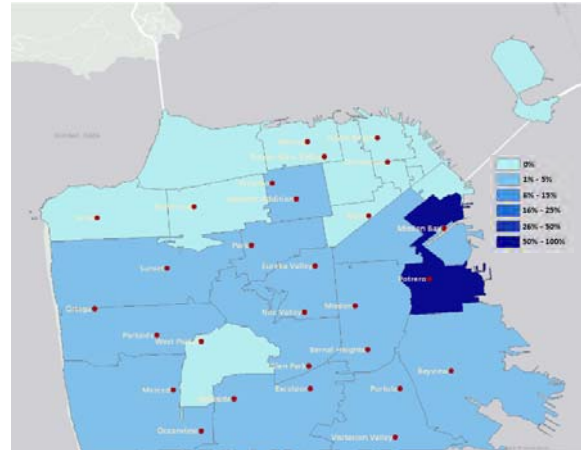
Potrero

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-8	12-8	10-8	1-6	10-6

Home Location of Patrons

Overall 85% of Potrero library patrons live in San Francisco, of which the largest share live in ZIP Code 94107 (68%). This is the same ZIP Code where the Potrero library is located.

Beyond San Francisco, 9% of patrons live in Alameda County, 2% live in San Mateo County, 1% each live in Marin, Contra Costa, and Napa counties, and 1% live outside the Bay Area.



Times and Days of Use

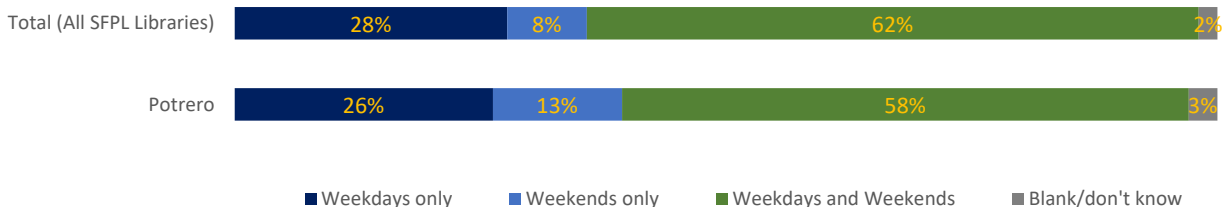
Potrero library patrons are more likely to use the library before 3 pm compared to Library patrons overall. While 43% use the Potrero library from 12 pm to 3 pm, 28% do so exclusively.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Potrero
Base (all patrons)*	4586	137
9 am – 12 pm	19%	26%
12 pm – 3 pm	37%	43%
3 pm – 6 pm	46%	38%
After 6 pm	16%	12%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this holds true for Potrero patrons as well. However, Potrero patrons are somewhat more likely to only visit the library on weekends (8% overall vs. 13% Potrero).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

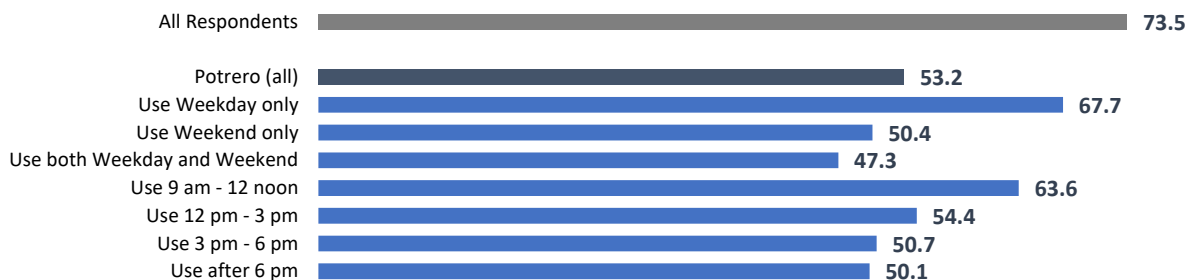
While Potrero patrons visit the library about as often as Library patrons overall, there are more first-time visitors than at any other branch in the Library system.

Q1. In a typical month, how often do you use this branch library?	Total	Potrero
Base (all patrons)*	4586	137
First time using	7%	18%
Once a month or less	17%	11%
2 – 3 times a month	23%	18%
4 – 10 times a month	31%	39%
11 – 20 times a month	11%	4%
20+ times a month	11%	9%
Don't know/Blank	1%	-
Average # times visited per month	8.4	8.2

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the length of an average visit throughout the Library system is 73.5 minutes, at Potrero, it is about 20 minutes shorter, at 53.2 minutes. Patrons using Potrero early in the day (9 am to 12 pm) have the longest average visit time, at 63.6 minutes, while visit time grows shorter as the day progresses. Those using the library after 6 pm have a visit time of 50.1 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Potrero patrons are more likely to have used the library for less than 3 months when compared with Library patrons overall.

Q9. How long have you been using this branch?	Total	Potrero
Base (all patrons)	4586	137
3 months or less	14%	24%
3 to 6 months	5%	4%
7 to 12 months	3%	-
1 to 2 years	15%	12%
3 to 5 years	18%	16%
More than 5 years	43%	43%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Potrero patrons are less likely to use the library for technology or pragmatic reasons, but slightly more likely to use the library for community/social learning, when compared with Library patrons overall.

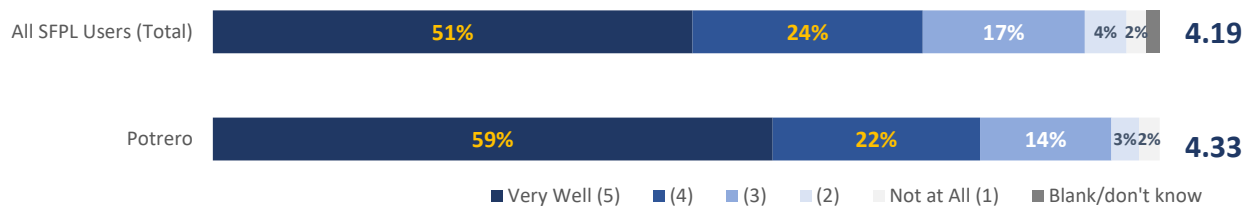
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Potrero
Base (all patrons)	4586	137
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	83%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	22%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	31%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	24%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	5%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while patrons at Potrero appear more satisfied with existing hours, with an average rating of 4.33 (out of 5.00).

Q4. How well do these hours meet your needs?

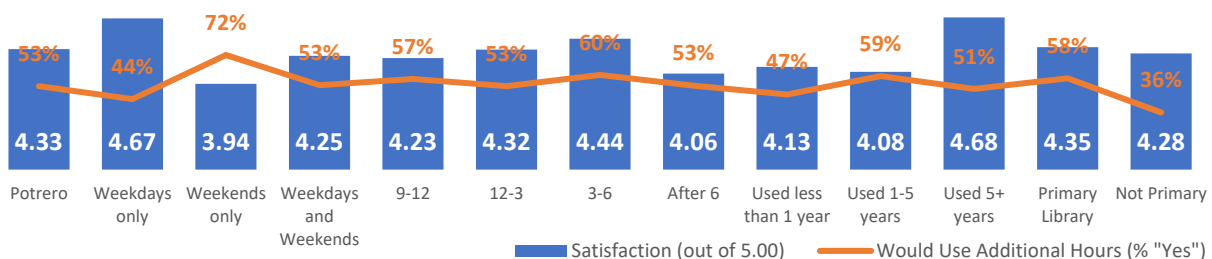


Those who use Potrero branch weekends only provided a lower rating of existing hours (3.94), but are also more inclined to use additional hours (72%). Patrons who have used Potrero library for 1-5 years also rated satisfaction with existing hours lower (4.08), and are slightly more likely to use additional hours (59%).

Those who use the library after 6 pm also rated existing hours lower (4.06), but are not necessarily more inclined to use additional hours (53%) than Potrero patrons overall.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Patrons who would use additional hours are nearly evenly split between a preference for adding evening/after hours (46%) and earlier/morning hours (42%), while one third (33%) would prefer weekend hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Potrero
<i>Base (said would use additional hours)</i>	2720	72
Mornings (or earlier than it is open now)	32%	42%
Evenings (or later than it is open now)	51%	46%
Weekends	32%	33%
<i>Blank</i>	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Only 42% of Potrero patrons had visited any other libraries in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Potrero
<i>Base (all patrons)</i>	4586	137
"Yes" (have visited)	56%	42%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Potrero library* are:

- Main (20%)
- Mission (6%)
- Mission Bay (6%)
- Bernal Heights (4%)
- Noe Valley (4%)

**% of all Potrero patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Potrero patrons who participated in the Structured Survey, 63% provided a comment. Among all comments provided, 17% pertained to open hours.

- 9% asked for more/longer hours, and either did not specify which hours or listed multiple time periods.
- 2% wanted to be sure the current hours were kept.
- 2% said they liked the new (expanded) hours.
- 1% each asked for more weekday hours, more weekend hours, earlier weekday hours, earlier weekend hours, and later weekend hours.

Of the 643 responses from the Public Input Survey, 7 (1%) were from Potrero patrons.

- One commenter expressed gratitude for recently expanded hours.
- One commenter asked for additional evening and weekend hours so that working people could use the library more.

From the Staff Survey, several staff members indicated additional evenings (particularly Monday-Thursday) would be useful. At least one staff member indicated additional weekend hours would also be welcomed.

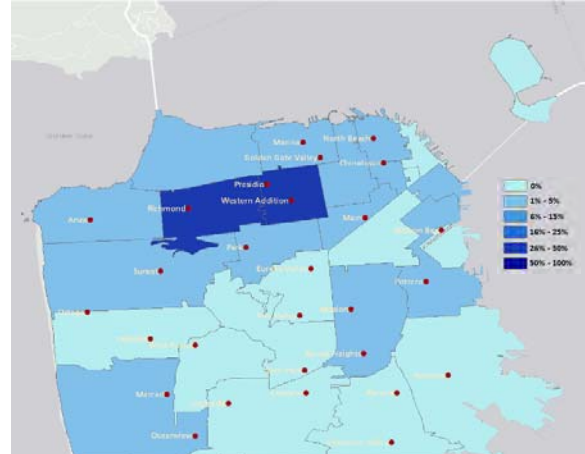
Presidio

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	12-9	10-6	1-6	10-6

Home Location of Patrons

Most Presidio patrons – 93% -- live in San Francisco. The largest share of patrons live in 94115 (40%), which is the same ZIP Code where the Presidio branch is located. However, 26% come from the neighboring ZIP Code of 94118.

While 2% of patrons did not answer the question, 2% of patrons said they live outside the Bay Area, while the remainder come from San Mateo, Marin, and Solano counties.



Times and Days of Use

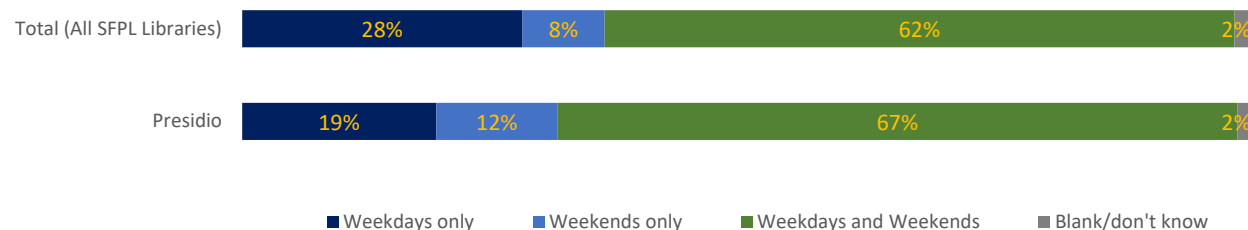
Presidio patrons are more likely to use the Library during multiple time periods (26%) compared to Library patrons overall (16%). Presidio patrons are also more likely to use the library prior to 3 pm (70%) than Library patrons overall (56%).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Presidio
Base (all patrons)*	4586	125
9 am – 12 pm	19%	24%
12 pm – 3 pm	37%	46%
3 pm – 6 pm	46%	47%
After 6 pm	16%	16%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most patrons use the Library both Weekdays and Weekends, as is also true of Presidio patrons. However, Presidio patrons are also somewhat more likely to use the library on weekends only (12% vs. 8% overall), and less likely to use it only on weekdays (19% vs. 28% overall).

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

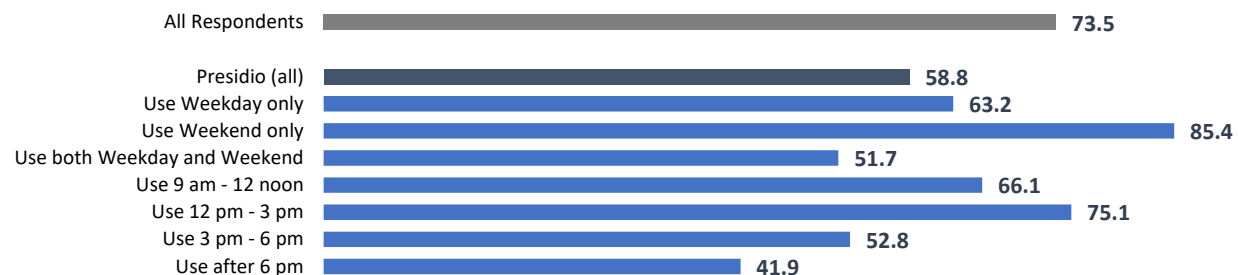
Presidio patrons are more likely to visit the Library less than twice a month (31% vs. 24% overall), and less likely to visit the library 11+ times/month (16% vs. 22% overall), than Library patrons overall. This leads to a slightly lower average number of visits per month (7.7 vs. 8.4 overall).

Q1. In a typical month, how often do you use this branch library?	Total	Presidio
Base (all patrons)*	4586	125
First time using	7%	9%
Once a month or less	17%	22%
2 – 3 times a month	23%	19%
4 – 10 times a month	31%	34%
11 – 20 times a month	11%	6%
20+ times a month	11%	10%
Don't know/Blank	1%	-
Average # times visited per month	8.4	7.7

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

The average library visit across the Library system lasts about 73.5 minutes (on average), while Presidio patrons have shorter average visits, lasting 58.8 minutes. The longest average visit time among Presidio patrons are those who use the library from 12 pm to 3 pm (75.1 minutes), as well as those who use the library only on weekends (85.4 minutes). Those who use the library after 6 pm have the shortest average visit time, lasting just 41.9 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



The tenure of Presidio patrons is about the same as for Library patrons overall.

Q9. How long have you been using this branch?	Total	Presidio
Base (all patrons)	4586	125
3 months or less	14%	13%
3 to 6 months	5%	3%
7 to 12 months	3%	3%
1 to 2 years	15%	17%
3 to 5 years	18%	19%
More than 5 years	43%	43%
Blank	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Presidio patrons are less likely to use the library for technology, live reference, or pragmatic purposes compared to Library patrons overall.

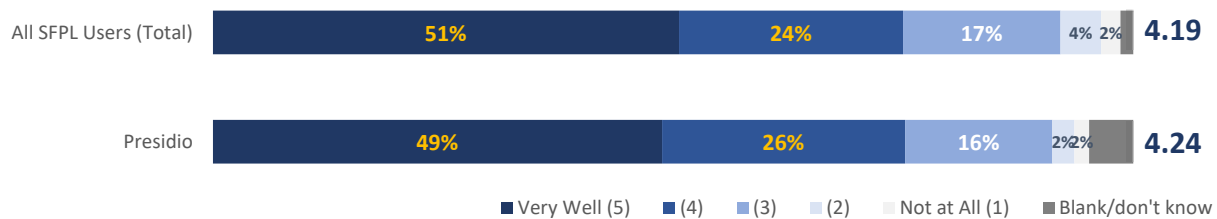
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Presidio
Base (all patrons)	4586	125
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	86%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	29%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	27%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	13%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Presidio patrons rated existing hours an average of 4.24 (out of 5.00) – just slightly higher than the 4.19 rating given by Library patrons overall.

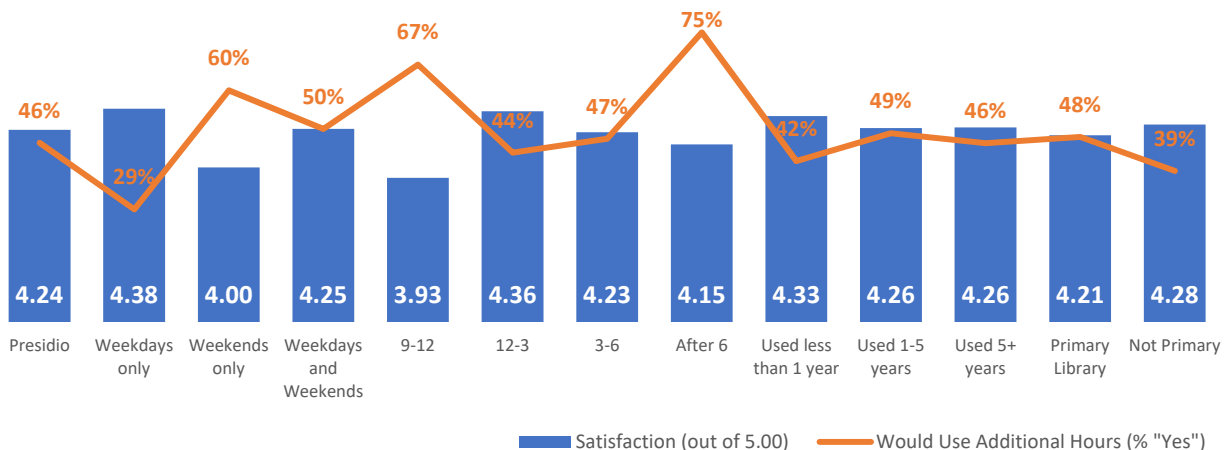
Q4. How well do these hours meet your needs?



Presidio patrons who use the library 9 am – 12 pm, after 6 pm, and weekends only all have relatively lower satisfaction with existing hours, as well as a higher likelihood of using additional hours, when compared with Presidio patrons overall.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Presidio patrons support additional morning and evening hours nearly equally (41% and 45%, respectively), while more than one third (36%) would use weekend hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Presidio
<i>Base (said would use additional hours)</i>	2720	58
Mornings (or earlier than it is open now)	32%	41%
Evenings (or later than it is open now)	51%	45%
Weekends	32%	36%
<i>Blank</i>	4%	-

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Fewer than half of Presidio patrons (46%) had visited another library in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Presidio
<i>Base (all patrons)</i>	4586	125
"Yes" (have visited)	56%	46%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Presidio library* are:

- Main (15%)
- Richmond (14%)
- Western Addition (9%)
- Marina (4%)

**% of all Presidio patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Presidio patrons who took part in the Structured Survey, 67% provided a comment. Of those, 18% provided a comment about open hours at Presidio library.

- 6% asked for additional hours but across many time frames and/or did not specify a time frame.
- 5% asked for earlier weekend hours.
- 2% asked for evening hours.
- 2% said they liked the new (expanded) hours.
- 1% each said keep the current hours, add weekday evenings, and add weekend evenings.

Of the 643 responses from the Public Input Survey, 10 (2%) were from Presidio patrons. Only one patron provided a comment related to open hours – and that was a request that the library be open late enough so that they can get to the branch after work from downtown San Francisco (after 7 pm). The patron indicated they generally find themselves rushing to get there.

From the Staff Survey, staff indicated that evening hours during the week, particularly after 7 pm, tend to be very slow. One staff member suggested adding morning hours and taking away some evening hours to balance, while one other staff member questioned why hours were not consistent across days/branches.

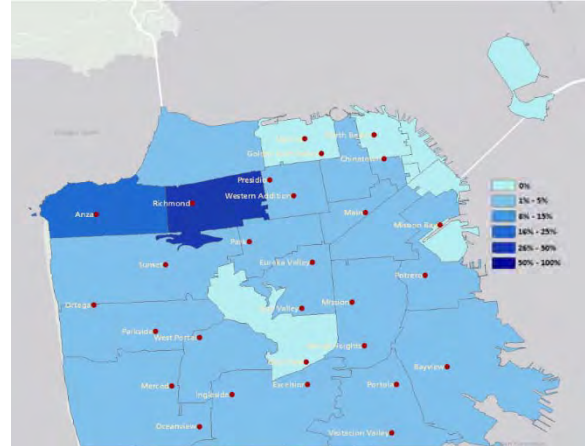
Richmond / Sen. Milton Marks

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	10-9	10-9	1-6	10-6

Home Location of Patrons

Among Richmond patrons, 94% of are San Francisco residents. The largest share of patrons live in 94118 (48%), which is also the ZIP Code where the Richmond branch is located. Another 20% live in ZIP Code 94121 to the immediate west.

While 4% of patrons refused the question, 1% say they live in San Mateo County, and the remainder live in Marin County, Alameda County, or outside the Bay Area altogether.



Times and Days of Use

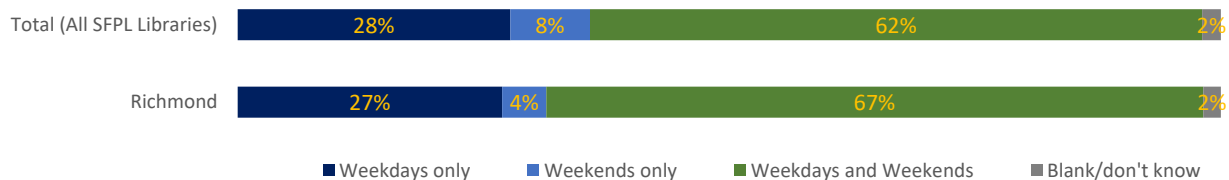
Half (50%) of all Richmond patrons use the library between 3 pm and 6 pm, with 26% using it only during that time frame. Nearly half (44%) use it from 12 pm to 3 pm, with 30% using it only during that time.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Richmond
Base (all patrons)*	4586	223
9 am – 12 pm	19%	19%
12 pm – 3 pm	37%	44%
3 pm – 6 pm	46%	50%
After 6 pm	16%	16%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true of Richmond patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

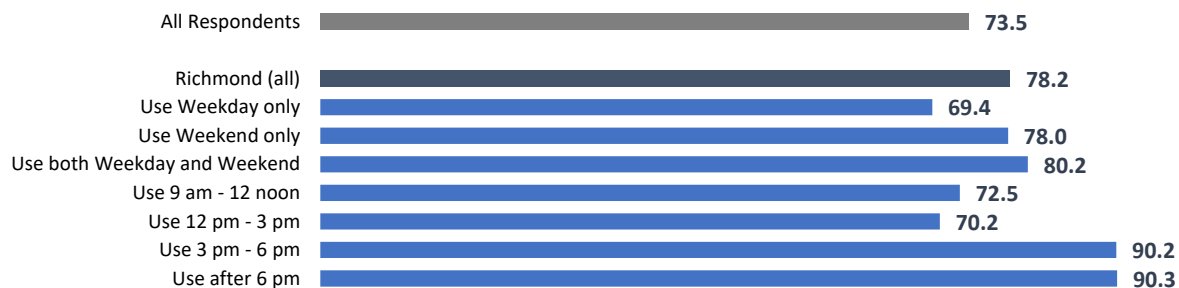
Richmond patrons use the library about as frequently as Library patrons overall.

Q1. In a typical month, how often do you use this branch library?	Total	Richmond
Base (all patrons)*	4586	223
First time using	7%	3%
Once a month or less	17%	14%
2 – 3 times a month	23%	20%
4 – 10 times a month	31%	35%
11 – 20 times a month	11%	17%
20+ times a month	11%	10%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	8.9

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Richmond patrons generally stay slightly longer, with an average visit of 78.2 minutes. Those who use the library after 3 pm tend to stay even longer – with an average visit time of 90 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Richmond patrons have about the same tenure as Library patrons overall.

Q9. How long have you been using this branch?	Total	Richmond
Base (all patrons)	4586	223
3 months or less	14%	11%
3 to 6 months	5%	5%
7 to 12 months	3%	4%
1 to 2 years	15%	15%
3 to 5 years	18%	17%
More than 5 years	43%	47%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Richmond patrons are less likely to use technology, live reference, and pragmatic resources when compared to Library patrons overall.

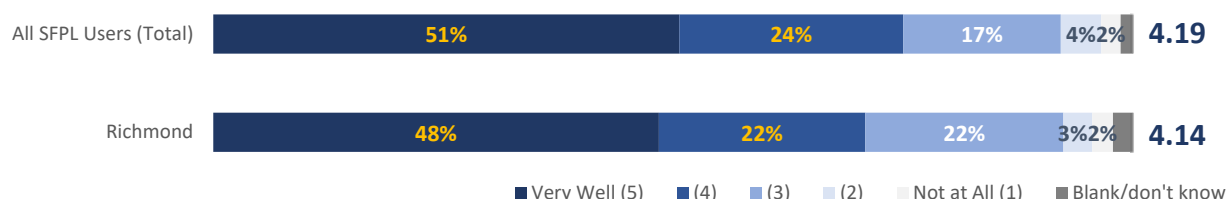
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Richmond
Base (all patrons)	4586	223
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	84%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	37%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	25%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	19%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	13%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Richmond patrons rate their satisfaction with existing hours 4.14 (out of 5.00), which is very close to Library patrons overall (at 4.19).

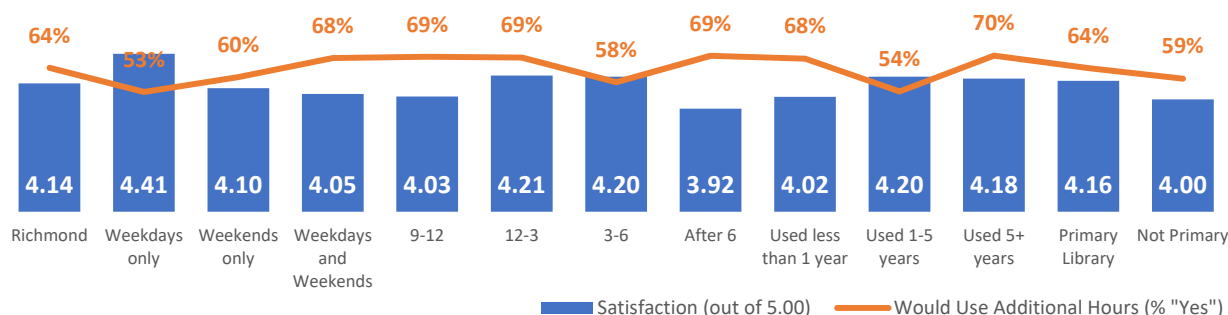
Q4. How well do these hours meet your needs?



Those who use Richmond library from 9 am to 12 pm, those who use it after 6 pm, those who have used it for less than one year, and those who use it both weekdays and weekends all have a lower level of satisfaction with existing hours than Richmond patrons overall, *and* are more likely to indicate they would use additional hours. Those who have used Richmond more than five years, as well as those who use the library from 12 pm to 3 pm, are more satisfied than Richmond patrons overall, yet are also more likely to say they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Richmond patrons who would use additional hours are almost evenly split among adding mornings/earlier hours (41%), evenings/later hours (34%), and weekend hours (34%).

Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)	Total	Richmond
Base (said would use additional hours)	2720	143
Mornings (or earlier than it is open now)	32%	41%
Evenings (or later than it is open now)	51%	34%
Weekends	32%	34%
Blank	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

More than half of all Richmond patrons (61%) had visited another library in the past month.

Q11. Have you visited any other San Francisco Public Library branches in the past month?	Total	Richmond
Base (all patrons)	4586	223
"Yes" (have visited)	56%	61%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Richmond library* are:

- Main (23%)
- Presidio (10%)
- Sunset (9%)
- Anza (9%)
- Western Addition (7%)
- Chinatown (3%)
- Ortega (3%)
- Merced (3%)
- Park (3%)

**% of all Richmond patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Richmond patrons who participated in the Structured Survey, 64% provided a comment, and 18% of comments provided included feedback on open hours.

- 6% asked for additional weekend hours
- 3% asked for additional hours but either did not specify when or listed many times/days
- 3% asked for additional morning/earlier hours
- 2% wanted to keep the current hours
- 2% asked for additional weekend evening hours
- 1% each requested Monday/Friday evenings, earlier weekend hours, earlier on Mondays and Fridays, and weekday evenings.

Of the 643 responses from the Public Input Survey, 64 (10%) came from the Richmond branch. (One of the 11 open hours public meetings was held at Richmond.)

- Several patrons (at least 3-4) made comments about the broad expansion of hours, e.g. '24/7', 'as much as possible', etc.

- At least 3 patrons requested later evenings/after weekday evenings.
- 2 patrons indicated they would like to see earlier weekday morning openings.
- 3 patrons indicated they would like to see earlier hours on weekends.

One patron asked for the ability to sign up for notifications by text for news and special events.

In the Staff Survey, staff indicated that expanded hours Friday, Saturday, Sunday, and Monday would be welcome. Several staff also indicated that additional morning hours would be welcome, perhaps by shifting hours away from the 7:30 pm – 9 pm, when things are slower. However, there was not a true consensus, as at least two staff members either indicated hours should be kept as-is or patrons are satisfied with hours as they are. One staff member indicated security should be provided if 9 pm closings are maintained.

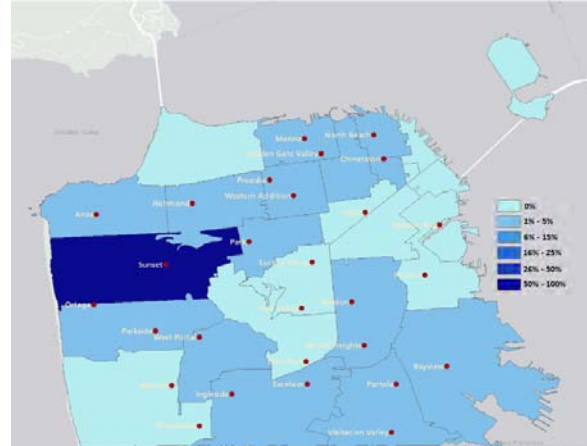
Sunset

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	10-9	10-9	1-6	10-6

Home Location of Patrons

Among Sunset patrons, 96% live in San Francisco. The largest share of patrons reside in 94122 (73%), which is the same ZIP Code where the Sunset branch is located.

While 1% of patrons refused the question and 1% said they live outside the Bay Area, the remaining patrons live in San Mateo and Alameda counties.



Times and Days of Use

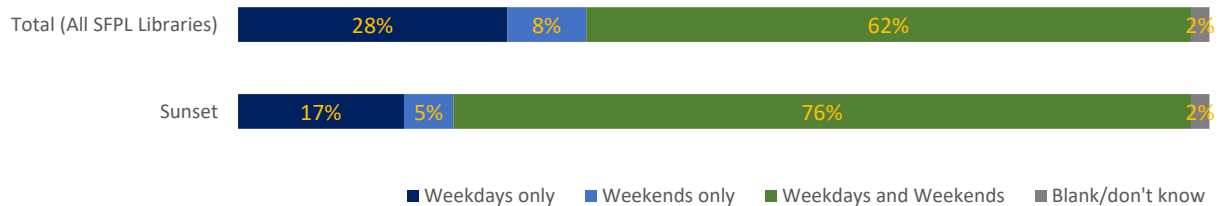
Nearly half of all patrons (49%) use the Sunset branch from 3 pm to 6 pm; 35% use it only during this time period.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Sunset
Base (all patrons)*	4586	158
9 am – 12 pm	19%	22%
12 pm – 3 pm	37%	37%
3 pm – 6 pm	46%	49%
After 6 pm	16%	18%
Don't know/blank	3%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is even more true for patrons of the Sunset library.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

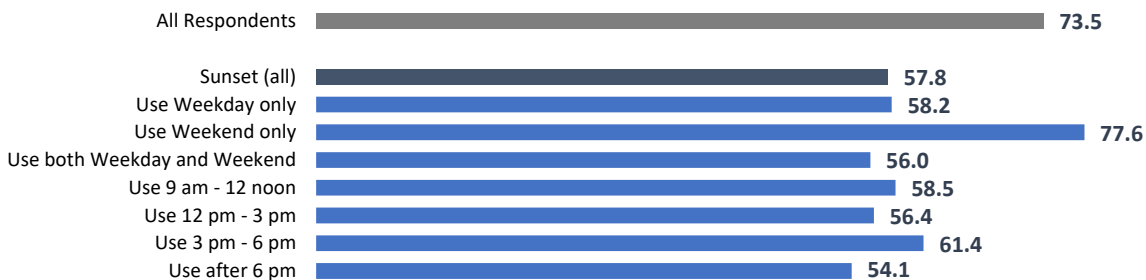
Sunset patrons use the library just slightly less than Library patrons overall.

Q1. In a typical month, how often do you use this branch library?	Total	Sunset
Base (all patrons)*	4586	158
First time using	7%	6%
Once a month or less	17%	18%
2 – 3 times a month	23%	27%
4 – 10 times a month	31%	33%
11 – 20 times a month	11%	8%
20+ times a month	11%	7%
Don't know/Blank	1%	3%
Average # times visited per month	8.4	6.9

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

The average library visit across the Library system lasts about 73.5 minutes (on average), but those who use the Sunset branch tend to have shorter visits, averaging just 57.8 minutes. While those who use the Sunset branch only on weekends average 77.6 minutes per visit, most other sub-groups of patrons have average visit times which are very similar to Sunset patrons overall.

Q8. On an average visit, about how much time do you spend in this branch?



Patrons of the Sunset branch are slightly more likely to have been using the surveyed branch more than 3 years when compared with Library patrons overall (61% overall vs. 70% Sunset).

Q9. How long have you been using this branch?	Total	Sunset
Base (all patrons)	4586	158
3 months or less	14%	9%
3 to 6 months	5%	6%
7 to 12 months	3%	4%
1 to 2 years	15%	8%
3 to 5 years	18%	22%
More than 5 years	43%	49%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Sunset patrons are slightly more likely to use the library for materials, and about as likely to use the library for technology, but less likely to use the library for all other purposes when compared with Library patrons overall.

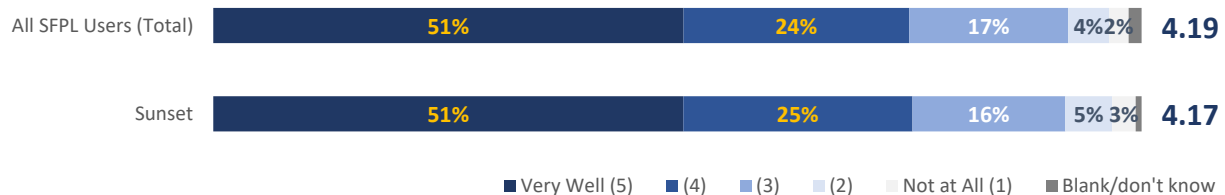
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Sunset
Base (all patrons)	4586	158
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	90%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	41%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	15%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	18%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	11%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), and Sunset patrons gave a similar rating of existing hours, at 4.17 (out of 5.00).

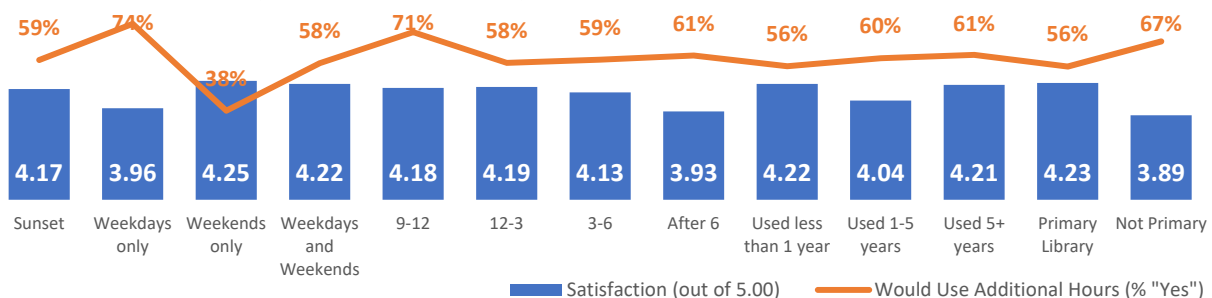
Q4. How well do these hours meet your needs?



Overall, 59% of Sunset patrons said they would use additional hours. Patrons who do not consider Sunset their primary library rated existing hours lower (3.89), but 67% said they would use additional hours. Similarly, those who use Sunset branch weekdays only rated existing hours 3.96, but 74% said they would use additional hours. Those who use it from 9 am to 12 pm are relatively satisfied (4.18, vs. 4.17 among all Sunset patrons), yet 71% indicated they would use additional hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Those who said they would use additional hours were most likely to cite evenings/after hours (46%), although 37% indicated they would prefer mornings/earlier hours and 28% said they would use additional weekend hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Sunset
<i>Base (said would use additional hours)</i>	2720	93
Mornings (or earlier than it is open now)	32%	37%
Evenings (or later than it is open now)	51%	46%
Weekends	32%	28%
<i>Blank</i>	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

More than half (60%) of Sunset patrons had visited another library in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Sunset
<i>Base (all patrons)</i>	4586	158
"Yes" (have visited)	56%	60%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Sunset branch* are:

- Main (20%)
- Richmond (14%)
- Ortega (11%)
- Parkside (6%)
- Park (5%)
- Western Addition (5%)
- Anza (4%)
- West Portal (4%)
- Merced (4%)

**% of all Sunset patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Sunset patrons participating in the Structured Survey, 37% provided a comment. Of those, 29% provided feedback about open hours, and 25% of them provided feedback about Sunset hours specifically.

- 10% requested additional hours and either did not specify what days/times or mentioned many time periods.
- 5% requested additional weekend hours.
- 3% requested earlier Monday/Friday hours.
- 2% requested the existing hours be maintained.
- 2% requested Monday/Friday evenings.
- 2% requested earlier weekday hours.
- 2% requested earlier weekend hours.

Of the 643 responses from the Public Input Survey, 30 (5%) were from patrons of the Sunset branch. Only 2 provided comments regarding open hours – one requested very broad additional hours (later, earlier, and 24/7), while the second commenter asked that weekend hours not be cut.

From the Staff Survey, several staff members noted slower times later in the evening (after 7 pm). One staff member indicated hours should be kept as they are.

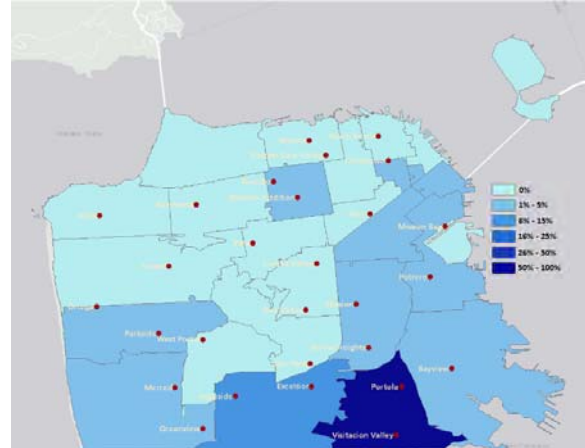
Visitation Valley

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-8	10-8	10-8	1-6	10-6

Home Location of Patrons

Most Visitation Valley patrons (92%) live in San Francisco. The largest share of patrons live within ZIP Code 94134 (75%), which is the same ZIP Code where the Visitation Valley branch is located.

Of those remaining, 2% refused to answer the question, and 5% live in San Mateo County, while the remainder live in Alameda and Solano counties.



Times and Days of Use

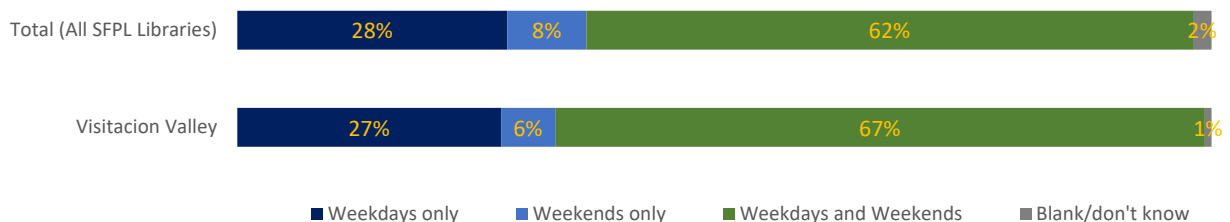
More than half of all Visitation Valley patrons (52%) use the branch from 3 pm to 6 pm, and most (44%) use it only during this time period. Only 10% of Visitation Valley patrons use the library during multiple time periods (compared to 16% of Library patrons overall).

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Visitation Valley
Base (all patrons)*	4586	144
9 am – 12 pm	19%	11%
12 pm – 3 pm	37%	38%
3 pm – 6 pm	46%	52%
After 6 pm	16%	9%
Don't know/blank	3%	4%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true among Visitation Valley patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

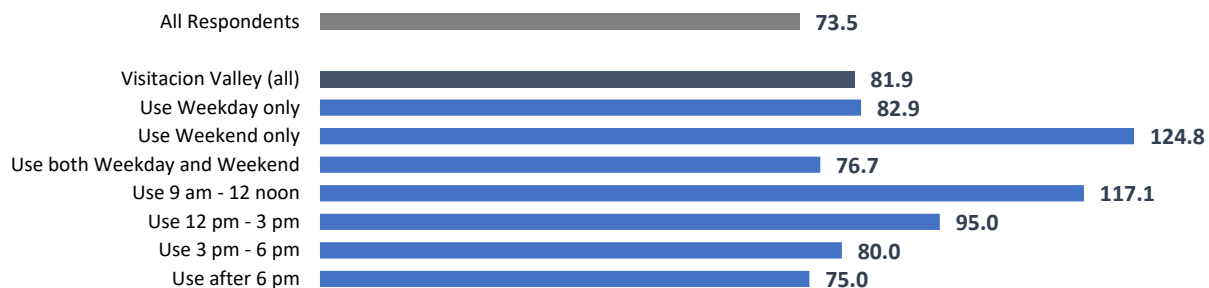
Visitacion Valley patrons use the library about two times per month more than Library patrons overall. They are nearly twice as likely as Library patrons overall to use the library more than 20 times per month (11% overall vs. 19% Visitacion Valley).

Q1. In a typical month, how often do you use this branch library?	Total	Visitacion Valley
Base (all patrons)*	4586	144
First time using	7%	5%
Once a month or less	17%	13%
2 – 3 times a month	23%	27%
4 – 10 times a month	31%	26%
11 – 20 times a month	11%	10%
20+ times a month	11%	19%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	10.2

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average visit among Library patrons overall lasts about 73.5 minutes, Visitacion Valley patrons tend to stay in the library a bit longer, with an average visit of 81.9 minutes. Those who use Visitacion Valley on weekends only have substantially longer visit times (124.8 minutes). The average visit time at Visitacion Valley is longest early in the day (9 am – 12 pm, 117.1 minutes), and decreases as the day continues. Patrons who use the library after 6 pm have an average visit length of 75 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



Visitacion Valley patrons have been using their branch about as long as Library patrons overall.

Q9. How long have you been using this branch?	Total	Visitacion Valley
Base (all patrons)	4586	144
3 months or less	14%	14%
3 to 6 months	5%	8%
7 to 12 months	3%	4%
1 to 2 years	15%	18%
3 to 5 years	18%	16%
More than 5 years	43%	40%
Blank	1%	1%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Patrons of the Visitacion Valley branch are more likely to use the library for technology and live reference compared with Library patrons overall.

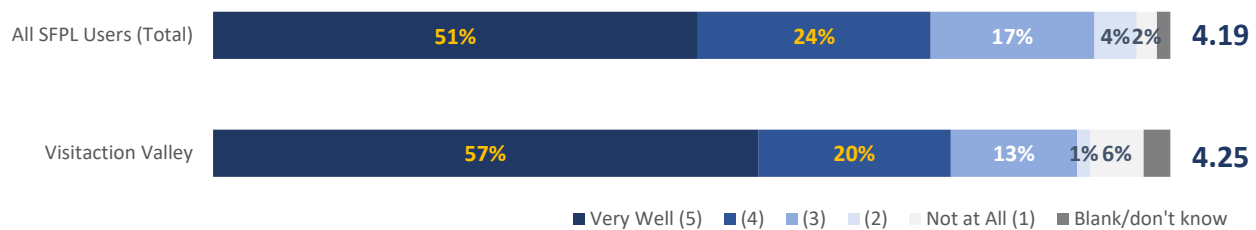
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Visitacion Valley
Base (all patrons)	4586	
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	81%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	57%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	22%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	36%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	21%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Library patrons overall gave an average rating of 4.19 (out of 5.00), while Visitacion Valley patrons rated their overall satisfaction with hours slightly higher, at 4.25.

Q4. How well do these hours meet your needs?

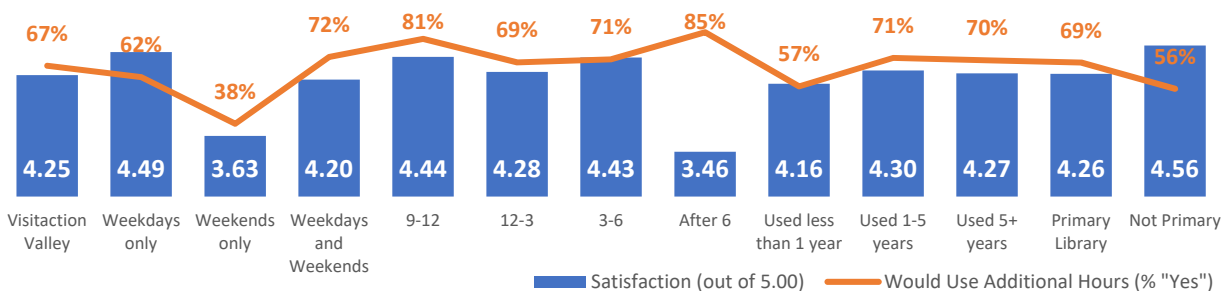


Overall, 67% of Visitacion Valley patrons (a relatively high share, vs. 59% of Library patrons overall) said they would use additional hours if available. Most sub-groups show a similarly high (or higher) share, even if they indicated they are currently fairly satisfied with existing hours.

- While those who use the library only on weekends are much less satisfied with existing hours (3.63), they are also much less likely to use additional hours (38%).
- Those who use the library after 6 pm, however, are both the least satisfied with existing hours (3.46), and most likely to use additional hours (85%).

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Those who indicated they would use additional hours were most likely to say they would use it evenings/after (46%), although 36% said they would use more morning/earlier hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Visitation Valley
<i>Base (said would use additional hours)</i>	2720	97
Mornings (or earlier than it is open now)	32%	36%
Evenings (or later than it is open now)	51%	46%
Weekends	32%	32%
Blank	4%	3%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

About half (51%) of Visitation Valley patrons had used another library in the past month.

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Visitation Valley
<i>Base (all patrons)</i>	4586	144
"Yes" (have visited)	56%	51%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Visitation Valley* are:

- Main (15%)
- Excelsior (4%)
- Bayview (3%)
- Ortega (3%)
- Portola (3%)
- Ingleside (3%)
- North Beach (3%)

**% of all Visitation Valley patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among Visitation Valley patrons who participated in the Structured Survey, 42% provided a comment. Of those, 12% pertained to open hours.

- 8% asked for additional hours, either very broadly (many/most time frames) or did not provide a specific time/day.
- 2% asked for more weekend hours.
- 2% asked for earlier Monday/Friday hours.

Of the 643 responses from the Public Input Survey, only 4 (1%) were from Visitation Valley. None of the survey provided a comment.

From the Staff Survey, there is some indication that additional morning hours would be most welcome. One staff member suggested cutting some later evening hours.

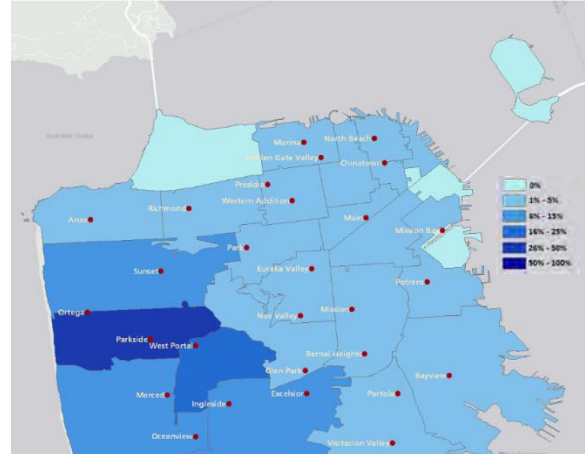
West Portal

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	1-6	10-9	10-9	10-9	1-6	10-6

Home Location of Patrons

Most West Portal patrons (96%) live in San Francisco. Notably, the largest share of patrons come from the *adjacent* ZIP Code, 94116 (27%), while the second largest share (22%) come from 94127, where the West Portal branch is located. Another 11% come from the ZIP Code 94122.

With 2% of patrons not answering the question, the remaining patrons say they reside in San Mateo and Contra Costa counties.



Times and Days of Use

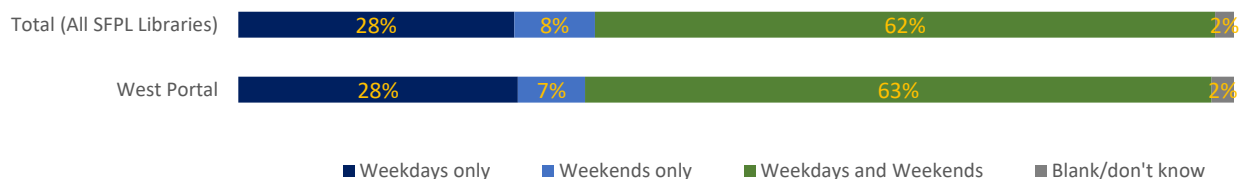
Nearly half of West Portal patrons (46%) use the library from 3 pm to 6 pm, while 35% use this time period exclusively. And, while 31% use West Portal from 12 pm to 3 pm, 25% of patrons use this time period exclusively.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	West Portal
Base (all patrons)*	4586	178
9 am – 12 pm	19%	12%
12 pm – 3 pm	37%	31%
3 pm – 6 pm	46%	46%
After 6 pm	16%	20%
Don't know/blank	3%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true among West Portal patrons as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

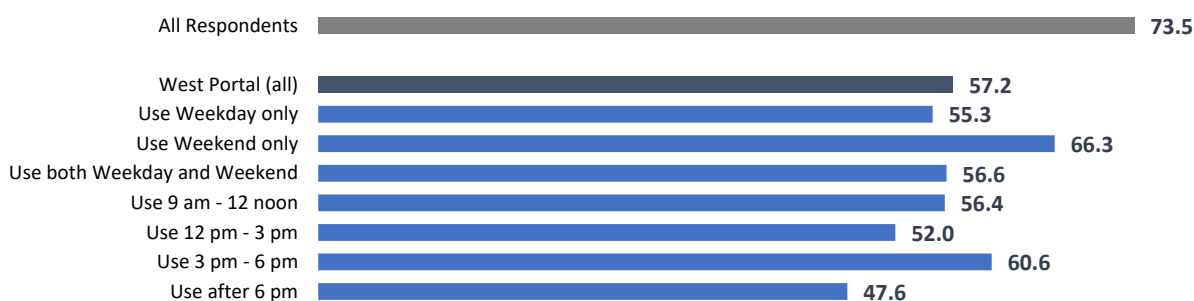
West Portal patrons use the library about once a month less than Library patrons overall.

Q1. In a typical month, how often do you use this branch library?	Total	West Portal
Base (all patrons)*	4586	178
First time using	7%	3%
Once a month or less	17%	11%
2 – 3 times a month	23%	33%
4 – 10 times a month	31%	35%
11 – 20 times a month	11%	9%
20+ times a month	11%	8%
Don't know/Blank	1%	1%
Average # times visited per month	8.4	7.5

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), patrons spend about 15-20 minutes less at West Portal, where the average visit is 57.2 minutes. Weekend-only patrons tend to have the longest average visit at West Portal (66.3 minutes), while those who use the library from 3 pm to 6 pm also tend to spend more time at the library (60.6 minutes average). Those who use the library after 6 pm have the shortest average visit length, at 47.6 minutes.

Q8. On an average visit, about how much time do you spend in this branch?



West Portal patrons are somewhat more likely to have used the library 3 years or longer when compared to Library patrons overall (61% overall vs. 68% West Portal). West Portal patrons are also slightly less likely to be very new patrons (e.g. 6 months or less – 19% overall vs. 14% West Portal).

Q9. How long have you been using this branch?	Total	West Portal
Base (all patrons)	4586	178
3 months or less	14%	10%
3 to 6 months	5%	4%
7 to 12 months	3%	3%
1 to 2 years	15%	15%
3 to 5 years	18%	20%
More than 5 years	43%	48%
Blank	1%	-

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

West Portal patrons are less likely to go to the library to use technology when compared with Library patrons overall.

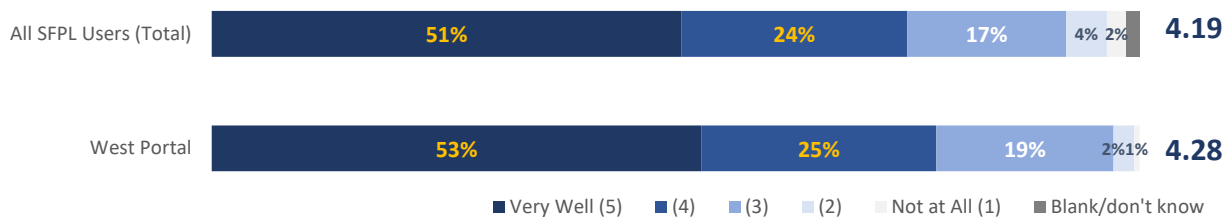
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	West Portal
Base (all patrons)	4586	178
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	88%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	34%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	23%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	23%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	23%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

West Portal patrons are relatively satisfied with existing hours, rating them 4.28 out of 5.00; this is a slightly higher rating than Library patrons overall, who gave an average rating of 4.19.

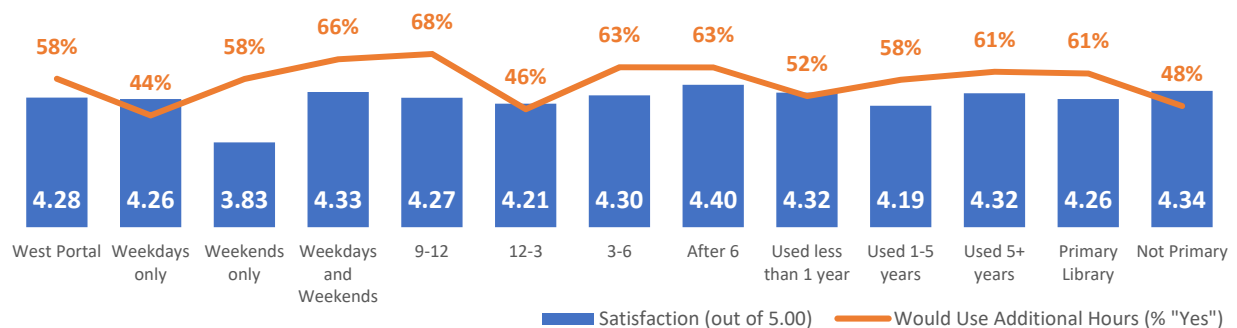
Q4. How well do these hours meet your needs?



Among West Portal patrons overall, 58% said they would use additional hours. Those who have used West Portal less than one year (52%), those who use the library 12 pm to 3 pm (46%), those for whom it is not their primary library (48%), and those who visit only on weekdays (44%) are less likely to say they would use additional hours. However, other major sub-groups all have a larger share of patrons who say they would use additional hours – regardless of their assessment of existing hours.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Nearly half of those wanting more hours (46%) indicated they wanted evening and/later hours.

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	West Portal
<i>Base (said would use additional hours)</i>	2720	104
Mornings (or earlier than it is open now)	32%	31%
Evenings (or later than it is open now)	51%	46%
Weekends	32%	27%
<i>Blank</i>	4%	14%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Nearly two thirds (64%) had used another branch in the past month -- a higher share than Library patrons overall (56%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	West Portal
<i>Base (all patrons)</i>	4586	178
"Yes" (have visited)	56%	64%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the West Portal library* are:

- Main (17%)
- Parkside (13%)
- Ortega (8%)
- Merced (7%)
- Sunset (7%)
- Richmond (4%)
- Chinatown (3%)
- Glen Park (3%)
- Ocean View (3%)
- Presidio (3%)

**% of all West Portal patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

Among West Portal patrons, 44% provided a comment; 27% of these were about open hours.

- 8% asked for evening/late hours.
- 6% asked for additional hours (either generally, or broadly, e.g. 24/7)
- 5% asked that the current hours be kept.
- 4% asked for morning/early hours.
- 1% each asked for weekends, Monday/Friday evenings, and weekend evenings.

Of the 643 responses from the Public Input Survey, 11 surveys (2%) were from West Portal patrons. Only one included a comment about open hours -- a positive comment about Thursday evening hours.

From the Staff Survey, several staff members suggested extended hours Friday-Monday; however, at least 2 staff members indicated they felt hours were fine as they are.

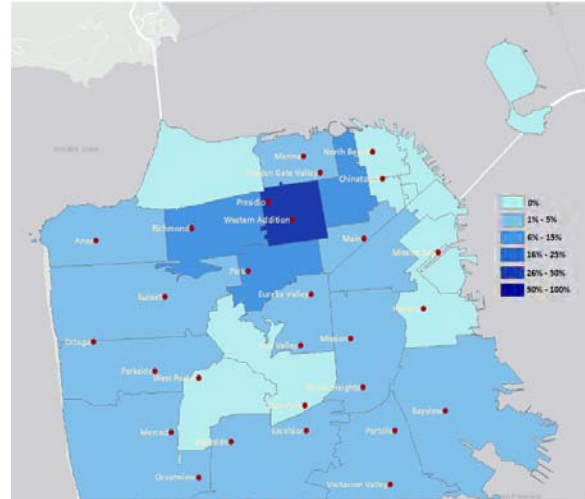
Western Addition

Existing Open Hours (Fall 2017)						
SUN	MON	TUE	WED	THUR	FRI	SAT
1-5	10-6	10-6	1-8	10-8	1-6	10-6

Home Location of Patrons

Among Western Addition patrons, 90% live in San Francisco. The highest concentration of San Francisco-based patrons of the Western Addition are located within Western Addition's own ZIP Code, 94115 (32%), with a high share of visitors also coming from ZIP Codes surrounding the branch.

The remaining patrons live in Alameda (3%), San Mateo (2%), Santa Clara (1%), and Contra Costa (1%) counties, with the remaining patrons leaving the question blank.



Times and Days of Use

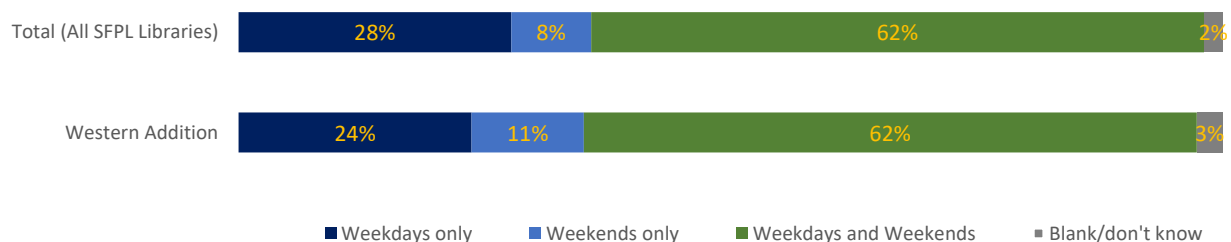
Nearly half of all patrons of the Western Addition branch – 46% - typically use the library from 12 pm to 3 pm, while only 5% use it after 6 pm. Most patrons (86%) use it during only one three-hour time period.

Q3. What are the primary times you use this branch? (multiple responses accepted)	Total	Western Addition
Base (all patrons)*	4586	114
9 am – 12 pm	19%	25%
12 pm – 3 pm	37%	46%
3 pm – 6 pm	46%	28%
After 6 pm	16%	5%
Don't know/blank	3%	6%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected).

Most library patrons use the branch where they were surveyed both Weekdays and Weekends, and this is true for patrons of Western Addition as well.

Q2. Do you use this branch . . .



Frequency of Use, Visit Length, and Tenure

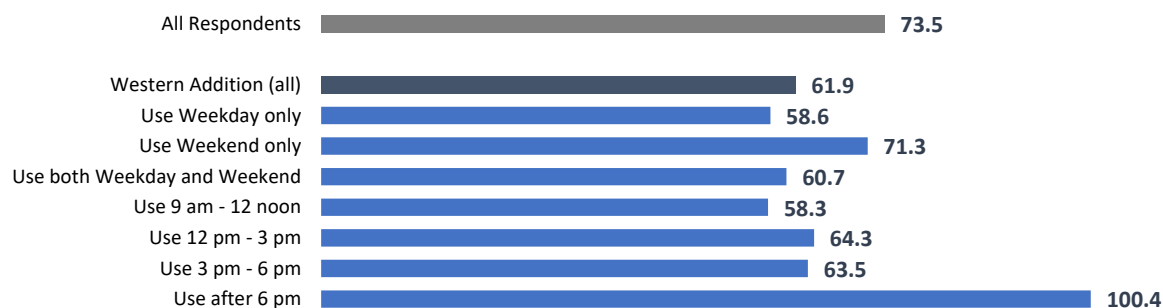
Although a lower share of Western Addition patrons are first-time patrons (3% Western Addition compared to 7% overall), they use their branch less often than patrons overall (6.7 times/month vs. 8.4 times/month for patrons overall).

Q1. In a typical month, how often do you use this branch library?	Total	Western Addition
Base (all patrons)*	4586	114
First time using	7%	3%
Once a month or less	17%	20%
2 – 3 times a month	23%	21%
4 – 10 times a month	31%	38%
11 – 20 times a month	11%	13%
20+ times a month	11%	4%
Don't know/Blank	1%	2%
Average # times visited per month	8.4	6.7

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

While the average library visit across the Library system lasts about 73.5 minutes (on average), Western Addition patrons have a shorter average visit, at 61.9 minutes. Those who visit on weekends only (71.3 minutes), as well as those who use the branch after 6 pm (100.4 minutes) tend to have longer average visits.

Q8. On an average visit, about how much time do you spend in this branch?



Patrons of the Western Addition branch are about the same in terms of the tenure of library patrons overall; however, those using Western Addition are less likely to be very new patrons (3 months or less – 6% Western Addition vs. 14% overall).

Q9. How long have you been using this branch?	Total	Western Addition
Base (all patrons)	4586	114
3 months or less	14%	6%
3 to 6 months	5%	5%
7 to 12 months	3%	4%
1 to 2 years	15%	16%
3 to 5 years	18%	19%
More than 5 years	43%	47%
Blank	1%	2%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Primary Reasons for Use

Most Western Addition patrons (86%) say they use the library for materials, and this is similar to Library patrons overall (85%). However, Western Addition patrons were less likely to use the branch for all other purposes.

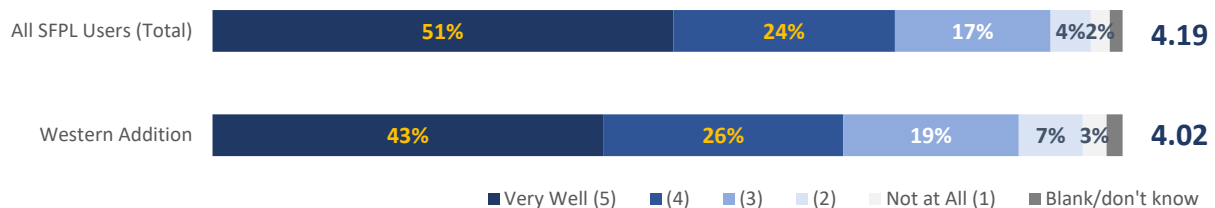
Q10. For what reason(s) do you primarily use this branch? (multiple responses accepted)	Total	Western Addition
Base (all patrons)	4586	114
MATERIALS (Net) – books, DVDs, research materials, periodicals, archives, etc.	85%	86%
TECHNOLOGY (Net) – WiFi access with personal device, library computer access, library printers and copiers	43%	36%
COMMUNITY/SOCIAL LEARNING AND RESOURCES (Net) – programs, classes, exhibits, meetings, register to vote, knit, learn English, job search, etc.	25%	22%
LIVE REFERENCE/ACADEMIC ASSIST. (Net) – homework, study time, get help from librarians/ask questions, help others/tutor	26%	17%
PRAGMATIC/OTHER (Net) – restrooms, charge phone, hang out between appointments, use park/garden/bird area, coffee shop/café/bookstore, etc.	18%	7%

*Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.

Satisfaction with Current Hours

Patrons of the Western Addition branch (4.02) are less satisfied than Library patrons overall (4.19). Satisfaction of Western Addition patrons is highest among those who use the library from 9 am to 12 pm (4.36) and declines throughout the day, with those visiting after 6 pm providing an average satisfaction of 3.20.

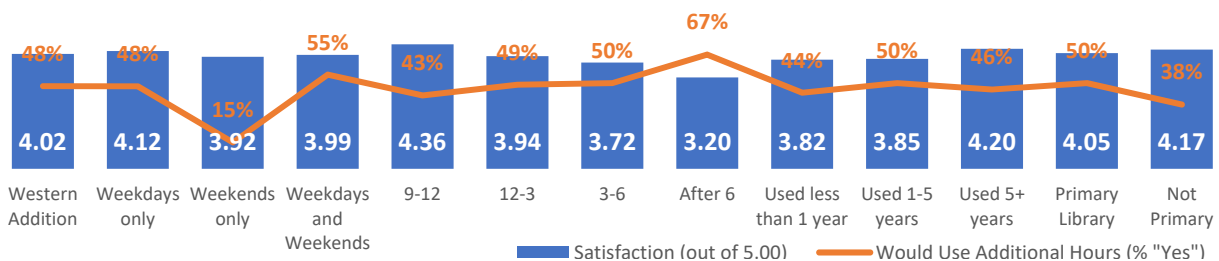
Q4. How well do these hours meet your needs?



Fewer than half of those surveyed using Western Addition said they would use the library more if hours were extended (48%), which is a lower share than Library patrons overall (59%). Those who use the branch both weekdays and weekends (55%) and after 6 pm (67%) were more likely to indicate a desire for additional hours. Patrons using the library earlier in the day indicated higher satisfaction and less inclination to use additional hours; satisfaction decreases, and use of additional hours increases as the day progresses.

Q4. How well do these hours meet your needs?

Q5. If this branch were open more hours, would you use it more?



Among Western Addition patrons who indicated they would use additional hours, 44% said they would prefer evening/after hours to be added – a slightly lower share than Library patrons overall (51%).

<i>Q6. (if 'yes' in Q5) when would you use it more? (multiple responses accepted)</i>	Total	Western Addition
<i>Base (said would use additional hours)</i>	2720	55
Mornings (or earlier than it is open now)	32%	38%
Evenings (or later than it is open now)	51%	44%
Weekends	32%	36%
<i>Blank</i>	4%	7%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

Just over half (58%) of Western Addition patrons have visited another Library in the past month – about the same as Library patrons overall (56%).

<i>Q11. Have you visited any other San Francisco Public Library branches in the past month?</i>	Total	Western Addition
<i>Base (all patrons)</i>	4586	114
"Yes" (have visited)	56%	58%

**Total number is weighted; branch-specific numbers (all other columns) are unweighted total collected.*

The most frequently visited libraries by those using the Western Addition branch* are:

- Main – 27%
- Richmond – 10%
- Presidio – 8%
- Eureka Valley – 6%
- Anza – 4%
- Ortega – 4%
- Marina – 3%
- Mission Bay – 3%
- Parkside – 3%

**% of all Western Addition patrons surveyed; showing only branches visited by 3% or more only*

Comments from Structured Survey, Public Input Survey, and Staff Survey

From the Public Input Survey portion of the survey, only 9 responses (out of 643) were received from Western Addition patrons. Most of these were received during the Open Hours public meetings, as the meeting for Supervisory District 5 was held at the Western Addition branch.

Those providing Public Input Survey tended to be less satisfied than patrons overall, giving a rating of current library hours of 3.89 (compared with 4.02 among patrons from the Structured Survey). Comments included a request for more evening hours (from one patron) and a request for greater capacity from another patron.

While the staff from this branch considered the possibility of additional, there was concern about two key related issues: 1. Current staffing levels are insufficient and extended hours would mean patrons are actually less well served; and 2. Security is an ongoing issue at the

branch, and more needs to be done to address security-related issues, particularly if evening hours are being considered. In spite of these concerns, there was acknowledgment that this branch tends to be crowded at busy times, in part because of the parks, schools, and health care facilities nearby.