Trends in Library Use

Part 2

Presentation to the Library Commission

March 5, 2009

Trends in Library Use

- Current economic climate
- Service enhancements
- Collections for Targeted Audiences

Current Economic Climate

- **Economic Impacts – 8 Month Snapshot**
  - Specific areas of use
    - Jobs & Careers Center
    - Small Business Center
    - Government Information Center
    - Recreational Use

	CIRCULATION		LIBRARY CARDS	
	July-Feb	% Change	July-Feb	% Change
Main	1,655,735	23%	20,518	32%
Branches	4,388,830	11%	27,500	23%
Total	6,140,762	14%	48,112	27%

Service Enhancements

- Expanded Hours in Branch Libraries
- Holds & Self-Service Returns at Main
- Self-Service Options
- New Library Card Designs

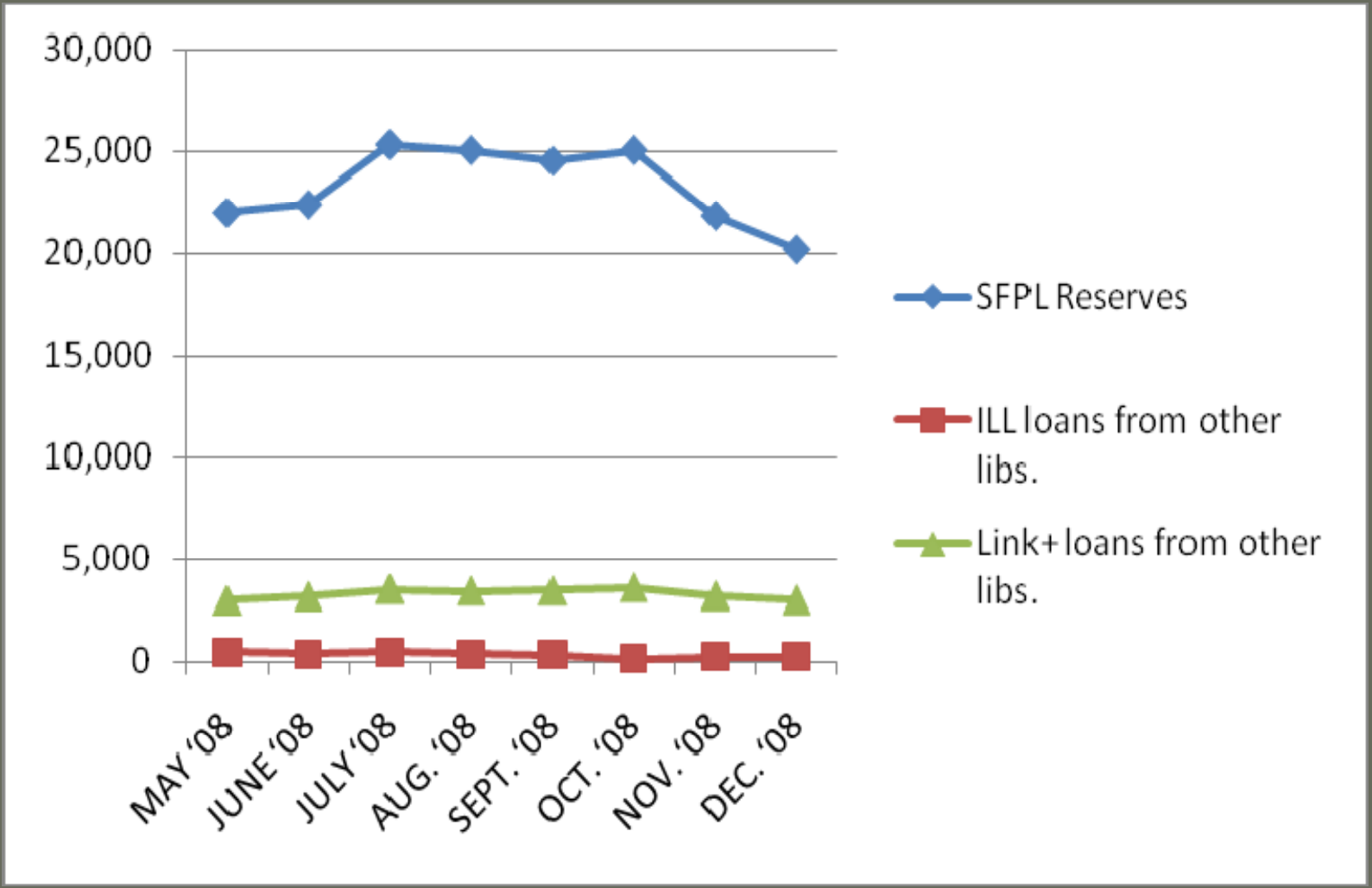
Service Enhancements

- Expanded Hours in Branch Libraries

% CHANGE FY 2007 to FY 2008			
BRANCH	CIRCULATION	REGISTRATION	VISITS
INGLESIDE	-2%	+39%	-4%
MISSION BAY	+10%	+18%	+18%
MERCED	-9%	+16%	+93%
OCEAN VIEW	+11%	+97%	+4%
PARK	+18%	+21%	+9%
PORTOLA	+14%	+25%	+30%
VISITACION VALLEY	+8%	+41%	+67%

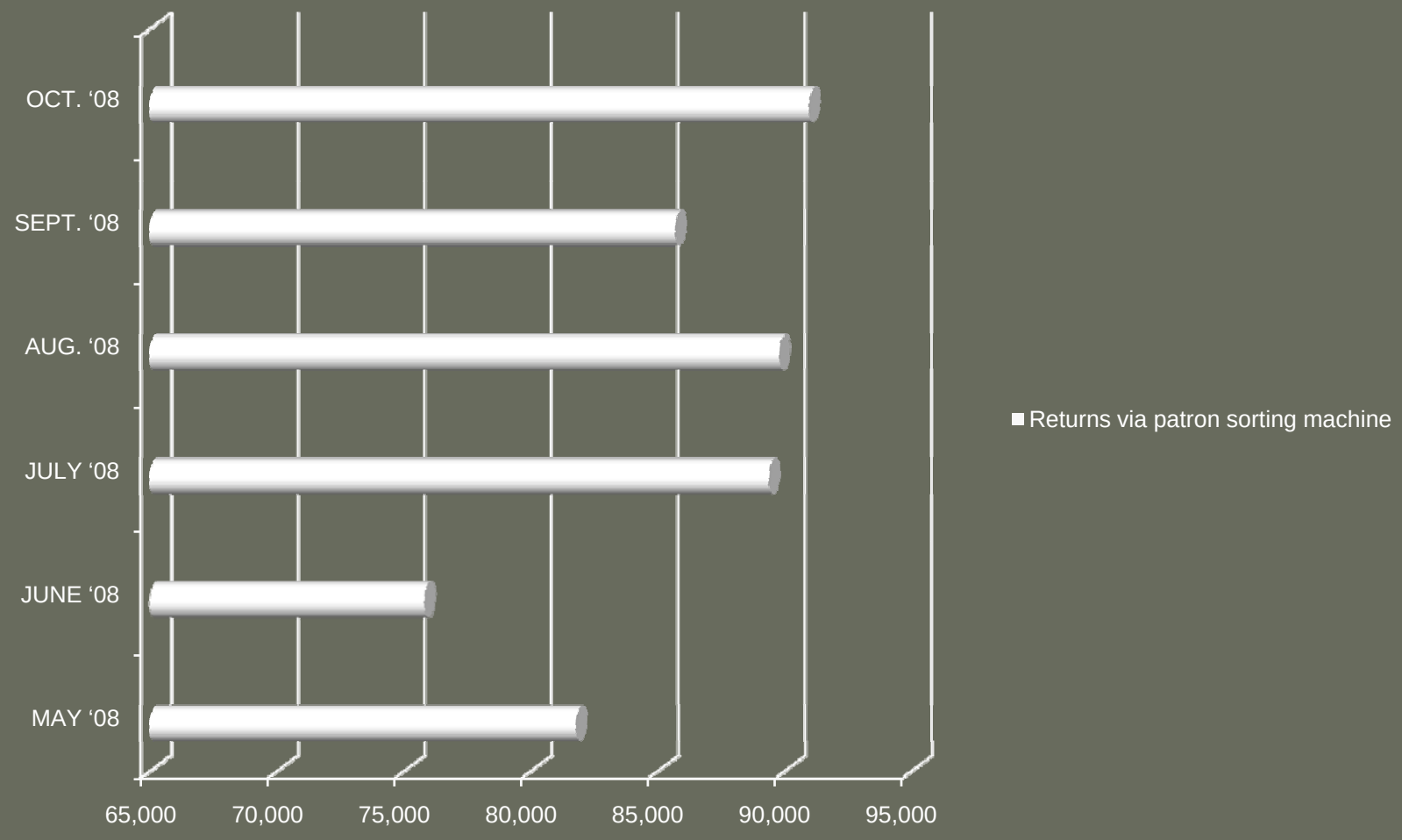
Service Enhancements

- Reserves (Holds) at the Main Library



Service Enhancements

- Self-Service Returns at the Main Library



Service Enhancements

- Self-Service Options
  - Online Applications 98% use at Main
  - Self Check Use

MAIN LIBRARY DATE (Month/Year)	# Self-Check	% of Main CKO
March 2007	62,953	49%
November 2007	80,421	70.4%
March 2008	113,053	79.2%
November 2008	117,409	84.2%

Service Enhancements

- Self Service Options

BRANCH	# Self-Check	% of Total CKO
Chinatown	43,824	73%
Excelsior	10,922	41%
Glen Park	9,315	64%
Marina	7,403	48%
Mission	17,501	54%
Mission Bay	9,436	64%
Noe Valley	9,436	68%
Ocean View	1,126	37%
Sunset	19,074	52%
West Portal	16,660	49%
Western Addition	11,943	64%
AVERAGE	***14,240***	***56%***

Service Enhancements

- New Library Card Designs
  - Most Popular Card Designs
    - Gabriela – 3554 per month
    - Junru – 3026 per month
    - Wing – 2921 per month
    - Classic – 2182 per month
    - Chloe – 1971 per month

Targeted Audiences

- Children & Teen Materials
- International Language Materials

Targeted Audiences

- Children & Teen Materials

COLLECTION	CIRCULATION 2006-2007	CIRCULATION 2007-2008	% Change
Children	1,753,437	1,926,567	+9.87%
Teen	658,953	651,859	-1.08%

Targeted Audiences

- International Language Materials

COLLECTION	ADDED FY07 & FY08	HOLDINGS FY08	% TOTAL ITEMS	CIRCULATION	% TOTAL CIRC
Chinese	59,140	183,013	6.6%	650,573	14.3%
Russian	7,511	33,459	1.2%	76,232	1.7%
Spanish	16,387	72,569	2.6%	82,307	1.8%

Trends in Library Use

- Upcoming topics
  - Programs & Outreach
  - Information/Digital Resources