THE CITY OF SAN DIEGO

San Diego Public Library

DATE ISSUED: January 29, 2009

ATTENTION: Public Safety & Neighborhood Services Committee
Agenda of February 4, 2009

SUBJECT: San Diego Public Library Patron Usage and Hours

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE CITY COUNCIL.

BACKGROUND

The San Diego Public Library System serves the residents of the City of San Diego through its Central Library, 35 branch libraries, and the adult literacy program office (READ/San Diego). The library system provides the informational, educational, cultural, business, and recreational needs of San Diego's diverse communities. The Library's mission is:

To inspire lifelong learning through connections to knowledge and each other

Libraries can be part of the solution when a community is struggling economically. There has been heightened coverage in the media regarding the economy and reports of increased use of libraries. The uncertainty that comes with a recession has led some to rediscover their libraries. According to Jim Rettig, president of the American Library Association, "People recognize what a great value the public library is."

PATRON USAGE

San Diego Public Library, like many other libraries, grapples with how to measure library patron use to plan services and programs in response. Traditionally, circulation has been a hallmark of use but that definition has been expanded as people have alternative ways to use the library. Changes in use in part are a result of the availability of new technologies that affect the way information is created and delivered, as well as other factors in society, for example, how people want to relate to one another in public spaces. Many patrons are turning to library computers and their high speed Internet access for information, as well as to find work, apply for jobs online, type resumes and cover letters, and open email accounts. While people may cut back on entertainment in other forms, during hard economic times they still can check out books and CDs, borrow movies,

needed resources that add to the collection, programming and facility improvements. Their active support extends the library's reach far beyond what can be achieved through General Fund resources.

Technology

Use of technology has contributed significantly to the library's ability to meet the increased demands of the public and improve efficiencies. Enhancements to the Integrated Library System (ILS), installed in 2007, have improved the functioning of the library's catalog and provided staff with reports for improved decision-making. Library patrons benefit from the new system as well, as more services are offered via the web such as online reservations, online telephone renewals, and users can conduct searches at various levels. Thirty-nine Express Check machines have been installed in libraries to allow patrons to check out their own library materials. This self-service option is responsive to patron demands for quick access to library resources. It allows staff to help with more complex reference questions and to provide programming, and it offers cost avoidance protection by reducing the need to add more staff in the future as library use increases.

All of the libraries offer WIFI hotspots, which recently brought recognition to the San Diego Public Library by BestCollegesOnline.com. In 2008 the library began offering the Digital Media Library downloadable audiobooks and recently added downloadable videos, each of which are available 24/7 to PCs from home or remote sites. They also can be used on other portable devices including iPods. The library, in partnership with the San Diego Unified School District, is actively promoting Electronic Resources for Student Success, which includes Live Homework Help (online tutoring); SchoolRooms - a portal technology that aggregates school-related information by grade level; Ask Now – 24/7 access to reference librarians; and Research Databases, which links to more than 80 databases including encyclopedias, photos, biographies, maps, science projects and more.

Branch Library Responsiveness to Diverse Community Needs

With a community as diverse as San Diego, one of the great values of branch libraries is their ability to keep a pulse on the needs of their communities and adapt their services and programs to better address the interests of the people they serve. When determining the types of library materials, programs and services to offer, the makeup of the community (such as ethnicity, languages spoken, economic conditions, mix of children and adults, special interests, etc.) is taken into consideration. Other factors include the size of the branch, meeting room space and other specific features of the facility.

Examples of how branches address specific community needs include the Valencia Park/Malcolm X Branch, which has an after school homework center for its large population of students. The Logan Heights Branch has an extensive bilingual collection of books, and with the opening of the new, larger branch scheduled for completion in Fall 2009, the library will have a 300-seat community room that will be the cornerstone of the "Centro Cultural." The Centro Cultural will showcase students and bring cultural programming to the community. The Rancho Bernardo Branch Library is in the area that suffered so much damage during the 2007 wildfires. Through donations, the branch

and population served, the number of children served, and special features provided, such as computer labs and meeting rooms.

Currently the system has a Central Library and 35 branch libraries with the following hours:

Hours per week	Number of Libraries
41	22 Branches
45 (including Sundays)	10 Branches
48	1 Branch
52 (including Sundays)	2 Branches plus Central

In establishing library hours/schedules, efforts are made to ensure that the public can get to their library at some time during the week/weekend. Various user groups often prefer different hours to access their libraries. Morning hours generally are favored by seniors, teachers for class visits, parents with pre-school children and business people. Students prefer afternoon and evening hours, and families often like using libraries on evenings and weekends. Present hours strike a balance between the needs of the Library's diverse clientele. As a result, all schedules include mornings, evenings and at least one weekend day.

Conclusion

San Diego Public Library has evolved over the years, providing services in response to changes in the way information is created and delivered. Technology has offered new opportunities for patrons to self-direct, or choose services at their own convenience whether through access to websites for online tutoring, tapping into library databases using their own computer with the Library's WIFI, or using express checkout. Programs increasingly have become of interest to library users as the number of library programs have increased by 5% over the last year. Whether the current economic challenges facing families is the major factor leading San Diegans to their libraries is difficult to confirm. Circulation is at its highest level since 2004 with over 7.3 million items borrowed in FY 2008. Library hours have changed over the years based on growth of the system and/or the resources available. Based on user satisfaction surveys, the San Diego Public Library offers much of what library patrons are seeking. The Library prides itself in offering great books and programs, friendly, knowledgeable staff, timely information and a sense of place for community-building.

Attachment 1
SAN DIEGO PUBLIC LIBRARY
Historical Library Service Data

	Fiscal Year 2004	Fiscal Year 2005	Fiscal Year 2006	Fiscal Year 2007	Fiscal Year 2008
City of San Diego Population	1,294,000	1,305,736	1,311,162	1,316,837	1,316,837
System Hours (Annual)	86,702	83,884	74,609	74,897	76,646
Library Square Footage	510,128	510,128	526,163	537,003	552,003
Circulation	7,242,394	7,293,262	7,003,016	7,167,104	7,374,378
Internet Computers	424	584	706	744	824
Internet Sign-ups	1,078,041	1,286,856	1,418,525	1,662,210	1,782,612
Databases	52	62	71	82	84
Attendance	6,517,323	6,435,446	6,017,790	6,040,091	6,234,038
Programs					
Number	5,193	5,212	4,645	5,043	5,781
Attendance	173,116	183,244	165,644	181,068	189,189
Questions Answered (Reference, Research and Information)	1,905,844	1,803,178	1,694,801	1,643,873	1,648,196

Revised 01/28/09 mxs

Attachment 2
Libraries Background and Activity By Council District

Facility	Year Built	Current Sq. Ft.	FY 2008 Attendance	FY 2008 Circulation	Staffing FTEs	Hours/ Week
Council District 1						
Carmel Valley	1993	13,050	267,801	433,217	10.00	45
La Jolla/Riford	1989/2004	25,000	274,961	271,464	9.13	52
North University Community❶	2007	16,020	139,016	233,780	8.08	41
Rancho Penasquitos	1992	20,650	235,428	302,141	8.45	41
University Community	1978	10,000	193,596	220,849	7.13	41
TOTAL		**84,720**	**1,110,802**	**1,461,451**	**42.79**	**220**
Council District 2						
Mission Hills	1961	3,850	125,212	112,113	4.20	41
Ocean Beach	1928/1962	4,579	106,328	101,799	4.20	41
Pacific Beach/Taylor	1997	12,484	233,062	237,868	6.75	45
Point Loma/Hervey	2003	25,890	238,839	223,497	8.00	45
TOTAL		**46,803**	**703,441**	**675,277**	**23.15**	**172**
Council District 3						
City Heights/Weingart	1998	14,850	218,710	128,683	6.38	45
Kensington-Normal Heights	1954/1962	2,318	97,081	91,033	4.08	41
North Park	1959/1987	8,000	156,200	192,002	6.38	45
University Heights	1966	3,749	125,645	118,974	4.32	41
TOTAL		**28,917**	**597,636**	**530,692**	**21.16**	**172**
Council Distict 4						
Mountain View/Beckwourth	1976	8,000	161,166	65,822	3.45	41
Oak Park	1969	5,200	133,378	87,154	4.33	48
Paradise Hills	1964	3,875	93,889	52,750	3.15	41
Skyline HIlls	1969	4,400	130,183	61,372	3.20	41
Valencia Park/Malcolm X	1996	26,042	198,863	91,982	5.63	52
TOTAL		**47,517**	**717,479**	**359,080**	**19.76**	**223**
Council Distict 5						
Carmel Mountain	1997	13,102	158,804	221,811	7.45	41
Mira Mesa	1994	20,278	289,600	296,408	9.25	41
Rancho Bernardo	1996	22,950	266,814	364,197	9.63	45
Scripps Miramar Ranch	1993	21,700	93,540	218,310	7.00	41
TOTAL		**78,030**	**808,758**	**1,100,726**	**33.33**	**168**
Council Distict 6						
Balboa	1971	5,092	105,851	144,309	5.65	41
Clairemont	1958	4,437	83,828	112,409	4.50	41
Linda Vista	1987	10,000	136,034	187,490	7.15	41
Mission Valley	2002	19,760	230,074	282,850	8.50	45
North Clairemont	1962/1989	5,136	129,503	116,355	4.70	41
Serra Mesa-Kearny Mesa	2006	15,626	199,545	202,885	6.20	45
TOTAL		**60,051**	**884,835**	**1,046,298**	**36.70**	**254**
Council Distict 7						
Allied Gardens/Benjamin	1965/1986	6,900	73,660	82,145	4.20	41
College-Rolando	2005	15,465	153,333	137,199	5.13	41
San Carlos	1974	8,200	162,253	215,570	6.00	45
Tierrasanta	1984	8,766	136,711	152,523	4.95	41
TOTAL		**39,331**	**525,957**	**587,437**	**20.28**	**168**
Council Distict 8						
Logan Heights	1927	3,967	109,916	55,844	3.88	41
Otay Mesa-Nestor	1986/2006	15,000	149,288	108,237	5.20	45
San Ysidro	1924/1984	4,089	62,556	43,590	3.65	41
TOTAL		**23,056**	**321,760**	**207,671**	**12.73**	**127**
Total of all branches (excludes Central Library)		**408,425**	**5,670,668**	**5,968,632**	**209.90**	**1,504**

❶September 19, 2007, the North University Community Branch Library opened. Updated 1/29/09 mb/mmh

Updated November 10, 2008, pjk

COUNCIL DISTRICT INFORMATION

Facility	Year Built	Current Sq. Ft.	FY 2007 Attendance	FY 2007 Circulation	Staffing FTEs	Hours/ Week
Council District 1						
Carmel Valley	1993	13,050	262,642	451,425	10.00	45
La Jolla/Riford	1989/2004	25,000	291,571	280,662	9.13	52
North U. C.	2007	16,020	N/A	N/A	6.70	41
Rancho Penasquitos	1992	20,650	215,257	314,777	8.45	41
University Community	1978	10,000	200,367	275,957	7.88	41
TOTAL		**84,720**	**969,837**	**1,322,821**	**42.16**	**220**
Council District 2						
Mission Hills	1961	3,850	135,245	116,099	4.20	41
Ocean Beach	1928/1962	4,579	126,579	101,540	4.00	41
Pacific Beach/Taylor	1997	12,484	212,273	236,056	6.75	45
Point Loma/Hervey	2003	25,890	233,870	218,667	8.00	45
TOTAL		**46,803**	**707,967**	**672,362**	**22.95**	**172**
Council District 3						
City Heights/Weingart	1998	14,850	223,940	121,847	6.38	45
Kensington-Normal Heights	1954/1962	2,318	123,805	79,620	4.08	41
North Park	1959/1987	8,000	137,390	185,722	6.38	45
University Heights	1966	3,749	109,723	107,780	4.32	41
TOTAL		**28,917**	**594,858**	**494,969**	**21.16**	**172**
Council Distict 4						
Mountain View-Beckwourth	1976	8,000	167,699	61,207	3.45	41
Oak Park	1969	5,200	141,027	95,514	4.33	48
Paradise Hills	1964	3,875	95,634	60,233	3.15	41
Skyline HIlls	1969	4,400	85,756	69,343	3.20	41
Valencia Park/Malcolm X	1996	26,042	199,938	84,910	5.63	52
TOTAL		**47,517**	**690,054**	**371,207**	**19.76**	**223**
Council Distict 5						
Carmel Mountain	1997	13,102	153,052	227,040	7.45	41
Mira Mesa	1994	20,278	295,842	308,152	9.25	41
Rancho Bernardo	1996	22,950	277,333	382,333	10.63	45
Scripps Miramar Ranch	1993	21,700	100,852	216,152	7.00	41
TOTAL		**78,030**	**827,079**	**1,133,677**	**34.33**	**168**
Council Distict 6						
Balboa	1971	5,092	115,550	155,411	5.90	41
Clairemont	1958	4,437	88,602	109,493	4.50	41
Linda Vista	1987	10,000	142,704	188,258	7.15	41
Mission Valley	2002	19,760	244,119	300,631	8.63	45
North Clairemont	1962/1989	5,136	125,969	111,513	4.70	41
Serra Mesa-Kearny Mesa	1963/2006	15,626	141,557	142,272	5.95	45
TOTAL		**60,051**	**858,501**	**1,007,578**	**36.83**	**254**
Council Distict 7						
Allied Gardens/Benjamin	1965/1986	6,900	75,494	78,085	4.20	41
College-Rolando	1955/2005	15,465	153,495	137,946	5.13	41
San Carlos	1974	8,200	163,577	207,856	6.00	45
Tierrasanta	1984	8,766	141,636	147,509	4.95	41
TOTAL		**39,331**	**534,202**	**571,396**	**20.28**	**168**
Council Distict 8						
Logan Heights	1927	3,967	101,137	59,536	3.75	41
Otay Nestor	1986/2006	15,000	133,909	119,444	5.20	45
San Ysidro	1924/1984	4,089	59,937	41,443	3.65	41
TOTAL		**23,056**	**294,983**	**220,423**	**12.60**	**127**
Total of all branches (excludes Central Library)		**408,425**	**5,477,481**	**5,794,433**	**210.07**	**1,504**

Attachment 3
San Diego Public Library
2008 Detailed Annual Statistics by Council District
Fiscal Year 2008

Library	Programs				Group Visits				Computers	Meetings			Statistics		
	Adult	Attendees	Juvenile	Attendees	Adult	Attendees	Juvenile	Attendees	Internet Sign-ups	Meetings	Attendees	Community Present	Patron/ Door Count	Ref/Info	Circulation[2]
DISTRICT 1															
Carmel Valley	86	1,953	209	9,788	0	0	7	229	37,880	496	15,131	12	267,801	87,497	433,217
La Jolla/Riford	142	3,874	79	4,174	1	35	31	544	125,394	299	8,687	43	274,961	54,779	271,464
North University Community[1]	69	1,455	183	10,272	1	4	5	137	8,561	424	3,899	30	139,016	46,860	233,780
Rancho Peñasquitos	85	1,772	422	6,940	143	499	21	513	28,437	489	8,465	43	235,428	60,904	302,141
University Community	22	727	111	4,399	3	31	67	1,142	49,086	208	6,374	44	193,596	45,014	220,849
DISTRICT 2															
Mission Hills	4	162	71	1,368	32	352	45	743	13,878	0	0	30	125,212	22,626	112,113
Ocean Beach	1	17	104	4,348	0	0	32	754	34,658	0	0	0	106,328	20,527	101,799
Pacific Beach/Taylor	41	2,356	132	3,453	41	324	17	167	92,298	159	5,957	14	233,062	47,964	237,868
Point Loma/Hervey	41	2,131	77	5,264	1	10	27	781	42,792	2,421	13,419	10	238,839	44,936	223,497
DISTRICT 3															
City Heights/Weingart	31	5,819	237	6,912	12	118	28	943	68,634	453	6,354	25	218,710	25,876	128,683
Kensington/Normal Heights	6	161	65	2,210	0	0	34	857	28,522	0	0	1	97,081	18,320	91,033
North Park	10	123	102	2,734	56	394	20	460	41,080	0	0	4	156,200	38,641	192,002
University Heights	18	156	65	798	8	57	9	152	26,325	0	0	1	125,645	23,933	118,974
DISTRICT 4															
Mountain View/Beckwourth	6	9	84	2,308	99	314	35	1,012	41,369	155	3,833	22	161,166	13,186	65,822
Oak Park	43	259	151	2,713	3	31	16	258	32,538	0	0	15	133,378	17,472	87,154
Paradise Hills	1	30	46	1,841	26	127	10	257	18,564	0	0	6	93,889	10,587	52,750
Skyline Hills	1	38	68	1,560	36	121	202	1,046	35,723	0	0	1	130,183	12,326	61,372
Valencia Park/Malcolm X	119	2,384	182	5,292	0	0	114	1,258	101,147	1,238	32,975	8	198,863	18,442	91,982
DISTRICT 5															
Carmel Mountain Ranch	4	6	109	2,534	7	55	70	1,363	25,459	172	4,236	17	158,804	44,636	221,811
Mira Mesa	56	267	207	8,225	1	20	24	618	118,130	367	7,602	12	289,600	59,957	296,408
Rancho Bernardo	18	786	223	8,368	0	0	5	179	101,839	208	10,228	93	266,814	73,397	364,197
Scripps Miramar Ranch	25	1,346	63	1,515	0	0	6	123	28,387	434	18,452	18	93,540	43,996	218,310
DISTRICT 6															
Balboa	12	125	62	1,132	121	484	10	207	34,573	0	0	1	105,851	29,104	144,309
Clairemont	4	172	115	2,722	1	50	7	192	21,820	0	0	8	83,828	22,665	112,409
Linda Vista	1	50	31	1,999	0	0	86	1,254	28,310	280	3,911	4	136,034	37,742	187,490
Mission Valley	30	452	181	11,011	2	45	4	101	57,873	838	21,370	5	230,074	56,890	282,850
North Clairemont	10	219	129	4,097	0	0	43	1,124	72,753	220	1,562	12	129,503	23,479	116,355
Serra Mesa-Kearny Mesa	50	647	134	3,008	39	446	42	1,056	42,460	519	9,392	19	199,545	40,736	202,885
DISTRICT 7															
Allied Gardens/Benjamin	35	388	83	2,098	19	104	9	194	16,433	269	5,600	16	73,660	16,539	82,145
College-Rolando	54	645	115	4,070	89	408	88	2,401	54,995	261	12,294	68	153,333	27,605	137,199
San Carlos	9	90	114	3,071	0	0	50	1,110	26,160	323	10,663	1	162,253	43,397	215,570
Tierrasanta	6	86	105	3,791	0	0	22	386	37,079	161	3,862	1	136,711	30,744	152,523
DISTRICT 8															
Logan Heights	3	360	96	3,030	10	85	40	805	38,464	0	0	13	109,916	11,192	55,844
Otay Mesa-Nestor	68	769	112	1,953	41	184	31	659	75,950	245	5,553	6	149,288	21,706	108,237
San Ysidro	1	21	76	1,766	2	45	24	641	20,719	0	0	1	62,556	8,732	43,590
SYSTEMWIDE															
Central	190	14,759	136	3,811	37	684	58	1,355	154,322	0	0	0	563,370	445,787	498,317
Central Telephone Renewals															129,086
Environmental Services Lib															0
SDPL Locations															7,795
Online Renewals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	770,548
OverDrive Audio Books					0	0	0	0	0	0	0	0	0	0	2,671
Totals	**1,302**	**44,614**	**4,479**	**144,575**	**831**	**5,027**	**1,339**	**25,021**	**1,782,612**	**10,639**	**219,819**	**604**	**6,234,038**	**1,648,196**	**7,377,049**

[1] North University Community opened September 19, 2007.

Attachment 4
SAN DIEGO PUBLIC LIBRARY
Historical Library Hours of Operation

Fiscal Year	FY 2004*	FY 2005	FY 2006**	FY 2007	FY 2008***
Branch Libraries					
41 Hours/Week	0	0	22	21	22
45 Hours/Week Including Sundays	0	0	9	10	10
48 Hours/Week	23	23	1	1	1
52 Hours/Week Including Sundays	10	10	2	2	2
76 Hours/Week	1	1	0	0	0
Total Branches	34	34	34	34	35
Central Library Weekly Hours Including Sunday Hours	64	52	52	52	52

Notes:

* In FY 04, closed Sunday hours at 11 branches with 10 still open Sunday, and reduced extended weekday hours at 10 branches, leaving only Mission Valley and Central Library with extended hours.

**In mid-FY06, the Serra Mesa Branch also opened 12/4/06 with 45 hours/week, including Sundays.

***In mid-FY2008, the North University Community Branch also opened 9/07 with reduced hrs of 41 hours/week

In FY 05, Sunday hours at the La Jolla Branch Library were privately funded.

In FY 06, Sunday hours at the Point Loma and La Jolla Branch Libraries were privately funded, and 1 day of service per week (48 hours versus 41 hours per week) paid for through private trust at the La Jolla Branch Library. Basic hours of service (48 hours versus 41 hours per week) paid for through District 4 funds for the Malcolm X and Oak Park Branch Libraries. Otay-Nestor opened 4/7/06 with Sunday hours even though Sunday hours not budgeted until FY 07.