

MANAGEMENT REPORT

Date: June 17, 2020

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Meeting Date: June 24, 2020

TO: Library Board

FROM: Carol Nelson, Director, Planning and Communications

SUBJECT: Patron Usage Statistics – May 2020

SUMMARY

This report provides a high level summary of library statistics and patron appreciation received for the month of May.

PURPOSE

This report is for information.

BACKGROUND

As the launch of the 2020 to 2023 strategic plan and related reporting was put on hold due to the pandemic, this monthly interim report is intended to keep the Board up-to-date on trends in patron usage and the positive impact we continue to have on Vancouver residents.

DISCUSSION

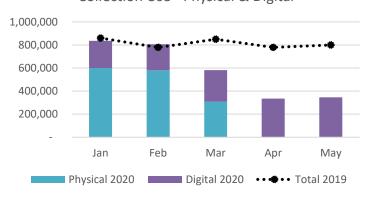
While overall patron usage has declined with the temporary closure of VPL's locations, we see significant growth in all areas of digital service, including collection use, online card registrations, online program views, and social media engagement. Patrons continue to share their appreciation and enthusiasm for the library's services, including the Computer Lab that launched on May 25th.

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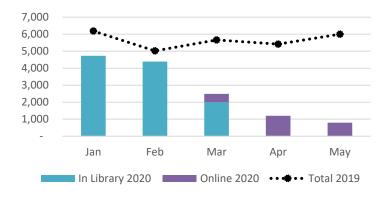
Patron Usage Statistics - May 2020



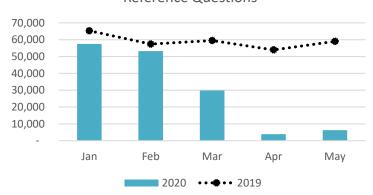




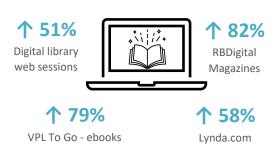
New Card Registrations



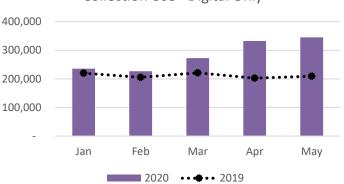
Reference Questions



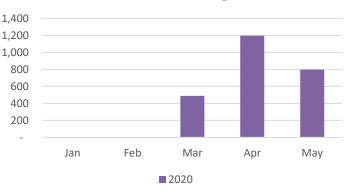
Highlights from the Digital Library Change in usage May 2020 from May 2019



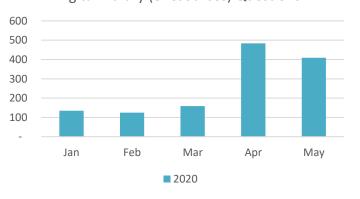
Collection Use - Digital Only

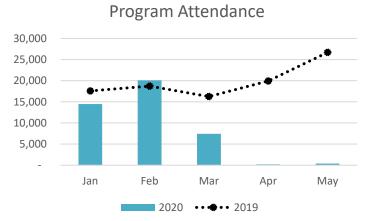


New Card Online Self Registration

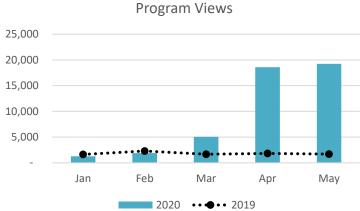


Digital Library (eResources) Questions

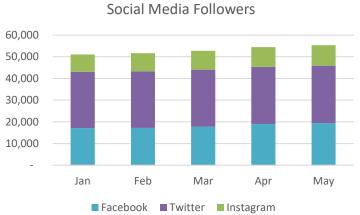




Program attendance includes in-person attendance as well as attendance at online programs that require registration.



Program views include Facebook Live streaming events and recorded programs on Facebook and YouTube.



Social Media Engagement

20,000

15,000

10,000

5,000

Jan Feb Mar Apr May

Facebook Twitter Instagram

Social media engagement includes any action taken such as likes, comments, shares, website clicks, etc.

Wired Internet Sessions

On May 25th we opened the temporary computer lab with 8 computer stations available for 45-minute sessions in the Alice MacKay room. From May 25th-29th patrons logged 154 computer workstation sessions.

Patron Appreciation and Digital Engagement

@VPL THANK YOU for making Ancestry available remotely. I've never had a chance to do this much genealogy research before, and lugging binders of info into a branch is impractical. Hoping remote access might extend beyond the pandemic...

day on the "Solliary" But.

10:04 a.m. · 09 May 20 · Twitter for iPhone

"I want to congratulate the library.

I was at the computer lab today
for the first time and it was great
to have all that space and be able
to print! Excellent job. Keep it up."

"Gosh, I miss the library so, so much. I really hope you open soon."

"Thank you so much! When I saw the Facebook post about the VPL book suggestion service I thought that was the cutest thing I've ever heard, what a great idea! :-) Most of what's in your list I haven't heard of, that's perfect!"

"Thanks so much for [offering takeout service]. I feel much better now. I was so worried there wouldn't be anything at all until September."

Can't wait for the @VPL to safely reopen. #covid19BC Such a great community resource.

Vancouver Public Library @VPL · 2d
Feeling this.

THE CATERPILLAR THAT WASN'T REALLY HUNCRY IT JUST COULDN'T THINK OF ANYTHING ELSE TO DO TO PASS THE TIME SO IT HAD THIRD BREAKFAST IN EXECUTED IN



My long weekend: (my Monday off) while working on my reading plan/journal I watched @acorn_tv thank you @vancouverpubliclibrary for my beloved Brit TV. It's available till August and you just need a #librarycard #library

1. #agatharaisintvseries I had series 3 on hold at library so was happy to catch up on this sooner! Saucy silly humour

I'm going to do this and write about my love for the @VPL.

Vancouver Public Space Network @vpsn · 1d

We're launching our #PSILoveYou initiative today, a forum for sharing stories of the public spaces that are helping you get through the pandemic; places that have healed or excited your body, mind or heart. How has your experience of COVID-19 changed yo... Show this thread

PS (Public Space) I love you Write a love letter to a public space.

Do you have a story about this place and what you did to lift your spirits?

12:31 p.m. · 12 May 20 · Twitter Web App

"I just wanted to thank you and the VPL for the incredible service — really, it's above and beyond. I can't believe you offer it to folks outside your catchment, too. I'm blown away and deeply touched by the level of care you folks are showing for the community at large (not just for this service, but for all the great work you folks are doing, especially during the pandemic)."

- Books Just for You user

"The workshop was very effective for people who are new to Canada. Mark took us to a virtual tour on where to find details related to volunteering, job, etc., I have already shared details about this workshop to all the **University Canada** West students and have asked them not to miss it. Appreciate his effort and thanks to Vancouver Library for organizing this workshop."

-SIIC participant