



## MANAGEMENT REPORT

Date: June 17, 2020  
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VanDocs#: DOC/2020/147409  
Meeting Date: June 24, 2020  
TO: Library Board  
FROM: Carol Nelson, Director, Planning and Communications  
SUBJECT: Patron Usage Statistics – May 2020

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### **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**

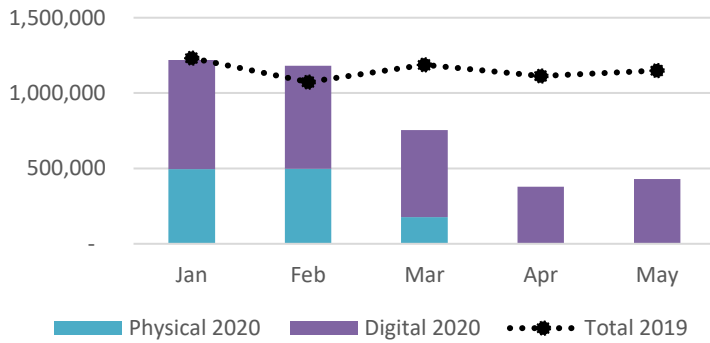
As the launch of the 2020 to 2023 strategic plan and related reporting was put on hold due to the pandemic, this monthly interim report is intended to keep the Board up-to-date on trends in patron usage and the positive impact we continue to have on Vancouver residents.

### **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 25<sup>th</sup>.

# Patron Usage Statistics - May 2020

## Visits



## Highlights from the Digital Library

Change in usage May 2020 from May 2019

↑ 51%

Digital library  
web sessions



↑ 82%

RBDigital  
Magazines

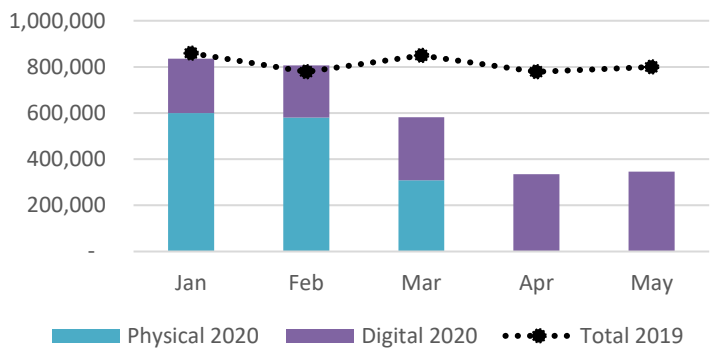
↑ 79%

VPL To Go - ebooks

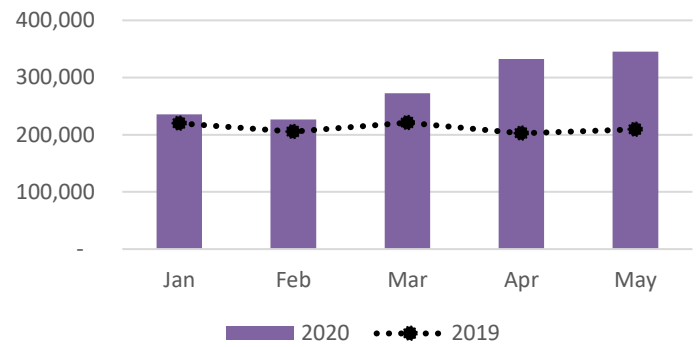
↑ 58%

Lynda.com

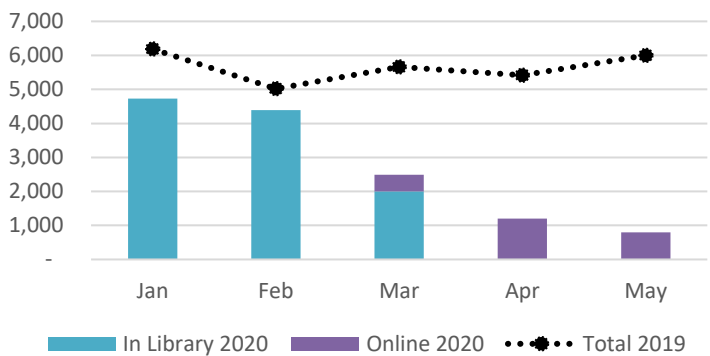
## Collection Use - Physical & Digital



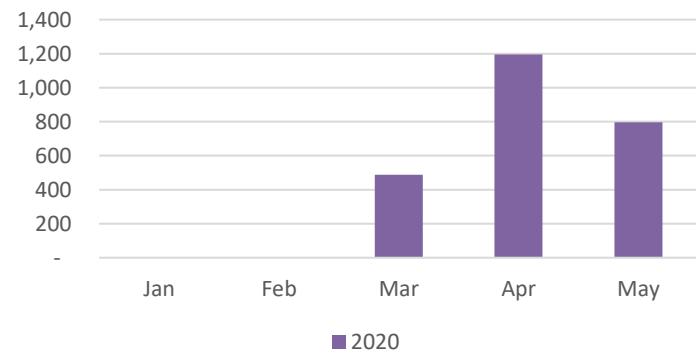
## Collection Use - Digital Only



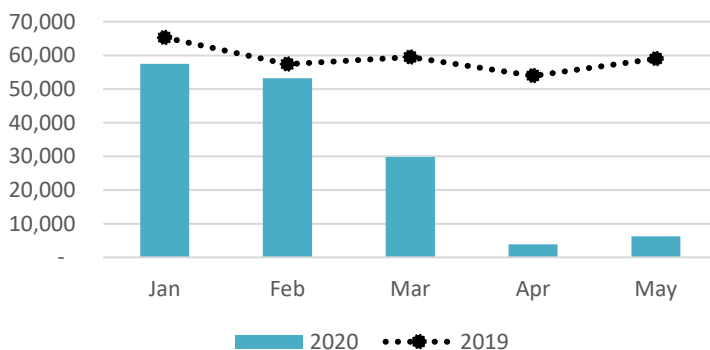
## New Card Registrations



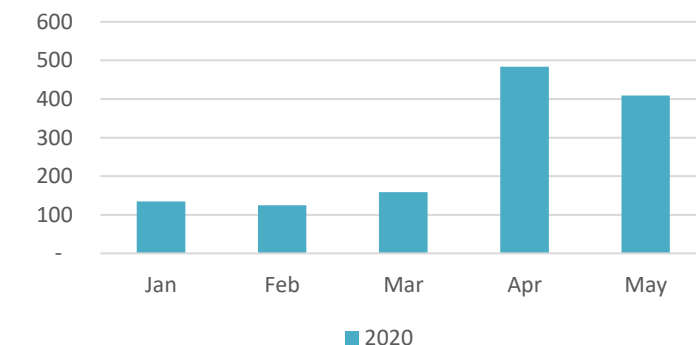
## New Card Online Self Registration



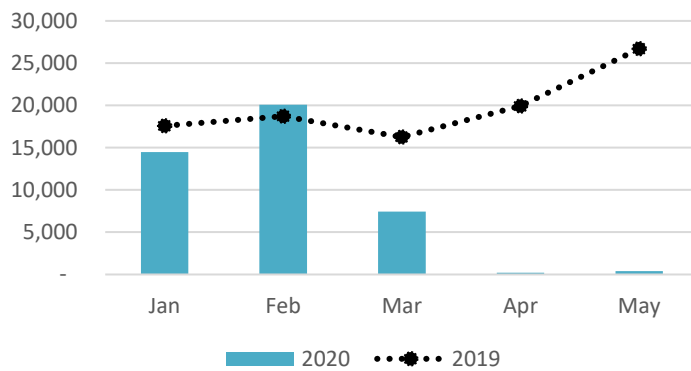
## Reference Questions



## Digital Library (eResources) Questions

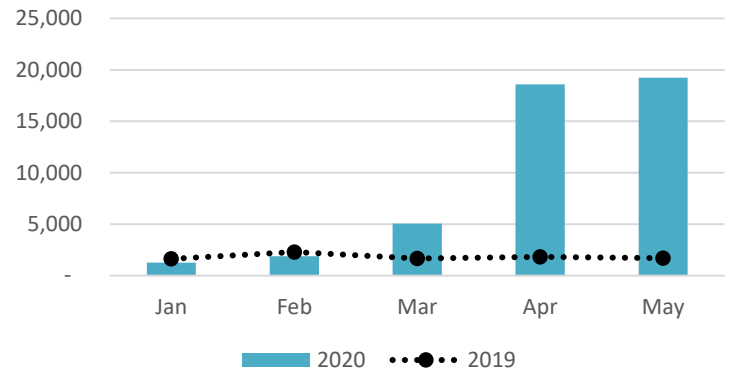


### Program Attendance



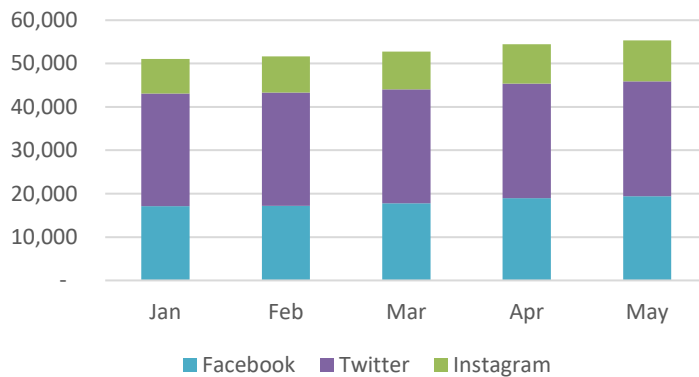
Program attendance includes in-person attendance as well as attendance at online programs that require registration.

### Program Views

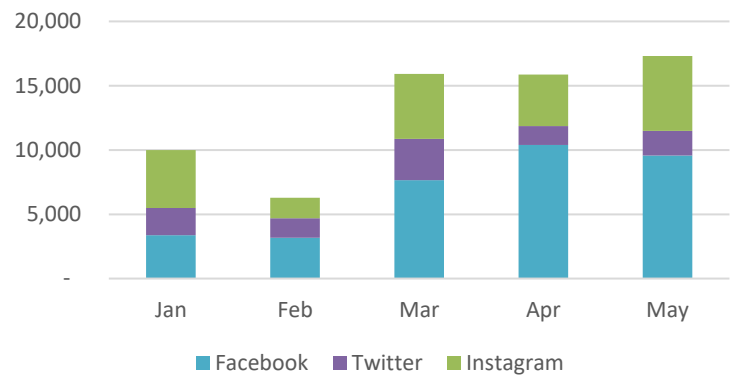


Program views include Facebook Live streaming events and recorded programs on Facebook and YouTube.

### Social Media Followers



### Social Media Engagement



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



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

"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."

"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."

"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!"



"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

"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