



MANAGEMENT REPORT

Date: July 15, 2020
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VanDocs#: DOC/2020/168308
Meeting Date: July 22, 2020
TO: Library Board
FROM: Carol Nelson, Director, Planning and Communications
SUBJECT: Patron Usage Statistics – June 2020

SUMMARY

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

PURPOSE

This report is for information.

BACKGROUND

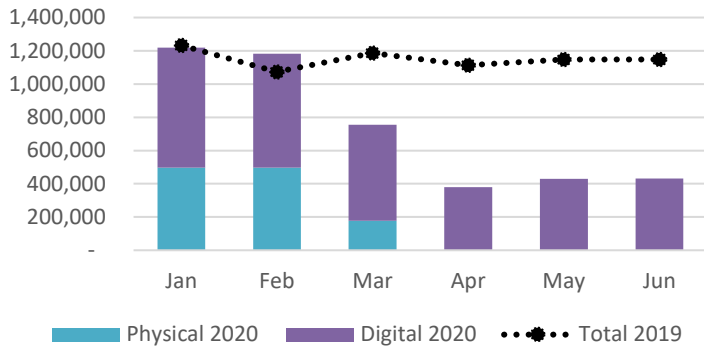
As the launch of the 2020 to 2023 strategic plan and related reporting was put on hold due to the pandemic, this monthly interim report is intended to keep the Board up-to-date on trends in patron usage and the positive impact we continue to have on Vancouver residents.

DISCUSSION

While overall patron usage declined during 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. In June, patrons continued to share their appreciation and enthusiasm for the library's services – in particular for the Computer Lab in the Alice MacKay Room, the VPL Takeout service that launched June 1, and the resources VPL provided to support discussion on racism and diversity.

Patron Usage Statistics - June 2020

Visits



Highlights from the Digital Library

Change in usage June 2020 from June 2019

↑ 51%

Digital library web sessions

↑ 97%

RBDigital Magazines



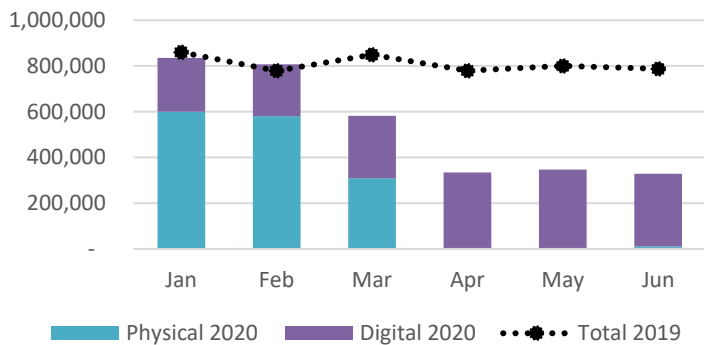
↑ 84%

VPL To Go - ebooks

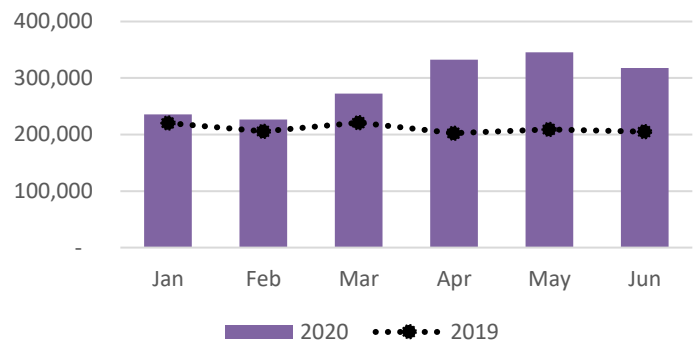
↑ 63%

VPL To Go - eaudio

Total Collection Use

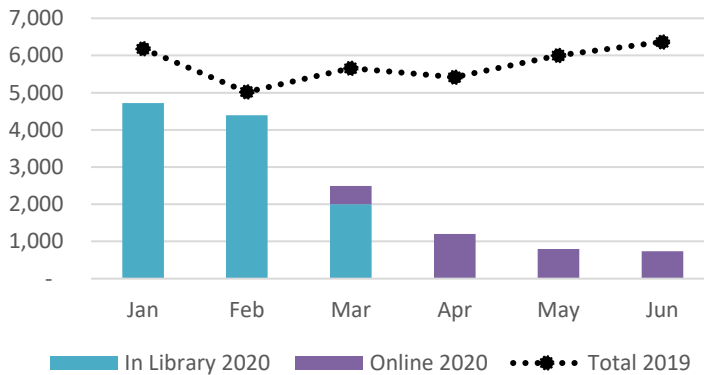


Collection Use - Digital Only

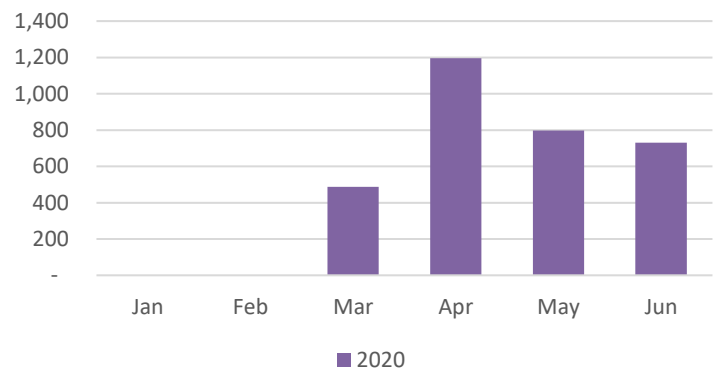


VPL Takeout started on June 1st, one day per week at Central Library, Hastings, Kitsilano, Renfrew and South Hill branches. In June, **10,557 physical items were checked out** via the Takeout service.

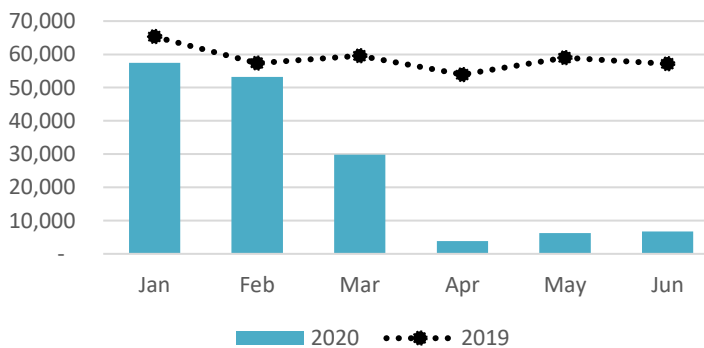
New Card Registrations



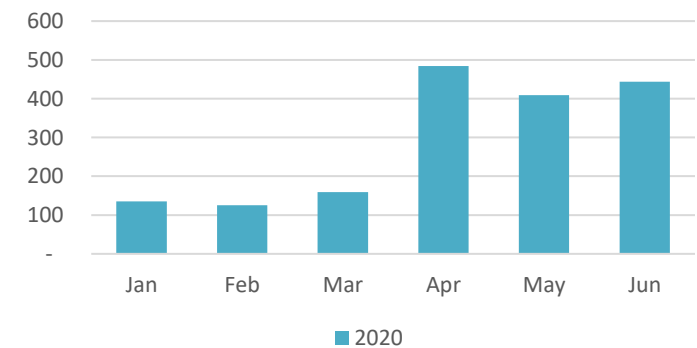
New Card Online Self Registration



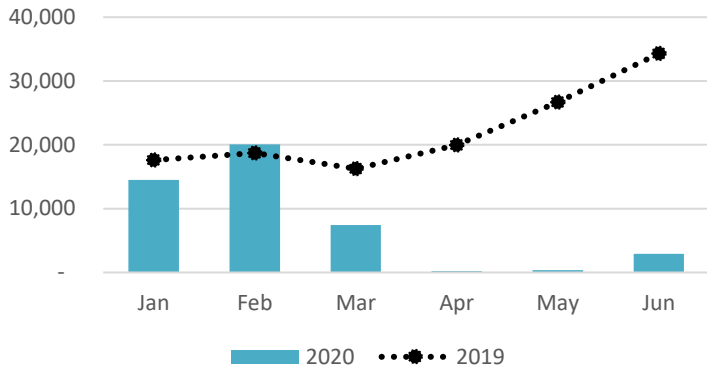
Reference Questions



Digital Library (eResources) Questions

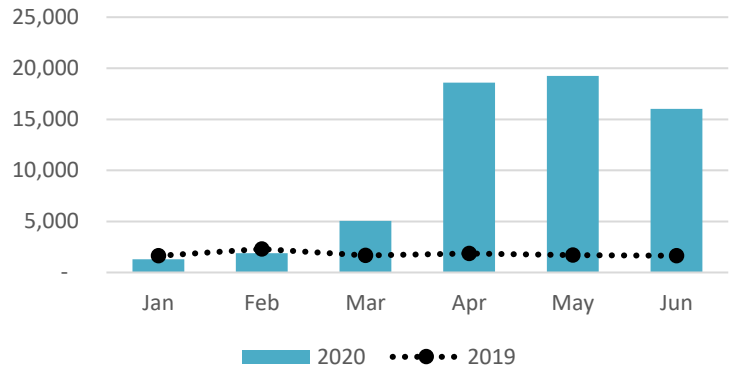


Program Attendance



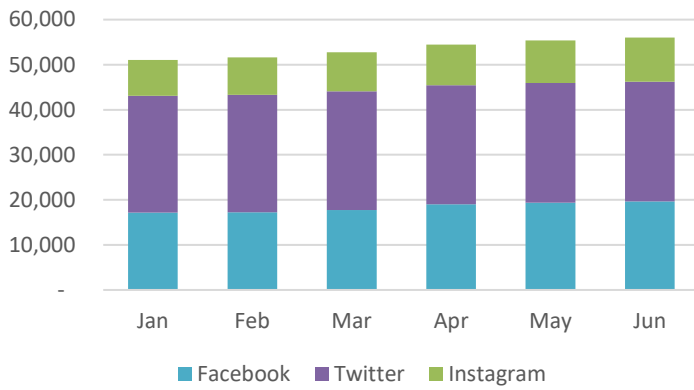
Program attendance includes in-person attendance as well as attendance at online programs that require registration.

Program Views

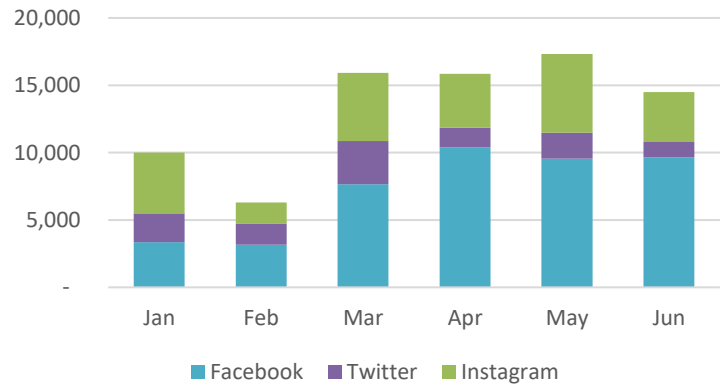


Program views include Facebook Live streaming events and recorded programs on Facebook and YouTube.

Social Media Followers

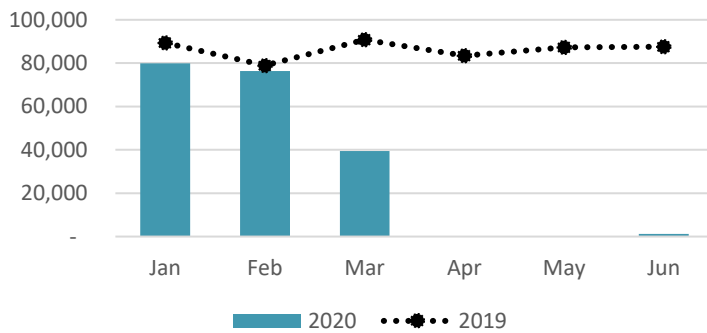


Social Media Engagement



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

Wired Internet Sessions

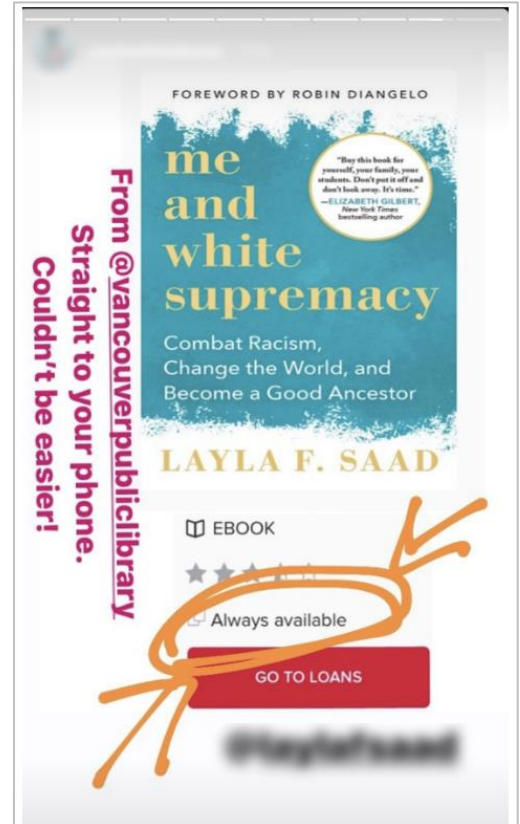
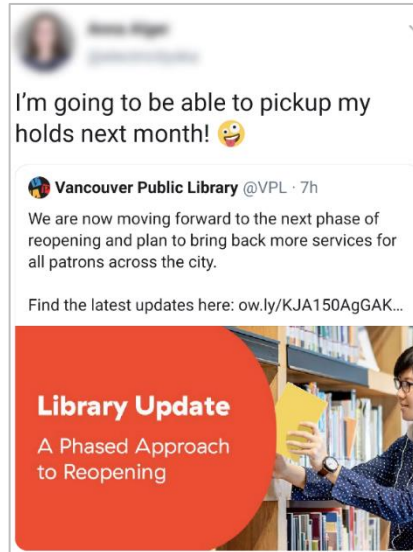


On May 25th VPL opened a temporary computer lab with 8 computer stations available for 45-minute sessions in the Alice MacKay room. A 9th computer station was added in June to meet demand. In its first four weeks, **the lab achieved an average utilization rate of 94.36%.**

Patron Appreciation and Digital Engagement

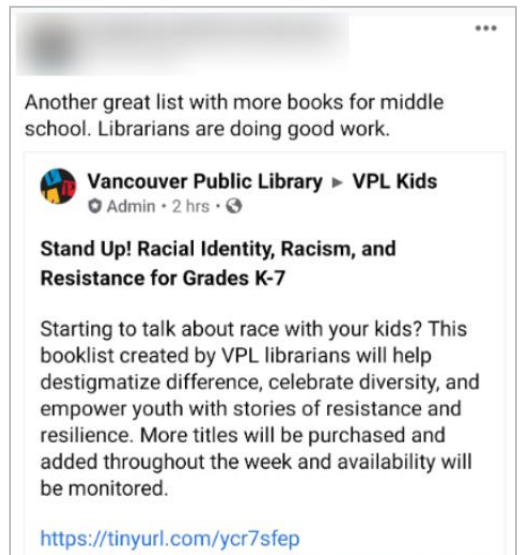


"I want to congratulate the library. I was at the computer lab today for the first time and it was great to have all that space and be able to print! Excellent job. Keep it up."



"You [VPL] are the one I want open. Don't care about bars or restaurants."

"Thank you so much for putting a package of books together for us for pick up."



The most exciting part of the workshop is the accessibility to Linda.com resources that will grant me the opportunity to learn new interesting skills and interview resources that are very helpful to be prepared for a job interview.
-SIIC participant

