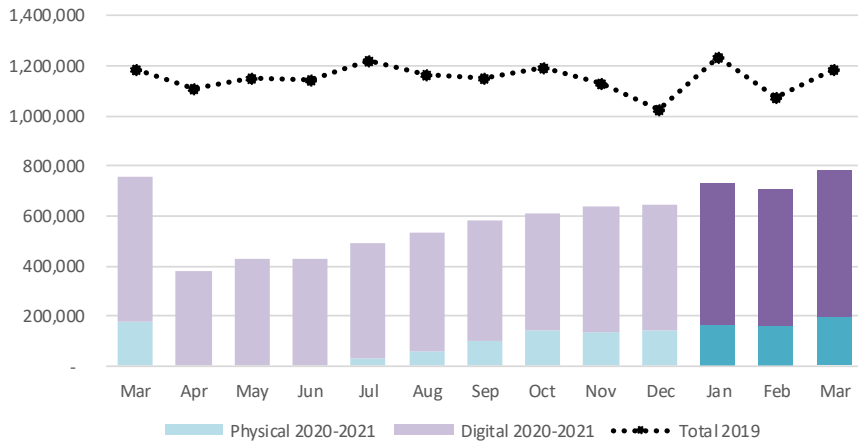


Patron Usage Statistics—March 2021

In March, 20 of VPL's 21 locations were open to limited in-person service. Opening hours did not change through March and total service hours were limited to 71% of regular hours. Oakridge Branch remained closed due to construction.

Visits



Physical

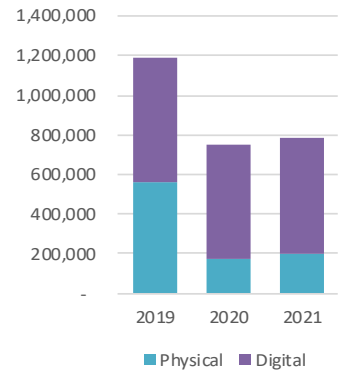
↑ 11%

Digital

↑ 1%

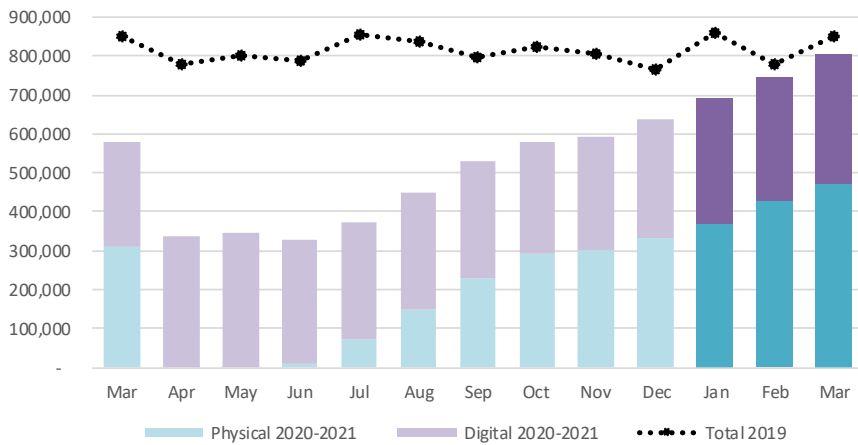
From March 2020

March Visits



Digital visits includes traffic to vpl.ca, the library catalogue, and VPL-maintained microsites. It does not include access to our most popular third party apps (e.g. Libby, OverDrive, Acorn). Visits to high-traffic web pages featuring in-person services (e.g. Book a Computer, Hours & Locations) have been significantly lower since the start of the pandemic. Use of content in third party apps has been significantly higher.

Collection Use



Physical

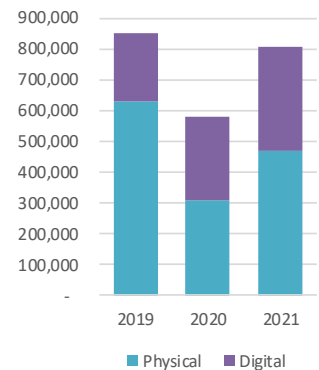
↑ 52%

Digital

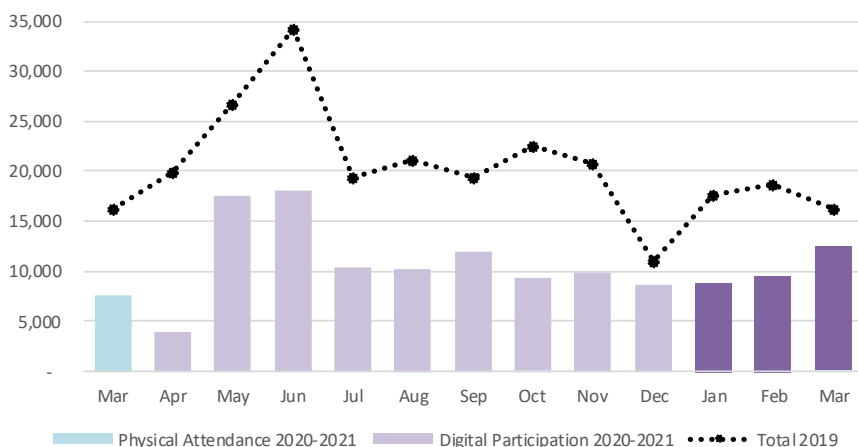
↑ 23%

From March 2020

March Collection Use



Program Participation



Total Program Participation

↑ 67%

From March 2020

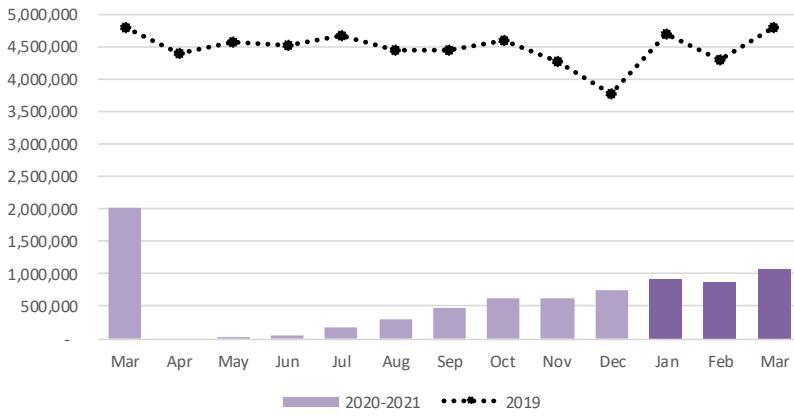
Digital Participation Detail

30% Digital Live Attendance

70% Digital Recording Views

Digital Participation is Digital Live Attendance plus Digital Recording peak views. Peak views are all views within 30 days of posting the recording online.

Wired Internet Minutes Used



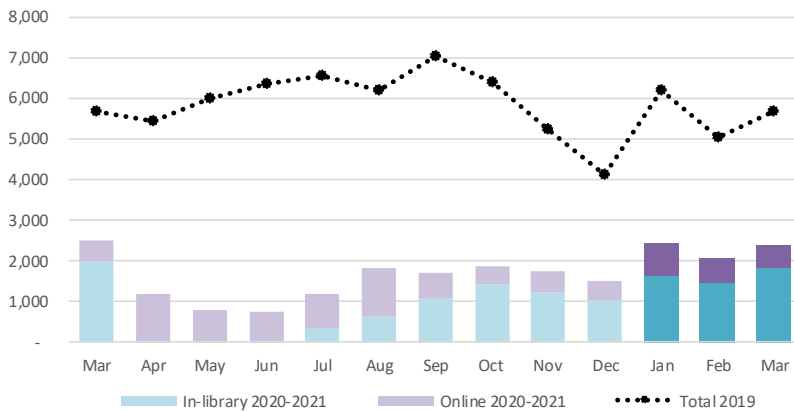
Wired Internet Minutes Used

↓ 46%

From March 2020

To allow for physical distancing, a maximum of 45% of computers were available for public use during the library's limited service hours in February.

New Card Registrations



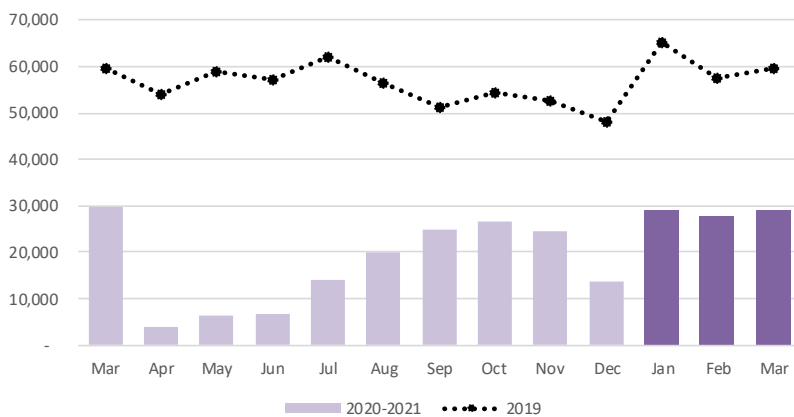
Total New Card Registrations

↓ 4%

From March 2020

Starting in January 2020, patrons were no longer required to have a library card to access VPL's Wi-Fi.

Reference Questions

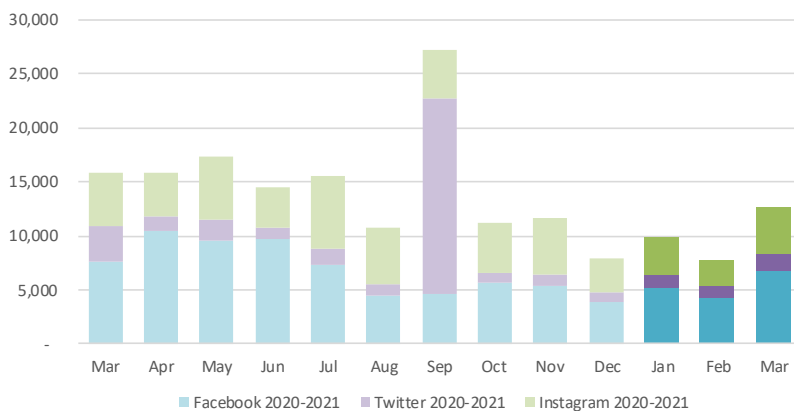


Reference Questions

↓ 2%

From March 2020

Social Media Engagement



Social Media Followers



11,562 (↑33%)



27,164 (↑3%)



20,945 (↑18%)

From March 2020

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

Patron Appreciation and Digital Engagement



I love the @VPL (Vancouver Public Library) and I can't wait until I can comfortably go back.

Also, if you are looking to get started in tech. They offer a free [Lynda.com](#) (LinkedIn Learning) membership.

Which is a great place to start.

9:39 a.m. · 25 Mar. 21 · Twitter Web App

This program exceeded my expectations. It was wonderful to listen to Kung Jaadee and Bob Baker. They are such wonderful storytellers. I'm feeling very emotional right now, missing being on the water and my wish to visit Haida Gwaii is stronger than ever. Thank you so very much for sharing your time, stories, and knowledge.

-Patron feedback from Canoe Culture: An evening with Elder Bob Baker & Kung Jaadee

Transition Services Coordinator at Vancouver Coastal...
16h · 📍

Feeling very fortunate to have watched Vancouver Public Library's event with Andre Picard hosted by UBC professor Kathryn Gretsinger on Andre's investigations into the Canadian eldercare crisis. Looking forward to having discussions with my friends and colleagues about how we care for our elderly.

Best thing about things shifting online is that I can now attend things like THIS!!

Vancouver Public Library @VPL · 2d

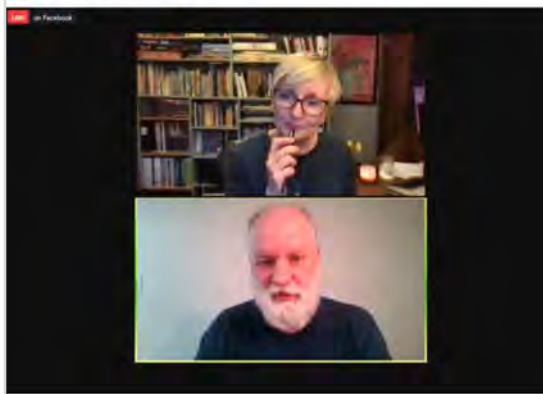
Best- selling author Eden Robinson joins acclaimed @CBC journalist @AngelaSterritt for a captivating talk about writing, art, creativity and the huge response to everyone's favourite Trickster's son. @VanWritersFest...

March 17 Incite

9:22 p.m. · 12 Mar. 21 · Twitter for Android

IT HAS BEEN A DIFFICULT YEAR WITH THE RISE IN ANTI-ASIAN RACISM ACROSS #VANCOUVER & AROUND THE WORLD THE @VANCOUVERPUBLICLIBRARY HAS CURATED A LIST OF BOOKS TO CELEBRATE ASIAN VOICES & EXPERIENCES LET'S SHARE THEM WITH OUR CHILDREN AS A WAY TO DISCUSS RACISM

SWIPE UP



Big shout out to Zoey at @VPL who remotely and miraculously fixed my Kobo eReader downloading issues. I can virtually borrow library books again!

12:37 p.m. · 19 Mar. 21 from Vancouver, British Columbia · Twitter for iPhone

Thank you so much for the amazing D&D Kids spring sessions. My son LOVED them. He's asked me to reach out to you to ask if it's something that the library is thinking of offering on a regular basis? He looks forward to joining again!

-Caregiver feedback from Tween D&D 101 program

I was amazed by all the information in your workshop. You provided many tools and tips for finding a job. I've already started taking a class on Lynda about resume writing and it's giving me lots of helpful ideas. Thank you!

-Patron feedback from Career & Job Search Tour program