

**COUNCIL AGENDA: AUGUST 5, 2014**

**SUBJECT: LIBRARY SERVICE HOURS - SUNDAYS**

**SOURCE: PARKS AND LEISURE SERVICES DEPARTMENT**

**COMMENT:** On December 3, 2013, City Council approved implementation of City Library hours on Sunday for four hours of service, 1:00p.m. to 5:00p.m. Staff was asked to bring an informational report back to Council after six months to give a usage update on the extended hours. On July 15, 2014, City Council asked staff to bring back additional data that captured usage information of all library service days.

Staff has attached a graph depicting library visits Sunday through Saturday for public library service hours from January through June 2014. Monday through Thursday, the library is open 11 hours per day from 9:00a.m. to 8:00p.m. Friday and Saturday, the library is open 9 hours per day from 9:00a.m. to 6:00p.m. Foot traffic can be tracked by total daily attendance but not by specific hours of the day.

The total library visits accounted for on Sundays January 5 to June 29 was 5,005. This included 26 Sundays. On average, there were 47 patrons present on Sundays in the library each hour. The hourly attendance average for Saturdays was 54. The highest hourly average for the months studied was 65 on Tuesdays.

The additional Sunday service hours have been embraced by library users and perhaps a few non-library users who found use of the facility as a designated warming and cooling center this year. You will find if you visit the library on this particular service day that activity is steady with use of technology, circulation of materials, tutoring and study groups. In addition, the senior citizens take advantage of the social and comfortable environment. The Porterville City Library is the only public library open on Sundays and Mondays in Tulare County.

   Director N/A Appropriated/Funded

   City Manager **REPORT NO.:** II 3

Funding for the Sunday hours does exist in the current FY 2014-15 budget through Measure H and the General Fund. There continues to be an ample amount of full and part-time staff willing to work on Sundays. The Library and Literacy Commission remains to be in full support for continuance of Sunday hours.

**RECOMMENDATION:** Informational report only

**ATTACHMENT:** Graph

# Library Traffic Averages: Jan 1 - June 30, 2014

