



Library Director's Report

October 2025

LIBRARY DIRECTOR

- On Tuesday, September 30, The Library hosted the bi-annual Citizens' Academy program, presenting on library services, serving dinner, and providing a tour of the Library | Parks & Recreation building. Participants were also treated to activities in the Amgen Discovery Center, a chance to play with robots and socialize. The night was a major success. Thanks to the many members of the Library staff who prepared the slides and activities.
- Save the Dates:
 - November 7, 2025, Project Read Trivia Challenge @ the SSF Conference Center
 - November 13, 2025, State of the City @ the SSF Conference Center
 - November 22, 2025, 109th Birthday Party for Grand Avenue Library @ Grand
 - December 9, 2025, tentative City Council Reorganization
- High Demand Holds:

Title		Author	Material Type	System Holds
1	The secret of secrets : a novel / Dan Brown.	Brown, Dan, 1964-author.	BOOKS	378
2	The impossible fortune / Richard Osman.	Osman, Richard, 1970-author.	BOOKS	206
3	107 days / Kamala Harris.	Harris, Kamala, 1964-author.	BOOKS	185
4	MISSION: IMPOSSIBLE - THE FINAL RECKONING [videorecording].		DVD	144
5	A marriage at sea : a true story of love, obsession, and shipwreck / Sophie Elmhirst.	Elmhirst, Sophie, author.	BOOKS	144

6	The correspondent : a novel / Virginia Evans.	Evans, Virginia, 1986-author.	BOOKS	140
7	Good things : recipes and rituals to share with people you love / Samin Nosrat ; with photographs by Aya Brackett.	Nosrat, Samin, author.	BOOKS	135
8	The loneliness of Sonia and Sunny : a novel / Kiran Desai.	Desai, Kiran, 1971-author.	BOOKS	121
9	MISSION: IMPOSSIBLE - THE FINAL RECKONING [videorecording].		BLURAY	115
10	Magic of the wizard dragon / written by Tracey West ; illustrated by Graham Howells.	West, Tracey, 1965-author.	BOOKS	112
11	F1: THE MOVIE [videorecording].		DVD	111
12	Buckeye : a novel / Patrick Ryan.	Ryan, Patrick, 1965-author.	BOOKS	111
13	These summer storms : a novel / Sarah MacLean.	MacLean, Sarah, author.	BOOKS	100
14	THE WIDOW	Grisham, John	BOOKS	99
15	THE NAKED GUN [videorecording].		DVD	96
16	Original sin : President Biden's decline, its cover-up, and his disastrous choice to run again / Jake Tapper and Alex Thompson.	Tapper, Jake, author.	BOOKS	92
17	THE PROVING GROUND	Connelly, Michael	BOOKS	88
18	THE BLACK WOLF / Louise Penny.	Penny, Louise, author.	BOOKS	87
19	Clown town / Mick Herron.	Herron, Mick author Author.	BOOKS	86
20	THE SECRET OF SECRETS	Brown, Dan	LARGE PRINT	84
21	FANTASTIC 4: FIRST STEPS [videorecording].		DVD	84
22	WHAT WE CAN KNOW	McEwan, Ian	LARGE PRINT	83
23	The white lotus. The complete third season / HBO ; created, written & directed by Mike White.		DVD	81
24	Heart the lover : a novel / Lily King.	King, Lily, author.	BOOKS	70
25	This American woman : a one-in-a-billion memoir / Zarna Garg.	Garg, Zarna, author.	BOOKS	69
26	The unexpurgated code : a complete manual of survival and manners / J. P. Donleavy ; with drawings by the author.	Donleavy, J. P. (James Patrick), 1926-	BOOKS	66

27	Replaceable you : adventures in human anatomy / Mary Roach.	Roach, Mary, author.	BOOKS	66
28	Mother Mary comes to me / Arundhati Roy.	Roy, Arundhati, author.	BOOKS	66
29	Heart lamp : selected stories / Banu Mushtaq ; translated by Deepa Bhasthi.	Mushtaq, Banu, author.	BOOKS	66
30	Superman / directed by James Gunn.		BLURAY	63

- Top eBook and eAudiobook checkouts:

	Title	Checkouts
1	The God of the Woods: A Novel	18
2	Sunrise on the Reaping	14
3	The Wedding People: A Novel	14
4	Great Big Beautiful Life: (unabridged)	12
5	Onyx Storm	11
6	The Heaven & Earth Grocery Store: A Novel	10
7	The Poppy War	10
8	A Court of Thorns and Roses	9
9	Just for the Summer	9
10	The Perfect Marriage: (unabridged)	9
11	All the Colors of the Dark: (unabridged)	8
12	Iron Flame	8
13	None of This Is True	7
14	Pride and Prejudice: (unabridged)	7
15	Say You'll Remember Me	7
16	The Nightingale: A Novel (unabridged)	7
17	The Women: A Novel (unabridged)	7
18	A Court of Mist and Fury	6
19	A Court of Thorns and Roses: (unabridged)	6
20	A Court of Wings and Ruin	6
21	Deep End	6
22	Do Hard Things: Why We Get Resilience Wrong and the Surprising Science of Real Toughness (unabridged)	6
23	Never Flinch: A Novel (unabridged)	6
24	Pachinko	6
25	Part of Your World: (unabridged)	6
26	The Wedding People: A Novel (unabridged)	6
27	All the Colors of the Dark	5

28	Careless People: A Cautionary Tale of Power, Greed, and Lost Idealism	5
29	Fourth Wing	5
30	I Will Teach You to Be Rich: No Guilt. No Excuses. Just a 6-Week Program That Works ()	5

CIRCULATION

- Total raw circulation (Main and Grand): **38,030**
- Total circulation including Overdrive (Main and Grand): **7,669**
- Total number of materials checked in: **17,076**
- New library accounts: **440**
- Number of items lent to another library: **5,945**
- Number of items borrowed from another library: **3,360**

ADULT SERVICES

Key Stats & Updates, October 2025

- Programs: 29 total; 224 attendees or participants
- Streaming Movies & Music: 869 check-outs/streams
 - Hoopla: 166
 - Kanopy: 703
- eBooks, eAudiobooks, & eMagazines check-outs: 10,258
 - eBook and eAudio checkouts (combined Libby & Hoopla): 8,341
 - Hoopla: 672 (includes comics)
 - Libby: 7,669
 - eMagazines checkouts (Libby): 1,977

Digital Literacy

This month we had 35 patrons attending our Tech Tuesday classes. The most popular class was *AI Powered Apps for your iPhone and iPad*.

Online Resources

The Library has now offered the Hoopla collection for one year! Hoopla can be accessed via their app or website to read eBooks and comics, listen to audiobooks, and stream movies, TV shows and music. Patrons can also use a Binge Pass to access Hallmark+ streaming services, magazines, Creative Bug and more. Over the first year, 696 patrons have borrowed 7,446 items through Hoopla. The most popular items checked out were the audiobooks for the Harry Potter series and the Fourth Wing Series.

Programs & Events

September kicked off a three-part *Family History Series* featuring Bay Area Chinese Genealogy Group (BACGG) Executive Director Ron Chan. The series invites community

members to explore personal heritage and cultural identity through engaging presentations.

- Part 1, "How to Digitize & Document Your Family History" held in the Community Room, was timed to coincide with Grandparents' Day for cross-promotion on September 6.
- Part 2, "My China Roots" is scheduled for October 11 in the Community Room.
- Part 3, "Writing Your Family History with AI" will take place in the Digital Media Lab on November 8.

To celebrate Hispanic Heritage Month, patrons made Hojalata, Mexican tin art, during Adult Crafternoon.



MARKETING and PROMOTION

Newsletter

- Total Library Newsletter Opens in August: **53,103**

Social Media

- Total library content views: **15,935**
- Community members reached: **10,788**

GRAND AVENUE BRANCH LIBRARY

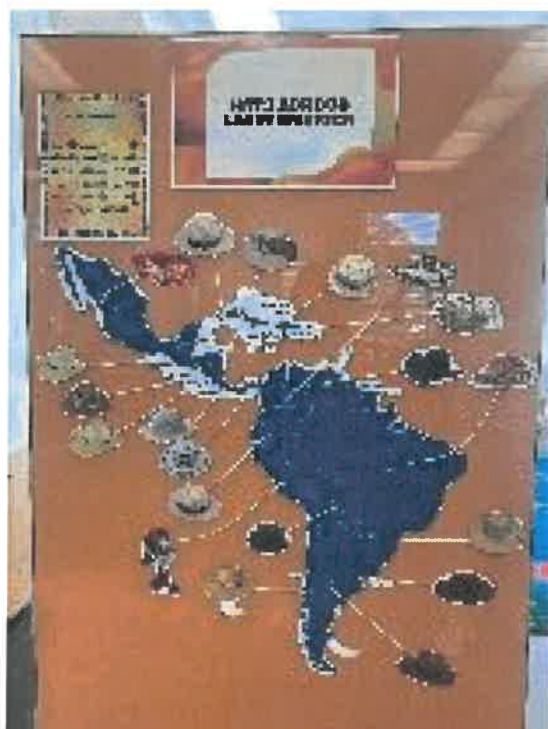
Key Stats & Updates, October 2025

- In Person Programs: 14 total; 455 attendees or participants
- Self-Directed Programs: 499 participants

Programs & Events at Grand Ave. Branch Library

For Hispanic Heritage Month, the Library offered four self-directed activities and one public program for youth:

- **Hats of Latin America craft:** Children used recycled materials to create hats of various Latin American styles, including those from Mexico, the Caribbean, Central America, and South America. Some children took their hats home, while others offered them to one of the libraries' stuffies to wear.



- The Library also held a **Fútbol Festival**, including read-aloud/Storytime and activities focused on Latin American soccer and soccer uniforms. The Library then used one of the crafts from that program as a self-directed activity highlighting the uniform colors of the national soccer teams of various Latin American countries.



- **Tissue Paper Flowers:** This self-directed activity was set up in the library's teen zone, and teens made various flower designs using the materials provided. Teens had the choice to add their flowers to our wall display or take them home.



- Staff designed a **scavenger hunt** comprised of characters from various Latin American cartoons and animated films.

New 3D Printer at Grand Library

Grand Library now has a second Prusa 3D printer for public use, and both printers are in almost constant use. A display case invites people to make a quick (20 to 40-minute duration) print. Patrons select the color they want, and staff invest a good amount of time teaching folks how to use the printers.

LITERACY SERVICES

Gene Mullin Community Learning Center (GMCLC) – Adult Services

GMCLC's Adult Program extended its reach beyond its main GMCLC site, offering support at LPR. One learner, eager to improve her conversational English before returning to her home country in two months, sought help despite her limited availability. A volunteer tutor met with her weekly at LPR, focusing on pronunciation, vocabulary, and everyday conversation skills. With each weekly session, her confidence grew, and she expressed deep appreciation for personalized support. At their final meeting, she shared how meaningful the experience had been and expressed hope of returning in the future to continue her learning. Her story reflects literacy services' commitment to meeting learners where they are and providing responsive, individualized support.

Gene Mullin Community Learning Center (GMCLC) – Youth Services

To celebrate Literacy Month, GMCLC's elementary afterschool program, Homework Club, engaged students in a series of fun and meaningful activities, with Reader's Theater at the heart of the celebration. Through repeated reading and performance practice, students strengthened their reading fluency, expanded their vocabulary, and deepened their comprehension. The process of rehearsing and performing helped them become more confident public speakers and encouraged collaboration and creativity. Students even designed their own stage, props, and costumes, culminating in a joyful performance for their peers. The experience showed how consistent practice can transform learning into an empowering and rewarding journey.





Project Read – Adult Services

- Staff recently assisted a visitor who had been referred by her bank and needed a library card to verify her address to open a joint account with her husband, for whom she serves as legal conservator. Although she had all the required documentation, the bank insisted on a library card to proceed. Project Read staff responded with care and efficiency, guiding her through the process and at the request of the learner, contacted a neighbor to further support the individual. Both the visitor and her neighbor expressed sincere appreciation, noting that this was the most helpful support they had received after seeking assistance elsewhere. This interaction highlights Project Read's commitment to responsive service and the value of accessible, community-based support.
- Project Read attended Daly City Library's Block Party, held at the Bayshore Library on September 6th, to promote Literacy Services. Over 80 people stopped by our table to learn about what we offer.
- Since launching a streamlined volunteer onboarding process in July, Project Read has seen a consistent and encouraging increase in new tutor engagement, an area that proved challenging post pandemic. As of September, nine new volunteers

have completed orientation through this updated system, averaging three new volunteers per month! This marks a significant improvement in addressing the need for volunteers experienced in recent years. The revised onboarding process was designed to better vet, prepare, and retain new tutor volunteers, ensuring they are confident and equipped to support learners from the start. The process is working!

Project Read – Family Services and Learning Wheels



Project Read's FLS and Learning Wheels programs launched a variety of engaging fall activities to support literacy and community connection:

- The "My First Years" session began on September 2, with families participating in a celebration of Hispanic Heritage Month by sharing traditional dishes and cultural attire, fostering a sense of belonging and cultural pride.
- Learning Wheels continued weekly visits to the South San Francisco Health Clinic and San Bruno Library, while also joining major community events such as Concert in the Park, Welcome Week, Unity Day, and Citizens' Academy. Through these events, staff distributed over 300 books and connected with approximately 250 families, promoting early literacy and access to resources.
- Bilingual Storytime at CLC welcomed new families each week, with fall-themed crafts enhancing children's engagement with stories.
- FLS/Learning Wheels resumed support of Colma's afterschool program in September with smaller, more focused sessions. Activities began with personalized name crafts to help students build a sense of identity and connection, followed by a nutrition-themed lesson featuring apples that integrated literacy with seasonal learning.

AMGEN DISCOVERY CENTER

- 22 programs and activities were conducted in the Amgen Discovery Center with approximately 362 participants.
- The Makerspace had an estimated 8,700 visitors and a total of 77 3D printer appointments for the month of September.
- On Saturday, September 27, partner Amgen hosted the Science of Sustainability activity in the Community Room. Over 160 patrons attended and participated in

activities to teach them about bees, seeds, soil, waste sorting exercises, and beekeeping practices.



- Library staff visited The Mix at San Francisco Public Library on Thursday, September 11. Staff toured the music studios, equipment and resources to get ideas for the future rollout of the Discovery Center Green Room. We are planning to start off by creating a simple podcast setup. Patrons will be able to reserve time slots throughout the week, similar to reserving study rooms and Makerspace equipment.



- On Tuesday, September 23, the Discovery Center team hosted the Virtual Reality Event: Outer Space. 14 patrons of all ages participated and got the opportunity to explore the moon, Mars, the Milky Way and the stars using the RobotLab virtual reality (VR) headsets. The Discovery Center team plans to hold 3 more sessions through the rest of the calendar year to fulfill the Pacific Library Partnership grant. The next location we will be exploring is the North Pole in October.



- Library Assistants Miriam Hart and Barbara Pereira lead Digital Art Club every Wednesday at 3:00 p.m. in the Makerspace. Children and young adults work on individual projects and art challenges using the Makerspace iPads, Apple Pencils and ProCreate application.



- After receiving a presentation and eating dinner, South San Francisco Citizen's Academy members toured the Library and Discovery Center during their visit on September 30. The participants tinkered with the Ozobot color coding robots, iPads, mBots, 3D printers, soldering irons, laser cutter and much more!



Miriam Hart (Library Assistant) creating the Banned Book display.



3D prints and laser cut designs made by patrons and staff.



Custom made stuffed plushies hand sewn
by Discovery Center staff.



Discovery Center staff created a special marketing display
for the upcoming Five Nights at Freddy's program.



YOUTH SERVICES

Key Stats & Updates for October

- Programs: 25 total; 1,666 attendees or participants

Japanese Storytime with Poponta Children's Cultural Society

On Tuesday, September 16th, Poponta Children's Cultural Society presented a special Japanese storytime in the Council Chambers. The Poponta Children's Cultural Society is a Bay Area group that shares Japanese Language and culture through storytelling. Community members were treated to Japanese stories using hand games, glove puppets, panel theater, kamishibai (paper storytelling), and picture books.



Welcoming Week Storytime with San Mateo County Office of Immigrant Services

On Wednesday, September 17th, Youth Services celebrated Welcoming Week with a special storytime and craft activity in the Council Chambers and Atrium, presented in partnership with the San Mateo County Office of Public Affairs and Office of Immigrant Services. Welcoming Week is an annual celebration of the work that takes place in communities to be welcoming to all, particularly immigrants.



Concert in the Park

On September 20, the Library hosted an outreach booth at Concert in the Park. Hundreds of free books and promotional giveaways were distributed to our community members. Patrons also explored the Learning Wheels van.



Teen Services Spotlight: Youth Commission and Weekly Video Game Series in the Young Adult Room

- Youth Services librarians have been working with Youth Commission members to support their program ideas, such as a homework drop-in club. Youth Commission members will collaborate with Youth Services Librarians to carry out additional program ideas in the near future.
- Every Tuesday at 4 pm, our Young Adult Library hosts an afternoon Nintendo Switch program for teens. Recently, Pokémon games have been popular with teens!

Adam Elsholz

Assistant Library Director