

The New York Public Library

Year in Impact

March 2020–March 2021

The year 2020 was meant to be filled with long-planned celebrations of the 125th anniversary of The New York Public Library's founding. While this was not possible in the manner we expected, one of the consequences of the pandemic was that the Library marked this milestone by reaffirming our core objective to serve all New Yorkers no matter the challenge. As we moved first to being an entirely online organization, and then into hybrid service models, we demonstrated our irreplaceable role in supporting all New Yorkers while cementing our position as a resource for New Yorkers in turbulent times.

● **Continuity of Service** ● **Patrons Turning to the Library** ● **New Initiative** ● **Ensuring Equity**



● **March 13**
NYPL announces physical closure beginning March 14

134% one-day increase in physical checkouts as patrons stock up
38% more unique borrowers than daily average
48K physical collection items loaned to 10K patrons

● **Mar 14**
NYPL announces remote database access and suspends fines for overdue materials

Mar 16
Brooklyn Public Library, Queens Library, and DOE closures begin

● **Mar 17**
New e-newsletter NYPL Connect launches with 1.2 million recipients

Mar 17
NYC restaurants and bars close or switch to takeout only

● **Mar 20**
DOE letters sent out to students promoting e-resources

● **Mar 21**
Surge in user requests to Ask NYPL

101% spike in average daily tickets
35% of queries concern e-books, up from 7% pre-closure

Mar 22
"New York on Pause" law comes into effect (essential services only)

● **Mar 23**
Release of ResearchNow (Digital Research Books beta)

● **Mar 24**
NYPL announces partnership with Brainfuse to offer free after-school homework help

Mar 27
CARES Act passes, providing individual and business relief, enhanced unemployment benefits, and an eviction moratorium

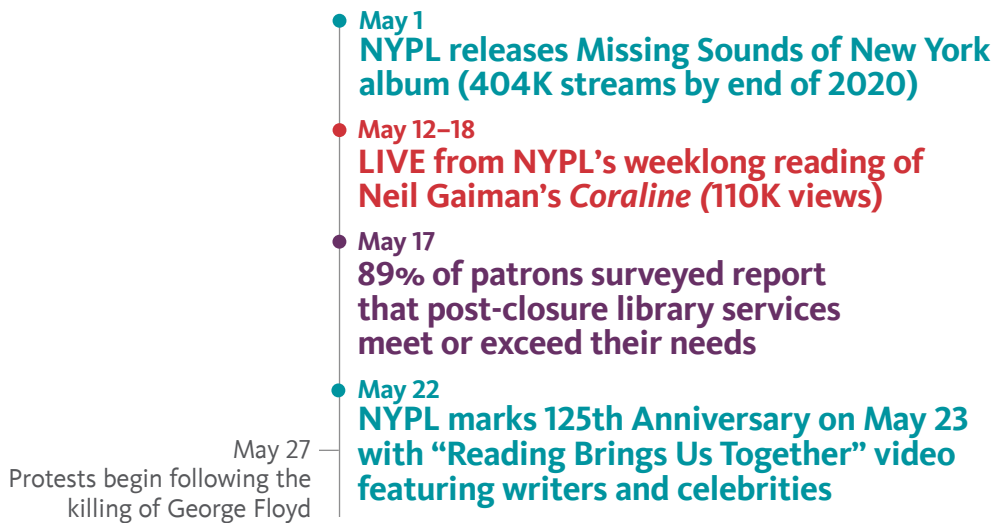


E-BOOK HIGHLIGHT
227% one-day increase in SimplyE sign-ups after March 18 *Time Out NY* piece. By the end of March, daily SimplyE sign-ups had increased **400%**.

April (116K borrowers served)



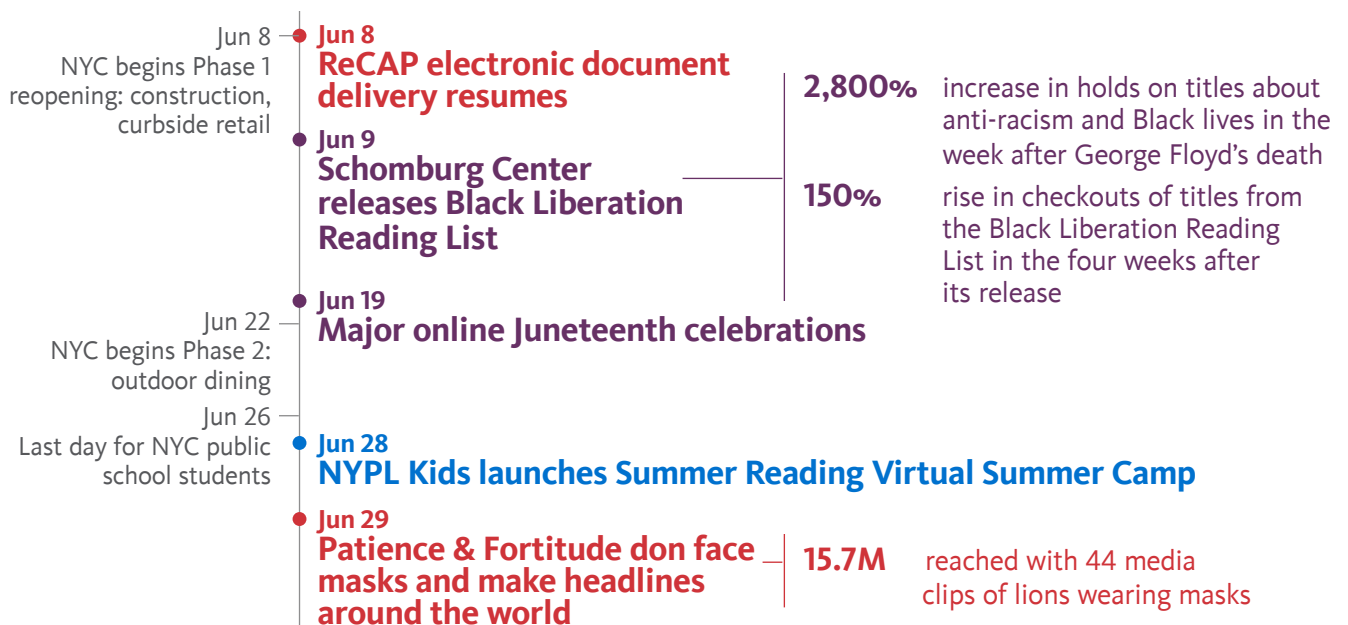
May (117K borrowers served)



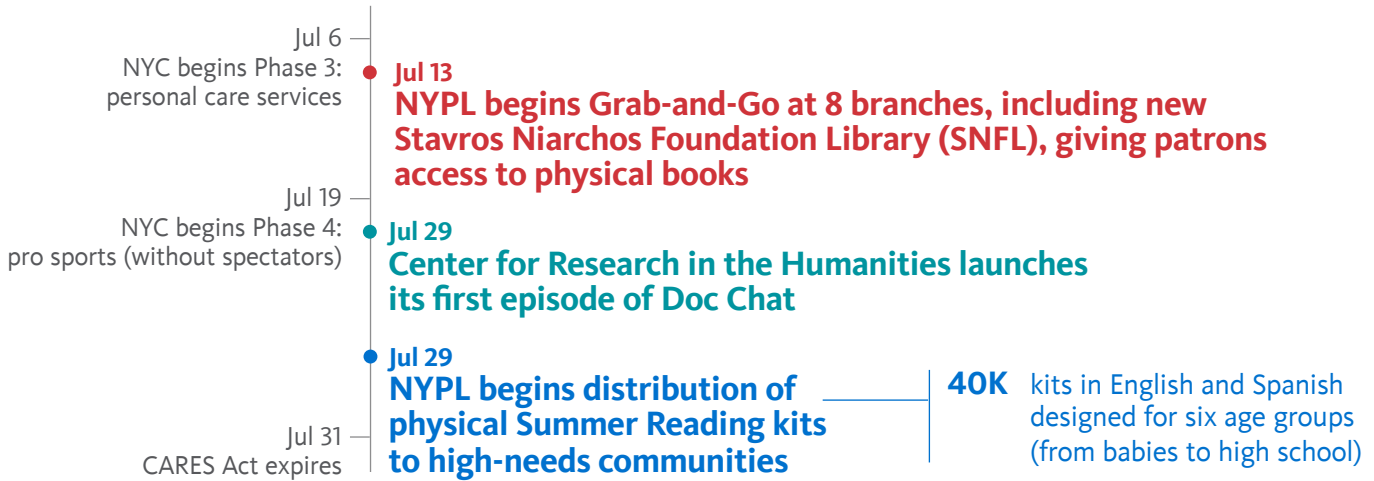
PROGRAM HIGHLIGHTS

- 240% rise in online program attendance from April into May, holding steady in June
- 53K attendees of virtual programs hosted in April, May, and June

June (116K borrowers served)



July (124K borrowers served)

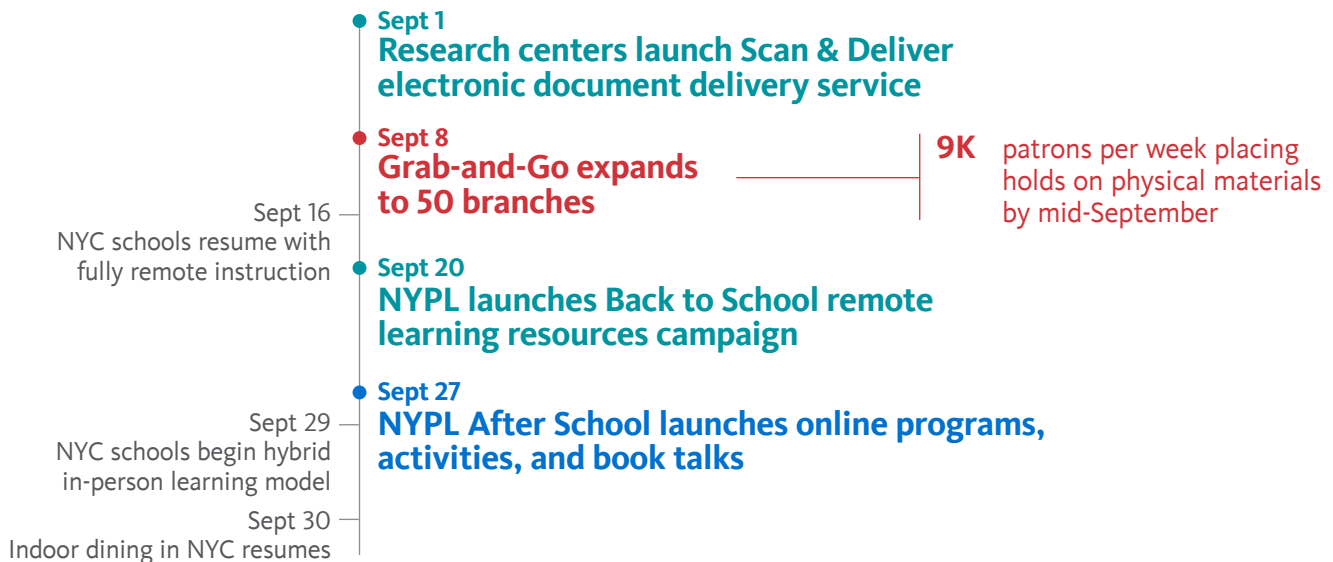


August (129K borrowers served)

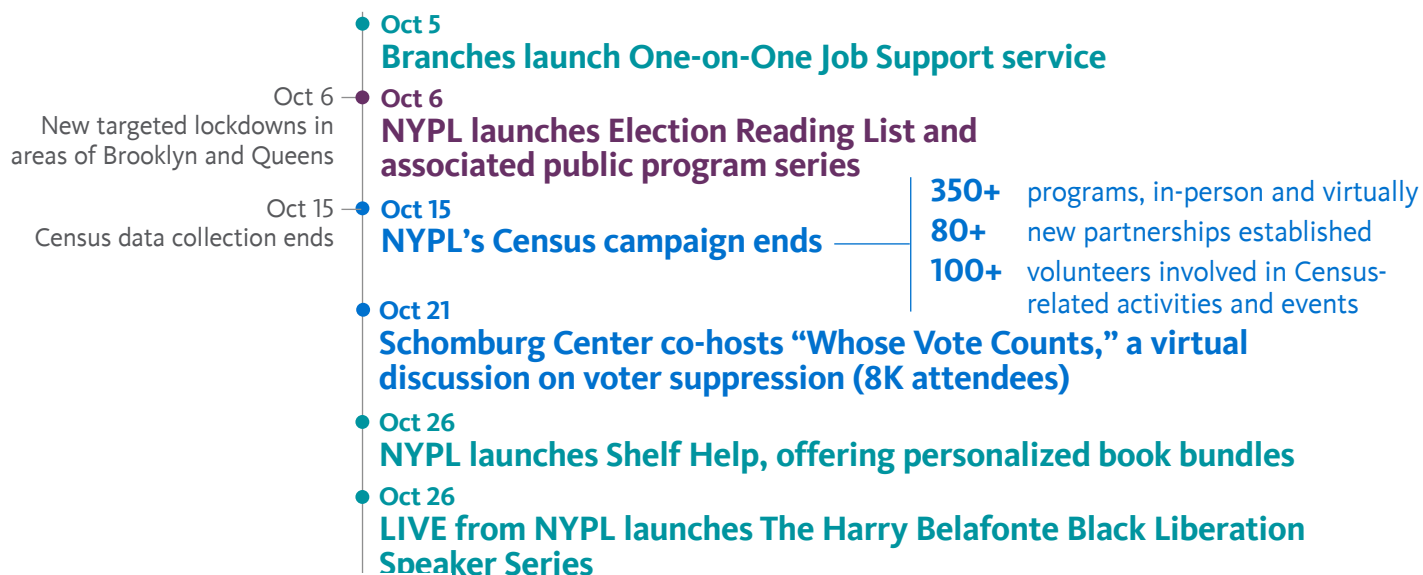


- BORROWING HIGHLIGHTS**
- 2M e-checkouts between March 14 and July 13
 - 40K holds placed in first two weeks of Grab-and-Go
 - 7K New Yorkers who'd had no checkouts since March 14 resume borrowing at Grab-and-Go locations by the end of July

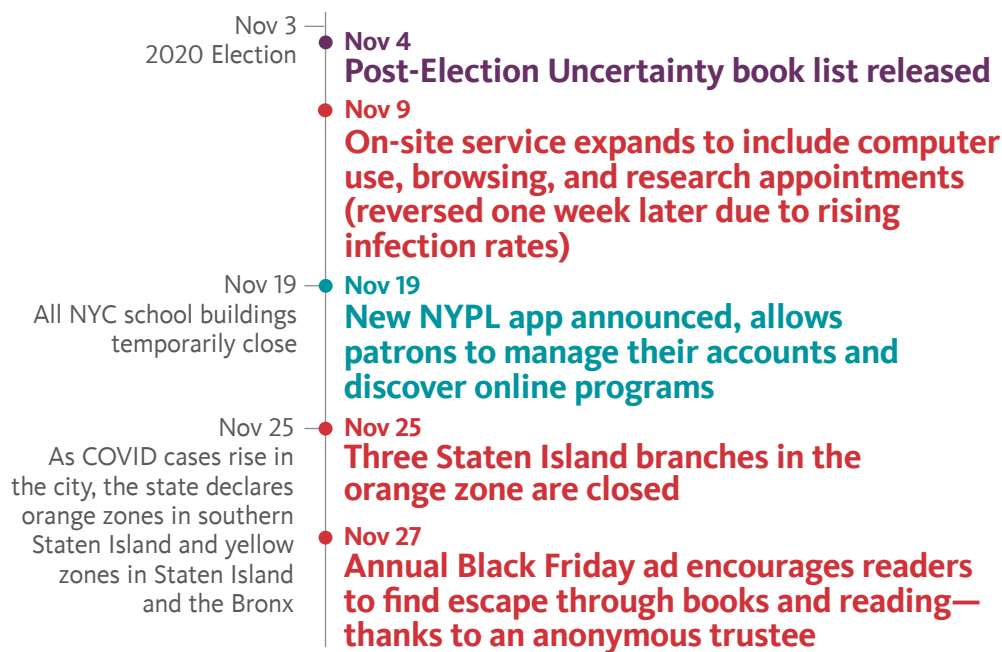
September (136K borrowers served)



October (135K borrowers served)



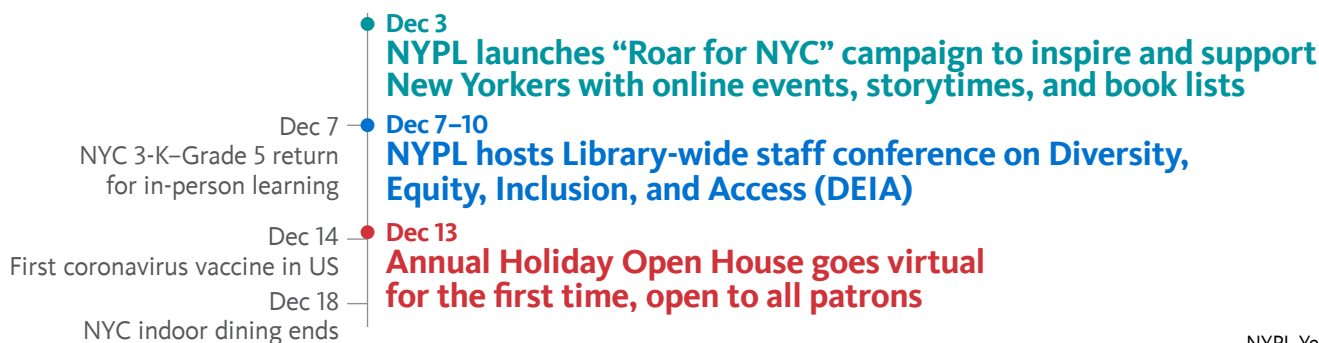
November (135K borrowers served)



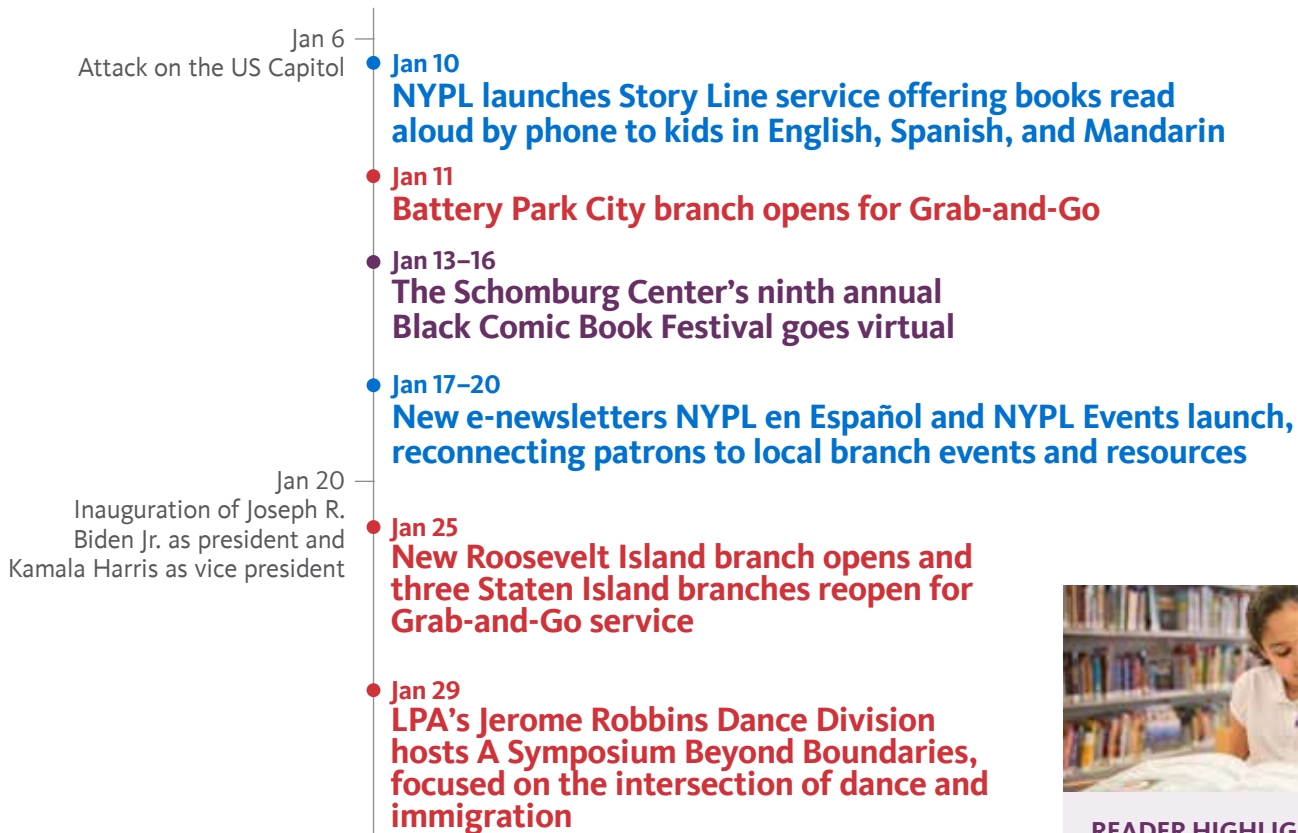
RESEARCH HIGHLIGHTS

- **77M** Digital Collections pageviews
- **2.8M** database item requests from major vendors, up 35% from the previous year
- **18.5K** completed requests through ReCAP and Scan & Deliver made from April 2020 to January 2021
- **2K** one-on-one career and resilience sessions hosted by SIBL
- **770** viewers of seven never-before-released interviews from the Theatre on Film and Tape Archive

December (132K borrowers served)



January 2021 (141K borrowers served)



READER HIGHLIGHTS

127% of new readers target for 2020 reached:

- 94.2K new e-book readers
- 27.1K new print readers
- 6K new e-book and print readers

70K e-book checkouts for the WNYC book club made from April 2020 to January 2021

323K projected total borrowers of electronic and physical materials in the year following March 13, 2020

February (137K borrowers served)



March

- Mar 1 **NYPL launches Women’s History Month celebrations**

LOOKING AHEAD: This past year has presented unprecedented challenges, and staff across the Library have risen to the moment with innovation, improvisation, and lots of hard work. As we look to the uncertain year ahead, we will continue to serve the evolving needs of our communities with a focus on public health and equity of service.