

Table 1. Library items circulated													
Location*	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
800 Alma St.	35,504	33,038	34,588	34,361	35,858	36,698	36,029	35,330	34,288	34,639	36,767	32,143	36,302
100 Terminal Ave.*	911	747	580	1,540	2,145	1,940	2,153	2,056	1,877	1,893	2,299	2,008	2,423
Total online / digital	12,227	11,547	12,204	12,910	18,284	19,394	18,490	19,612	18,122	17,756	18,405	17,606	NA

Table 2. Library cards													
Location*	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
New cards issued - MP residents	117	158	122	263	259	244	207	186	158	120	200	184	201
Total cardholders - MP residents	23,369	22,715	22,826	23,273	23,169	23,340	23,444	23,431	23,673	23,765	23,847	23,953	24,076

Table 3. Library patron questions answered													
Location*	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
800 Alma St.	3,360	3,118	3,105	3,761	3,653	3,482	3,182	3,283	3,038	2,971	3,321	3,124	3,398
100 Terminal Ave.*	244	201	250	600	586	463	429	521	423	469	565	471	499

Table 4. Library holds filled (item requests)													
Location*	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
Incoming holds - 800 Alma St	3,871	3,597	3,953	3,930	3,897	4,054	4,189	4,123	3,803	3,915	4,391	3,979	4,185
Outgoing holds - 800 Alma St	3,311	3,122	3,078	3,293	3,091	3,897	3,064	3,035	2,766	2,694	3,087	2,862	3,082
Incoming holds - 100 Terminal Ave.*	78	72	47	109	167	227	194	162	149	184	262	203	129
Outgoing holds - 100 Terminal Ave.*	175	154	22	23	6	10	11	26	15	13	43	**262	363

Table 5. Library foot traffic (gate count)													
Location*	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
800 Alma St.	15,066	12,763	12,949	14,038	14,699	14,408	13,262	13,304	13,450	13,048	13,679	11,525	12,600
100 Terminal Ave.*	1,220	875	-	4,101	3,863	3,266	3,117	3,221	3,108	2,573	5,135	4,569	4,765

Table 6. Library program attendance													
	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
Total attendance - 800 Alma St.	993	1,080	1,171	998	1,174	1,248	795	798	744	1,044	1,011	937	967
# of programs - 800 Alma St.	27	37	34	36	27	37	31	39	28	32	32	29	34
Total attendance - 100 Terminal Ave.*	110	59	68	331	498	298	190	326	166	316	612	464	240
# of programs - 100 Terminal Ave.*	8	5	5	10	29	29	22	25	21	24	28	30	23

*Between Apr – May 2024, Belle Haven Library was relocated from 413 Ivy Dr. to 100 Terminal Ave.

**In February 2025, Belle Haven Library began allowing outgoing hold to other libraries outside Menlo Park

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Table 7. Preschool enrollment													
Location	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
Menlo Children's Center (MCC)	33	38	37	41	40	39	28	28	28	26	32	32	32
Belle Haven Child Development Center	62	63	63	63	63	35	43	44	44	48	48	48	50

Table 8. School age – enrollment													
Location	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
MCC - After School	36	32	32	53	43	30	30	31	31	31	31	29	28
Belle Haven Youth Center	52	52	52	45	45	67	55	55	55	55	58	58	58

Table 9. Menlo Park Senior Center - 100 Terminal Ave.													
	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
Lunches served	435	-	243	683	866	914	1,113	1,132	836	726	810	851	956
Grocery boxes distributed	460	-	230	460	460	460	460	460	460	460	230	460	460
Senior shuttle trips	1,162	-	614	1,466	1,745	1,618	1,660	1,786	1,160	1,332	1,488	1,342	1,504
Special event attendance	-	-	-	-	-	-	-	-	-	-	127	150	55

Table 10. Older adults / seniors class enrollment					
Location	Winter 2024	Spring 2024*	Summer 2024	Fall 2024	Winter 2025**
700 Alma St – Enrollment - residents	113	21	25	25	51
700 Alma St - Enrollment - non-residents	100	11	11	11	67
700 Alma St # of senior classes offered	14	2	2	2	7
100 Terminal Ave. – Enrollment - residents	-	264	116	109	118
100 Terminal Ave. – Enrollment - non-residents	-	44	72	54	85
100 Terminal Ave. – # of senior classes offered	-	17	16	14	15

*Menlo Park Senior Center was closed during April and part of May 2024 to relocate from 700 Alma St. to 100 Terminal Ave.

**Season is still in progress and data shown is not yet final.

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Table 11. Recreational classes					
Location	Winter 2024	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
700 Alma St. - Enrollment – residents	356	323	206	485	520
700 Alma St. - Enrollment – non-residents	150	107	114	196	213
700 Alma St. - # of classes offered	48	48	56	57	59
700 Alma St. - # of instructors	20	20	20	26	22
100 Terminal Ave. - Enrollment – residents	-	103	99	126	80
100 Terminal Ave. - Enrollment – non-residents	-	19	22	27	21
100 Terminal Ave. - # of classes offered	-	16	16	16	15
100 Terminal Ave. - # of instructors	-	9	9	10	9

Table 12. Gymnastics classes					
Location	Winter 2024	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
Enrollment – residents	740	814	577	817	950
Enrollment – non-residents	159	257	285	355	383
Classes offered	95	114	114	120	120

Table 13. Sports classes					
Location	Winter 2024	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
600 Alma St - Enrollment - resident	265	26	113	177	48
600 Alma St - Enrollment - non-resident	114	80	101	113	10
600 Alma St - # of classes offered	17	4	11	28	10
600 Alma St - # of instructors	7	2	5	6	2
600 Alma St - Drop-in basketball visits	633	665	474	847	631
600 Alma St - Drop-in volleyball visits	927	542	930	993	1,240
600 Alma St - Leagues – individual registrations	224	458	180	1300	-
600 Alma St - Leagues – team registrations	31	70	18	137	-
100 Terminal Ave. - Drop-in basketball visits	-	28	169	203	231
100 Terminal Ave. - Drop-in volleyball visits	-	26	58	106	50
100 Terminal Ave. - Drop-in Fitness Center	-	512	877	1,053	1,713

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Table 14. Recreation client accounts

	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
New recreation client accounts	844	451	515	490	558	1,216	523	380	654	543	297	275	991
Total recreation client accounts	7,982	8,826	9,277	9,792	10,282	10,840	12,056	12,579	13,233	13,776	14,043	14,318	15,309
Hyperlocal client accounts	-	-	-	-	-	-	-	-	-	-	1,354	1,360	1,482

Table 15. Web page views

	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
/Library	-	-	-	-	-	-	-	-	-	-	4,636	3,858	4,389
/ActivityGuide	-	-	-	-	-	-	-	-	-	-	4,706	4,001	7,141

Table 16. Newsletter engagement

	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
Newsletters sent	-	-	-	-	-	-	-	-	-	-	3	4	5
Average recipients per newsletter	-	-	-	-	-	-	-	-	-	-	24,441	25,260	25,088
Total recipients (excludes bounces, etc.)	-	-	-	-	-	-	-	-	-	-	71,858	95,010	117,826
Total newsletter clicks	-	-	-	-	-	-	-	-	-	-	1,992	2,170	2,942
Total newsletter unique clicks	-	-	-	-	-	-	-	-	-	-	1,209	1,226	1,765
Total newsletter opens	-	-	-	-	-	-	-	-	-	-	61,371	88,301	103,780
Total unique opens	-	-	-	-	-	-	-	-	-	-	38,439	52,081	62,139
% open rate (monthly average)	-	-	-	-	-	-	-	-	-	-	80%	87%	83%
% unique opens rate (monthly average)	-	-	-	-	-	-	-	-	-	-	50%	52%	50%
Unsubscribes Monthly Total	-	-	-	-	-	-	-	-	-	-	168	216	179
% Unsubscribes - Monthly Average	-	-	-	-	-	-	-	-	-	-	0.22%	0.22%	0.14%
Email Bounces - Monthly Total	-	-	-	-	-	-	-	-	-	-	1547	2097	2,567

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Location	Winter 2024	Spring 2024	Summer 2024	Fall 2024	Winter 2025*
700 Alma St. - residents	23	21	0	18	29
700 Alma St. - non-residents	81	73	19	25	64
100 Terminal Ave. - residents	n/a	n/a	n/a	10	38
100 Terminal Ave. - non-residents	n/a	n/a	n/a	15	3
Athletic field rentals (hours reserved)	722	1146	560	811	530

Location	Mar. 2024	Apr. 2024	May 2024	Jun. 2024	Jul. 2024	Aug. 2024	Sep. 2024	Oct. 2024	Nov. 2024	Dec. 2024	Jan. 2025	Feb. 2025	Mar. 2025
College and Career Fair	-	-	-	-	-	-	-	-	-	-	120	-	-
Black Liberation Month Celebration	-	-	-	-	-	-	-	-	-	-	-	290	-
Community Resource Fair	-	-	-	-	-	-	-	-	-	-	-	-	180
Egg Hunt (toddlers) - 700 Alma St.	-	30	-	-	-	-	-	-	-	-	-	-	-
Egg Hunt (school-age) – Burgess Park	-	450	-	-	-	-	-	-	-	-	-	-	-
BHCC Grand Opening	-	-	2000	-	-	-	-	-	-	-	-	-	-
Juneteenth Celebration	-	-	-	300	-	-	-	-	-	-	-	-	-
4 th of July Parade and Celebration	-	-	-	-	1200	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	270	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	230	-	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	244	300	-	-	-	-	-	-	-
Summer Concert – Fremont Park	-	-	-	-	222	550	-	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	-	300	80	-	-	-	-	-	-	-
Summer Concert – Kelly Park	-	-	-	-	-	330	-	-	-	-	-	-	-
Trunk-or-Treat	-	-	-	-	-	-	-	215	-	-	-	-	-
Halloween Parade and Festival	-	-	-	-	-	-	-	1500	-	-	-	-	-
Pumpkin Splash	-	-	-	-	-	-	-	150	-	-	-	-	-
Light Up the Season	-	-	-	-	-	-	-	-	-	900	-	-	-
Photos with Santa	-	-	-	-	-	-	-	-	-	450	-	-	-