CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: May 16, 2017

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – APRIL 2017

Attached is the statistical report for the Santa Clarita Public Library for April 2017.

Overall statistics for the Santa Clarita Public Library in April 2017 include:

- 58,758 patrons visited the Libraries, 1,023 new Library cards were issued, and 4,795 patrons attended a Library program.
- 98,944 books and materials were circulated, and 9,924 holds were filled.
- 10,710 patrons reserved and used a public computer, while 4,867 patrons used the Library's free Wi-Fi.
- The Library's website received 43,958 visits, comprising 22,726 new visitors and 21,232 returning visitors. Together they viewed 63,260 website pages on the Library website.

APRIL 2017	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Apr. 2017	Apr. 2016	Apr. 2017	Apr. 2016	Apr. 2017	Apr. 2016	Apr. 2017	Apr. 2016	Apr. 2017	Apr. 2016
Circulation	24,768	27,901	21,543	25,001	42,300	48,858	10,333	11,313	98,944	113,073
Patron Traffic	16,756	19,669	23,190	27,913	18,812	18,387			58,758	65,969
PC Reservations	4,053	4,585	3,703	4,951	2,954	3,409			10,710	12,945
Volunteer Hours	437	450	188	209	234	516			859	1,175
Holds Filled	2,997	3,363	2,532	3,040	4,395	5,065			9,924	11,468
Number of Programs	89	63	69	96	51	53			209	212
Program Attendance	2,047	1,714	1,333	1,952	1,415	987			4,795	4,653
Library Cards Issued	322	314	449	491	252	283			1,023	1,088
Wi-Fi Users	1,360	1,516	2,332	2,594	1,175	1,267			4,867	5,377
Homework Help: Students Assisted	100	131	260	146	11	2	n/a	n/a	371	279
Databases									19,454	22,488
Website Visits									43,958	48,591
Outreach Events									12	15
Outreach Attendance									487	678

Santa Clarita Public Library April 2017 Programs and Highlights

Regularly scheduled programs for April included: Baby Toddler Storytime, Just for 2's and 3's Storytime, Bilingual Storytime, School Readiness Storytime, Saturday Family Storytime, Homework Help, LEGO Party, Board games, Digital Drop-In, and The Wednesday Club.

In addition, the following programs also took place in April:

- **Dia de Los Niños/Dia de los Libros (Childrens Day/Book Day)** – On April 29, over 700 people celebrated this program at the Canyon Country Library, which included the SCV Chinese School teaching children how to say 'panda' in Chinese, and a performance from Ballet Folklórico. In addition, there was face painting, paper bag puppets, watercolor painting, therapy dogs, and a llama. The neighboring restaurants also participated by selling food in the parking lot. Every child who attended was also given a free book, compliments of the Friends of the Library.

Computer Training – On Saturday, April 29, the Old Town Newhall Library hosted a free computer class on JavaScript II. JavaScript is an object-oriented computer programming language commonly used to create interactive effects within web browsers. Programming languages like JavaScript are crucial in building rich HTML web pages, such as animated graphics, interactive maps or scrolling videos. This class is part of the system-wide Digital Literacy Program, which offers a variety of free computer and technology classes for adults.

- **Climate Change Documentary** – The Santa Clarita Public Library hosted "Witnessing Climate Change Firsthand: Three Films by National Geographic" in honor of Earth Month in April. The free film series was organized by The Citizens' Climate Lobby/Citizens' Climate Education, Santa Clarita Chapter, a grassroots advocacy organization that focusses on national policies to address climate change. Three documentaries were shown over the course of three consecutive Tuesdays at the Valencia Library, including the full-length film, "Before the Flood," narrated by Leonardo DiCaprio. Each of the events drew an audience of approximately 25 people.

Upcoming Library Events:

- **It's Game Time for Adults** – Adults can enjoy an afternoon of chess, cribbage, scrabble, Pictionary, charades, Wii bowling, and much more! This program is a free event and no registration is needed.

  o Canyon Country Library – May 16, 2017 at 1:00 p.m.

- **May Stay & Play** – This program is designed to build early literacy, listening, and group participation skills. Join us for the best of children's books, rhymes, songs, and engaging activities.

  o Valencia Library – May 16-18, 22-25, 30-31 at 10:00 a.m.

- **Money Rules for Teens** – In this interactive workshop, Patti J. Handy, author of Money Rules 101, will share invaluable money skills that will set your teen up for financial independence and peace. She will cover various topics, including the money mindset necessary for success, the power of compound interest and saving secrets, the pros and cons of debit and credit cards and so much more.

  o Old Town Newhall Library – May 18 at 4:00 p.m.

- **Tech Talk A-Z** – This hour long program will teach patrons about the professional website LinkedIn. Patrons can learn how to build and manage their professional profile; engage with professional networks, and access knowledge, insights, and opportunities on LinkedIn.

     o Old Town Newhall Library – May 27 at 2:00 p.m.

If you have any questions, please contact me.

DH:RW:PR:AL:cjp
S:\FIN\MA\Library\Statistics - Library\FY 16-17 Library Stats\2017 (January-June)\ 2017 April/Memo Library Stats – April 2017

Attachment

cc: Matt Hortt, City Librarian
    City Leadership Team
    Citizens Public Library Advisory Committee
    Friends of Santa Clarita Public Library