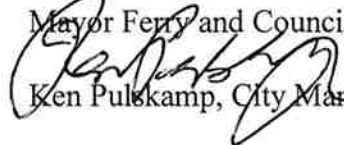


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ferry and Councilmembers
 FROM:  Ken Pulekamp, City Manager
 DATE: May 15, 2012
 SUBJECT: SANTA CLARITA PUBLIC LIBRARY APRIL 2012 STATISTICS

The following summary represents the April 2012 usage statistics for the Santa Clarita Public Library:

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	April	Year-to-Date	April	Year-to-Date	April	Year-to-Date	April	Year-to-Date
Patron Traffic	29,063	327,965	20,549	175,084	9,872	84,793	59,484	587,842
Circulation	50,304	520,448	27,908	253,354	9,309	101,060	87,521	874,862
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	22,642	244,417
PC Reservations	5,593	52,969	6,663	56,210	810	7,855	13,066	117,034
Volunteer Hours	392.75	2,621.50	120.0	883.00	65.0	252.05	577.75	3,756.55
Holds Filled	5,074	50,634	2,697	27,367	1,248	10,901	9,019	88,902
Number of Programs	34	254	36	226	36	179	106	659
Program Attendance	1,325	10,156	1,080	6,652	748	3,715	3,153	20,523
Library Cards Issued	1,256	29,472	733	15,104	196	4,159	2,185	48,735
Wi-Fi Users	933	8,691	768	6,026	126	1,119	1,827	15,836

The April statistics demonstrated the following:

Valencia Library

The Valencia Library continues to remain the busiest of the three branches. During April, 29,063 patrons visited the Valencia Library, circulating 50,304 books/materials, having 5,593 patrons reserve and use the public computers, filling 5,074 holds, hosting 1,325 program attendants, and issuing 1,256 Library cards.

Canyon Country Library

The statistics for this branch include 20,548 patrons visiting the Library, circulating 27,908 books/materials, having 6,663 patrons reserve and use the public computers, filling 2,697 holds, hosting 1,080 program attendants, and issuing 733 new Library cards.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

May 15, 2012

Page 2

Newhall Library

Noteworthy statistics for April for the Newhall Library include 9,872 patrons visiting the Library, circulating 9,309 books/materials, having 810 patrons reserve and use the public computers, filling 1,208 holds, hosting 748 program attendants, and issuing 196 Library cards.

Library Website

The Santa Clarita Public Library website continues to demonstrate it is a great resource for Library patrons. The analytics for April detail the following activity:

- The Library's website received 22,642 visits from 12,387 unique visitors, viewing a total of 40,312 website pages.
- 39 percent of all traffic to the Library website was made up of first-time visitors.
- Visitors to santaclaritalibrary.com spent an average of 2.4 minutes visiting the City's Library website.

Overall

Overall highlights in the month of April include:

- A total of 59,484 patrons visited the Libraries, and a total of 87,521 items were circulated among the three branches.
- Over 13,000 patrons reserved and used a public computer, and 9,019 holds were filled.
- A total of 3,153 patrons attended a Library program, and a total of 2,185 new Library cards were issued.
- The release of 10 new Library card designs. The new, limited edition Library card collection features art from local youth and a variety of community landmarks.
- In celebration of the City's Cowboy Festival, the Santa Clarita Public Library hosted readings by local author, Janet Squires, who read *Gingerbread Cowboy* at Newhall, Valencia, and the Canyon Country Libraries. The preschool children also enjoyed special cowboy-themed story times during the City's Cowboy Festival week of April 16-21.
- Author Ed Achorn was brought to the Valencia library on April 18 to share historical photos and his book *Fifty-Nine in '84: Old Hoss Radbourn, Barehanded Baseball, and the Greatest Season a Pitcher Ever Had*, about a Hall of Fame player and life in general in the 19th century.
- Hosted a successful Dia de los Niños/Dia de los Libros (Day of the Child/Day of the Book) event at Newhall Library on April 28. This event was an international celebration of children, families, and reading, which included bilingual story time, art projects, and a performance by storyteller Yvette Brandy.

If you have any questions, please contact me at ext. 4905.

KRP:EG:lms