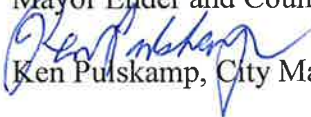


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ender and Councilmembers
 FROM: 
 Ken Pulskamp, City Manager
 [-]
 DATE: January 20, 2012

SUBJECT: SANTA CLARITA PUBLIC LIBRARY SIX-MONTH STATISTICS

The first six months of providing Public Library services have been very successful and demonstrates our commitment to provide Public Library services of the highest professional quality to our community.

The following statistical summary represents the first six months of usage for the Santa Clarita Public Library.

Branches:	Valencia		Canyon Country		Newhall		TOTALS	
	December	Year-to-Date	December	Year-to-Date	December	Year-to-Date	December	Year-to-Date
Patron Traffic	26,207	206,215	6,228	105,706	7,370	48,162	39,805	360,083
Circulation	49,549	305,672	595	154,562	9,768	60,404	59,912	520,638
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	19,282	149,810
PC Reservations	5,407	29,572	3,828	32,272	774	4,662	10,009	66,506
Volunteer Hours	217.25	1,321	0.0	485	0.0	50	217.3	1,856.3
Holds Filled	4,132	29,360	2,352	16,632	952	5,919	7,436	51,911
Number of Programs	1	127	0	104	1	53	2	284
Program Attendance	550	6,035	0	3,579	35	1,591	585	11,205
Library Cards Issued	1,221	23,539	227	12,319	172	3,270	1,620	39,128
Wi-Fi Users	788	5,042	200	3,324	112	603	1,100	8,969

*Canyon Country limited services, effective November 21

As with all libraries, statistics are seasonal and tend to fluctuate depending on the time of year. Summers are usually busy with a variety of summer reading program activities, but mid-August to early September numbers wane as vacations increase and the beginning of a new school year approaches. Libraries generally stay busy until mid-December when school recesses and holiday activities generally reduce the Library's visitors and usage.

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The year-to-date statistics demonstrated the following:

Valencia Branch

The Valencia branch remained the busiest of the three, with over 206,000 patrons visiting the Library, circulating over 300,000 books/materials, having close to 30,000 patrons reserve and use the public computers, filling close to 30,000 holds, hosting over 6,000 program attendants, and issuing over 23,000 Library cards.

This Library branch is well-attended, with patrons responding well to the programs, technology, and new materials the Library has to offer. The concern in this Library is the lack of parking; it is anticipated potential additional parking spaces will lead to increased patron traffic, circulation, and program attendance.

Canyon Country Branch

The closing of the Canyon Country branch for repairs during the first six months had a negative effect on the overall statistics of this branch. Notable statistics include over 105,000 patrons visiting the Library, circulating over 154,000 books/materials, having over 32,000 patrons reserve and use the public computers, filling over 16,000 holds, hosting over 3,000 program attendants, and issuing over 12,000 Library cards.

It is important to note that patrons responded positively during the open periods to the variety of programs and new materials provided at this branch, and it is anticipated that circulation, gate counts, and program attendance will be strong during the second half of the fiscal year.

Newhall Branch

Library patrons at the Newhall branch welcomed the increased hours and responded well to the new materials and programs. Prominent statistics in this branch include over 48,000 patrons visiting the Library, circulating over 60,000 books/materials, having close to 5,000 patrons reserve and use the public computers, filling close to 6,000 holds, hosting over 1,500 program attendants, and issuing over 3,000 Library cards.

Development is underway to significantly increase the program opportunities for the community when the new branch opens later this summer.

Overall

The successful first six months of Public Library services is anticipated to grow significantly during the course of the year with the physical problems at Canyon Country resolved, the opening of the new Newhall Library, the continual purchase of many new

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materials, the evolving rapport with the school districts, the continual addition of technology improvements, and the joint cooperative ventures with City departments.

Over the first six months of service, the Santa Clarita Public Library experienced over 360,000 patrons visit the libraries and circulated over 520,000 books and materials. The Public Library continues to issue new Library cards daily, with 39,000 distributed through the end of December.

The number of computer reservations at 66,000 documents the strong demand for computer access, and it is expected this number will rise proportionally as the Library adds additional computers to all three branches during the next six months.

The Library customers seem to have adapted well to the ILS hold system with 51,911 holds filled for the first six months for hard copy materials and downloadable audio and e-books. The Libraries continue to receive and evaluate hundreds of suggestions for purchase each month.

The Library's website usage continues to be consistent and strong. The Public Library website has demonstrated to be a great resource for Library patrons. The analytics for the first six months (July–December) detail the following activity:

- The Library's website has received 149,810 visits from 69,703 unique visitors, viewing a total of 307,765 website pages.
- 46.41% of all traffic to the Library website was made up of first-time visitors.
- Visitors to santaclaritalibrary.com continue to spend nearly four and one-half minutes on average visiting the City's Library website, which is approximately two minutes longer than the average time a visitor spends on the City's main website (santaclarita.com).

With continual improvements and additions to the site, usage is expected to grow as has the number of Wi-Fi users, which is now at 8,969 since the Library's opening in July.

The Santa Clarita Public Library's six-month positive statistical summary is a testament to efforts and planning of City and Public Library staff.

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

KRP:EG:hds

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