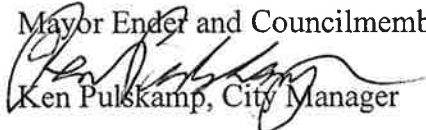


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ender and Councilmembers
 FROM: 
 Ken Pulskamp, City Manager
 DATE: March 6, 2012
 SUBJECT: SANTA CLARITA PUBLIC LIBRARY FEBRUARY 2012 STATISTICS

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

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	February	Year-to-Date	February	Year-to-Date	February	Year-to-Date	February	Year-to-Date
Patron Traffic	28,848	269,536	18,780	133,977	8,744	65,750	56,372	469,263
Circulation	51,091	414,995	25,661	195,769	9,946	81,405	86,698	692,169
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	22,921	197,102
PC Reservations	5,846	41,613	6,070	43,172	760	6,243	12,676	91,028
Volunteer Hours	348.25	1,895	158.5	644	36.8	97	543.5	2,635.5
Holdings Filled	4,997	39,736	2,415	21,544	1,102	8,162	8,514	69,442
Number of Programs	38	186	41	150	28	101	107	437
Program Attendance	1,773	7,808	1,010	4,702	504	2,299	3,287	14,809
Library Cards Issued	1,474	26,879	673	13,627	224	3,733	2,371	44,239
Wi-Fi Users	906	6,748	674	4,487	132	844	1,712	12,079

The February statistics demonstrated the following:

Valencia Library

The Valencia Library remained the busiest of the three branches. During February, 28,848 patrons visited the Valencia Library, circulating 51,091 books/materials, having 5,846 patrons use the public computers, filling 4,997 holds, hosting 1,773 program attendants, and issuing 1,474 Library cards.

Canyon Country Library

The Canyon Country Library repairs were completed in mid January, with February serving as the first month of providing full Library services to the public. The statistics for this branch include 18,780 patrons visiting the Library, circulating 25,661 books/materials, having 6,070 patrons use the public computers, filling 2,415 holds, hosting 1,070 program attendants, and issuing 673 Library cards.

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Newhall Library

Notable statistics for February for the Newhall Library include 8,744 patrons visiting the Library, circulating 9,946 books/materials, having 760 patrons use the public computers, filling 1,102 holds, hosting 504 program attendants, and issuing 224 Library cards.

Library Website

The Library's website usage continues to be consistent and strong. The Santa Clarita Public Library website has demonstrated to be a great resource for Library patrons. The analytics for February detail the following activity:

- The Library's website received 22,921 visits from 12,741 unique visitors, viewing a total of 42,927 website pages.
- 40% of all traffic to the Library website was made up of first-time visitors.
- Visitors to santaclaritalibrary.com spent an average of four minutes visiting the City's Library website.

Overall

Overall highlights in the month of February include:

- A total of 56,372 patrons visited the Libraries, and a total of 86,698 items circulated.
- Hosted a Digital Bookmobile on February 5, providing the community a technological version of the traditional bookmobile, equipped with popular technologies to help patrons with the Library's digital media.
- Invited the public to the "Love Your Library" Library Open House on February 13 with a fun-filled day of activities, performances, special children's story time with a City dignitary, and the opportunity to meet and get to know the friendly Library staff.
- Opened the Parent-Teacher Enrichment Resource Center at the Valencia Library. The center is a collection of educational resources which addresses the needs of home educators and all parents and teachers seeking to enrich their students' educational growth.

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

KRP:EG:hds

s/fin/ma/Library/Library Statistics/memo to Council – Feb 2012 library stats.doc