


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ender and Councilmembers
 FROM: Ken Pulskamp, City Manager 
 DATE: February 7, 2012
 SUBJECT: SANTA CLARITA PUBLIC LIBRARY JANUARY 2012 STATISTICS

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

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	January	Year-to-Date	January	Year-to-Date	January	Year-to-Date	January	Year-to-Date
Patron Traffic	34,473	240,688	9,491	115,197	8,844	57,006	52,808	412,891
Circulation	58,232	363,904	15,546	170,108	11,055	71,459	84,833	605,471
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	23,531	174,181
PC Reservations	6,195	35,767	4,830	37,102	821	5,483	11,846	78,352
Volunteer Hours	225.75	1,547	85.8	571	10.0	60	321.5	2,177.8
Holdings Filled	5,379	34,739	2,497	19,129	1,141	7,060	9,017	60,928
Number of Programs	21	148	5	109	20	73	46	330
Program Attendance	566	6,601	113	3,692	204	1,795	883	12,088
Library Cards Issued	1,866	25,405	635	12,954	239	3,509	2,740	41,868
Wi-Fi Users	800	5,842	489	3,813	109	712	1,398	10,367

*Canyon Country limited service ended January 17

*Express 15-minute PC service added

The January statistics demonstrated the following:

Valencia Library

The Valencia Library remained the busiest of the three branches. During January, 34,473 patrons visited the Valencia Library, circulating over 58,000 books/materials, having 6,195 patrons reserve and use the public computers, filling close to 5,379 holds, hosting 566 program attendants, and issuing 1,866 Library cards.

Canyon Country Library

The Canyon Country Library was mostly closed for repairs during a portion of January and provided limited service through January 17. The statistics for this branch include 9,491 patrons visiting the Library, circulating 15,546 books/materials, having 4,830 patrons reserve and use the public computers, filling 2,497 holds, hosting 113 program attendants, and issuing 635 Library cards. Now that this branch is again fully operational, it is anticipated that circulation, gate counts, and program attendance will increase in the following month.

Newhall Library

Notable statistics for January for the Newhall Library include over 8,844 patrons visiting the Library, circulating over 11,055 books/materials, having over 800 patrons reserve and use the public computers, filling over 1,100 holds, hosting over 200 program attendants, and issuing 239 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 January detail the following activity:

- The Library's website received 23,531 visits from 13,294 unique visitors, viewing a total of 47,162 website pages.
- 41% of all traffic to the Library website was made up of first-time visitors.
- Visitors to santaclaritalibrary.com spent an average of four (4) minutes visiting the City's Library website.

Overall

After seven months of opening the Santa Clarita Public Library, we are continuing to issue new Library cards at all three branches. Additional highlights in the month of January include:

- This month's circulation numbers for the Valencia Library (58,232) hit an all-time monthly high (4% over the August numbers of 55,976).
- We added express internet 15-minute stations at the Valencia and Canyon Country branches for patrons who just need a brief internet access.
- We added four early learning stations and additional seating at the Canyon Country Library.
- We opened the Friends of the Library bookstore at the Canyon Country Library.

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

KRP:EG:hds