


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Ken Pulskamp, City Manager
FROM: Ed Kieczkowski, City Librarian 
DATE: August 9, 2011
SUBJECT: SANTA CLARITA PUBLIC LIBRARY – JULY 2011 OPERATIONAL OVERVIEW

Attached is a statistical summary of the first month's operations of the Santa Clarita Public Library. Overall, the statistical data demonstrates strong performance in all areas of service, as evidenced by the response of the community. In particular, previous statistical data maintained by Los Angeles County indicated Canyon Country at 50% of the total patron activity (when comparing gate count and circulation) of Valencia. Data from the first month of service shows if the City provides a higher level of service at Canyon Country, the community will respond.

From a historical perspective, libraries traditionally use circulation statistics as the bell weather output measure; only recently have libraries also begun to utilize gate counts. With the introduction of computers into the library and the explosion of the Internet, the capturing of electronic statistics has become significant, since electronic resource access is the primary reason many people utilize the public library.

Areas of note for the first month of Library operations include:

Customer Service: It would appear the vast majority of the 91,483 patrons who visited and utilized the Library during its first month of operation were pleased with the service. Library staff, with City assistance, issued 19,751 new Library cards. As with any start-up operation, there were some transition issues, most of them relating to new procedures, training of more than 60 employees, and technology. Library staff, along with City staff, sought to resolve patron concerns in a timely manner.

Library's Material Collections: The collection of new materials has been well-received, with patrons commenting on the volume of new materials. Staff continues to identify areas of the collection to supplement by purchasing new materials and is also actively responding to patrons' suggestions. While we have had a few glitches with the hold and notification systems, they now appear to be working smoothly. It also appears that access to the Inland Library Network, as well as the larger materials budget for the Santa Clarita Public Library, has during the first month of operation met the needs of Santa Clarita residents. A total of 10,304 hold requests were processed for Santa Clarita residents and 92,065 items circulated during the first month.

Programming: Programming during the first month was primarily related to the summer reading program, which included adults, and was received appreciably by those who participated. August 1 marked the beginning of the regularly scheduled children's programming.

SANTA CLARITA PUBLIC LIBRARY – JULY 2011 OPERATIONAL OVERVIEW

August 9, 2011

Page 2

Volunteers: The fledgling Library Volunteer Program got off to a promising start with 49 volunteers performing a variety of tasks. Library staff appreciates the City’s assistance in getting the program off the ground.

Technology: Residents reacted positively to the new computers, in particular their capabilities to print in black and white as well as color. The self-check RFID system has allowed patrons to check out their materials faster and with more accuracy. Patrons also appreciated the increased Internet (bandwidth) speed, which allowed them to access information more quickly. Library patrons found and utilized the Library’s website, (42,178 visits from 24,985 unique visitors who accounted for 96,799 total page views) as well as the electronic and downloadable materials the website has to offer. During the first month, 10,159 computer reservations were handled. In addition, patrons utilized their laptops, notebooks, and phones to access the Library’s Wi-Fi technology 1,772 times during the month at its three branch locations.

City Support: City support was significant during the transition and the first month of operation, providing administrative, technological, financial, facility, and volunteer support. City responses to issues and problems were timely and solution-driven.

JULY 2011 STATISTICAL SUMMARY

BRANCHES	Newhall	Canyon Country	Valencia	TOTALS
Patron Visits	6,091	36,578	48,814	91,483
Items Circulated	8,568	35,231	48,266	92,065
Website Visits	xxx	xxx	xxx	42,178
PC Reservations	625	4,947	4,587	10,159
Volunteers	2	11	36	49
Holds	995	3,386	5,923	10,304
Number of Programs	8	14	14	36
Program Attendance	238	805	940	1,983
Library Cards Issued	1,665	6,400	11,686	19,751
Wi-Fi Users	99	661	1,012	1,772

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Attachment

cc: Darren Hernández, Deputy City Manager
Kevin Tonoian, Acting Director of Administrative Services
Elena Galvez, Management Analyst