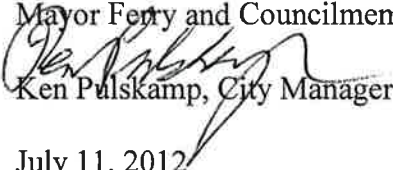


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Mayor Ferry and Councilmembers
 FROM: 
 Ken Pulskamp, City Manager
 DATE: July 11, 2012
 SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS - JUNE 2012 AND FISCAL YEAR 2011-12

The following summary represents the usage statistics for the Santa Clarita Public Library for the month of June 2012 and for Fiscal Year 2011-12:

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	June	Year-to-Date	June	Year-to-Date	June	Year-to-Date	June	Year-to-Date
Patron Traffic	29,605	385,779	20,002	215,853	8,736	102,770	58,343	704,402
Circulation	59,720	630,686	30,684	312,926	9,495	120,127	99,899	1,063,739
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	26,140	293,413
PC Reservations	5,459	63,640	6,583	69,749	768	9,247	12,810	142,636
Volunteer Hours	405.75	3,458	305.3	1,298	148.0	434	859.05	5,189.35
Holds Filled	5,919	61,751	3,403	33,988	1,346	13,540	10,668	109,279
Number of Programs	15	296	9	261	6	216	30	773
Program Attendance	929	11,793	926	8,449	899	5,064	2,754	25,306
Library Cards Issued	1,306	31,820	792	16,549	165	4,496	2,263	52,865
Wi-Fi Users	918	10,578	765	7,598	154	1,408	1,837	19,584

Valencia Library

During **June**, the Valencia Library statistics included the following: 29,605 patrons visited the Valencia Library, circulated 59,720 books/materials, experienced 5,459 patrons reserve and use the public computers, filled 5,919 holds, hosted 929 program attendants, and issued 1,306 Library cards.

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For *Fiscal Year 2011-12*, the Valencia Library statistics incorporated the following:

- 385,779 patrons visited the Valencia Library, and 630,686 books and materials were circulated.
- 63,640 patrons reserved and used a public computer, and 61,751 holds were filled.
- 11,793 patrons attended a Library program, and 31,820 new Library cards were issued.

Canyon Country Library

The **June** statistics for the Canyon Country Library include the following: 20,002 patrons visited the Library, circulated 30,684 books/materials, experienced 6,583 patrons reserve and use the public computers, filled 3,403 holds, hosted 926 program attendants, and issued 792 new Library cards.

For *Fiscal Year 2011-12*, the Canyon Country Library statistics incorporated the following:

- 215,853 patrons visited the Libraries, and 312,926 books and materials were circulated.
- 69,749 patrons reserved and used a public computer, and 33,988 holds were filled.
- 8,449 patrons attended a Library program, and 16,549 new Library cards were issued.

Newhall Library

Noteworthy statistics for **June** for the Newhall Library include the following: 8,736 patrons visited the Library, circulated 9,495 books/materials, experienced 768 patrons reserve and use the public computers, filled 1,346 holds, hosted 899 program attendants, and issued 165 Library cards.

For *Fiscal Year 2011-12*, the Newhall Library statistics incorporated the following:

- 102,770 patrons visited the Libraries, and 120,127 books and materials were circulated.
- 9,247 patrons reserved and used a public computer, and 13,540 holds were filled.
- 5,064 patrons attended a Library program, and 4,496 new Library cards were issued.

Library Website

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

- The Library's website received 26,140 visits comprised of 16,285 returning visitors and 9,855 new visitors.
- Accordingly, 37.7 percent of all traffic to the Library website was made up of first-time visitors, while 52.2 percent of the traffic came from returning visitors.

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- Visitors to santaclaritalibrary.com viewed 27,277 pages and spent an average of 3:02 minutes visiting the City's Library website.

For *Fiscal Year 2011-12*, the Library Website statistics incorporated the following:

- The Library's website received 293,413 visits comprised of 167,852 returning visitors and 125,561 new visitors.
- Accordingly, 42.8 percent of all traffic to the Library website was made up of first-time visitors, while 57.2 percent of the traffic came from returning visitors.
- Visitors to santaclaritalibrary.com viewed 575,025 pages and spent an average of 4:02 minutes visiting the City's Library website.

Overall

Overall statistics for the three branches in **June** include:

- 58,343 patrons visited the Libraries, and 99,899 items were circulated among the three branches.
- 12,810 patrons reserved and used a public computer, and 10,668 holds were filled.
- 2,754 patrons attended a Library program, and 2,263 new Library cards were issued.

Annual statistics for *Fiscal Year 2011-12* for the Santa Clarita Public Library incorporated the following:

- 704,402 patrons visited the Libraries, and over one million (1,063,739) books and materials were circulated.
- 142,636 patrons reserved and used a public computer, and 109,279 holds were filled.
- Presented 773 programs, with 25,306 patrons attending a Library program.
- 52,865 new Library cards were issued.
- 142,636 public computer sessions were booked.
- 109,279 items were requested by patrons and delivered by the City's Library delivery system, which provides delivery of materials six day per week.
- Added 65,312 new materials, including e-books to the Library collection.
- Added in excess of 1,200 new titles to the collection through the Library's suggest a purchase program.
- 19,584 patrons used the Library's free Internet access through their personal laptops at the three branches.

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Santa Clarita Public Library June 2012 Programs and Highlights

One of the focuses of the Santa Clarita Public Library is to provide quality programs to our community.

During June 2012, the Santa Clarita Public Library hosted 30 special programs attended by 2,754 participants; moreover, for Fiscal Year 2011-12, the Santa Clarita Public Library hosted 773 programs attended by 25,306 participants.

The following highlights some of the special programs hosted by the Santa Clarita Public Library in June:

- The Summer Reading Program had a great start on June 11 with the themes for this year's Summer Reading Program as follows:

“Dream Big” Summer Reading Program

“Own the Night” Teen Reading Program

“Noir” Adult Summer Reading Program

The Summer Reading Program has been well received by the community with 2,200 registrations!

- In June, the Santa Clarita Public Library began offering a free smart phone application for patrons to access Library services anytime, anywhere via Android, BlackBerry, and iPhone.

The mobile library application gives patrons real-time access to the Library's book collections, allowing them to check book availability and place holds or renewals on their favorite titles. App users can easily locate over 3.5 million books, DVDs, audiobooks, and CDs by simply entering the first two letters of each word of the title into the search engine.

App users can also scan or enter the ISBN codes of any book into the BookLook® Mobile tool to see if they are available at the Valencia, Newhall, or Canyon Country Libraries.

Using the Integrated Social Networking Tool, app users can keep up-to-date on the latest news and events, as well as interact with Library staff on Facebook or Twitter.

- 110 stuffed animals slept over at the Santa Clarita Public Library! This event was a huge success with 70 animals at Valencia and 40 at Canyon Country sleeping over.

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As part of the Summer Reading Program, Dream BIG, all kids were invited to bring their stuffed animals to a Stuffed Animal Sleep-over. On Friday, June 15, kids dropped off their stuffed animals at the Valencia and Canyon Country Library branches, and teen volunteers took pictures of the critters enjoying the Library after closing time. The kids returned on Saturday to pick up their stuffed animals.



Besides just being fun, the sleepover was a fun way to highlight the Summer Reading Program's theme of dreams, night-time, and the night-sky.

The 17 teen volunteers who participated in the event posed the animals, did the photography, and enjoyed being in the Library after-hours. It was a way for the Public Library to include all ages of our City's youth in a single program. The younger kids provided the stuffed animals, and the teens got a chance to hang out together over photography and pizza.



On Saturday, kids went home with pictures of the animals using various spaces and resources in the Library, which is a nice way to highlight what our Libraries have to offer.

- The first tutoring session at Canyon Country was a success, with **40 students** participating on Tuesday, June 26. The Canyon Country Library will continue to host free math and reading tutoring on Tuesdays from June 26 – July 30, from 2:00 – 3:30 p.m., with Saugus Union School District teachers volunteering their time for the free tutoring.
- On June 30, the Newhall Library hosted a free family concert with local children's entertainer, Nathalia Palis. Nathalia writes her own bilingual songs. The concert was a success with 50 children enjoying her music, which made children jump, dance, move, sing, and pretend! Nathalia's debut album, *From Here to There*, was released in May 2012, and is being enjoyed in the U.S. and Latin America.
- In June, new automated material handlers (sorters) were installed at the Valencia and Canyon Country Libraries. The book sorters are equipped with seven bins for sorting different books and other media as they are returned by patrons. The sorter checks in the items and proceeds to sort them in the proper bin for shelving by staff, allowing Library materials to be instantly checked in automatically and returned quicker to shelves.



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Additional highlights throughout Fiscal Year 2001-12 include:

- The addition of Early Learning Computers, designed to introduce literacy to the very young, have been installed at the Canyon Country Branch Library and the Valencia Branch Library and will be included in new Newhall Library.
- The establishment of a new Friends of the Santa Clarita Public Library, with a 35-member Board of Directors. The Friends assisted in financially supporting the 2012 Summer Reading program and raised \$17,221.
- The establishment of a volunteer program with almost 250 volunteers in fiscal year 2011-12, who have provided valuable assistance to the Santa Clarita Public Library and have been responsible for establishing used book store rooms at the Valencia and Canyon Country Libraries.
- The investment of \$1,650,000 in the purchase of the opening day collection and yearly expenditures for new books and materials.
- The launch of the Parent-Enrichment Resource Center. The Center is a collection of educational resources which addresses the needs of home educators and all parents and teachers seeking to enrich their lives. Approximately 50% of the original opening collection is currently checked out. Educational enrichment programs are scheduled for this fall.

I am pleased with the progress and success of the Santa Clarita Public Library. If you have any questions, please contact me at ext. 4905.

KRP:EG:hds

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