

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

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

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

Branches	Valencia		Canyon Country		Newhall		TOTALS	
	March	Year-to-Date	March	Year-to-Date	March	Year-to-Date	March	Year-to-Date
Patron Traffic	29,366	298,902	20,558	154,535	9,171	74,921	59,095	528,358
Circulation	55,149	470,144	29,677	225,446	10,346	91,751	95,172	787,341
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	24,673	221,775
PC Reservations	5,763	47,376	6,375	49,547	802	7,045	12,940	103,968
Volunteer Hours	333.50	2,229	119.5	605	90.3	187	543.3	3,020.3
Holdings Filled	5,824	45,560	3,126	24,670	1,491	9,653	10,441	79,883
Number of Programs	34	220	40	190	42	143	116	553
Program Attendance	1,023	7,058	870	5,572	668	2,967	2,561	15,597
Library Cards Issued	1,337	28,216	744	14,371	230	3,963	2,311	46,550
Wi-Fi Users	1,010	7,758	771	5,258	149	993	1,930	14,009

The March statistics demonstrated the following:

Valencia Library

The Valencia Library remained the busiest of the three branches. During March, 29,366 patrons visited the Valencia Library, circulating 55,149 books/materials, having 5,763 patrons reserve and use the public computers, filling 5,824 holds, hosting 1,023 program attendants, and issuing 1,337 Library cards.

Canyon Country Library

With the Canyon Country Library repairs complete, this branch is in full operation and was busy during the month of March. The statistics for this branch include 20,558 patrons visiting the

SANTA CLARITA PUBLIC LIBRARY STATISTICS

Page 2

Library, circulating 29,677 books/materials, having 6,375 patrons reserve and use the public computers, filling 3,126 holds, hosting 870 program attendants, and issuing 6,744 new Library cards.

Newhall Library

Notable statistics for March for the Newhall Library include 9,171 patrons visiting the Library, circulating 10,346 books/materials, having 802 patrons reserve and use the public computers, filling 1,491 holds, hosting 668 program attendants, and issuing 230 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 March detail the following activity:

- The Library's website received 24,673 visits from 13,270 unique visitors, viewing a total of 44,825 website pages.
- 39% of all traffic to the Library website was made up of first-time visitors.
- Visitors to santaclaritalibrary.com spent an average of 3.5 minutes visiting the City's Library website.

Overall

Overall highlights in the month of March include:

- 59,095 patrons visited the Libraries, and 95,172 items were circulated among the three branches.
- 12,940 patrons reserved and used a public computer, and 10,441 holds were filled.
- 2,561 patrons attended a Library program, and 3,311 new Library cards were issued.
- Provided free College Workshops for the community during March to help prepare high school students and their parents for college.
- Revealed the four Bookmark Contest winners and professionally printed and made available the four winning designs to Library patrons. The artists will be recognized at the May 8 City Council Meeting.

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

KRP:EG:hds

s:\in\ma\library\library statistics\memo to Council - March 2012 Library Stats.doc