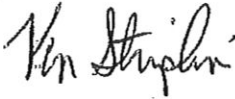


CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Mayor Kellar and Councilmembers

FROM: Kenneth W. Striplin, City Manager 

DATE: April 29, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – MARCH 2013

Attached is the statistical report for the Santa Clarita Public Library for January 1, 2013, through March 31, 2013, which is the 3rd Quarter of Fiscal Year (FY) 2012-13.

The following statistical summary represents the 3rd Quarter FY 2012-13 cumulative year-to-date statistics for the Santa Clarita Public Library.

Year-to-Date								
MARCH 2013	CANYON COUNTRY		NEWHALL		VALENCIA		TOTAL	
	March 2013 YTD	March 2012 YTD	March 2013 YTD	March 2012 YTD	March 2013 YTD	March 2012 YTD	March 2013 YTD	March 2012 YTD
Patron Traffic	188,004	172,824	210,832	74,921	247,238	298,902	646,074	546,647
Circulation	283,088	225,446	274,058	91,751	535,758	470,144	1,092,904	787,341
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	263,295	207,315
PC Reservations	57,124	49,547	50,643	7,045	46,624	47,376	154,391	103,968
Volunteer Hours	2,116	697	1,996	175	2,589	2,057	6,700.50	2,929.55
Holds Filled	30,309	24,670	19,907	9,653	52,153	45,560	102,369	79,883
Number of Programs	290	190	423	143	279	220	992	553
Program Attendance	6,570	5,572	13,196	2,967	8,341	9,397	28,107	17,936
Library Cards Issued	4,570	14,371	11,702	3,963	5,678	28,216	21,950	46,550
Wi-Fi Users	8,334	5,258	11,975	993	8,986	7,758	29,295	14,009

The cumulative, year-to-date statistics for Fiscal Year 2012-13 demonstrate the following statistics from July 1, 2012 through March 31, 2013:

Canyon Country Library

- The Canyon Country Library has received 188,004 patron visitors in the Library.
- This branch has circulated 283,088 books and materials and has filled 30,309 holds.
- 57,124 patrons have reserved and used a public computer at this branch and 8,334 patrons have used the Santa Clarita Public Library’s wireless internet (WiFi).

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- This branch has presented 290 programs, with 6,570 patrons attending a Library program.
- This branch has issued 4,570 new Library cards to new Library patrons.

Newhall Library

- The Newhall Library has received 210,832 patron visitors in the Library.
- This branch has circulated 274,058 books and materials and has filled 19,907 holds.
- 50,643 patrons have reserved and used a public computer at this branch and 11,975 patrons have used the Santa Clarita Public Library's wireless internet (WiFi).
- This branch has presented 423 programs, with 13,196 patrons attending a Library program.
- This branch has issued 11,702 new Library cards to new Library patrons.

Valencia Library

- The Valencia Library has received 247,238 patron visitors in the Library.
- This branch has circulated 535,758 books and materials and has filled 52,153 holds.
- 46,624 patrons have reserved and used a public computer at Valencia Library and 8,986 patrons have used the Santa Clarita Public Library's wireless internet (WiFi).
- This branch has presented 279 programs, with 8,341 patrons attending a Library program.
- This branch has issued 5,678 new Library cards to new Library patrons.

Overall

The Santa Clarita Public Library continues to see success and growth. The overall statistics for the Santa Clarita Public Library have grown since this same time period last fiscal year (March 2012), with the exception of new library cards.

- 74,606 patrons visited the Libraries, and 121,718 items were circulated by the three branches.
- 18,335 patrons reserved and used a public computer, and 13,780 holds were filled.
- 5,051 patrons attended a Library program, 2,211 new Library cards were issued, and 3,992 patrons used the Library's wireless internet (Wi-Fi).
- The Library's website received 27,164 visits from 19,010 new visitors and 18,154 returning visitors who viewed a total of 48,833 website pages visiting the City's Library website.

Programs and Highlights – January 2013

Aside from the regularly scheduled programs for February, including Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Little Dudes & Dads Storytime, Lego Club, and Read to a Dog, the following programs and highlights took place in January:

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- **Winter Programming** - The winter programming began on January 14, which includes the following ongoing programs: Baby & Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Pajama Storytime, Elementary Storytime, Storybook Character Visits, Lego Club for Families – Read & Build, Read to a Dog, and Lego Mindstorm NST Robotic.
- **Cultural Art Series** - A cultural art series program began in January for children kindergarten – 6th grade with four different art classes focusing on cultural art.
- **Friends of Santa Clarita Public Library** - Friends of Santa Clarita Public Library held a “bag sale” from January 14 – 21 at all three branches. Patrons were able to fill a book bag with any books in the book store for only \$6 per bag.
- **Family Lego Club** - Family Lego Club began in January at Valencia and Canyon Country providing an opportunity for families to come and build Legos together.
- **ARTree** – The ARTree partnered with the Library by providing free art classes at the Newhall Library on the first and second Friday of each month. The art classes are aimed toward eight- to thirteen-year-olds.
- **Teen Book Club** - The Teen Book Club met on January 18 for “Mocha and More,” which is a book discussion for teens 7th – 12th grade at Barnes and Noble.
- **Homework Help Classes** - Homework help classes were given at the Libraries so that teens can learn about the various online homework help services offered by the Library, including online tutoring and practice tests.

Program Highlights - February 2013

Aside from the regularly scheduled programs for February, including Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Little Dudes & Dads Storytime, Lego Club, and Read to a Dog, the following programs and highlights took place in February.

- **Special Needs Program** – Canyon Country Library began a monthly Library program in February for children with special needs. On the second Saturday of the month, children with special needs will have the opportunity to use the full Library from 9:30 a.m. to 10 a.m. before open hours, followed by story and activity-time programs.
- **Tess Rafferty** – On February 7, the Santa Clarita Public Library welcomed comedy writer and new author, Tess Rafferty, at Newhall Library. This free author speaking event was sponsored by the Friends of Santa Clarita Public Library. Tess Rafferty is a high-spirited comedian, who spoke about her new memoir, “Recipes for Disaster,” which includes delicious recipes, useful life tips, and a practical approach to culinary excellence.

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- **Art Series** –Newhall Library hosted a free four-week Art Series for children. The art workshops included oil pastel drawings of Chinese zodiacs, paintings of traditional designs on Amate paper, symbols from Eskimos, and Japanese fish rubbings on rice paper. A reception hosted by the Friends of Santa Clarita Public Library culminated the Art Series to celebrate the young artists and their artwork.
- **Paying for College** – Valencia Library hosted a workshop for teens and adults focused on the options available to pay for a college education.
- **Teen Advisory Board** - The Library's Teen Advisory Board (TAB) created the display "Blind Date with a YA Book" at Valencia Library. This program was geared for Library patrons from 7th grade to adult who were able to check out a wrapped book as their blind date. Once unwrapped and read at home, readers rated their book date from terrific to terrible, then entered a raffle for a surprise gift.
- **Free Dance Events** - Newhall Library hosted three free dance events presented by Studio 1 Dance Academy to community members interested in learning a wide variety of different dance techniques.
- **Enviroscape Program at Newhall Library** - The City of Santa Clarita conducted an environmental program at Newhall Library discussing urban run-off and water pollution for children.
- **Legendary Locals of the Santa Clarita Valley** - The Santa Clarita Public Library invited community members of all ages to go on a picturesque journey through time with local authors Dr. Alan Pollack, Kim Stephens, and E.J. Stephens as they reviewed their book, *Legendary Locals of the Santa Clarita Valley*. This free author event was held at Canyon Country Library on February 23 and at Valencia Library on February 24.
- **Film and Video Club** – A new club on film and video for teens was started in February and will run through May. The club is led by a Cal Arts Film School graduate. Teens will learn different film and video styles and techniques as they create movie trailers for books. The trailers will be premiered during the Summer Reading Program.
- **Volunteering** - Newhall Library hosted a volunteer morning in February which provided an opportunity for 27 tweens and teens to serve the community and earned volunteer hours before the Library opened.

Program Highlights - March 2013

Aside from the regularly scheduled programs for February, including Baby and Toddler Storytime, School Readiness Storytime, Bilingual Storytime, Elementary Storytime, Little Dudes and Dads Storytime, Lego Club, and Read to a Dog, the following programs and highlights took place in March:

- **Special Needs Storytime and the Lego Club** - The regular first Saturday events, the Special Needs Storytime and the Lego Club, took place at the Canyon Country and Valencia branches, respectively. Canyon Country hosted their Lego builders on March 16.
- **Teddy Bear Tea** - Also on March 2, Valencia Library hosted a Teddy Bear Tea for preschoolers and their favorite stuffed companions, while Canyon Country Library enjoyed a special Dr. Seuss storytime celebration.
- **Teen Advisory Board** - Teen Advisory Board met at Valencia Library on Tuesday, March 5, to discuss upcoming events.
- **LIGHT SLAM ARTivity** - Kids age 8 and up participated in a solar art LIGHT SLAM ARTivity at Newhall Library on March 7.
- **Up for Discussion** - On March 7, Valencia Public Library Reader's Group discussed the book 1984 by George Orwell. The group is open to all adults 18 and over.
- **Health Fair** - The City of Santa Clarita partnered with the Henry Mayo Newhall Hospital to present an all-day Health Fair at Canyon Country Library on March 9. Local residents took advantage of blood-pressure monitoring, cholesterol testing, glucose testing, and stroke prevention education. Activities, face painting, and games were available for children. Spanish-speaking materials and translators are available.
- **Tax Programs** - Several informative tax programs were presented in March by H&R Block: New Tax Laws at Valencia Library on March 13, Tax Benefits for College Students at Canyon Country Library on March 14, Tax Issues for Retirement at Canyon Country Library on March 22, and Small Business Tax Issues at Newhall Library on March 28.
- **ACT/SAT Test Preparation Program** - Newhall Library offered a special ACT/SAT test preparation program on March 23. Potential test takers honed their skills by taking these practice tests offered by Kaplan. Tests were scored and test feedback offered to students and parents.
- **Firemen** - Firemen and their truck from local fire station 126 brought excitement to Valencia's evening family storytime on Tuesday, March 26.

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- **Science Book Club** - Budding scientists flocked to Canyon Country Library's Science Book Club to find out about space and the planets, telescopes and sky charts, and experiments with parallax.
- **Fabian Euresti** - Fabian Euresti, an Hispanic filmmaker who grew up near Bakersfield and attended Cal Arts, spoke about his journey as a writer and filmmaker in a program for adults and teens at Newhall Library on March 27.
- **NASA Google+ Hangout in Spanish** - School-age girls were invited to join NASA's Erika Podest and Michela Munoz Fernandez on March 28 at Newhall Library for the first-ever NASA Google+ Hangout in Spanish. Earth Research Scientist Podest and Principal Investigator and Systems Engineer Fernandez from NASA's Jet Propulsion Laboratory in Pasadena, California, shared their stories to inspire girls to pursue careers in science, technology, engineering and math, or STEM.

If you have any questions, please contact me at ext. 4925.

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Attachment

cc: Ed Kieczkowski, City Librarian
Executive Team