


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: September 10, 2013

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – AUGUST 2013

Attached is the statistical report for the Santa Clarita Public Library for August 2013.

Overall statistics for the three Library branches in August 2013 include:

- 77,036 patrons visited the Libraries; with 1,909 new Library cards issued and 488 patrons attended a Library program.
- 124,178 books and materials circulated by the three branches, and 16,740 holds were filled.
- 21,894 patrons reserved and used a public computer, while 4,646 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 30,214 visits from 10,031 new visitors and 20,183 returning visitors who viewed a total of 51,542 website pages visiting the City's Library website.

AUGUST 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	August 2013	August 2012	August 2013	August 2012	August 2013	August 2012	August 2013	August 2012
Patron Traffic	22,690	22,422	29,569	8,354	24,777	31,135	77,036	61,911
Circulation	31,421	33,231	35,571	7,203	57,186	65,530	124,178	105,964
PC Reservations	7,821	7,431	9,158	597	4,915	6,179	21,894	14,207
Volunteer Hours	290	32	328	19	184	168	802	219
Holds Filled	4,142	2,858	4,263	977	8,335	5,630	16,740	9,465
Number of Programs	3	0	1	0	11	8	15	8
Program Attendance	74	0	59	0	355	556	488	556
Library Cards Issued	504	697	933	121	472	924	1,909	1,742
Wi-Fi Users	1,264	910	2,099	114	1,283	1,187	4,646	2,211
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	30,214	28,047

Santa Clarita Public Library August 2013 Programs and Highlights

The following highlights some of the special programs hosted by the Santa Clarita Public Library in August and provides a recap of the 2013 Summer Reading Program:

- **Author Visit** – The Friends of Santa Clarita Public Library hosted first-time novelist Jim Gavin. He spoke at Valencia Library on his book of short stories, titled *Middle Men*. Gavin lives in Los Angeles, and his short fiction pieces have been published in *The New Yorker*, *The Paris Review*, and *Zoetrope*.
- **Valencia Parking Expansion** – The parking lot expansion at the Valencia Library is under construction to add 27 more parking stalls. The parking lot addition is expected to open in October.
- **Summer Reading Program Recap** – The 2013 Summer Reading program, “*Reading is Sooooo Delicious*,” was a huge success at the Santa Clarita Public Library. The following is a breakdown of our 2013 Summer Reading Program:
 - ❖ 574 Babies, toddlers, and preschoolers used early learning activity logs (17% increase from 2012).
 - ❖ 3,587 Kindergarten – 6th graders read and reviewed 12,822 books (98% increase in registration from 2012).
 - ❖ 783 Teens read and reviewed 1,145 books (331% increase in registration from 2012).
 - ❖ 919 Adults read and reviewed 1,044 books (533% increase in registration from 2012).
 - ❖ 751 Kids and teens completed the California State Library “5 Book Challenge.”
 - ❖ 5,892 People attended 108 Library events.
 - ❖ 164 Volunteers donated 3,693 hours.
 - ❖ \$3,100 was donated for the Heifer International “Read to Feed” program, which funded gifts of 3 water buffalo, 9 llamas, and 51 flocks of ducks.
 - ❖ \$15,000 was donated to the Summer Reading Program by the Friends of the Santa Clarita Public Library, which paid for many programs and performers.
 - ❖ 10 Public school visits were made to promote Summer Reading.

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- **Library Annual Report** – The Santa Clarita Public Library completed its second year of operation providing Library services and programs to benefit the Santa Clarita community with noteworthy success. The Annual Report was prepared to provide a summary of the Public Library statistics for the past two years and highlights successful programs and services which took place during the past fiscal year. The Annual Report for Fiscal Year 2012-13 was released, including Library statistics and highlights for the past year. The eight key metrics including Patron Traffic, Circulation, PC Reservation, Holds Filled, Program Attendance, Volunteer Hours, Wi-Fi Users, and Website visits all saw an increase from last Fiscal Year, with notable increases in PC Reservation (51%), Wi-Fi Users (115%), Program Attendance (57%), and Volunteer Hours (130%). A copy of the Fiscal Year 2012-13 Annual Report can be found on the Library website at www.santaclaritalibrary.com/annual-report.
- **Homework Helpers** – The Santa Clarita Public Library resumed the Homework Helpers program at all three branches to assist elementary students with their homework. The Valencia Library also hosts free tutoring for teens. The tutoring is done by Library volunteers and lasts the entire school year.
- **“How to Use Public Transportation”** – A free event presented by Santa Clarita Public Library was held on Thursday, August 29, at the Valencia Library as an outreach to the public and inform them on the available public transit services in Santa Clarita. Patrons who attended were educated on utilizing the transit system in both time and cost-efficient ways.

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

DH:EG:VM:hds

s/fin/ma/library/statistics-Library/2013 AugustMemo Library Stats – August 2013.doc

Attachment

cc: Ed Kieczkowski, City Librarian
Executive Team