CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO:

Kenneth W. Striplin, City Manager

FROM:

Darren Hernández, Deputy City Managet

DATE:

January 14, 2014

SUBJECT:

SANTA CLARITA PUBLIC LIBRARY STATISTICS - DECEMBER 2013

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

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

- 64,168 patrons visited the Libraries, 1,110 new Library cards were issued, and 4,674 patrons attended a Library program.
- 107,623 books and materials were circulated by the three branches, and 12,987 holds were filled.
- 17,320 patrons reserved and used a public computer, while 4,278 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 25,271 visits from 8,820 new visitors and 16,451 returning visitors who viewed 45,837 website pages visiting the City's Library website.

DECEMBER 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	December 2013	December 2012	December 2013	December 2012	December 2013	December 2012	December 2013	December 2012
Patron Traffic	16,640	16,885	27,778	30,246	19,750	20,133	64,168	67,264
Circulation	25,562	26,392	30,101	37,985	51,960	51,664	107,623	116,041
PC Reservations	5,743	5,461	7,402	7,383	4,175	4,321	17,320	17,165
Volunteer Hours	316	231	473	215	205	233	994	679
Holds Filled	3,461	3,448	3,316	2,878	6,210	5,547	12,987	11,873
Number of Programs	31	9	50	33	24	14	105	56
Program Attendance	575	140	3,618	4,084	481	175	4,674	4,399
Library Cards Issued	272	330	574	1,358	264	373	1,110	2,061
Wi-Fi Users	1,039	814	2,161	1,759	1,078	839	4,278	3,412
Website Visits	XXX	xxx	xxx	xxx	xxx	xxx	25,271	26,196

SANTA CLARITA PUBLIC LIBRARY STATISTICS January 14, 2014 Page 2

Santa Clarita Public Library December 2013 Programs and Highlights

The Santa Clarita Public Library featured special Holiday programming during December and continued some of the regular programming including: Homework Helpers, Digital Drop-In, Senior Creative Writing Class, Anime Club, Old Town Writers – New Ideas, and Read to a Dog. Some notable highlights during December include:

Teen Advisory Board – The Teen Advisory
Board (TAB) continues to meet once a month a
Valencia Library, providing local teens
the opportunity to contribute ideas and
enthusiasm to their local library branches.
The TAB provides the community with
their book recommendations and reviews by
updating their Goodreads account, an online
book review site. The TAB also provides input
for the Santa Clarita Public Library teen



webpage. The TAB won first place in the First Annual Gingerbread house Contest for the "teen" category, by recreating the candy house from the Harry Potter series.

Readers Group – The Santa Clarita Public Library readers group, "Up for Discussion," met in December to discuss the New York Times Best Seller, *The River Swimmer*, an adult fiction book by author Jim Harrison. The adult book club meets once a month at the Valencia branch and is open to the public.

Finals Café – In observance of the William S. Hart Union High School District finals schedule, each library branch hosted the Finals Café program in the evenings, open only to high school students studying for finals. A designated quiet study room and snacks were available for participating teens. The program was successful and much appreciated by students, and will be repeated for the next Fall finals schedule.

Bring Your Own Device – The Newhall branch hosted a BYOD, Bring Your Own Device, event open to all ages. This special program was provided right after the holidays to offer the public a place to bring in their own new digital devices to learn how to use them.

Digital Petting Zoo – The Old Town Newhall Library has created a "petting zoo" of digital devices titled "Nooks, Kindles, and More!" This new table display features a variety of book-viewing digital devices that patrons can explore before purchasing one on their own. Library staff members are available to show patrons how to operate the digital devices, read electronic-books using the devices, and provide a



SANTA CLARITA PUBLIC LIBRARY STATISTICS January 14, 2014 Page 3

Literacy and Arts Festival – The City of Santa Clarita partnered with the Santa Clarita Valley Education Foundation to create the seventh annual Literacy and Arts Festival. For the second year in a row, the Festival was held at the Old Town Newhall Library and is designed to promote the importance of literacy and the arts to all ages. The event on December 7 featured attractions such as storytimes by genre, a drawing activity with artist, Michael Powell, crafts, games, and stage entertainment. A wide variety of participants were present, including Sequoia Charter School, the COC Youth Symphony, Saugus High Journalism Club, Human Rights Student Task Force, and Santa Clarita School of Performing Arts. Volunteers from all four elementary school districts, the William S. Hart Union High School District, and College of the Canyons helped make this year's Literacy and Arts Festival another success.

First Annual Gingerbread House Contest – The Friends of the Library hosted their First Annual Gingerbread House Contest. The free contest was open to five different age categories, and creations were judged on imagination, design, and construction of the entirely edible gingerbread houses. The creations were on display for voting at the Valencia branch, and winners were announced during the Literacy and Arts Festival at Old Town Newhall Library. Award ribbons were given out to the top three winners and the People's Choice pick of each age category. Judges included a professional cook, Merry Graham; the Friends of the Library President, Jack Levenberg; and Mayor Pro Tem Marsha McLean.



The Hobbit Events Continue – The series of free Hobbit-related events began on November 25 and continued in December with a special presentation by the Tolkien scholar, Cliff Broadway. The event at Valencia Library included a publishing history of Tolkien's works and a discussion of Hobbit-related interests. The Newhall branch hosted Azusa Pacific University professor, Josh Long, as he explored character development and influences and links between The Hobbit and The Lord of the Rings. After each event, participants had the chance to win a free pair of tickets to a private screening of the new film, "The Hobbit: The Desolation of Smaug," which opened on December 13.

Holiday Programming at the Santa Clarita Public Library

• Christmas Storytimes – Each library branch hosted a special Christmas storytime for preschool, school-age, and families. Santa's Elves made a special appearance at the

SANTA CLARITA PUBLIC LIBRARY STATISTICS January 14, 2014 Page 4

Valencia branch, the Canyon Country branch had a storytime with Santa, and the Newhall branch featured Mrs. Claus. Each branch also offered viewings of a family holiday movie.

- Baby Toddler Holiday Storytime The standard Baby Toddler Storytime was enhanced to include holiday favorites of songs, stories, and rhymes, while still focusing on early language and literacy.
- **Trolley Ride** The Santa Clarita Trolley offered a special ride down Main Street while families and children could listen to the story *Polar Express*. After the trolley ride, participants gathered at the Newhall Library for hot chocolate.
- Kwanzaa and Christmas Crafts The Valencia branch offered arts and crafts activities for all school-age children.

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

DH:EG:VM:hds

s/fin/ma/library/statistics-Library/2013 December/Memo Library Stats - December 2013.doc

Attachment

cc: Ed Kieczykowski, City Librarian Executive Team Citizens Public Library Advisory Committee Friends of Santa Clarita Public Library