CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO:

Kenneth W. Striplin, City Manager

FROM:

Darren Hernández, Deputy City Manager

DATE:

June 17, 2014

SUBJECT:

SANTA CLARITA PUBLIC LIBRARY STATISTICS - MAY 2014

Attached is the statistical report for the Santa Clarita Public Library for May 2014.

Overall statistics for the three Library branches in May 2014 include:

- 74,695 patrons visited the Libraries, 1,255 new Library cards were issued, and 5,425 patrons attended a Library program.
- 118,532 books and materials were circulated by the three branches, and 11,928 holds were filled.
- 19,579 patrons reserved and used a public computer, while 5,069 patrons used the Library's free wireless internet (Wi-Fi).
- The Library's website received 27,522 visits from 9,605 new visitors and 17,917 returning visitors who viewed 50,842 website pages visiting the City's Library website.

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	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	May 2014	May 2013	May 2014	May 2013	May 2014	May 2013	May 2014	May 2013
Patron Traffic	21,760	21,801	29,584	31,064	23,351	23,237	74,695	76,102
Circulation	29,328	30,228	33,509	35,524	55,695	57,391	118,532	123,143
PC Reservations	6,661	6,507	8,192	8,759	4,726	4,803	19,579	20,069
Volunteer Hours	270	351	401	406	243	215	914	972
Holds Filled	3,281	3,761	3,112	3,653	5,535	7,338	11,928	14,752
Number of Programs	36	39	87	96	32	29	155	164
Program Attendance	1,604	1,045	2,531	1,513	1,290	613	5,425	3,171
Library Cards Issued	312	399	653	875	290	437	1,255	1,711
Wi-Fi Users	1,286	1,192	2,497	2,125	1,286	1,099	5,069	4,416
Website Visits	xxx	xxx	xxx	xxx	xxx	XXX	27,522	28,928

SANTA CLARITA PUBLIC LIBRARY STATISTICS June 17, 2014 Page 2

Santa Clarita Public Library May 2014 Programs and Highlights

During May, all three branches continued to offer Conversational English Class, Homework Help, Digital Drop In, Senior Creative Writing, and a variety of computer skills classes. In preparation for the 2014 Summer Reading Program beginning in June, there were no regularly scheduled storytimes during May.

The following are a few additional programs and highlights which took place in May:

Author Visit – The Friends of Santa Clarita Public Library welcomed author Margaret Dilloway to the Valencia Library. Dilloway is the author of two women's fiction novels: *How to Be an American Housewife* and *The Care and Handling of Roses and Thorns*, which won the American Library Association's Literary Tastes Award for Best Women's Fiction in 2013.

Science Club – The Science Club for school-age children continues to meet monthly at Canyon Country Library. This month's science topic was "Gears," to celebrate the AMGEN bike tour that stopped in Santa Clarita during May. Mike the Science Guy demonstrated how gears work by building a miniature bicycle gear.

Small Business Workshop – The Old Town Newhall Library featured the workshop, Accessing Capital as a Small Business, in an effort to guide small and potential business owners in raising capital. Three panels of representatives from local banks and other lenders spoke about how to obtain loans to start a small business, how to take over a small business, and how to bring capital into an existing small business. This workshop was a success due to the collaboration from local businesses including: Small Business Administration, College of the Canyons Small Business Development Center, SCORE, SoCal Certified Development Company, and SBA Lender Partners.

Voices from the Past – In honor of Memorial Day, the Newhall branch featured a World War II veteran, Hal Wilder, who spoke to adults and seniors of his own personal experiences.

Technology Petting Zoo – Best Buy's technology team, Geek Squad, visited the Old Town Newhall Branch to teach Library patrons of all ages about current electronic devices. The Geek Squad presented hands-on training to engage patrons with the devices and brought an array of various devices to explore.

Friends of Santa Clarita Public Library – On May 14, the Friends of Santa Clarita Public Library (FOL) launched a new website. The new site is more user-friendly and includes a

SANTA CLARITA PUBLIC LIBRARY STATISTICS June 17, 2014 Page 3

calendar of upcoming FOL events, as well as photos from past events. The FOL also donated over \$24,000 to help sponsor the 2014 Summer Reading Program.

Summer Reading Program – During May, Santa Clarita Public Library (SCPL) staff geared up for the 2014 Summer Reading Program, "Paws to Read," which began on June 9. SCPL Children's Librarians visited local schools and spoke to 3,111 Kindergarten – 12th grade students to spread the word about the upcoming Summer Reading Program. In an effort to increase venue space, SCPL will be expanding their Summer Reading programming to include off-site locations at various high schools throughout the City.

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

DH:EG:VM:hds

s/fin/ma/library/statistics-Library/2014 May/Memo Library Stats - May 2014.doc

Attachment

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