


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: August 29, 2014

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JUNE 2014

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

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

- 73,756 patrons visited the Libraries, 1,602 new Library cards were issued, and 5,868 patrons attended a Library program.
- 138,971 books and materials were circulated by the three branches, and 13,200 holds were filled.
- 18,566 patrons reserved and used a public computer, while 4,658 patrons used the Library’s free wireless internet (Wi-Fi).
- The Library’s website received 30,001 visits from 10,230 new visitors and 19,771 returning visitors who viewed 55,646 website pages visiting the City’s Library website.

June 2014	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	June 2014	June 2013	June 2014	June 2013	June 2014	June 2013	June 2014	June 2013
Patron Traffic	20,675	23,915	27,773	30,174	25,308	26,888	73,756	80,977
Circulation	34,797	35,906	41,283	37,481	62,891	60,775	138,971	134,162
PC Reservations	6,322	6,768	7,670	8,224	4,574	4,811	18,566	19,803
Volunteer Hours	1,080	965	913	739	701	639	2,694	2,343
Holds Filled	3,693	3,804	3,603	3,833	5,904	7,310	13,200	14,947
Number of Programs	37	19	53	27	37	23	127	69
Program Attendance	1,651	900	2,312	1,252	1,905	1,072	5,868	3,224
Library Cards Issued	516	742	712	1,107	374	502	1,602	2,351
Wi-Fi Users	1,280	1,126	2,096	1,794	1,282	1,122	4,658	4,042
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	30,001	32,687

Santa Clarita Public Library June 2014 Programs and Highlights

During June, all three branches continued to offer scheduled Baby and Toddler, School Readiness, and Bilingual Storytime programs and began the 2014 Summer Reading Program. The following are a few additional programs and highlights which took place in June:

Summer Reading Program update – The 2014 Summer Reading Program began on June 9 and continued through June. In addition to animal-themed storytimes, movies, and activities, Santa Clarita Public Library (SCPL) hosted two special off-site Summer Reading Program events. Juggler David Cousin performed for 363 Library patrons at Hart High School Auditorium, and they also had the chance to attend a special program by Buster Balloon. During the two special showings, 524 attendees were at the West Ranch High School Auditorium. Also during June, the 2014 Summer Reading Program featured two pet-adoption days presented by St. Bonnie’s Sanctuary and a pet-photo bookmark contest.

Author Visit with Teresa Rhyne – In conjunction with the 2014 Summer Reading Program theme, “Paws to Read,” author Teresa Rhyne visited the Canyon Country branch and discussed her non-fiction novel, *The Dog Lived (and so will I)*. The true story accounts battles of cancer by Rhyne and her dog and teaches human and canine love. Rhyne is a New York Times Best-Selling Author and provided an engaging discussion with Library patrons.



Adaptive Adult Reading Program – The Adult Adaptive Reading Program began in March 2014 and continued to meet once a month through June. Adaptive-Needs adults and their caregivers attended the free storytimes and reading programs at Canyon Country Library. Due to the program’s success and high attendance during its first season, it will resume again at the Canyon Country branch in September and continue to run through next year.

American Library Association Annual Conference – SCPL attended the 2014 American Library Association Annual Conference and Exhibition, a national conference for various types of libraries. It was attended by 13,000 librarians and 5,000 exhibitors. SCPL was chosen as one of 35 libraries in the U.S. to hold an exhibit at the Diversity Fair, a portion of the ALA Annual Conference. The Diversity Fair showcases libraries that have provided innovative library outreach programs. At this year’s Diversity Fair, Karen Cruze, presented information about “Santa Clarita’s Cultural Landscape Program – Outreach to English Language Learners.” The presentation focused on how SCPL utilized grant funding from the Cultural Landscape Initiative of the City of Santa Clarita and teamed with local schools and educators to outreach to schools with large Hispanic populations to host a successful author event with Mexican-American author, Gary Soto.

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If you have any questions, please contact me.

DH:EG:VM:hds

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

Attachment

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