


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: January 14, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – DECEMBER 2014

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

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

- 63,082 patrons visited the Libraries, 902 new Library cards were issued, and 2,791 patrons attended a Library program.
- 103,581 books and materials were circulated by the three branches, and 11,402 holds were filled.
- 16,750 patrons reserved and used a public computer, while 5,573 patrons used the Library's free wireless internet (Wi-Fi), and the Library website had 44,221 visits.

Month-to-Date								
DECEMBER 2014	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Dec. 2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014	Dec. 2013	Dec. 2014	Dec. 2013
Patron Traffic	18,405	16,640	25,302	27,778	19,375	19,750	63,082	64,168
Circulation	26,114	25,562	29,043	30,101	48,424	51,960	103,581	107,623
PC Reservations	4,887	5,743	7,968	7,402	3,895	4,175	16,750	17,320
Volunteer Hours	253	316	451	473	161	205	865	994
Holdings Filled	3,324	3,461	2,952	3,316	5,126	6,210	11,402	12,987
Number of Programs	29	31	59	50	36	24	124	105
Program Attendance	612	575	1,306	3,618	873	481	2,791	4,674
Library Cards Issued	272	272	405	574	225	264	902	1,110
Wi-Fi Users	1,535	1,039	2,685	2,161	1,353	1,078	5,573	4,278
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	44,221	25,271

Santa Clarita Public Library December 2014 Programs and Highlights

Holiday programming for Santa Clarita Public Library in December included: Holiday storytime, Tataviam Indians Historical Society Lecture, Homework Help, Senior Creative Writing, and Digital Drop In. The following highlights several additional special programs hosted by the Santa Clarita Public Library in December:

- **Draft Library Strategic Plan** – All the community meetings on the new Library Strategic Plan, and the online survey requesting public feedback, were finalized in November. The Santa Clarita Public Library continued their work on the development of the new “draft” three-year strategic plan to advance and expand the programs and services at all three branches from 2015-2018.
- **Friends of Library Gingerbread House Contest** – The second Annual Gingerbread House contest hosted by the Friends of Library was held for participants of all ages at Valencia Library. Gingerbread programs included a cookie-decorating event for kids and gingerbread house workshops for all patrons.
- **The Hobbit** – In anticipation of the release of *The Hobbit: The Battle of the Five Armies*, all three branches offered free programs, movie screenings, and literary discussions including:
 - A hobbit scavenger hunt in each Library branch.
 - An engaging book discussion on the literary classic, *The Hobbit*, by J.R.R. Tolkien.
 - A special presentation by Tolkien expert, Cliff Broadway, who presented “The Hobbit – Then and Now,” a review of all adaptations of *The Hobbit* story.
 - “Mocha and More,” a teen Hobbit book discussion.
 - Professor Diana Glycer’s presentation on J.R.R. Tolkien’s friendship with C.S. Lewis and how their relationship influenced the books and Tolkien’s tales of hobbits and wizards.

The culmination was a private screening of the movie, *The Hobbit: The Battle of the Five Armies*, on December 20, attended by over 200 library patrons who won tickets by participating in the special Hobbit activities.

- **Fiber Arts at Canyon Country Branch** – The Canyon Country Library invites all patrons on the first Sunday of the month interested in knitting, spinning, quilting, and all fiber artists to meet new friends and learn new techniques. Participants of all levels of experience are encouraged to bring their work, share expertise, and develop skills.
- **Finals Café** – The Library branches provided teens a special place to spread out, hit the books, and study for finals.

If you have any questions, please contact me.

DH:EG:hds

SANTA CLARITA PUBLIC LIBRARY STATISTICS

January 14, 2015

Page 3

Attachment

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