


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: December 22, 2014

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – NOVEMBER 2014

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

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

- 75,574 patrons visited the Libraries, 1,186 new Library cards were issued, and 9,315 patrons attended a Library program.
- 117,421 books and materials were circulated by the three branches, and 11,422 holds were filled.
- 16,321 patrons reserved and used a public computer, while 4,685 patrons used the Library's free wireless internet (Wi-Fi), and the Library website had 45,841 visits.

Month-to-Date								
NOVEMBER	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Nov. 2014	Nov. 2013	Nov. 2014	Nov. 2013	Nov. 2014	Nov. 2013	Nov. 2014	Nov. 2013
Patron Traffic	24,555	18,784	28,986	26,592	22,033	21,607	75,574	66,983
Circulation	28,839	28,205	33,160	34,441	55,422	55,275	117,421	117,921
PC Reservations	5,162	6,002	7,240	7,624	3,919	4,254	16,321	17,880
Volunteer Hours	339	405	706	619	205	286	1,250	1,310
Holds Filled	3,474	3,956	2,927	3,848	5,021	6,964	11,422	14,768
Number of Programs	77	70	105	98	68	40	250	208
Program Attendance	1,424	1,185	6,324	1,911	1,567	954	9,315	4,050
Library Cards Issued	331	348	547	694	308	368	1,186	1,410
Wi-Fi Users	1,297	1,063	2,240	2,101	1,148	1,117	4,685	4,281
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	45,841	26,235

***Santa Clarita Public Library November 2014 Programs and Highlights***

Autumn programming for Santa Clarita Public Library continued through November 17. Regularly scheduled programs for autumn included: Storytimes for Baby Toddler (6-36 months), Just for 2s and 3s, School Readiness (3-5 years), Bilingual/Cuenta Cuentos (all ages), Pajama (all ages), All Abilities, and Elementary Storytime, Youth Chess Club, Lego Days, Read to Dogs, Science Club, Books and Crafts, Family Game Nights, and Family Movies.

In addition to the regularly scheduled storytimes and programs, the following highlights are some of the additional autumn and Special Programs hosted by the Santa Clarita Public Library in November:

- **Strategic Plan meetings (Continued)** – The Santa Clarita Public Library continued their work on the development of a new three-year strategic plan to advance and expand the programs and services at all three branches from 2015-2018. Community meetings continued in November with Santa Clarita Public Library users and residents invited to attend and share their thoughts and feedback on Library services and programs. The online survey was available through November 24 for those that could not attend a community meeting.
- **California Dreaming Art Exhibit** – The Old Town Newhall Library is featuring the artwork of students from College of the Canyon (COC) in the Community Room through February 1, 2015. COC 2D illustration student's from the college's Multimedia Design Department explored the idea of the California dream in a variety of drawing styles that use digital as well as traditional methods. The works in this exhibition are the result of that exploration.
- **The Nutcracker** – The Santa Clarita Public Library partnered with the Santa Clarita Ballet's Nutcracker production for a special event that included the opportunity for Library patrons to mingle with the costumed dancers, pose for pictures, and enjoy the delightful story as it is read aloud. The Nutcracker special program took place on November 23 at Canyon Country Library, November 30, at Valencia, and December 7, at Newhall.
- **Friends of Library Book Bag Sale** – the Friends of Santa Clarita Public Library held a book bag fundraiser in November at all three branches. Library patrons were able to fill a book bag with any books in the book store for only \$7.00; all proceeds are used towards the benefit of the Library.
- **Cooking Programs in Honor of Thanksgiving** – To celebrate Thanksgiving, special programming took place at the Library branches, which included a Native American cooking demonstration of unique recipes by Chef Herve, the opportunity to create a cookbook of family favorites dishes, and no-bake Thanksgiving dessert classes.
- **For the Troops** – On November 8, the Valencia Library held a special program for patrons of all ages to create holiday cards to send to service members across the United States.

## SANTA CLARITA PUBLIC LIBRARY STATISTICS

November 22, 2014

Page 3

- **Literacy and Arts Festival** – Through a partnership between the City of Santa Clarita, Santa Clarita Public Library, Santa Clarita Valley Education Foundation, and California Credit Union Santa Clarita's 8<sup>th</sup> Annual Literacy and Arts Festival was held on November 15, at the Old Town Newhall Library. This festival provided entertainment, education, and activities to encourage, promote, and expose the importance of literacy and the arts to all ages. Activities included storybook characters, storytellers, performers, music to enjoy and instruments to explore, booths, exhibits, a book swap area, and interactive demos emphasizing the arts and literature. The winners of the bookmark art and writing contest were also revealed.
- **Citizens Public Library Advisory Committee (CPLAC)** – The CPLAC held their last meeting of 2014 on November 13. The agenda included a review of Library statistics; marketing report on Library programs, services, and events; presentation of digital reader's advisory resources; and an update report on the Library Strategic Plan community focus meetings.
- **Library at Arts Commission** – The Santa Clarita Public Library was on the agenda of the November 13, Arts Commission meeting. Library staff presented an overview of the programs and services offered at the three branches of the Santa Clarita Public Library featuring art, culture, and literature programs.

If you have any questions, please contact me.

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Attachment

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