


CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: November 17, 2014

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – OCTOBER 2014

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

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

- 79,355 patrons visited the Libraries, 5,338 new Library cards were issued, and 7,219 patrons attended a Library program.
- 131,296 books and materials were circulated by the three branches, and 13,434 holds were filled.
- 19,968 patrons reserved and used a public computer, while 5,338 patrons used the Library's free wireless internet (Wi-Fi), and the Library website had 52,613 visits.

Month-to-Date								
OCTOBER	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Oct. 2014	Oct. 2013	Oct. 2014	Oct. 2013	Oct. 2014	Oct. 2013	Oct. 2014	Oct. 2013
Patron Traffic	21,702	22,679	32,240	33,154	25,413	25,098	79,355	80,931
Circulation	33,142	29,998	37,630	36,517	60,524	57,372	131,296	123,887
PC Reservations	6,383	7,243	9,013	9,328	4,572	5,013	19,968	21,584
Volunteer Hours	455	510	654	759	238	299	1,347	1,568
Holds Filled	3,981	4,455	3,450	4,269	6,003	8,203	13,434	16,927
Number of Programs	85	85	145	98	84	64	314	247
Program Attendance	1,932	1,680	2,982	2,207	2,305	1,610	7,219	5,497
Library Cards Issued	344	406	674	856	343	425	1,361	1,687
Wi-Fi Users	1,468	1,211	2,484	2,256	1,386	1,274	5,338	4,741
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	52,613	27,183

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Santa Clarita Public Library October 2014 Programs and Highlights

Autumn programming for Santa Clarita Public Library continued through October. Regularly scheduled programs for Fall include: 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 Fall and Special Programs hosted by the Santa Clarita Public Library in October:

- **Author Event** – On October 9, the Santa Clarita Public Library hosted an evening with the authors of “Freud’s Mistress,” Karen Mack and Jennifer Kaufman. Mack and Kaufman skillfully mix fact and fiction, rounding out details of the famous analyst’s academic work with depictions of his home life and Viennese society. This free author event was sponsored and presented by the Friends of Santa Clarita Public Library.
- **Library at Kid Expo** – The Santa Clarita Public Library participated in this year’s Kid Expo on October 12. Kid Expo is a day of fun for children and adults presented by the Child and Family Center. The Library booth included teen volunteers helping at the Expo and was popular with kids and adults learning about the services provided at the Santa Clarita Public Library.
- **National Friends of Library Week** – The Friends of Santa Clarita Public Library were acknowledged by the City Council for their efforts and volunteer service supporting the Santa Clarita Public Library at the City Council meeting of October 14. The Mayor also proclaimed October 19-25 as Friends of Library Week.



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- **Lecture Rancho Camulos** - As part of the Santa Clarita Valley Historical Society's lecture series, the history of Rancho Camulos was the subject of a talk given at the Old Town Newhall Library on October 18.
- **Resume Basics and Job-Hunting Help** – Adults were invited to the Valencia Library on October 28 for free assistance in creating a resume and job-hunting tips, suggestions, and recommendations.
- **Strategic Planning meetings** – The Santa Clarita Public Library is working on a three-year strategic plan to advance and expand the programs and services at all three branches. Santa Clarita Public Library users and residents were invited to share their thoughts and feedback with the Santa Clarita Public Library team at various planning meetings held on October 23, 25, and 27, with additional meetings scheduled for November, and an online survey available for those that cannot attend a meeting at https://www.surveymonkey.com/s/Public_library_strategic_plan.

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