

SANTA CLARITA PUBLIC LIBRARY STATISTICS

April 21, 2015

Page 2

Santa Clarita Public Library March 2015 Programs and Highlights

As part of the Winter/Spring schedule, all three Library branches continued to offer Storytimes for Baby/Toddler, Just for 2s and 3s, School Readiness, Bilingual, and Pajama Storytimes. Regular scheduled programs include Homework Help, Lego Days, Digital Drop-In, Read to Dogs, and Board Games. The Storytimes and Homework Help programs continue to be very popular events for Library patrons.

In addition to our regularly scheduled programs, the following highlights are some of the additional events that occurred in March:

- **One Story, One City** – For March, the Libraries engaged Santa Clarita residents of all ages in a City-wide discussion about One Story – *In the Heart of the Sea* by Nathaniel Philbrick. Many exciting, free programs were offered throughout the month by all three Library branches:
 - **Melville's Muse** was presented by Professor Morgan Voorhis of the Master's College. There was a discussion of the relationship between Herman Melville, *Moby Dick*, and the whaleship, Essex.
 - **Long Beach "Aquarium on Wheels"** was a very exciting and popular event that took place at the Westfield Valencia Town Center. Patrons had the opportunity to experience the wonders of the deep and the not-so-deep at the traveling exhibit with live tide pool creatures!
 - **New England Noshing** offered adults the experience of Nantucket (New England) food, prepared by local Chef Herve at the Valencia Library.
 - **A Visit with Gianna Marino** took place at the Canyon Country and Valencia Libraries. She is the award-winning Author of *Following Papa's Song*. Children had the chance to meet this children's book author and illustrator and listen to her read from her work and talk about whales.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

April 21, 2015

Page 3

- **Engineering Aboard Wooden Whaling Ships** offered hands-on demonstrations of the engineering basics needed to crew a wooden whaling ship in the 1800s. At all three Library branches, families got to experiment by raising and lowering sails, yards and spars, and work with pulleys and block and tackle.
- **Whale Party** occurred at the three Library branches throughout the month, offering a whale of a time! Children made crafts from gardening pots and participated in a group project.
- **Roof Replacement** – The Valencia Library roof replacement project is underway. The construction of the new energy-efficient “cool roof” should be completed by the end of April.
- **Dr. Seuss Birthday Celebration** – The Canyon Country Library held a special celebration for Dr. Seuss’s birthday with a storytime and Seuss activities on March 2.
- **Recycle it Into Art!** – In preparation for the City of Santa Clarita’s Earth Arbor Day, the Libraries held a special event tied to the “Make Time for the Earth” theme. From March 28-30, the three Library branches hosted, “Recycle It Into Art!” which allowed families to make an art piece of recycled materials that the Libraries supplied. All the finished works were entered in the City’s Earth Arbor Day Recycled Work of Art Contest, held at the Earth Arbor Day Festival.



If you have any questions, please contact me.

DH:EG:RB:hds

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Attachment

cc: Carol Damaso, Interim City Librarian
City Leadership Team
Citizens Public Library Advisory Committee
Friends of Santa Clarita Public Library



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT
Fiscal Year 2014-15

March 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15

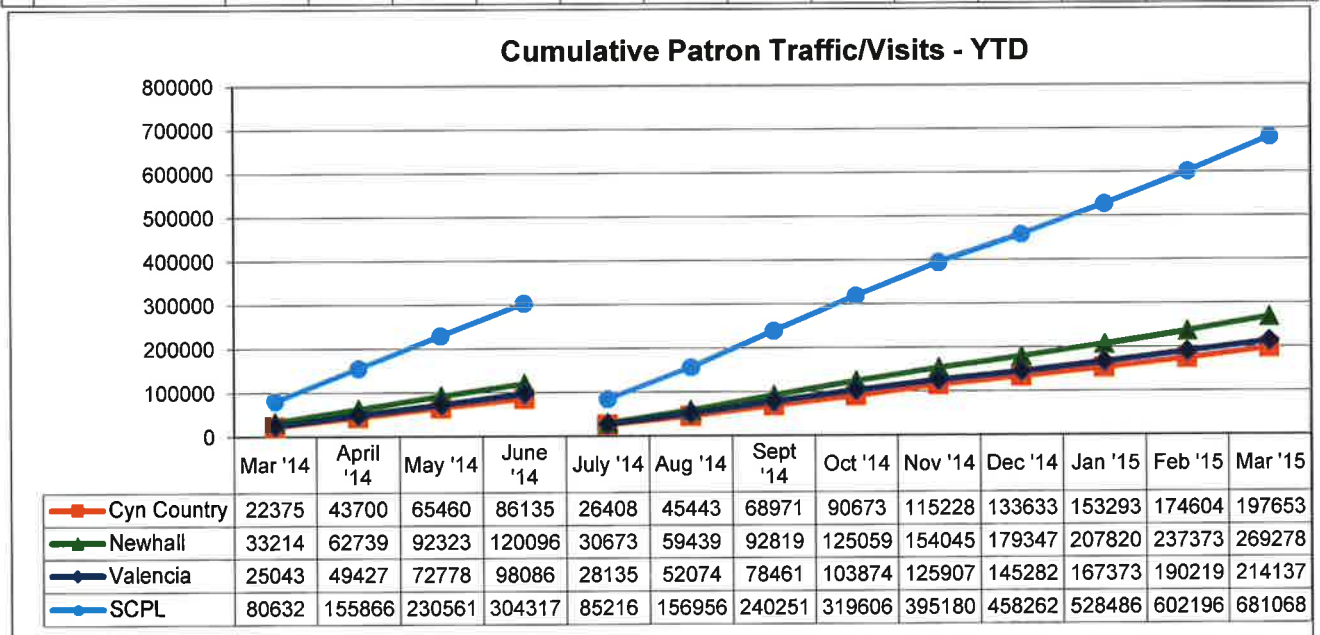
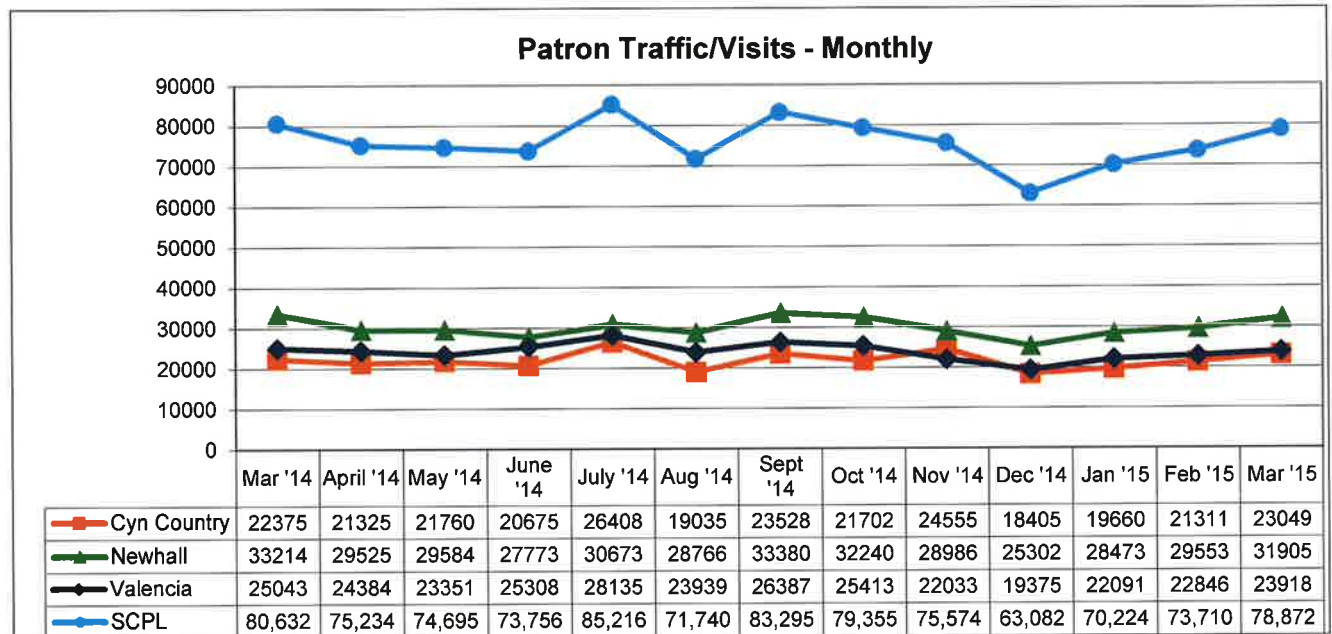
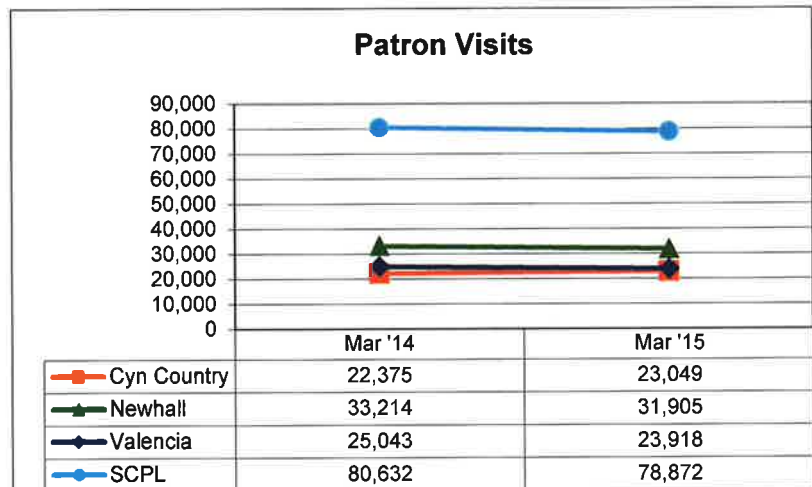
Statistical Summary

Month-to-Date								
MARCH 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Mar. 2015	Mar. 2014	Mar. 2015	Mar. 2014	Mar. 2015	Mar. 2014	Mar. 2015	Mar. 2014
Patron Traffic	23,049	22,375	31,905	33,214	23,918	25,043	78,872	80,632
Circulation	34,187	31,576	35,781	36,337	61,082	62,086	131,050	129,999
PC Reservations	5,965	7,271	7,518	8,484	4,492	4,964	17,975	20,719
Volunteer Hours	354	524	801	807	290	317	1,445	1,648
Holds Filled	3,698	4,176	3,690	3,931	6,683	7,366	14,071	15,473
Number of Programs	96	80	129	122	79	64	304	266
Program Attendance	2,286	1,519	3,181	2,551	1,841	1,841	7,308	5,911
Library Cards Issued	382	362	612	743	292	374	1,286	1,479
Wi-Fi Users	1,507	1,288	2,484	2,501	1,303	1,280	5,294	5,069
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	53,201	29,645

Year-to-Date								
MARCH 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Mar. Y-T-D 2015	Mar. Y-T-D 2014	Mar. Y-T-D 2015	Mar. Y-T-D 2014	Mar. Y-T-D 2015	Mar. Y-T-D 2014	Mar. Y-T-D 2015	Mar. Y-T-D 2014
Patron Traffic	197,653	195,019	269,278	272,661	214,137	216,835	681,068	684,515
Circulation	284,107	276,687	313,126	320,931	516,930	524,106	1,114,163	1,121,724
PC Reservations	52,834	62,093	71,764	76,194	38,745	42,487	163,343	180,774
Volunteer Hours	4,144	4,674	6,088	5,527	2,264	2,583	12,496	12,784
Holds Filled	33,095	36,735	29,661	35,766	51,434	66,624	114,190	139,125
Number of Programs	536	462	871	684	529	369	1,936	1,515
Program Attendance	11,807	9,956	24,284	19,185	12,961	10,258	49,052	39,399
Library Cards Issued	3,257	3,771	5,705	7,374	3,038	3,629	12,000	14,774
Wi-Fi Users	12,894	10,698	21,513	19,664	11,908	10,894	46,315	41,256
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	449,360	259,224

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
PATRON VISITS

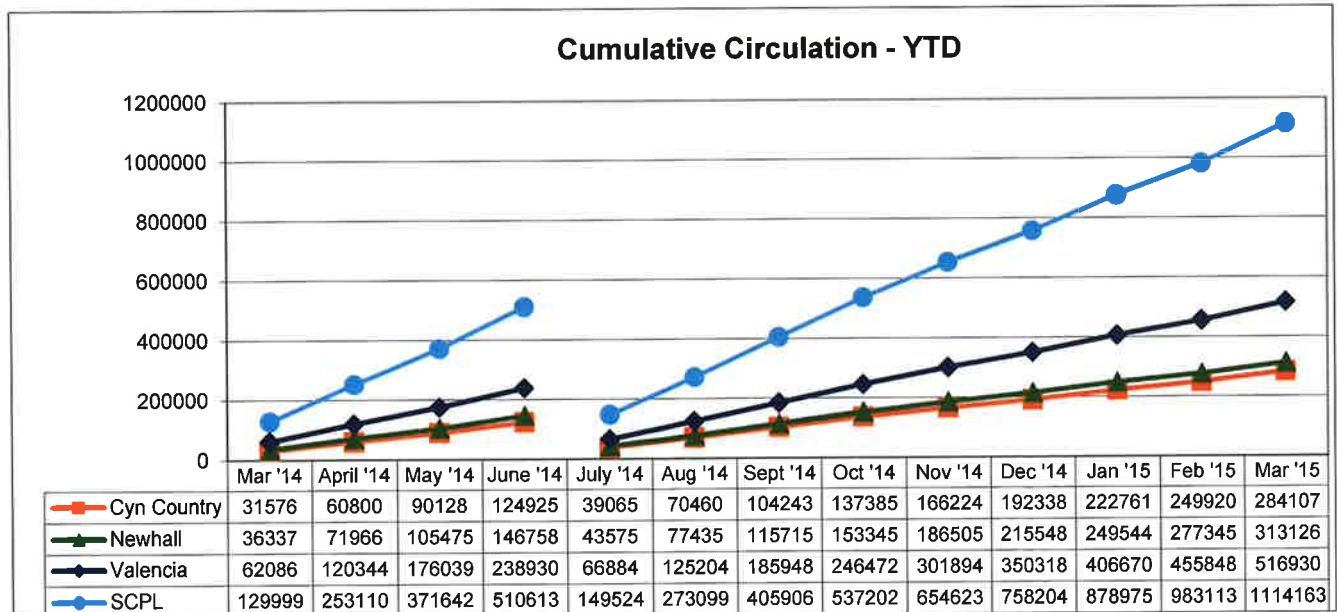
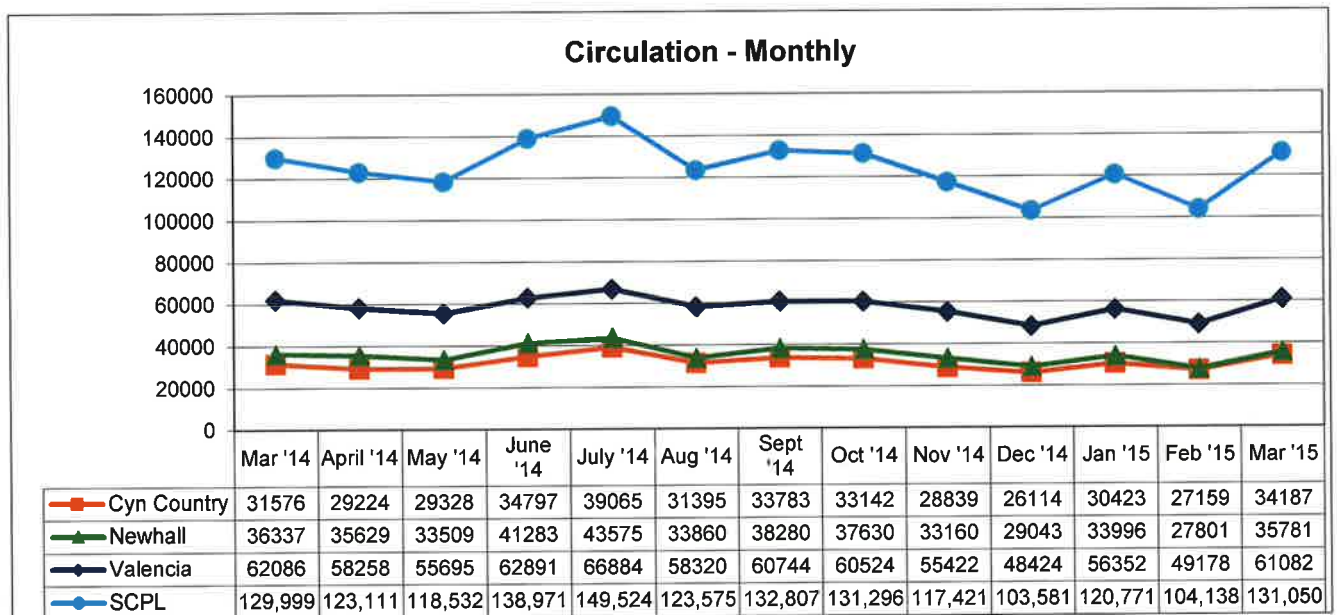
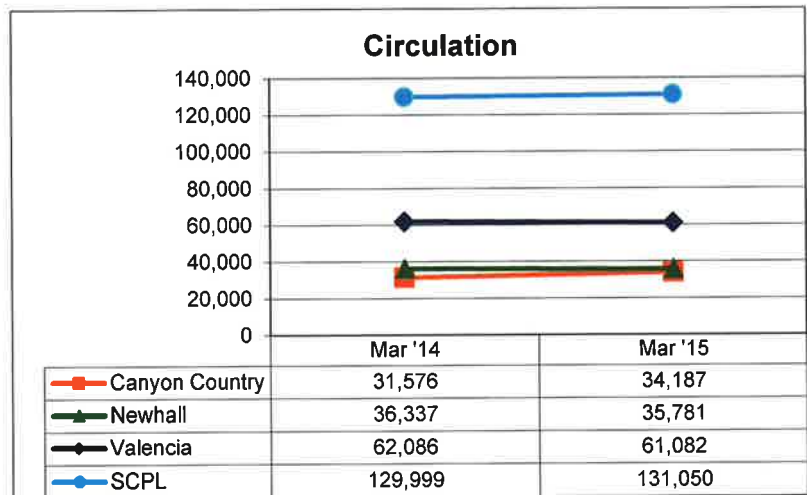
In March 2015, a total of 78,872 patrons visited the Santa Clarita Public Library, with 23,049 visitors at Canyon Country, 31,905 at Newhall, and 23,918 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
CIRCULATION

In March 2015, a total of 131,050 books and materials were circulated in the Santa Clarita Public Library.

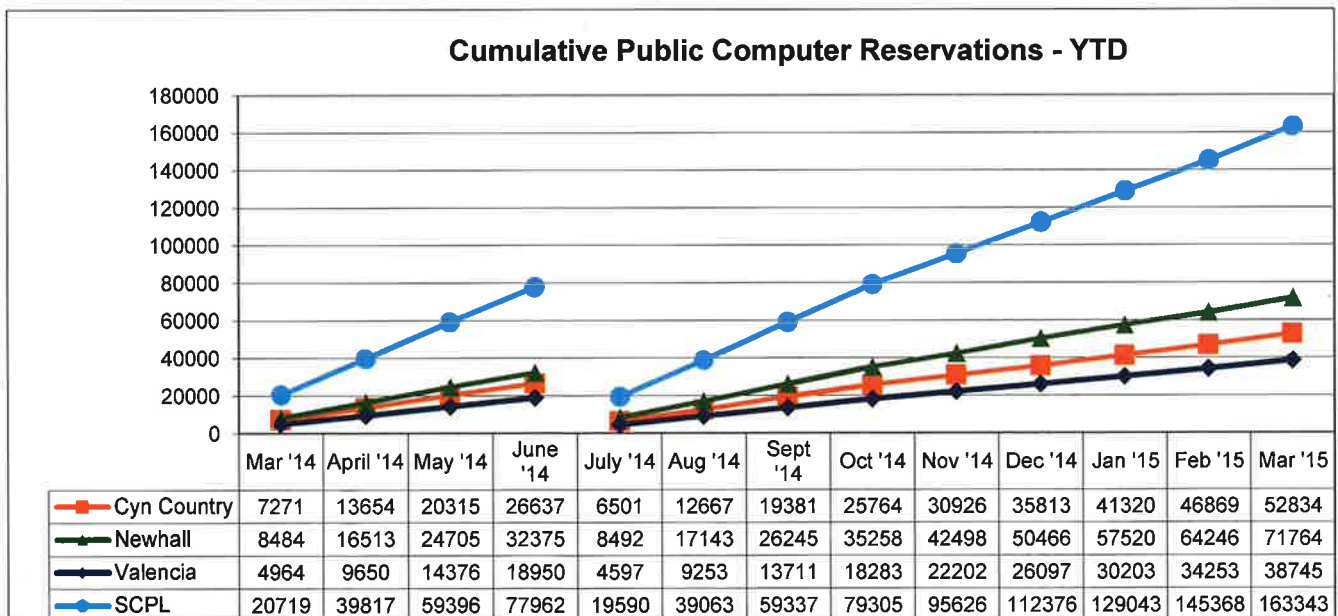
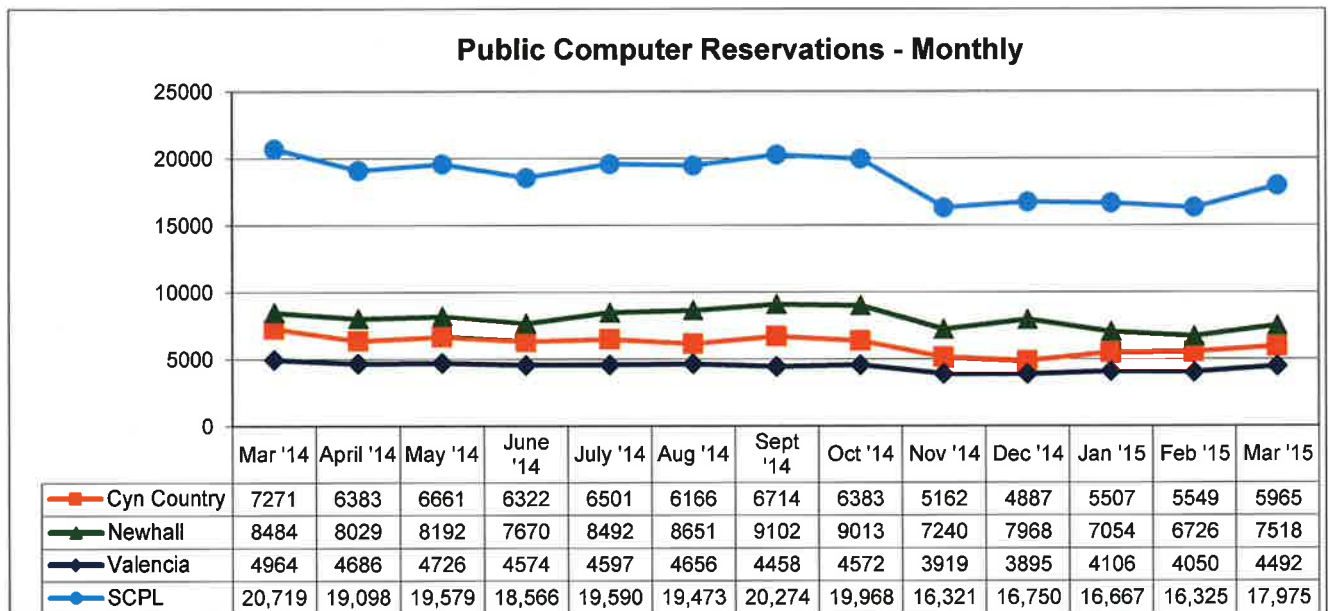
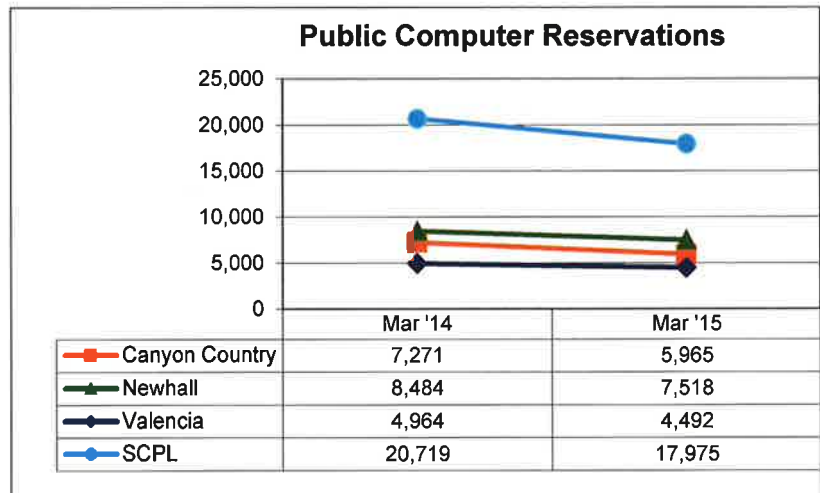
34,187 books and materials were circulated at the Canyon Country Library, 35,781 at Newhall Library, and 61,082 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
PUBLIC COMPUTER RESERVATIONS

In March 2015, a total of 17,975 patrons reserved and used a public computer.

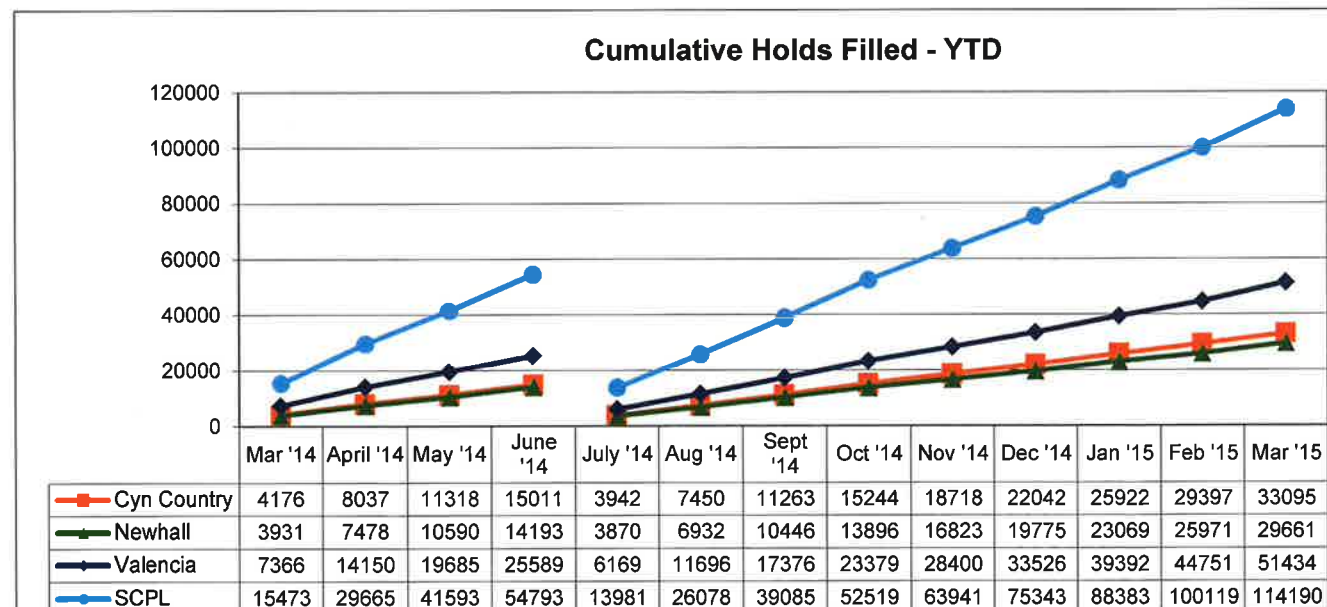
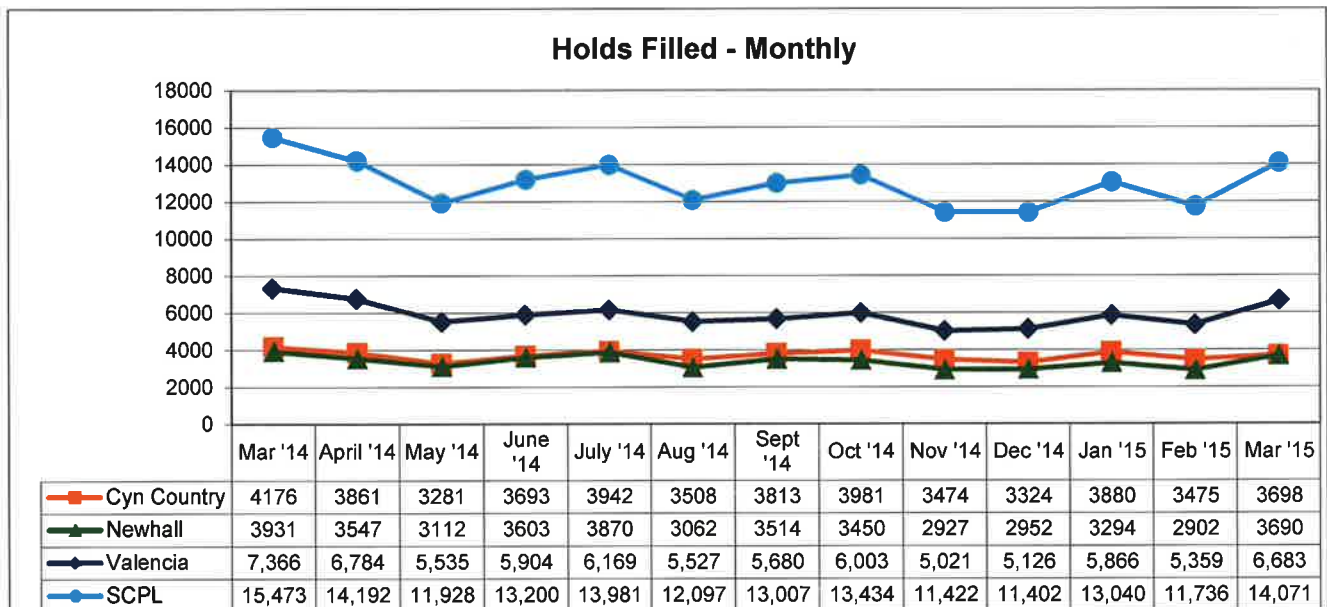
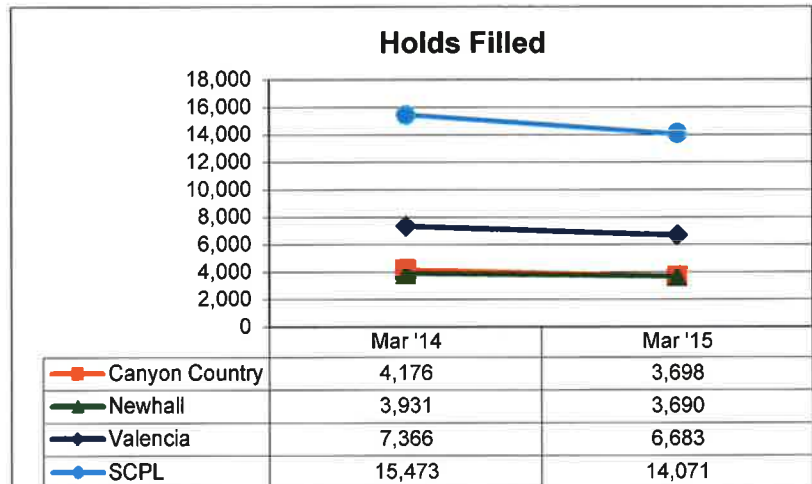
5,965 patrons used public computers in the Canyon Country Library, 7,518 in Newhall Library, and 4,492 in Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
HOLDS FILLED

In March 2015, a total of 14,071 holds were filled in the Santa Clarita Public Library.

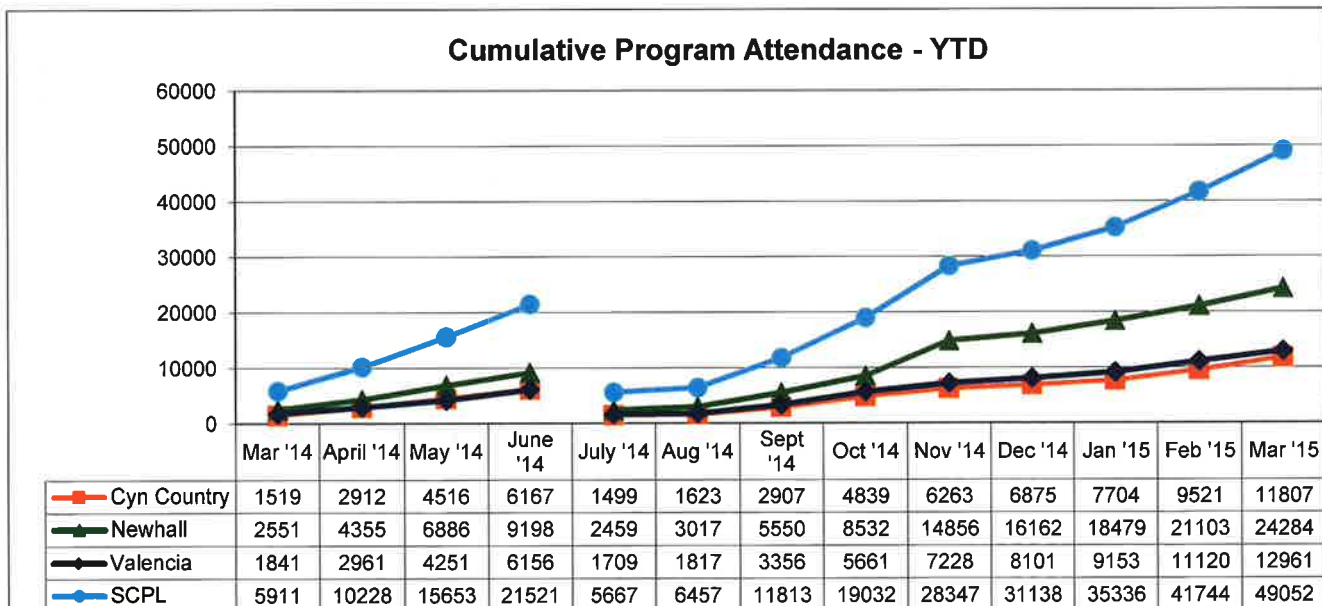
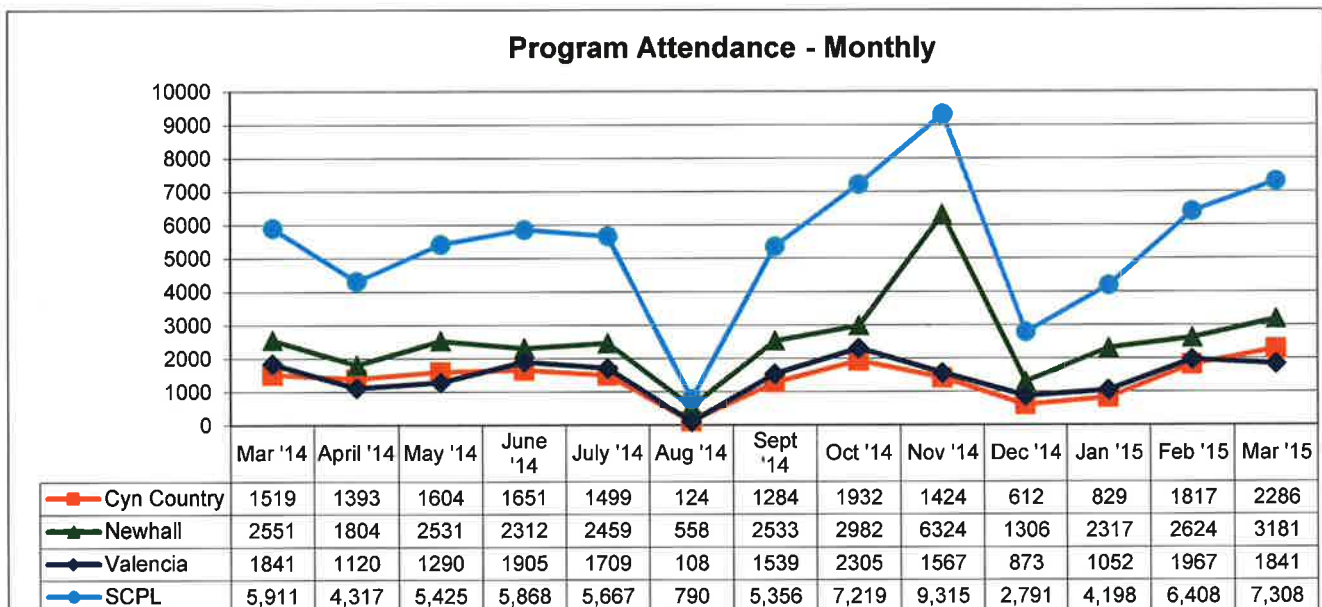
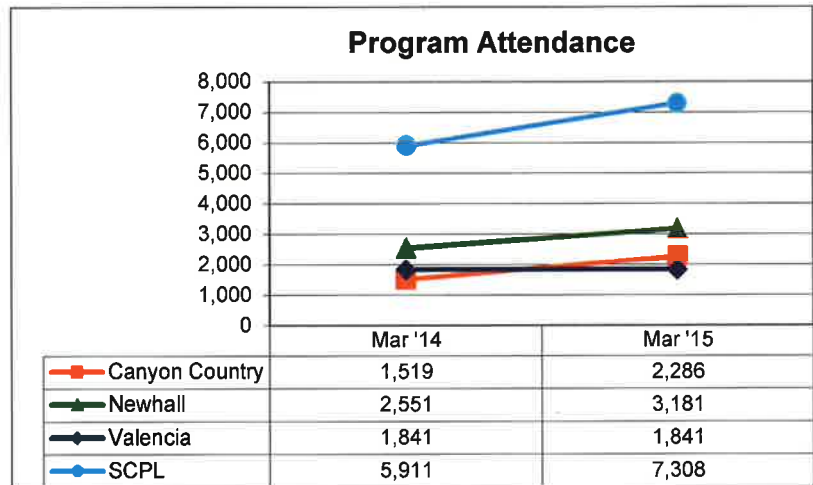
3,698 holds were filled in the Canyon Country Library, 3,690 in Newhall Library, and 6,683 in Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
PROGRAM ATTENDANCE

In March 2015, a total of 7,308 attendees participated in a program.

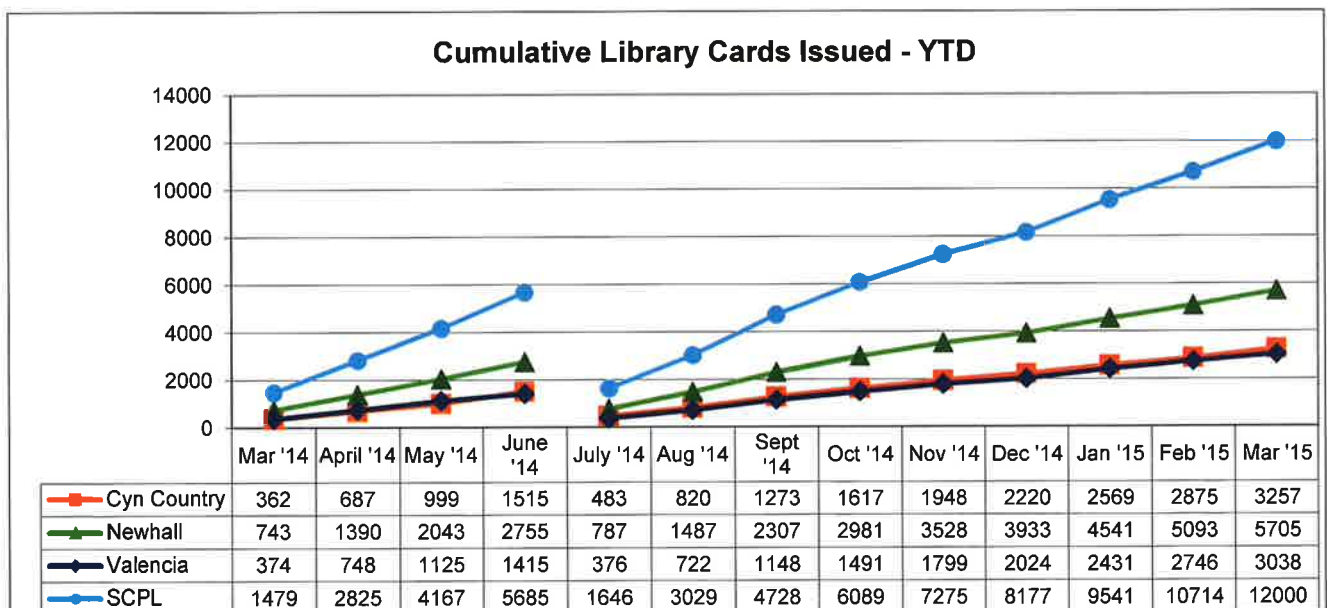
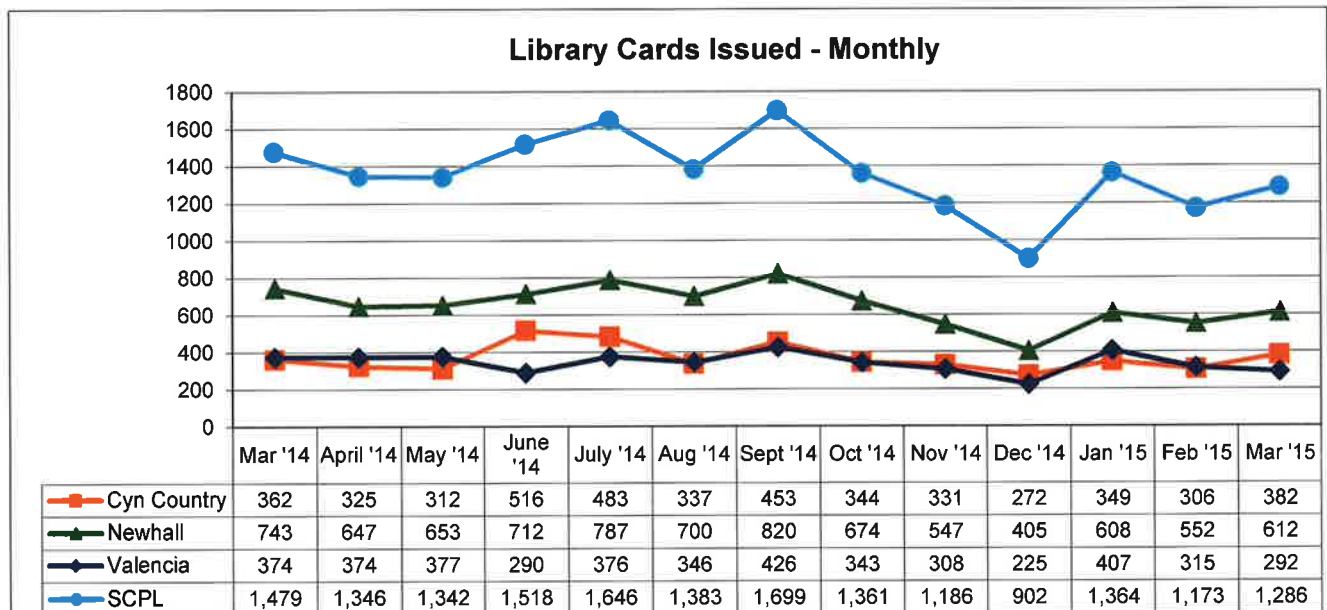
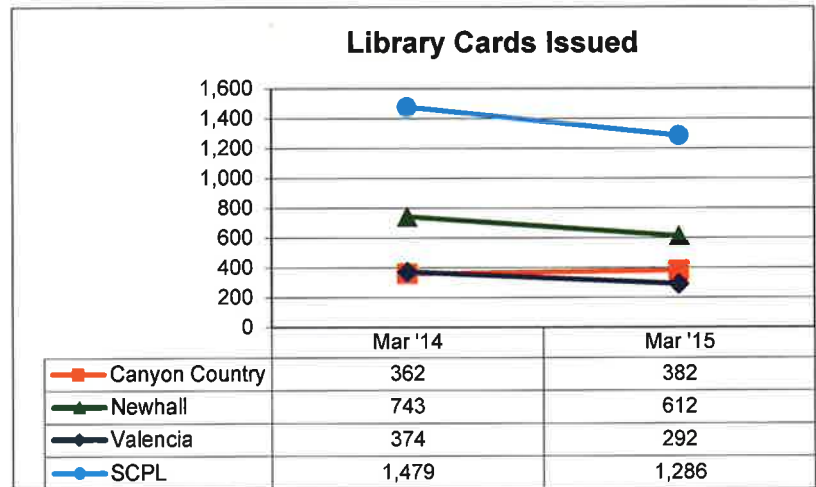
2,286 attended a Library program at the Canyon Country Library, 3,181 at Newhall Library, and 1,841 Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
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LIBRARY CARDS ISSUED

In March 2015, a total of 1,286 new Library cards were issued.

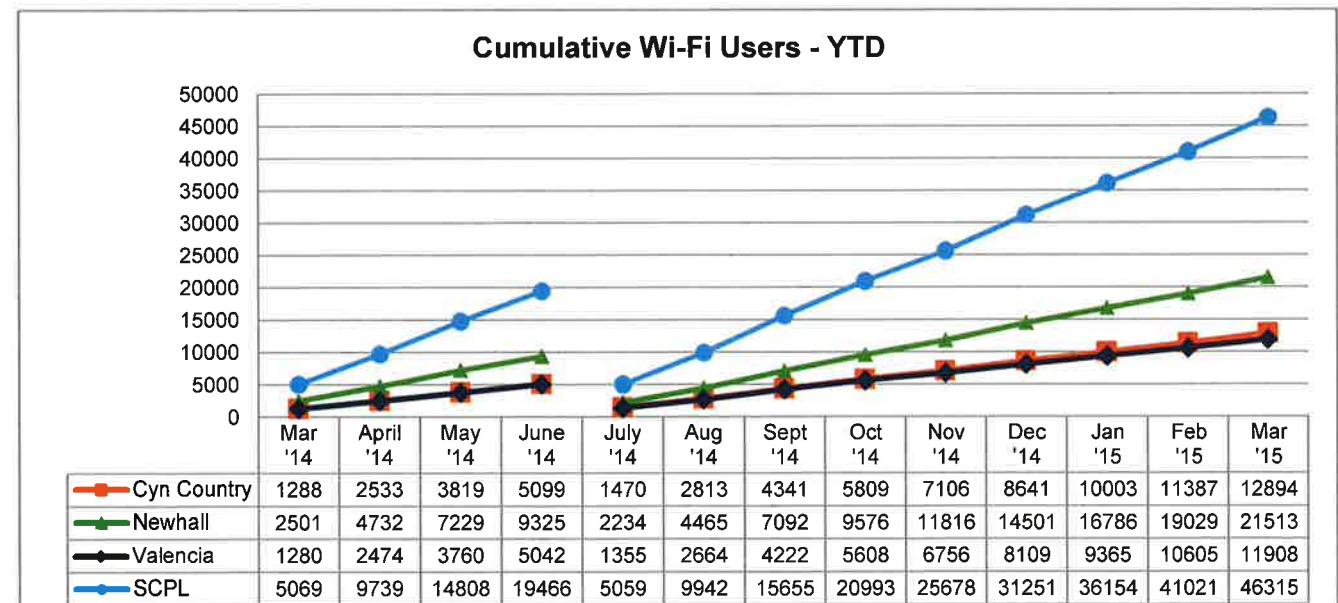
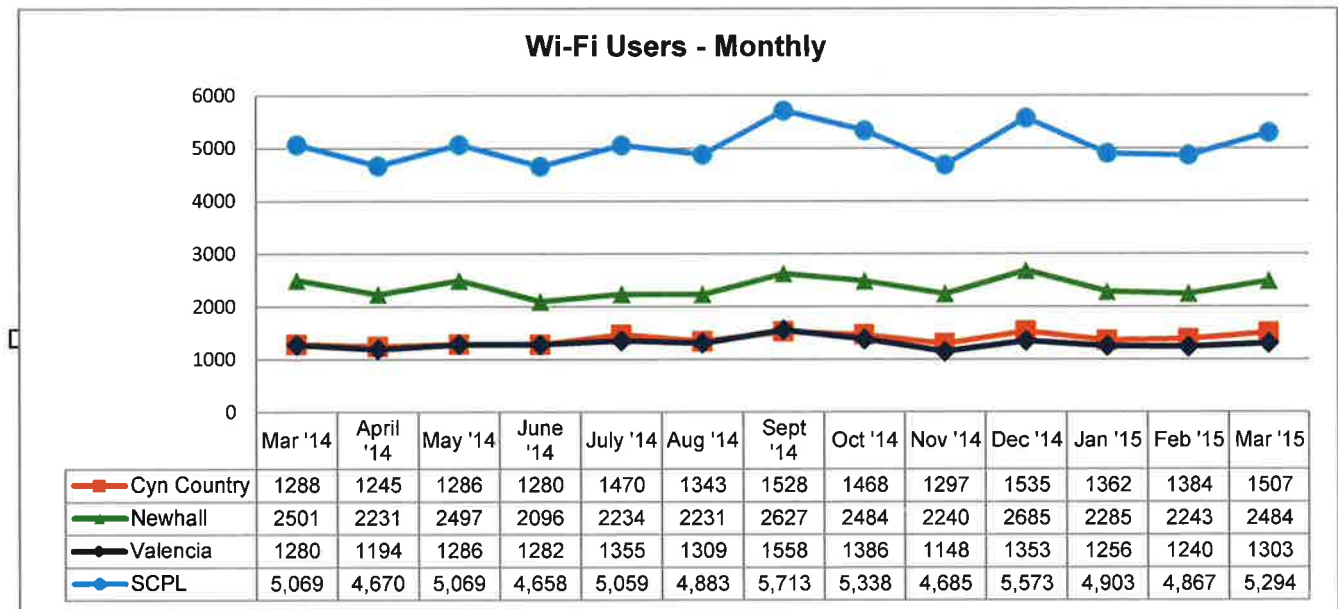
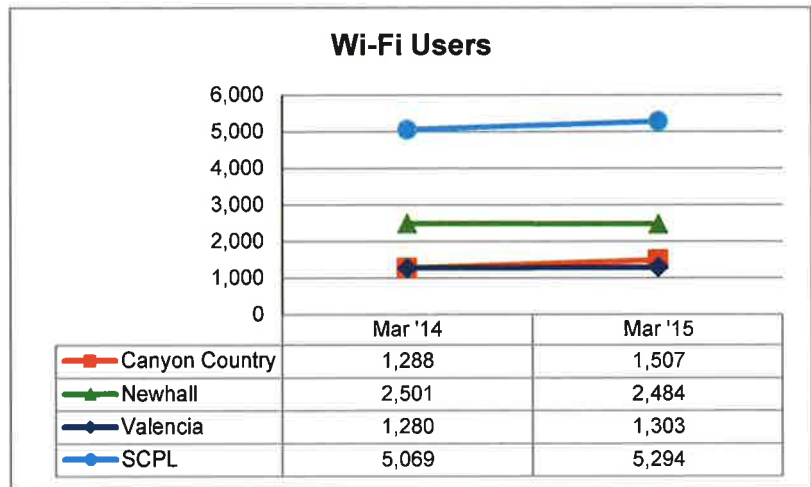
382 new Library cards were issued at the Canyon Country Library, 612 at Newhall Library, and 292 at Valencia Library.



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FISCAL YEAR 2014-15
WI-FI USERS

In March 2015, a total of 5,294 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,507 Wi-Fi users were at the Canyon Country Library, 2,484 at Newhall Library, and 1,303 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
LIBRARY WEBSITE

In March 2015, the Library's website received a total of 53,201 visits.

29,420 were returning visitors and 23,781 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 91,225 website pages during the month of March 2015.

