


**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 – JULY 2014

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

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

- 85,216 patrons visited the Libraries, 1,646 new Library cards were issued, and 5,667 patrons attended a Library program.
- 149,524 books and materials were circulated by the three branches, and 13,981 holds were filled.
- 19,590 patrons reserved and used a public computer, while 5,059 patrons used the Library’s free wireless internet (Wi-Fi).
- The Library’s website received 43,009 visits from 19,010 new visitors and 23,999 returning visitors who viewed 75,758 website pages visiting the City’s Library website.

July 2014	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	July 2014	July 2013	July 2014	July 2013	July 2014	July 2013	July 2014	July 2013
Patron Traffic	26,408	28,725	30,673	31,870	28,135	28,772	85,216	89,367
Circulation	39,065	40,672	43,575	44,395	66,884	70,015	149,524	155,082
PC Reservations	6,501	8,414	8,492	9,941	4,597	5,246	19,590	23,601
Volunteer Hours	1,124	1,362	1,070	741	477	499	2,671	2,602
Holds Filled	3,942	4,419	3,870	4,879	6,169	8,346	13,981	17,644
Number of Programs	33	15	67	35	36	19	136	69
Program Attendance	1,499	640	2,459	1,835	1,709	697	5,667	3,172
Library Cards Issued	483	636	787	1,175	376	562	1,646	2,373
Wi-Fi Users	1,470	1,289	2,234	2,079	1,355	1,269	5,059	4,637
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	43,009	33,094

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

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

**Summer Reading Program Recap** – The 2014 Summer Reading program, “*Paws to Read*,” continued through July 26 and offered events for all ages, including dog-themed activities for school-age children, ceramics decorating for teens, and craft sessions for adults and seniors. Two special off-site events also took place during July, including a wild animal show by the Wildlife Company at the Golden Valley High School Auditorium, with 328 attendees, and a magic show by Wacko the Magician at College of the Canyon’s Performing Art Center with 634 attendees.

The following is a breakdown of the 2014 Summer Reading Program:

- ❖ **615** Babies, toddlers, and preschoolers used early learning activity.
- ❖ **2,864** Kindergarten – 6<sup>th</sup> graders read and reviewed **8,384** books.
- ❖ **621** Teens read and reviewed **650** books.
- ❖ **860** Adults read and reviewed **667** books.
- ❖ **9,880** People attended **161** Library events (68% increase in attendance from 2013).
- ❖ **1,849** attendees gathered for **4** special off-site events which took place at various locations around the City.
- ❖ **132** Volunteers donated **3,867** hours.
- ❖ **300** items were collected through the pet supply drive and donated to St. Bonnie’s Pet Sanctuary and the Gentle Barn.
- ❖ **431** Kids and teens completed the California State Library “5 Book Challenge.”
- ❖ **\$24,500** was donated to the Summer Reading Program by the Friends of the Santa Clarita Public Library, which paid for many programs and performers.
- ❖ **27** Public school visits were made to promote Summer Reading.



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The 2014 Summer Reading Program saw a decrease in registration, but an increase in overall attendance of programs, compared to the 2013 Summer Reading Program. This is due to Library patrons attending SRP events without completing online registration, and is also due to outside community groups, camps, and schools providing their own summer reading programs.

**Summer Bash** – SCPL held the 2014 Summer Reading Program finale at the City’s first Summer Bash event. On July 25, the Summer Bash event took place in Canyon Country and featured sand, games, kids' activities, live music, food trucks, opportunities to check out books, and raffles for Library gifts. Children and families also had the chance to meet Library staff at the Bash and pick up their SRP prizes.

**Kids Space Website** – SCPL launched a new “Kids’ Space” website. Students and educators can find information on reading programs and lists, databases and websites for help with homework, blogs, games, and upcoming events at each Library branch. Resources and information is presented for the age groups: babies and toddlers, preschoolers, lower and upper elementary kids, and homeschoolers and teachers. The site also includes children’s reading lists that are conveniently linked to the Santa Clarita Public Library’s catalog. The Kid’s Space website can be viewed at [Kids.SantaClaritaLibrary.com](http://Kids.SantaClaritaLibrary.com).



**Author Bruce Cameron** – New York Times Best Selling author Bruce Cameron came to the Valencia Library to discuss his novel related to the 2014 Summer Reading Program “Paws to Read” theme. The *Dogs of Christmas* is Cameron’s latest novel, and he is also author of *A Dog’s Purpose* and its sequel, *A Dog’s Journey*. Cameron is also the author of the novel *8 Simple Rules for Dating my Teenage Daughter*, which was turned into the hit TV series on ABC.

**eReading Rooms for Kids and Teens** – SCPL expanded the main digital collection website housing eBooks and audiobooks to also include separate sites for children and teen digital materials. The new sites powered by OverDrive filter the overall digital collection to provide Children’s and Young Adult content in a safe and easy search for young Library patrons. Browsing can be done by subject, reading level, or grade level and can be found through the eLibrary tab on the Santa Clarita Public Library Website.

**4<sup>th</sup> of July Parade** – SCPL volunteers participated in the annual 4<sup>th</sup> of July Parade. In attendance were 14 volunteers and 6 SCPL staff members who walked with the decorated Santa Clarita Public Library van and carried posters to promote various Library events.



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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