

SANTA CLARITA PUBLIC LIBRARY STATISTICS

March 13, 2015

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Santa Clarita Public Library February 2015 Programs and Highlights

As our Winter/Spring schedule continues into February, all three Library branches continue 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, Bring Your Own Device, Read to Dogs, and Science Club. The Storytimes and Homework Help programs have become very popular events for Library patrons.

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

- **Friends of Library Bag Sale** – From February 3 to February 7, at all three Library branches, patrons could fill a book bag with any books from the Friends of the Library used book stores for only \$7. All proceeds will go to the Santa Clarita Public Library, thanks to Friends of the Library.
- **2nd Annual Antique Appraisal Day** – On February 7, the Old Town Newhall Library hosted an Antique Appraisal day. Library patrons had an opportunity to bring their collectible/antique to get an appraisal from an experienced and expert appraiser. The cost was \$5 per item or \$20 for five items, and all proceeds benefit the Friends of the Library. This event was a huge success, with the line wrapping around the building! A free antiques database, p4A Antiques Reference, is now available at the Library to all Library cardholders.
- **Oscar Showcase 2015** – Every Wednesday in February, Valencia Library hosted a free screening of nominated films before the awards aired on February 22. The nominated films presented were “The Judge,” “Guardians of the Galaxy,” “The Theory of Everything,” and “Nightcrawler.”
- **Hearts for Heroes** – The Canyon Country Library hosted a special family event on Valentine’s Day. Families had the opportunity to create Valentine’s Day Cards for Heroes to show their support. The cards were given to servicemen, firefighters, and more.
- **Start Smart Drivers Education with the California Highway Patrol** – On February 21, the Valencia Library hosted an informative program for newly licensed and soon-to-be-licensed drivers and their parents. Future licensed teenage drivers received a certificate of participation at the end of the program. Some insurance companies offered a discount for attendees.



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- **Chinese Lunar New-Year Celebration –**
In preparation for the Chinese Lunar New-Year Celebration, on February 21, the Valencia Library held an exciting event where patrons could learn about the history of fortune cookies and the best way to make their own fortune cookies!

On February 22, the Valencia Library hosted a very exciting event to celebrate the Chinese New Year. Four hundred patrons saw a thrilling line-up of lion dancers, Chinese musicians and singers, a Chinese folktale storyteller, crafts, and more. This event was sponsored by the Friends of the Library and the City of Santa Clarita Cultural Landscape funding.



- **National Days at the Canyon Country Library –** On February 28, Canyon Country Library celebrated national Tooth Fairy Day. They had a special guest dentist, and children had the opportunity to learn about healthy teeth and decorate tooth cases! Then, on February 8, Canyon Country Library hosted National Kite Day. Kite decorating was provided, accompanied by the movie “Mary Poppins.”

If you have any questions, please contact me.

DH:EG:RB:hds

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Attachment

cc: Ed Kieczkowski, 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

February 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15

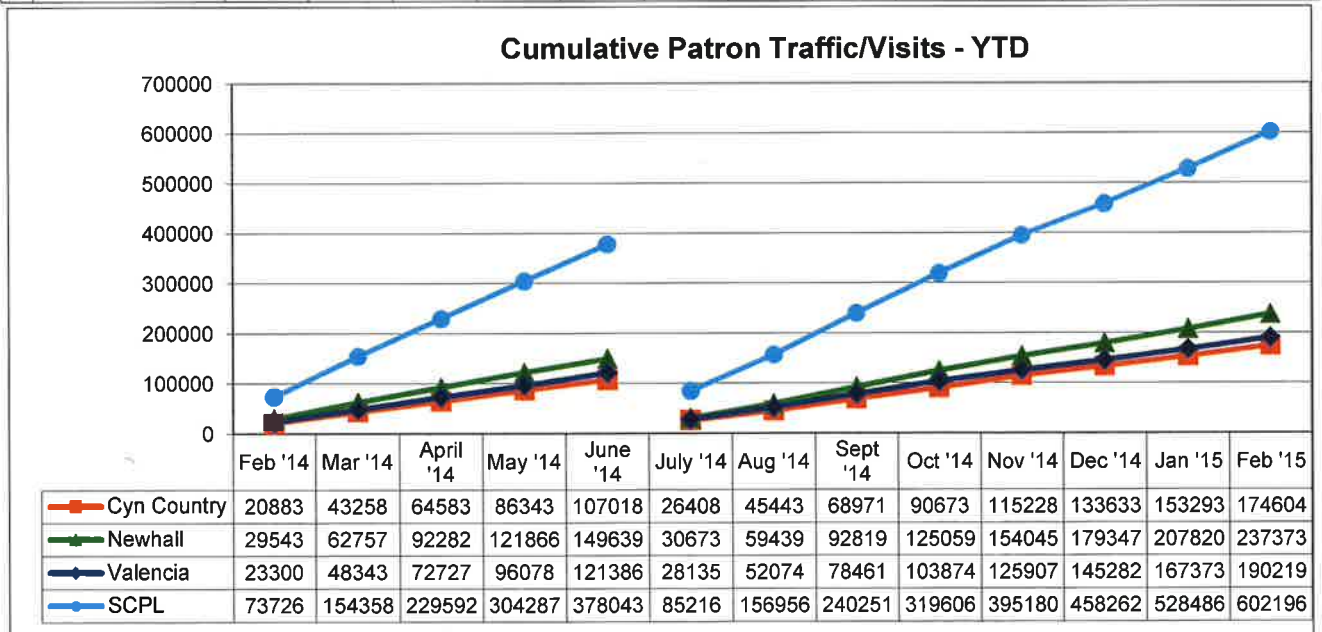
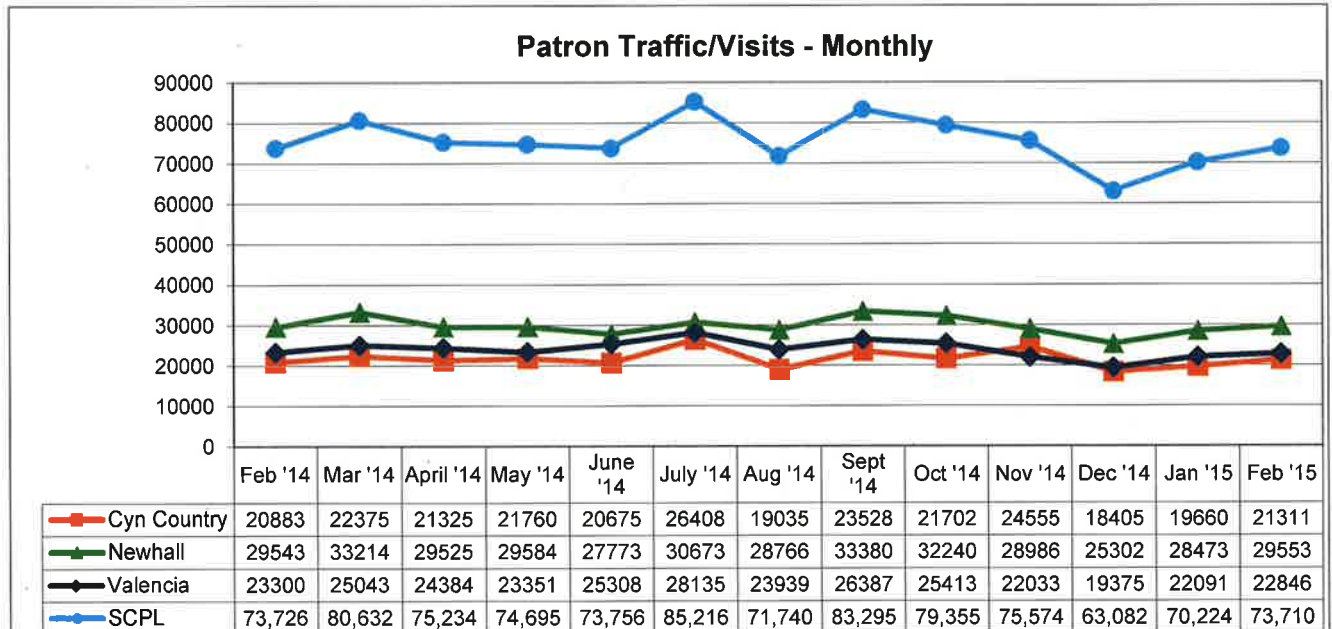
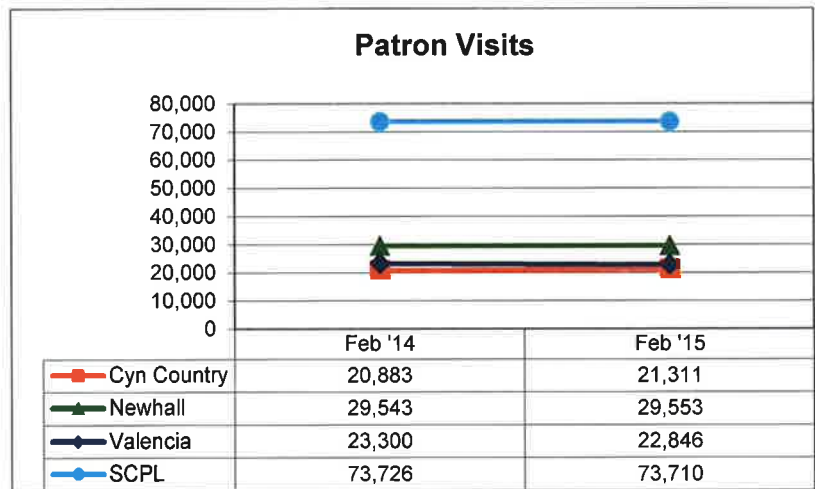
Statistical Summary

Month-to-Date								
FEBRUARY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Feb. 2015	Feb. 2014	Feb. 2015	Feb. 2014	Feb. 2015	Feb. 2014	Feb. 2015	Feb. 2014
Patron Traffic	21,311	20,883	29,553	29,543	22,846	23,300	73,710	73,726
Circulation	27,159	28,342	27,801	32,363	49,178	54,035	104,138	114,740
PC Reservations	5,549	5,958	6,726	8,017	4,050	4,406	16,325	18,381
Volunteer Hours	500	423	725	702	288	316	1,513	1,441
Holds Filled	3,475	3,952	2,902	3,529	5,359	6,512	11,736	13,993
Number of Programs	78	79	115	113	76	64	269	256
Program Attendance	1,817	2,007	2,624	2,651	1,967	1,842	6,408	6,500
Library Cards Issued	306	392	552	682	315	332	1,173	1,406
Wi-Fi Users	1,384	1,114	2,243	2,181	1,240	1,138	4,867	4,433
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	47,126	27,741

Year-to-Date								
FEBRUARY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Feb. Y-T-D 2015	Feb. Y-T-D 2014	Feb. Y-T-D 2015	Feb. Y-T-D 2014	Feb. Y-T-D 2015	Feb. Y-T-D 2014	Feb. Y-T-D 2015	Feb. Y-T-D 2014
Patron Traffic	174,604	172,644	237,373	239,447	190,219	407,939	602,196	820,030
Circulation	249,920	245,111	277,345	284,594	455,848	692,579	983,113	1,222,284
PC Reservations	46,869	54,822	64,246	67,710	34,253	100,827	145,368	160,055
Volunteer Hours	3,790	4,150	5,287	4,720	1,974	6,670	11,051	15,540
Holds Filled	29,397	32,559	25,971	31,835	44,751	84,581	100,119	123,652
Number of Programs	440	382	742	562	450	803	1,632	1,747
Program Attendance	9,521	8,437	21,103	16,634	11,120	23,209	41,744	48,280
Library Cards Issued	2,875	3,409	5,093	6,631	2,746	9,554	10,714	19,594
Wi-Fi Users	11,387	9,410	19,029	17,163	10,605	25,639	41,021	52,212
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	396,159	229,579

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

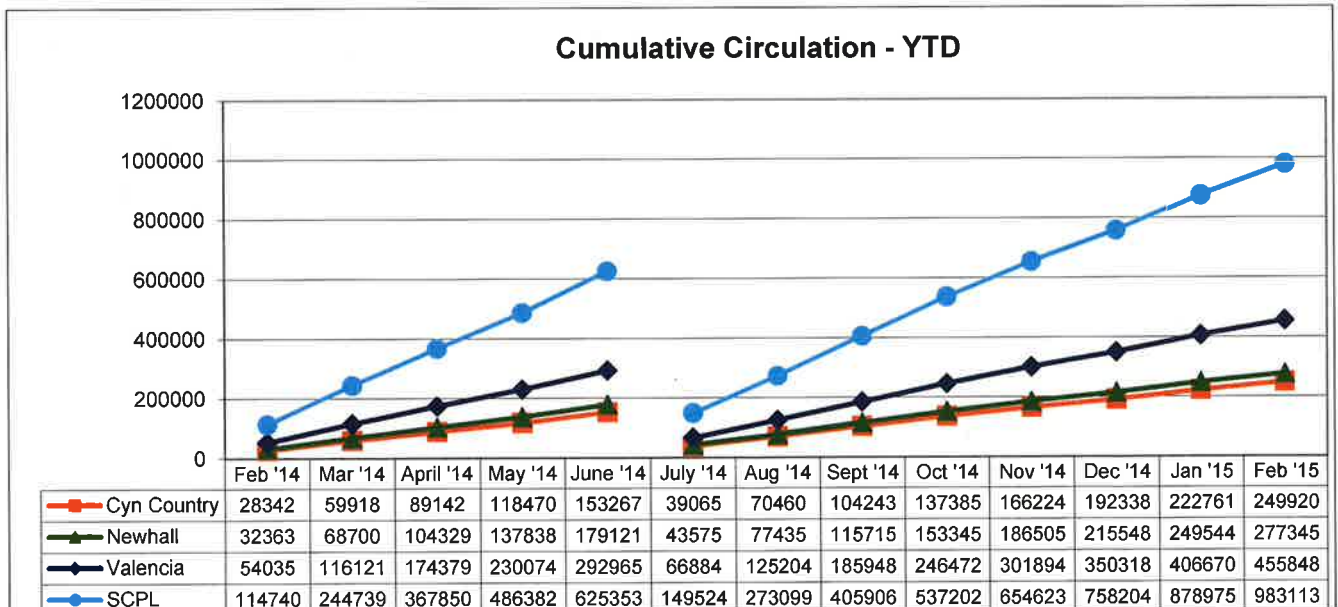
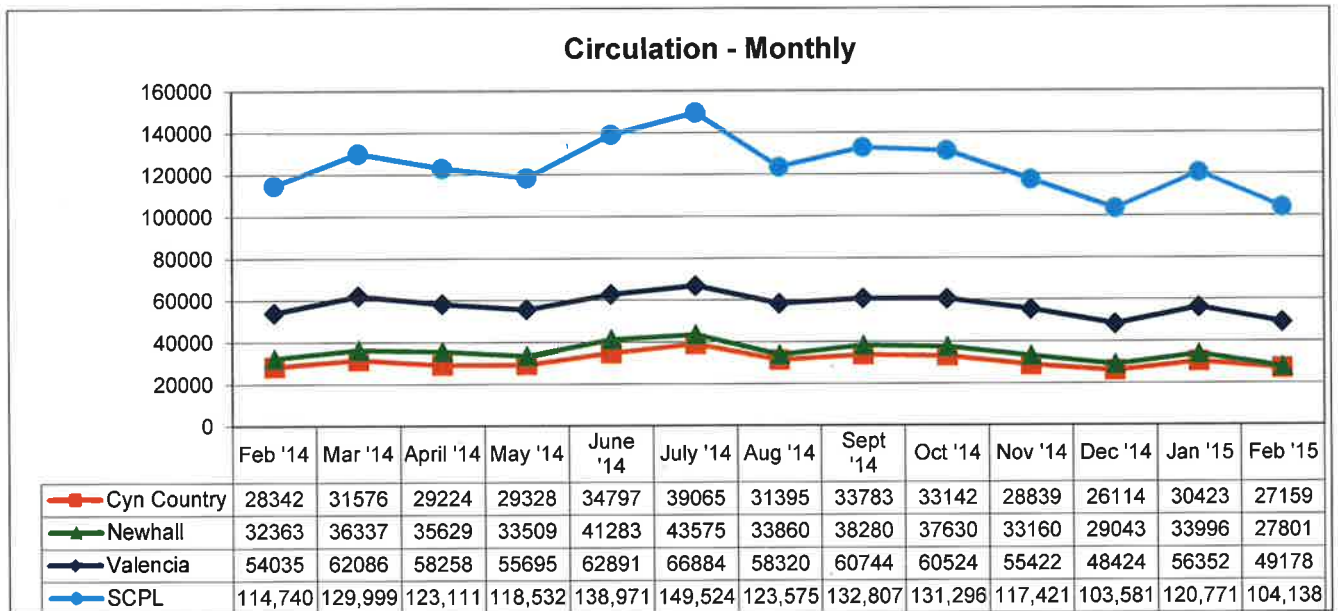
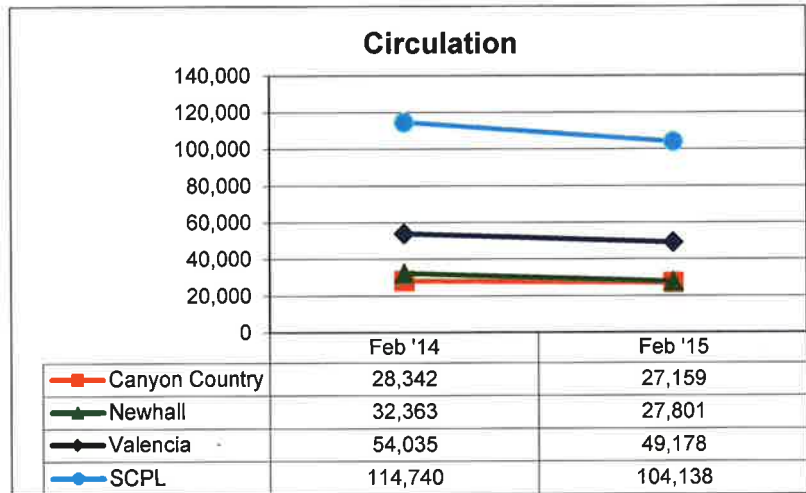
In February 2015, a total of 73,710 patrons visited the Santa Clarita Public Library, with 21,311 visitors at Canyon Country, 29,553 at Newhall, and 22,846 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
CIRCULATION

In February 2015, a total of 104,138 books and materials were circulated in the Santa Clarita Public Library.

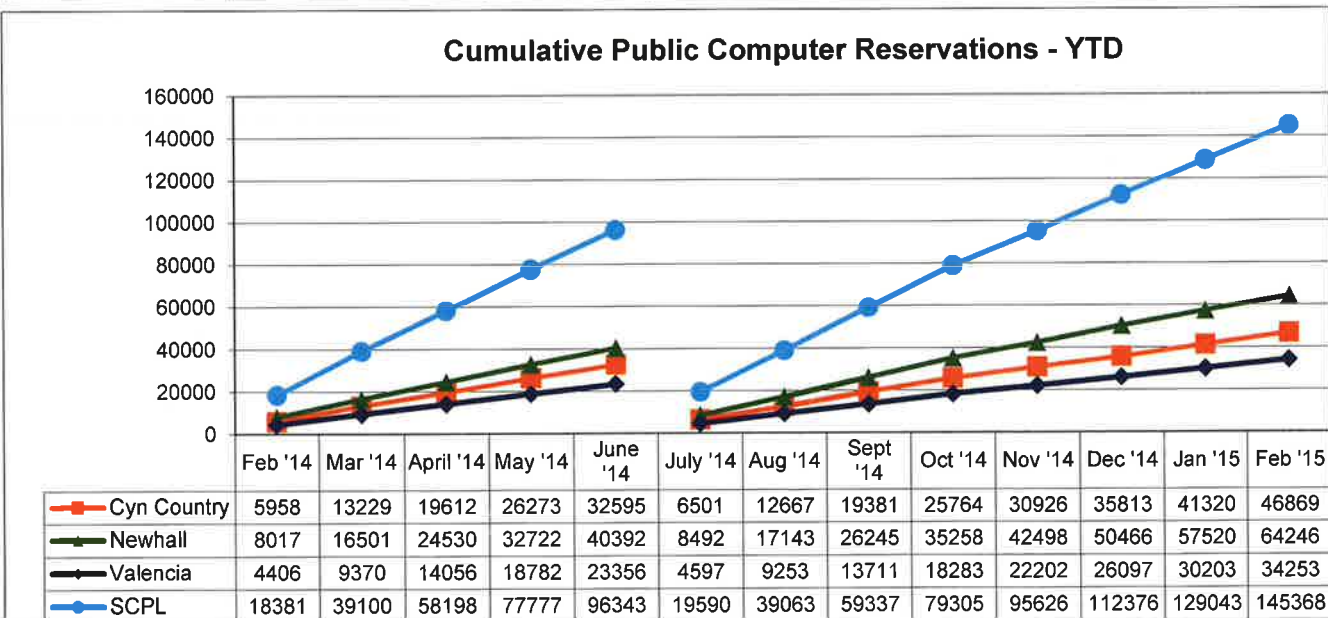
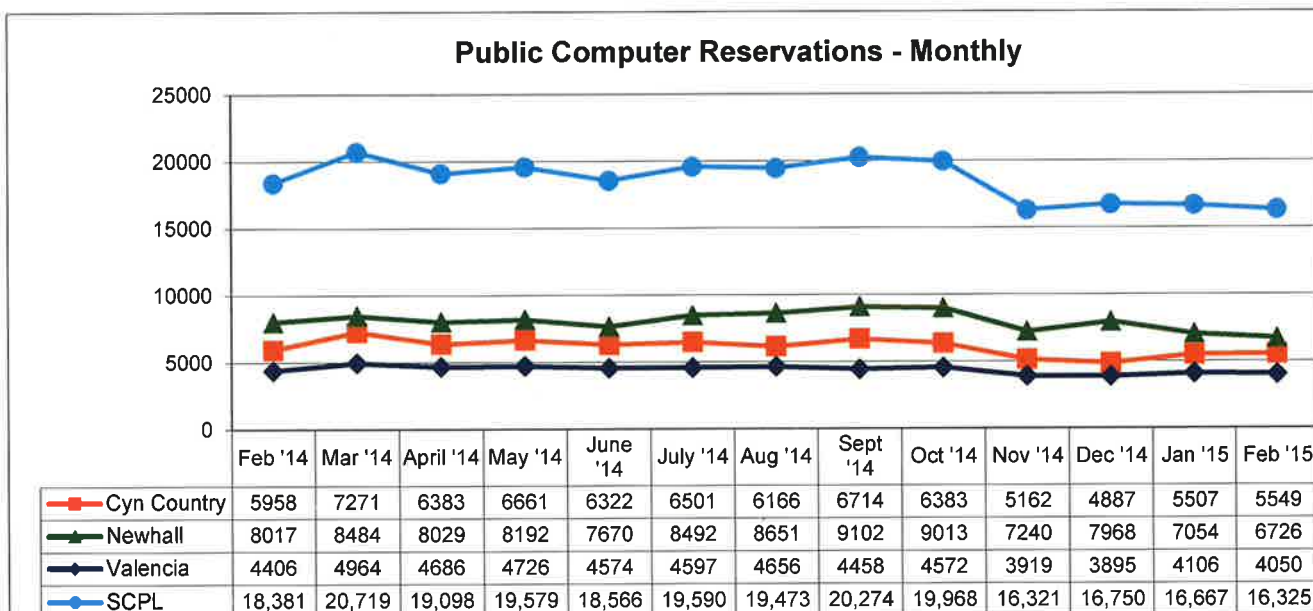
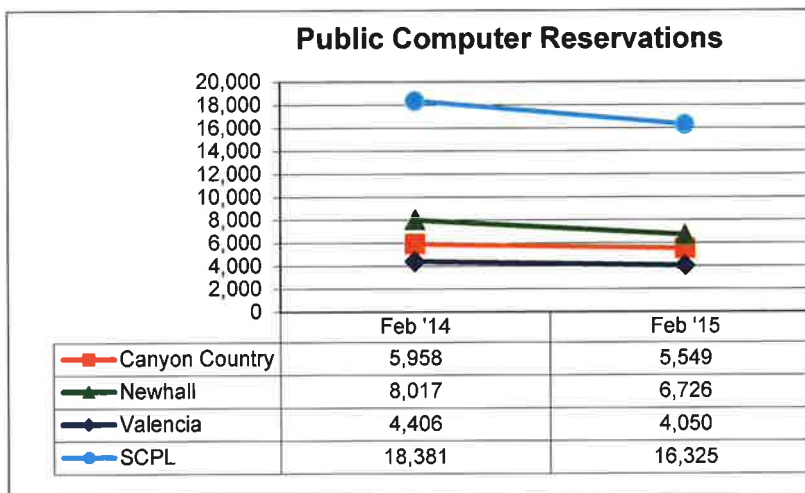
27,159 books and materials were circulated at the Canyon Country Library, 27,801 at Newhall Library, and 49,178 at Valencia Library.



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

In February 2015, a total of 16,325 patrons reserved and used a public computer.

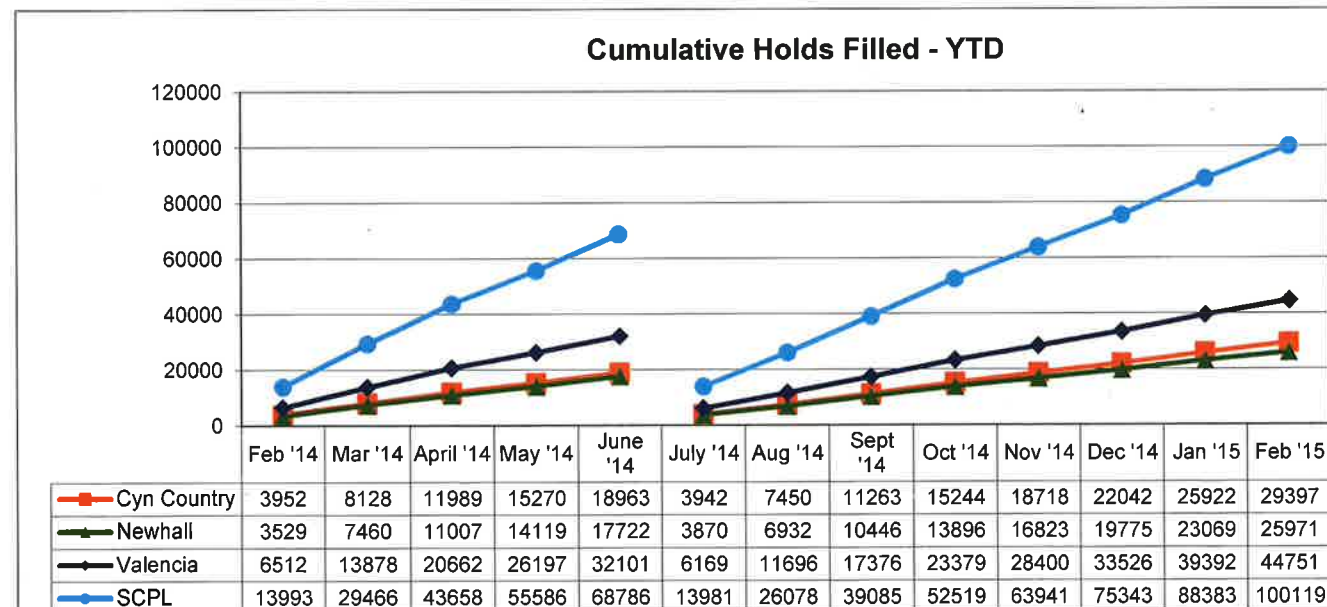
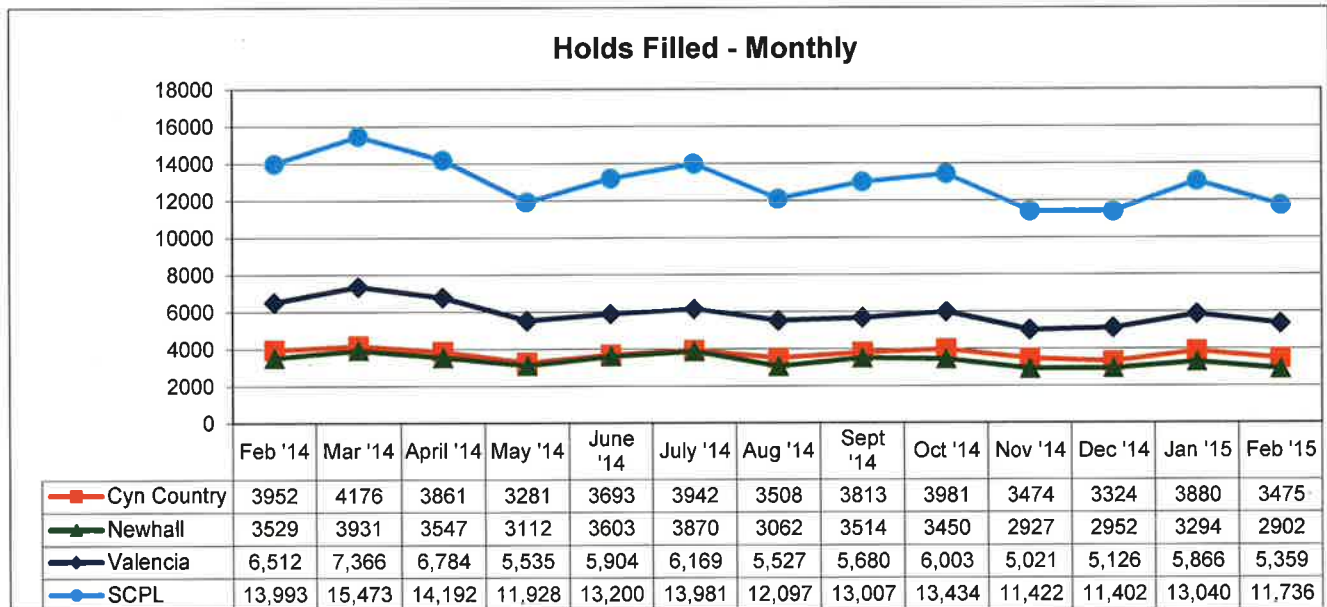
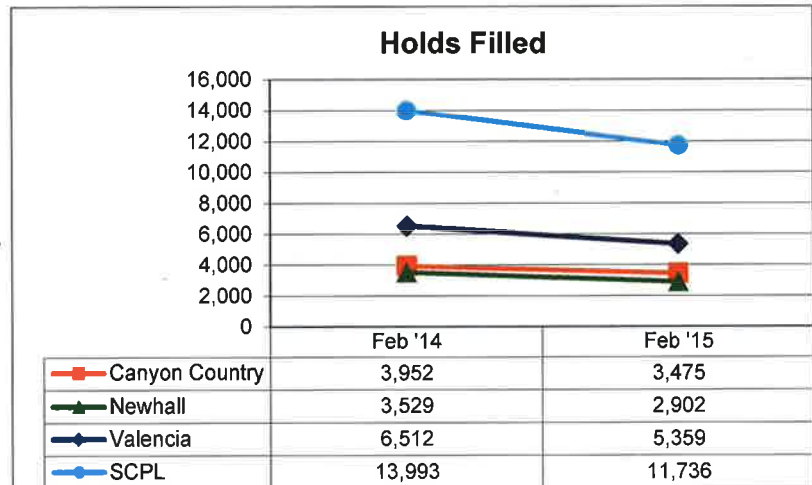
5,549 patrons used public computers in the Canyon Country Library, 6,726 in Newhall Library, and 4,050 in Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
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HOLDS FILLED

In February 2015, a total of 11,736 holds were filled in the Santa Clarita Public Library.

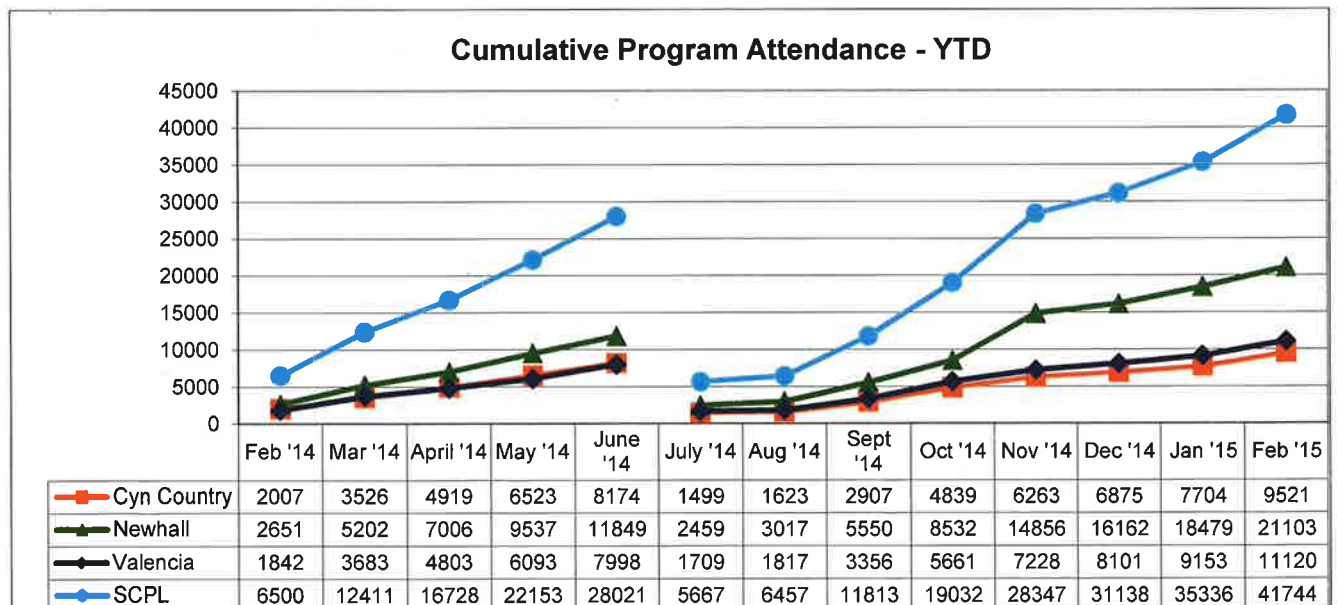
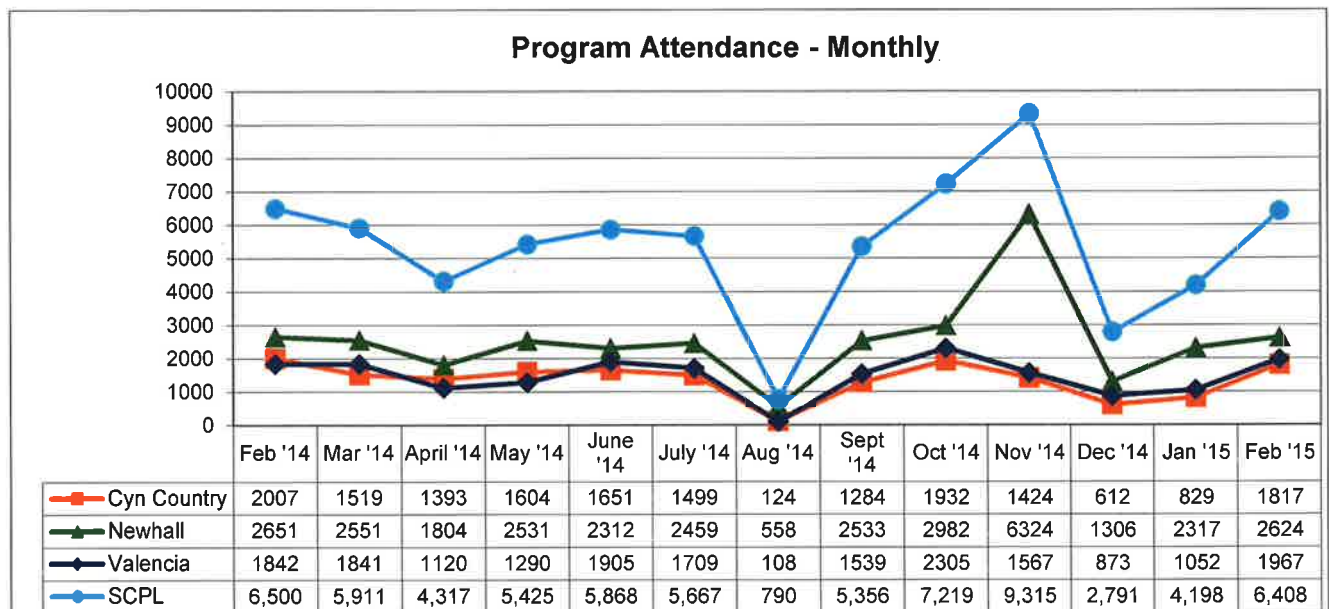
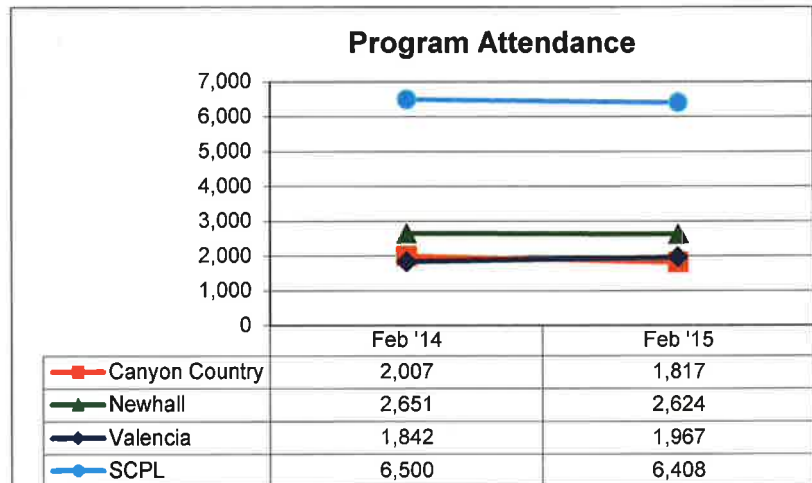
3,475 holds were filled in the Canyon Country Library, 2,902 in Newhall Library, and 5,359 in Valencia Library.



**SANTA CLARITA PUBLIC LIBRARY STATISTICS
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PROGRAM ATTENDANCE**

In February 2015, a total of 6,408 attendees participated in a program.

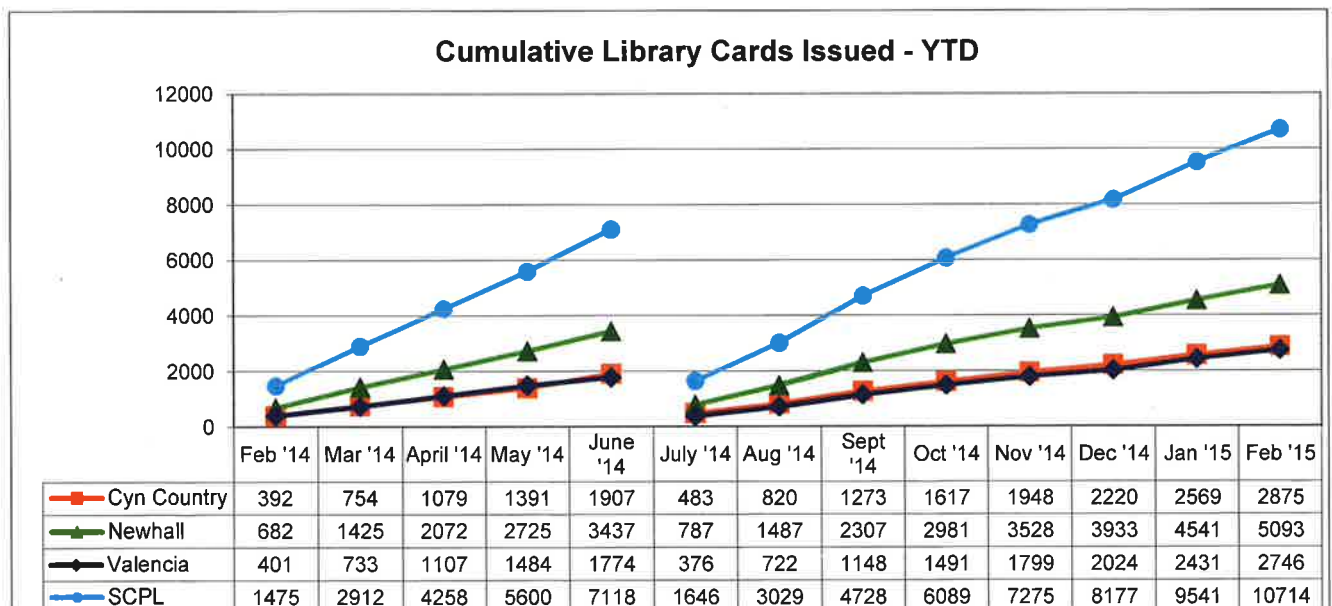
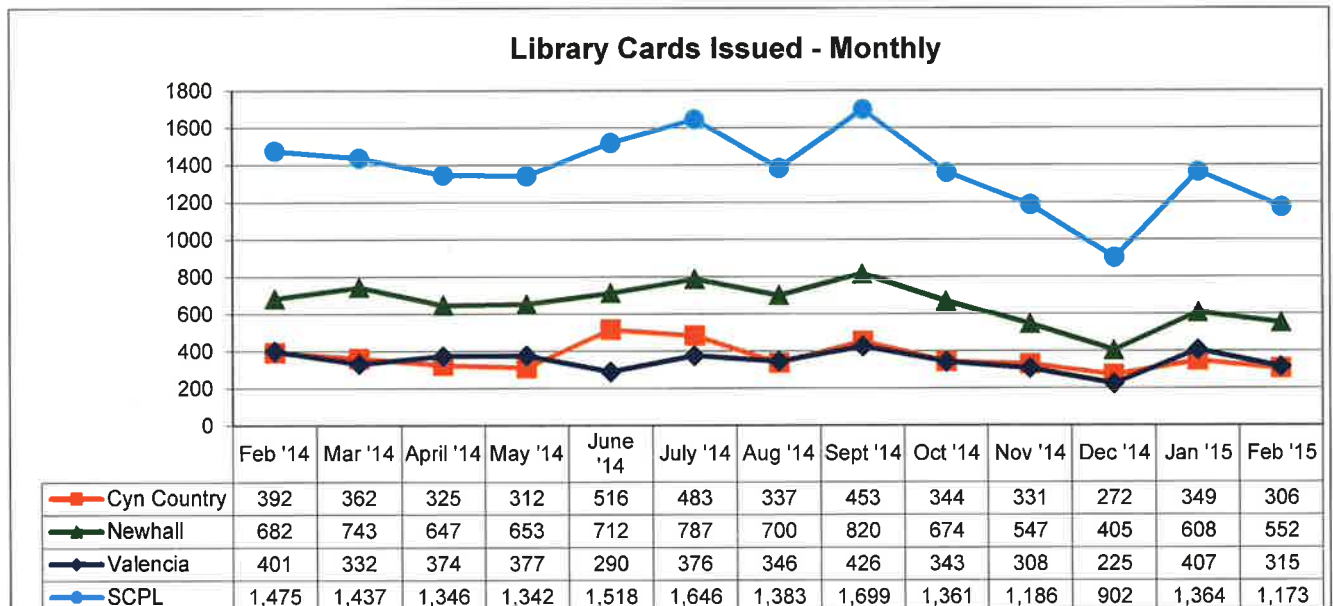
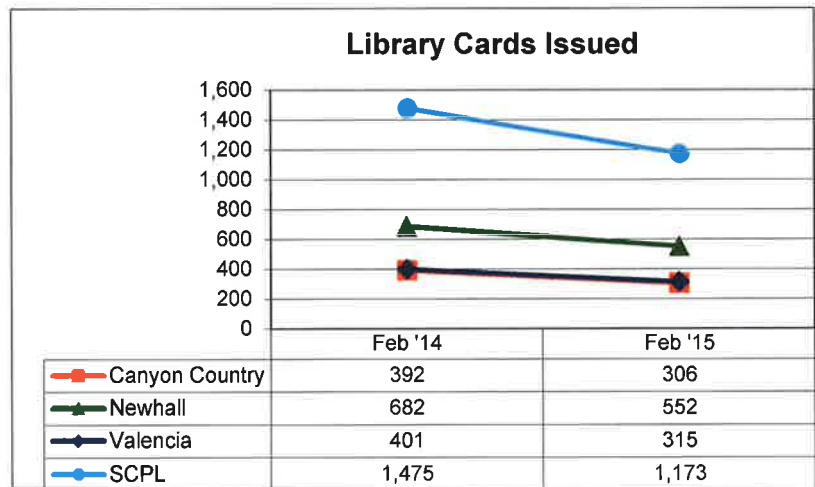
1,817 attended a Library program at the Canyon Country Library, 2,624 at Newhall Library, and 1,967 Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
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LIBRARY CARDS ISSUED

In February 2015, a total of 1,173 new Library cards were issued.

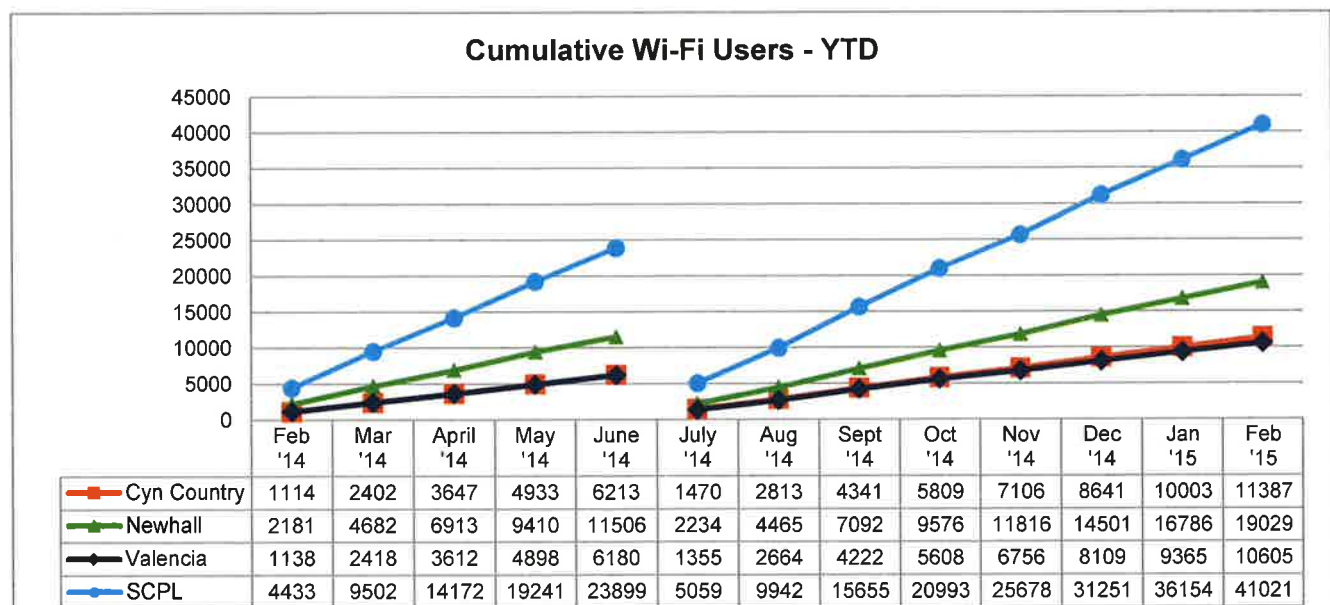
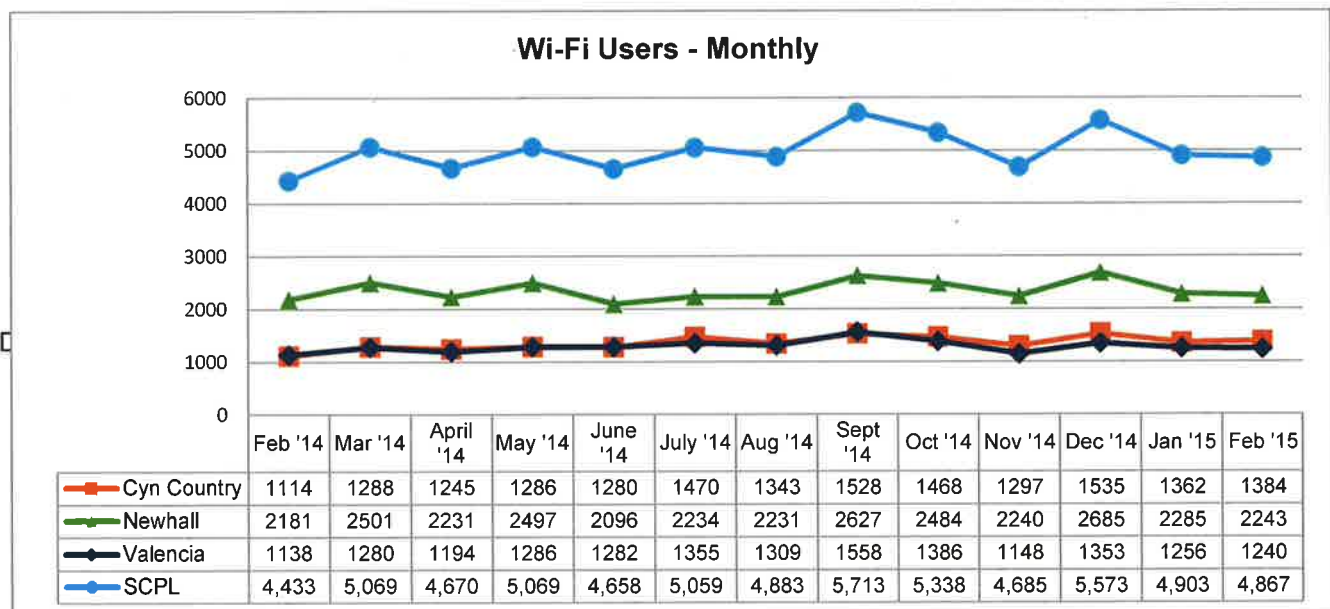
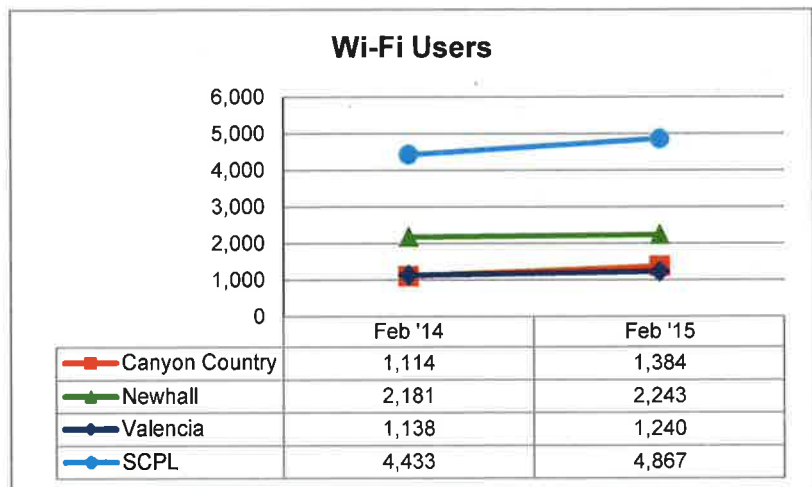
306 new Library cards were issued at the Canyon Country Library, 552 at Newhall Library, and 315 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
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WI-FI USERS

In February 2015, a total of 4,867 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,384 Wi-Fi users were at the Canyon Country Library, 2,243 at Newhall Library, and 1,240 at Valencia Library.



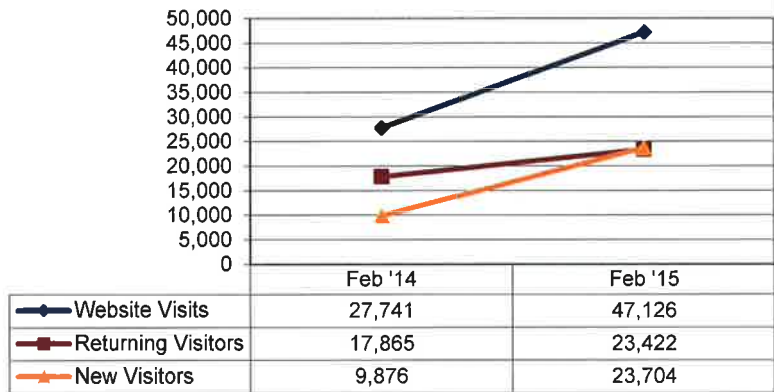
**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
LIBRARY WEBSITE**

In February 2015, the Library's website received a total of 47,126 visits.

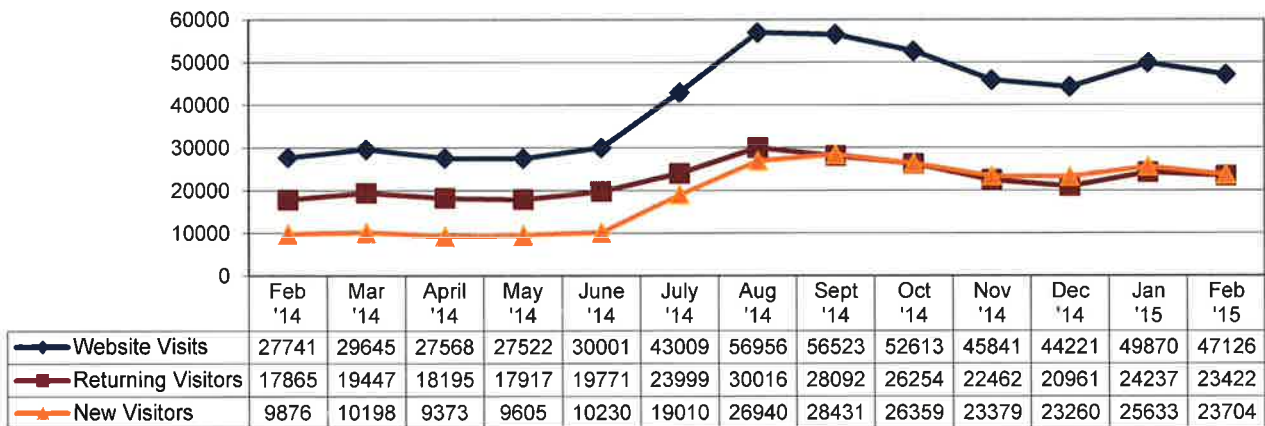
23,422 were returning visitors and 23,704 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 83,776 website pages during the month of February 2015.

Library Website Visits



Library Website Visits - Monthly



Library Web Pages Viewed -YTD

