

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: February 11, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JANUARY 2015

Attached is the statistical report for the Santa Clarita Public Library for January 2015.

Overall statistics for the three Library branches in January 2015 include:

- 70,224 patrons visited the Libraries, 1,364 new Library cards were issued, and 4,478 patrons attended a Library program.
- 120,771 books and materials were circulated by the three branches, and 13,040 holds were filled.
- 16,667 patrons reserved and used a public computer, while 4,903 patrons used the Library's free wireless internet (Wi-Fi), and the Library website received 49,870 visits.

Month-to-Date								
JANUARY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014
Patron Traffic	19,660	20,259	28,473	28,353	22,091	23,699	70,224	72,311
Circulation	30,423	30,086	33,996	35,382	56,352	58,348	120,771	123,816
PC Reservations	5,507	6,681	7,054	7,992	4,106	4,657	16,667	19,330
Volunteer Hours	449	471	513	565	203	269	1,165	1,305
Holds Filled	3,880	4,136	3,294	3,821	5,866	7,244	13,040	15,201
Number of Programs	58	56	95	87	53	54	206	197
Program Attendance	829	1,214	2,317	1,573	1,052	1,691	4,198	4,478
Library Cards Issued	349	385	608	772	407	401	1,364	1,558
Wi-Fi Users	1,362	1,141	2,285	2,046	1,256	1,187	4,903	4,374
Website Visits	Xxx	xxx	xxx	xxx	xxx	xxx	49,870	30,384

SANTA CLARITA PUBLIC LIBRARY STATISTICS

February 11, 2015

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Santa Clarita Public Library January 2015 Programs and Highlights

Our regularly scheduled programs such as Storytimes for Baby/Toddler, Just for 2s and 3s, School Readiness, Bilingual, and Pajama storytimes; Homework Help, Lego Days, Bring Your Own Device, Read to Dogs, and Science Club continued in January.

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

- **Celebration of Local Authors** - Our community was able to meet and interact with 50 local authors who were available to chat and sign books at Old Town Newhall Library. There were also great discussions, children's stories, and poetry readings.
- **Landscaping Designs** - This free event was great for citizens who are short on space but love to garden! Attendees had the opportunity to listen to our resident landscape designer, Julie Molinare, who shared tips on how to design your own limited space backyards.
- **Get That Job!!!** – Through a partnership with College of the Canyons (COC), the COC Director of Career Services discussed tips and tricks on how to prepare for a successful interview. This event was held at the Old Town Newhall Library.
- **A Very Merry Unbirthday Party!** - Lewis Carroll fanatics had a chance to celebrate his birthday at this fun event held at the Canyon Country Library. Families came to partake in Alice in Wonderland activities and a movie viewing.
- **DIY: Cardboard Creations** - At the Valencia Public Library, a free "Do-It-Yourself" cardboard program took place with lots of great building, imagination, and creating.
- **Hook and Needle** - This month at the Old Town Newhall Library, patrons were invited to learn to knit or crochet. Whether it was finishing a project, getting a bit of help, or just good company, this group welcomed all!



If you have any questions, please contact me.

DH:EG:RB:hds

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SANTA CLARITA PUBLIC LIBRARY STATISTICS

February 11, 2015

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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

January 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15

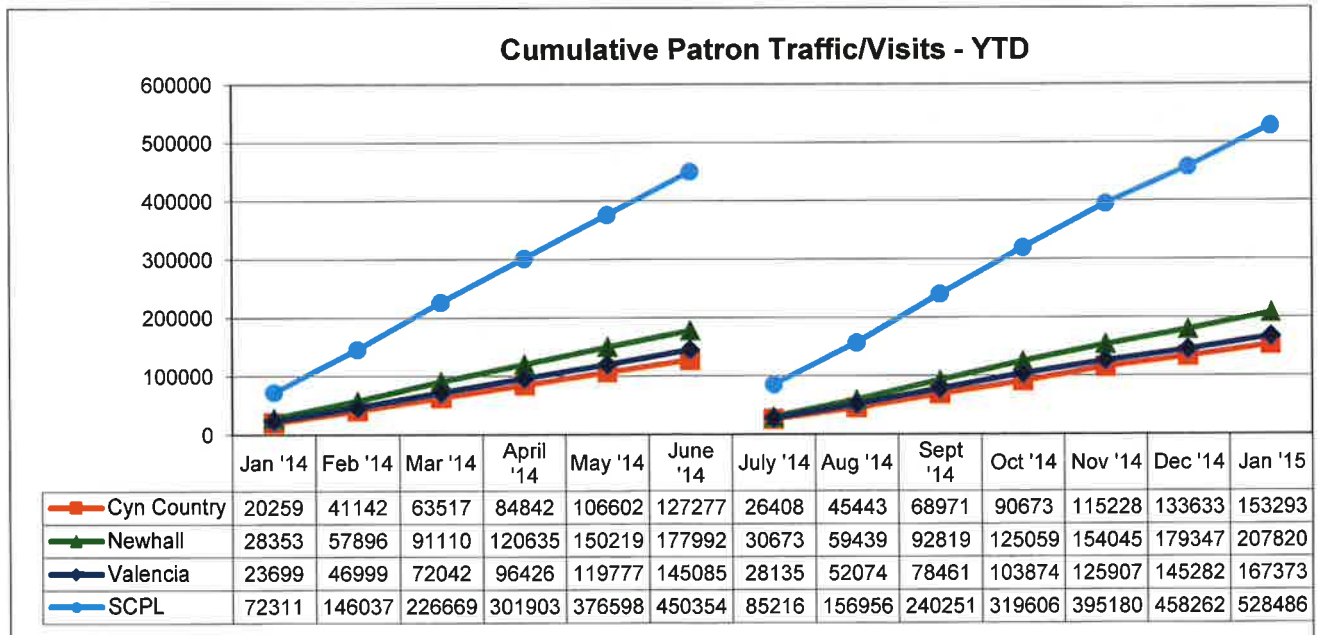
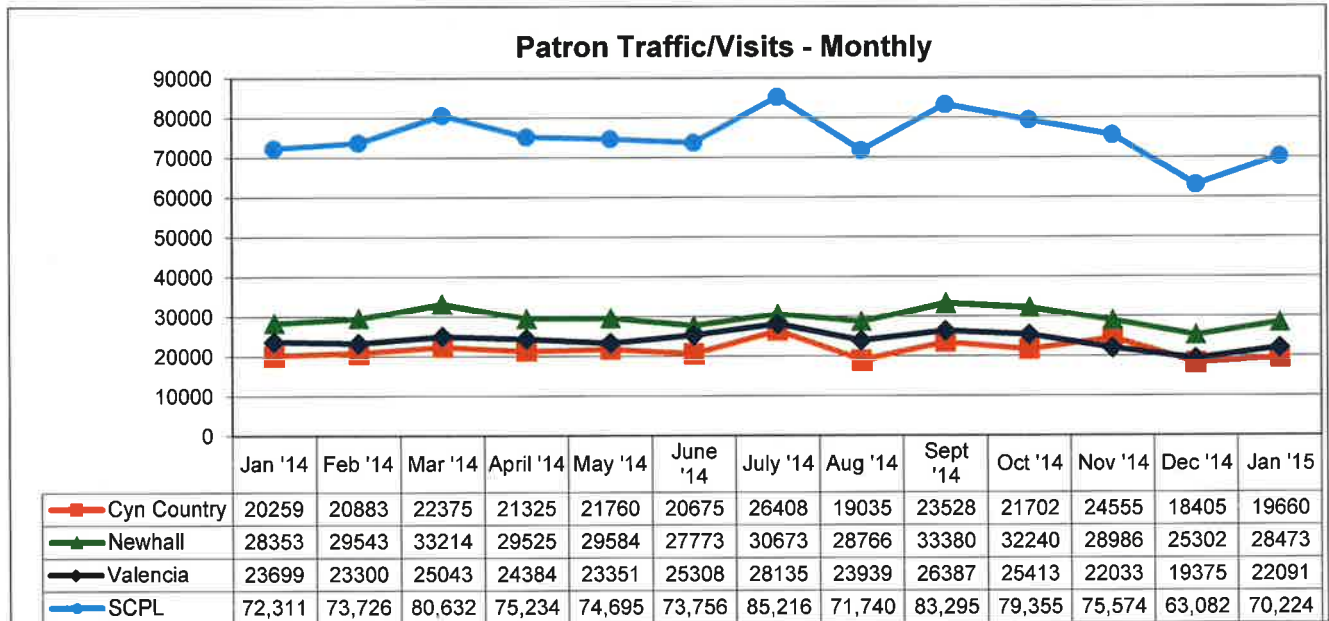
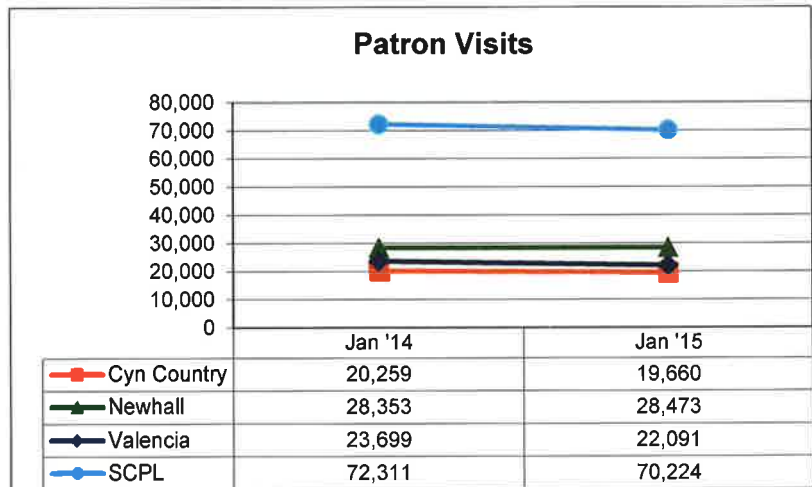
Statistical Summary

Month-to-Date								
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	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014	Jan. 2015	Jan. 2014
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Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	49,870	30,384

Year-to-Date								
JANUARY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	Jan. Y-T-D 2015	Jan. Y-T-D 2014	Jan. Y-T-D 2015	Jan. Y-T-D 2014	Jan. Y-T-D 2015	Jan. Y-T-D 2014	Jan. Y-T-D 2015	Jan. Y-T-D 2014
Patron Traffic	153,293	151,761	207,820	209,904	167,373	168,492	528,486	530,157
Circulation	222,761	216,769	249,544	252,231	406,670	407,985	878,975	876,985
PC Reservations	41,320	48,864	57,520	59,693	30,203	33,117	129,043	141,674
Volunteer Hours	3,290	3,727	4,562	4,018	1,686	1,950	9,538	9,695
Holds Filled	25,922	28,607	23,069	28,306	39,392	52,746	88,383	109,659
Number of Programs	362	303	627	449	374	241	1,363	993
Program Attendance	7,704	6,430	18,479	13,983	9,153	6,575	35,336	26,988
Library Cards Issued	2,569	3,017	4,541	5,949	2,431	2,923	9,541	11,889
Wi-Fi Users	10,003	8,296	16,786	14,982	9,365	8,476	36,154	31,754
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	349,033	201,838

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

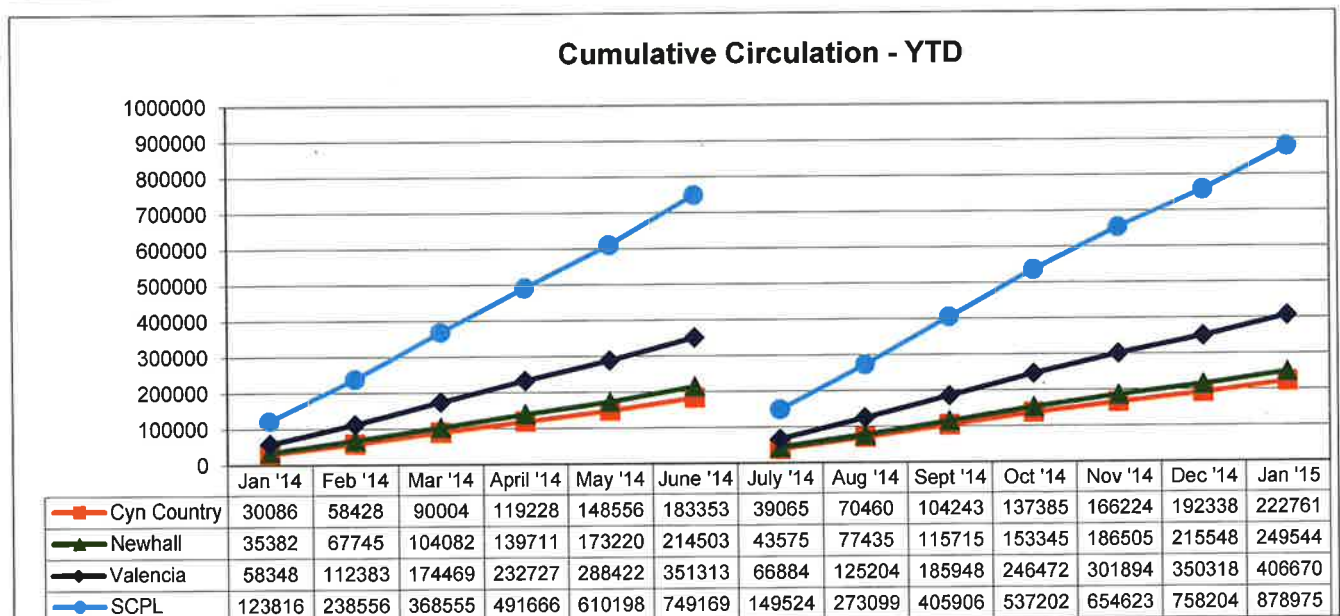
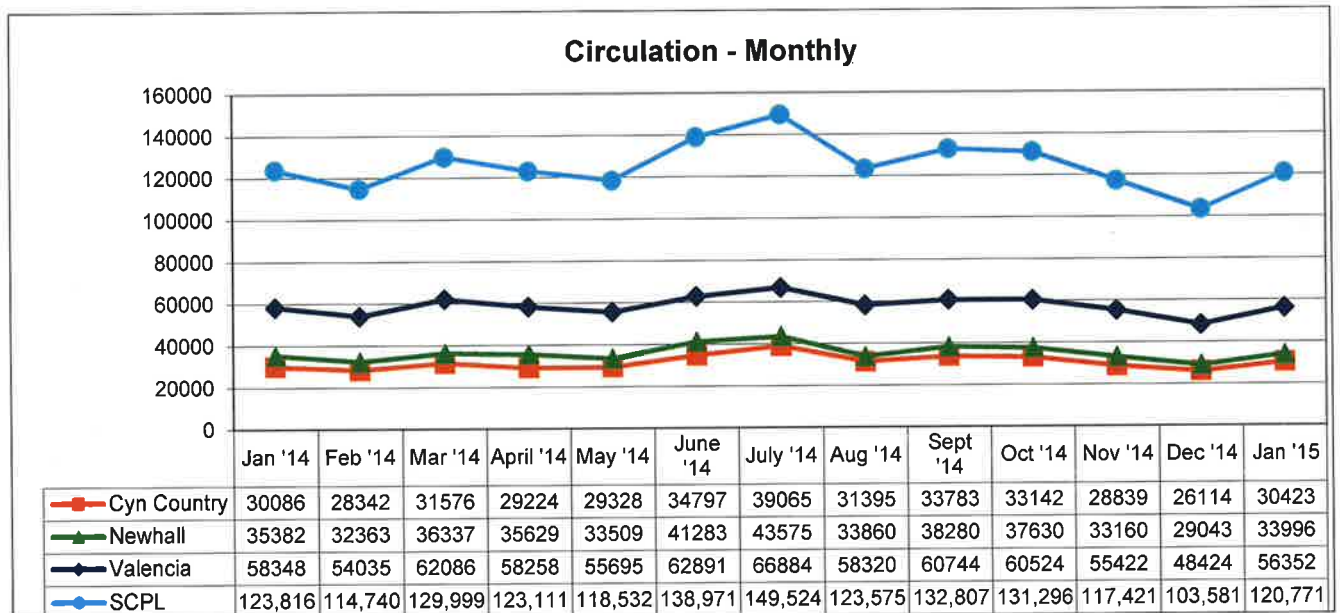
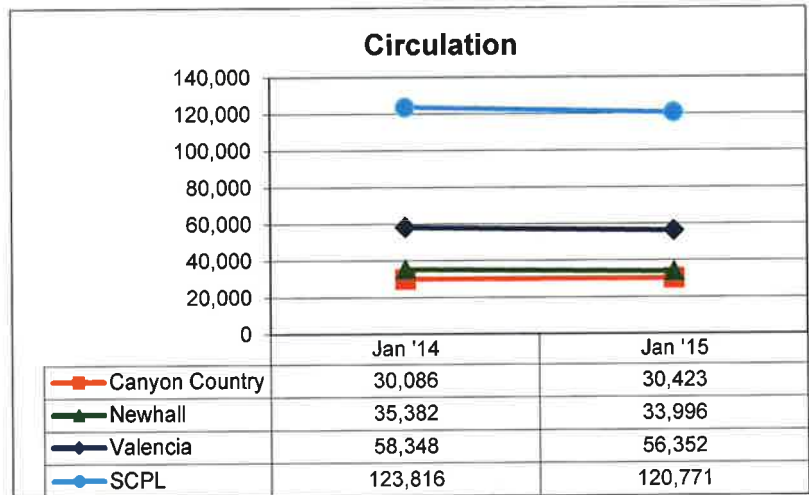
In January 2015, a total of 70,224 patrons visited the Santa Clarita Public Library, with 19,660 visitors at Canyon Country, 28,473 at Newhall, and 22,091 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
CIRCULATION

In January 2015, a total of 120,771 books and materials were circulated in the Santa Clarita Public Library.

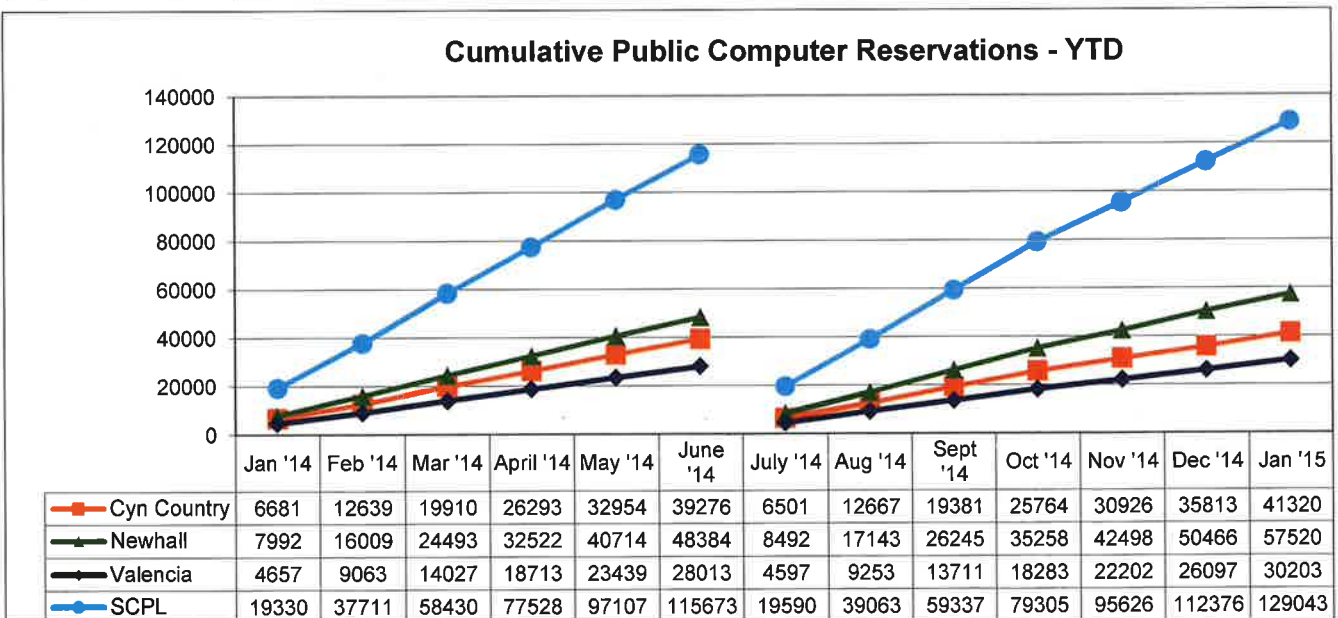
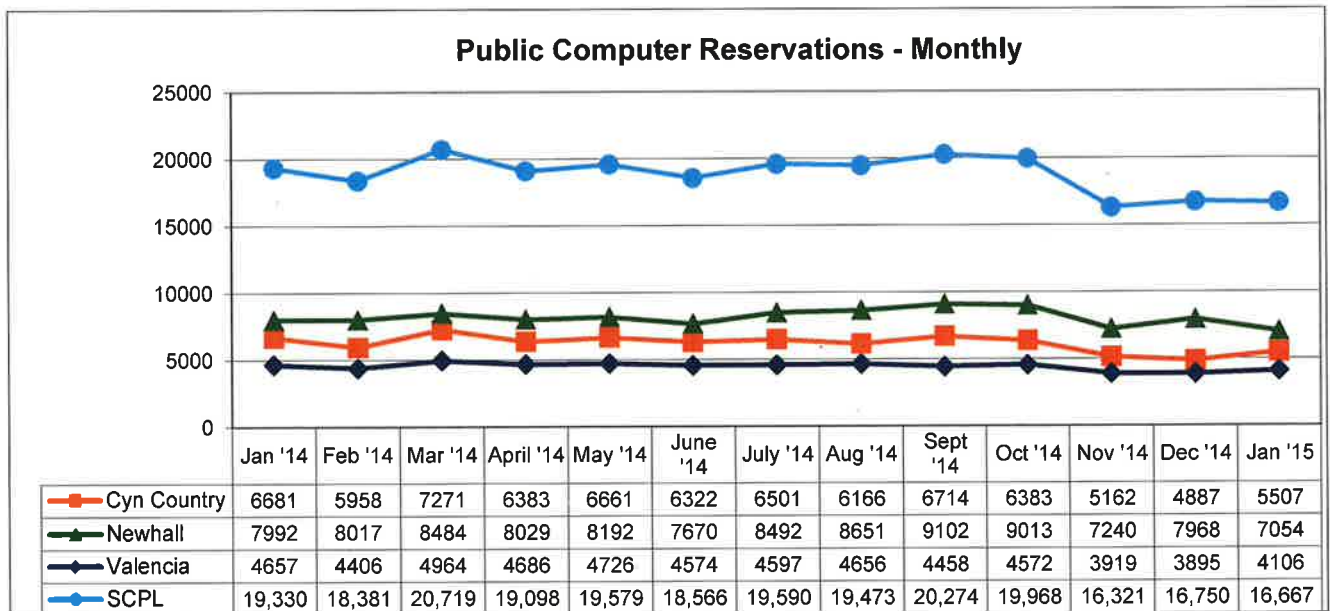
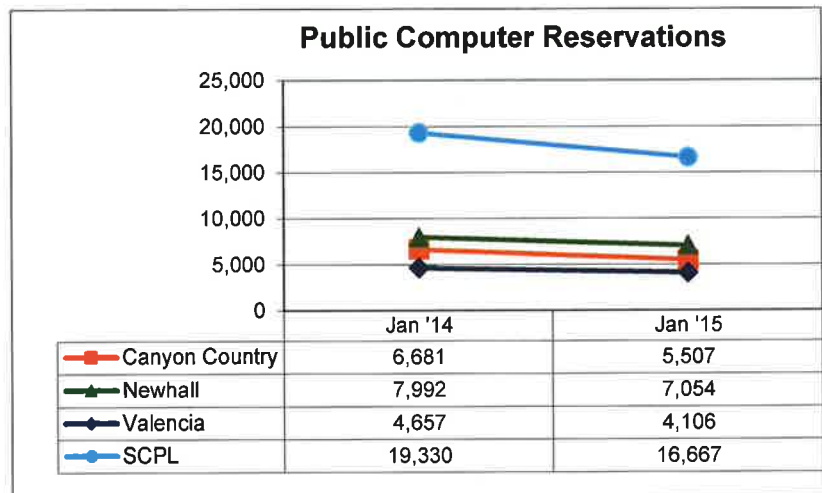
30,423 books and materials were circulated at the Canyon Country Library, 33,996 at Newhall Library, and 56,352 at Valencia Library.



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

In January 2015, a total of 16,667 patrons reserved and used a public computer.

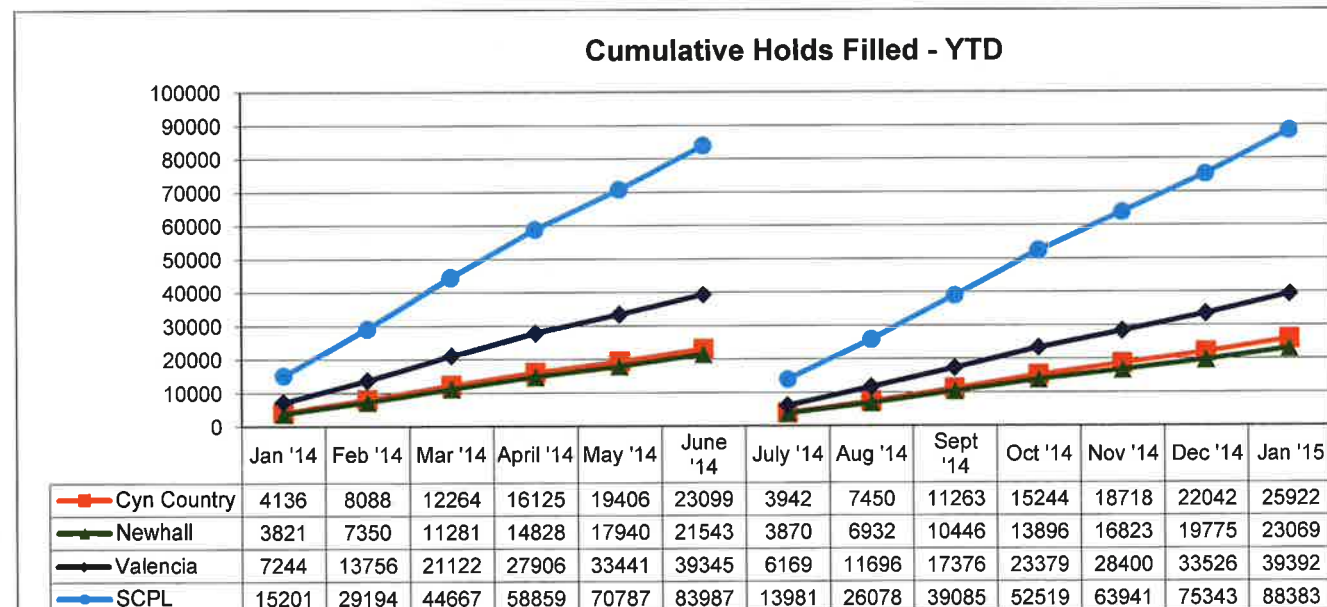
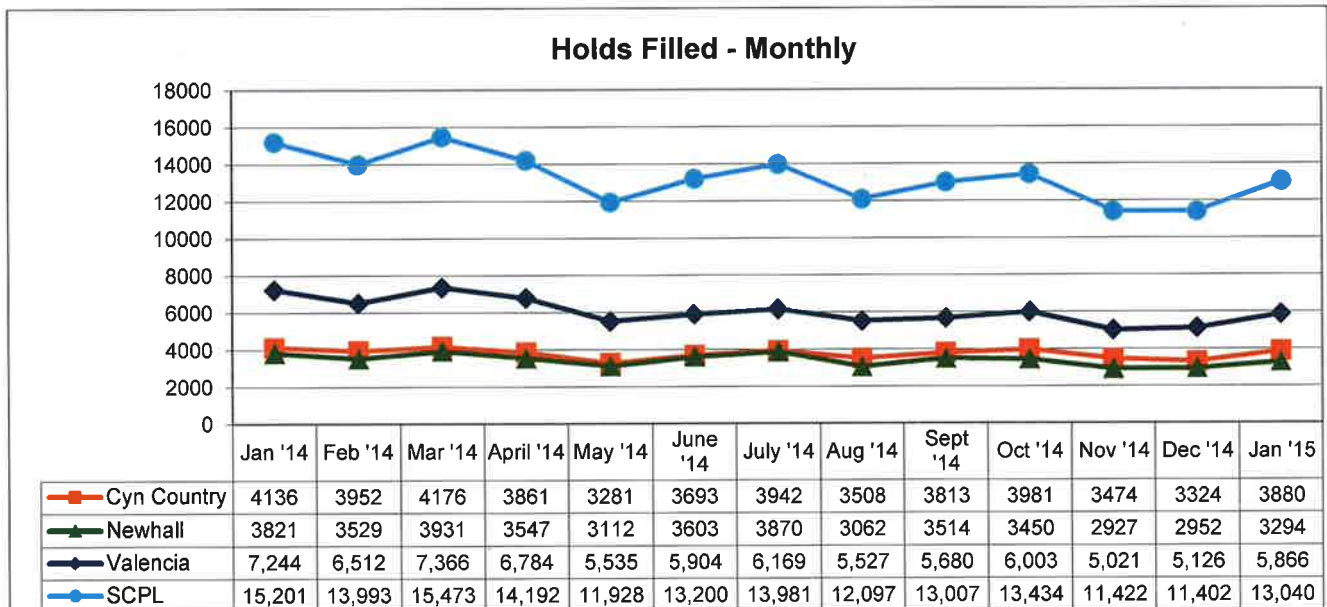
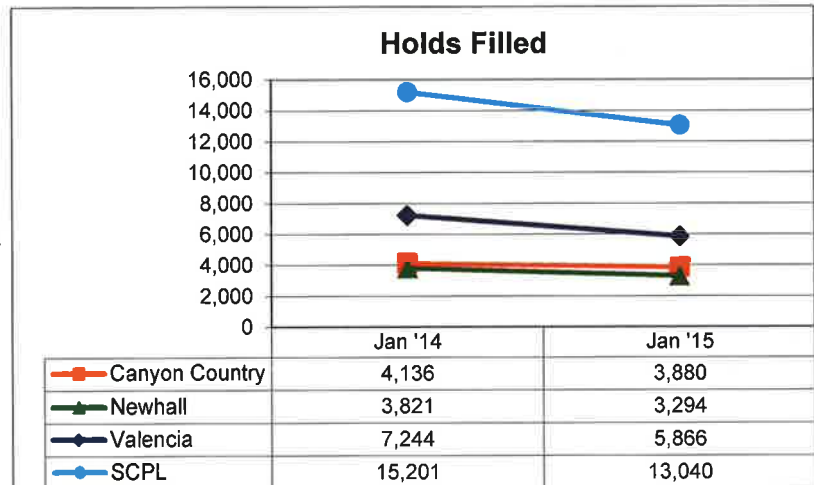
5,507 patrons used public computers in the Canyon Country Library, 7,054 in Newhall Library, and 4,106 in Valencia Library.



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

In January 2015, a total of 13,040 holds were filled in the Santa Clarita Public Library.

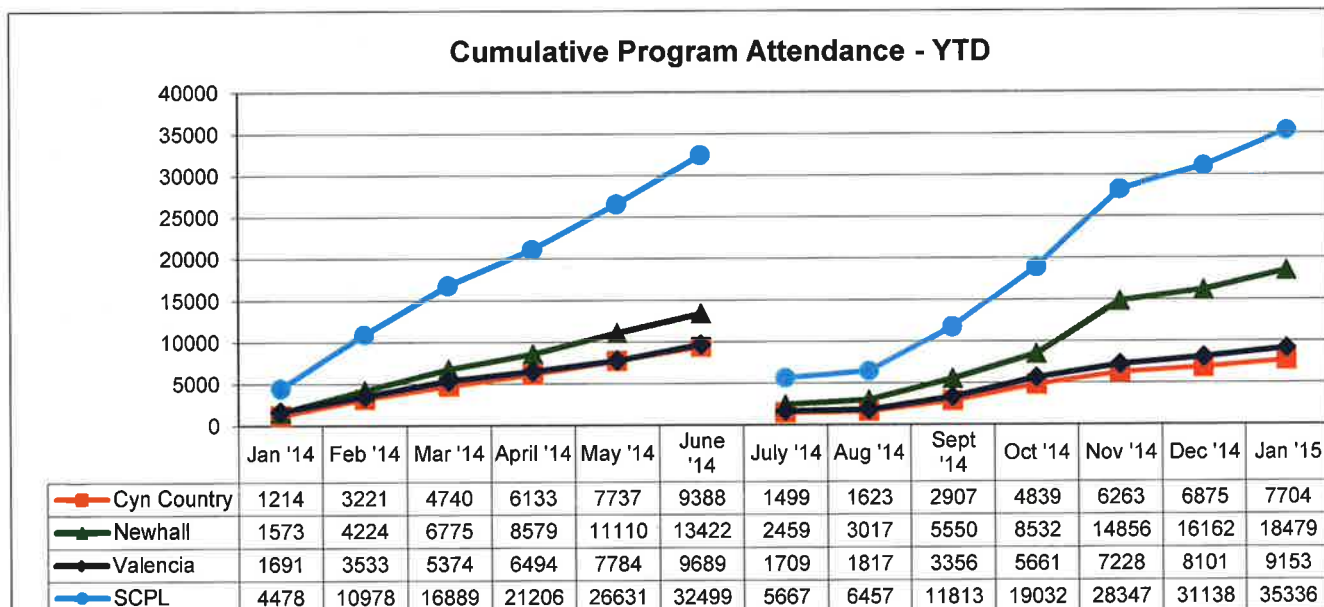
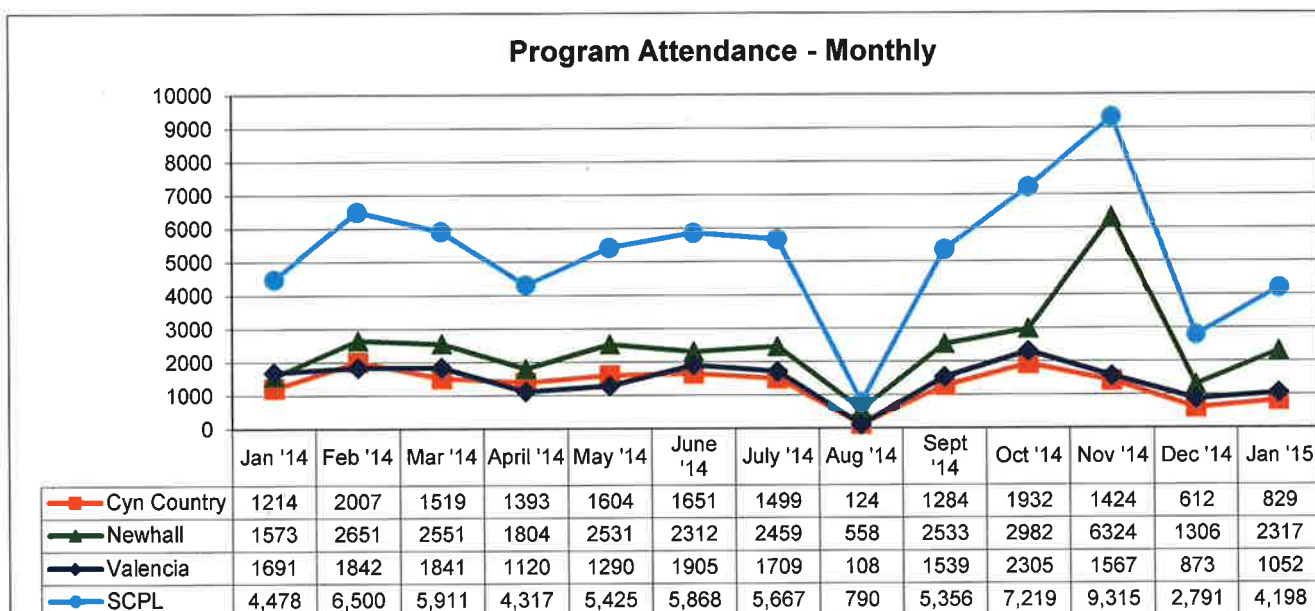
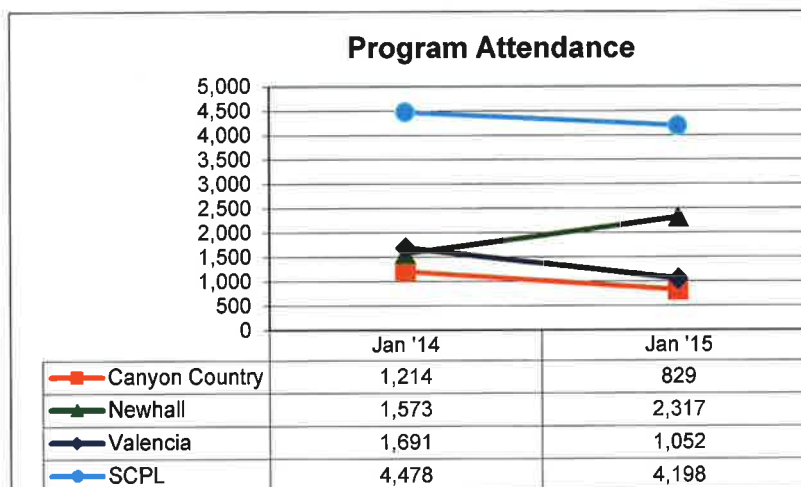
3,880 holds were filled in the Canyon Country Library, 3,294 in Newhall Library, and 5,866 in Valencia Library.



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

In January 2015, a total of 4,198 attendees participated in a program.

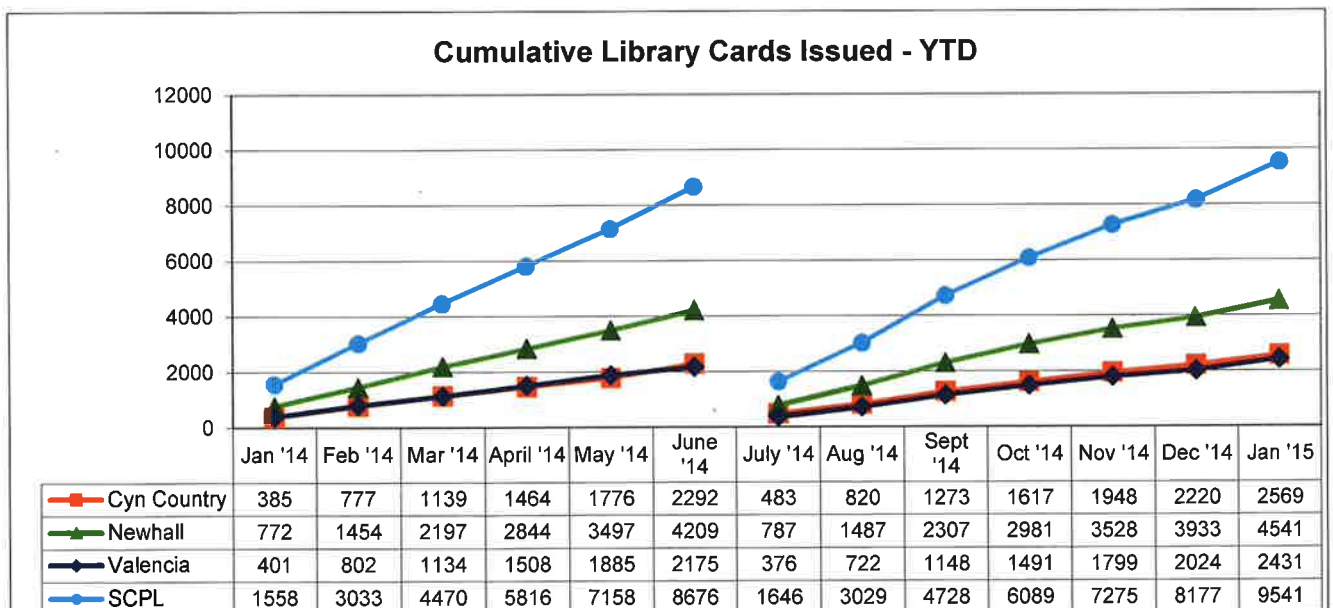
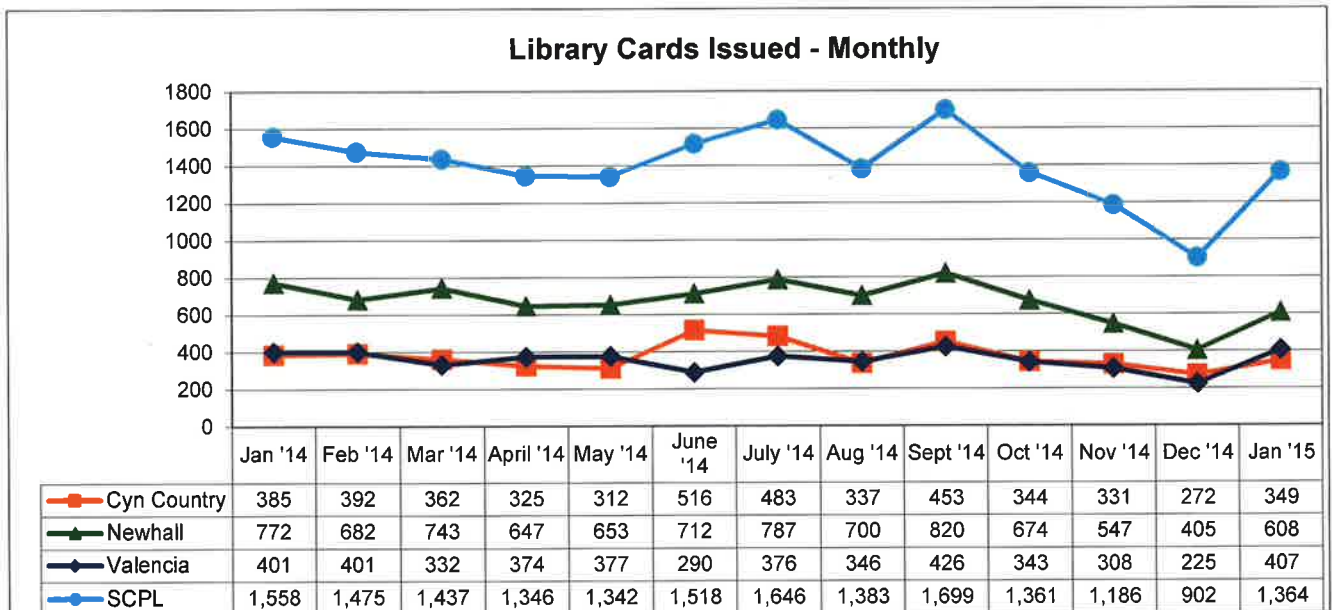
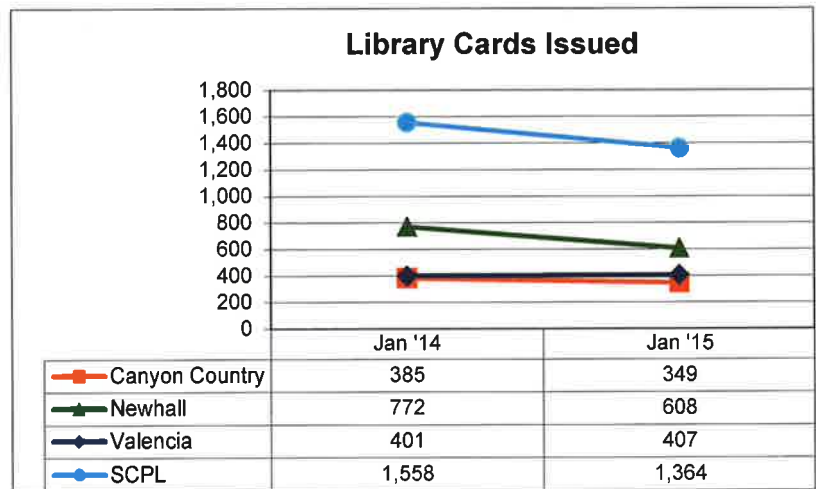
829 attended a Library program at the Canyon Country Library, 2,317 at Newhall Library, and 1,052 Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
LIBRARY CARDS ISSUED

In January 2015, a total of 1,364 new Library cards were issued.

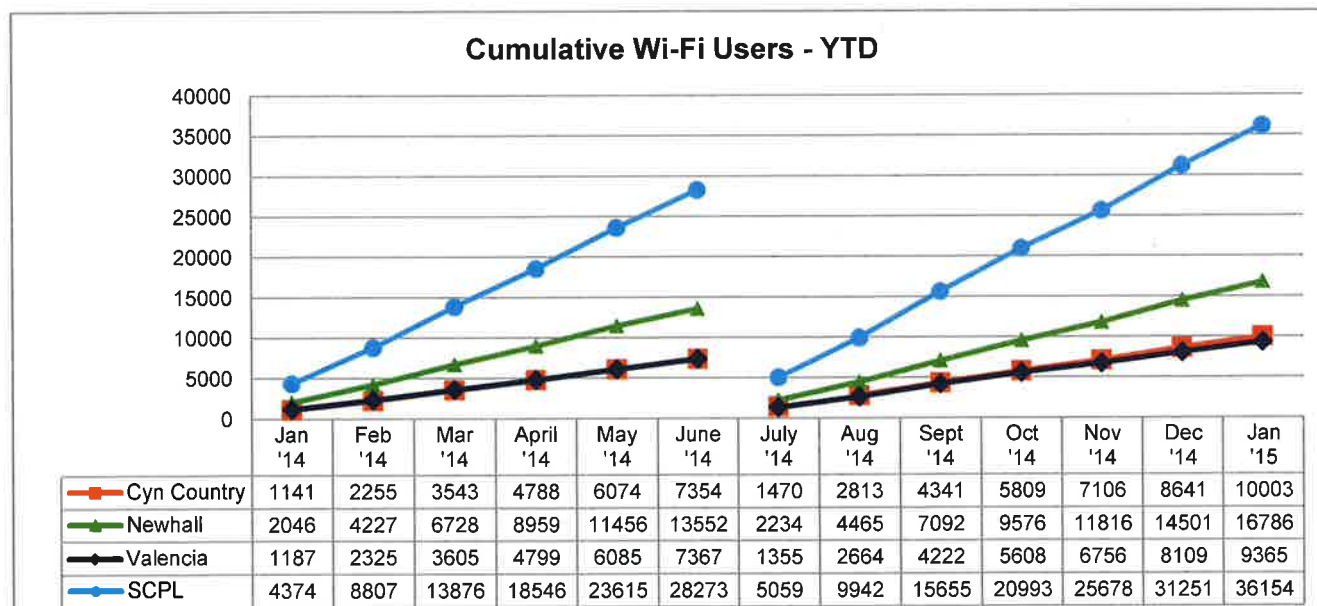
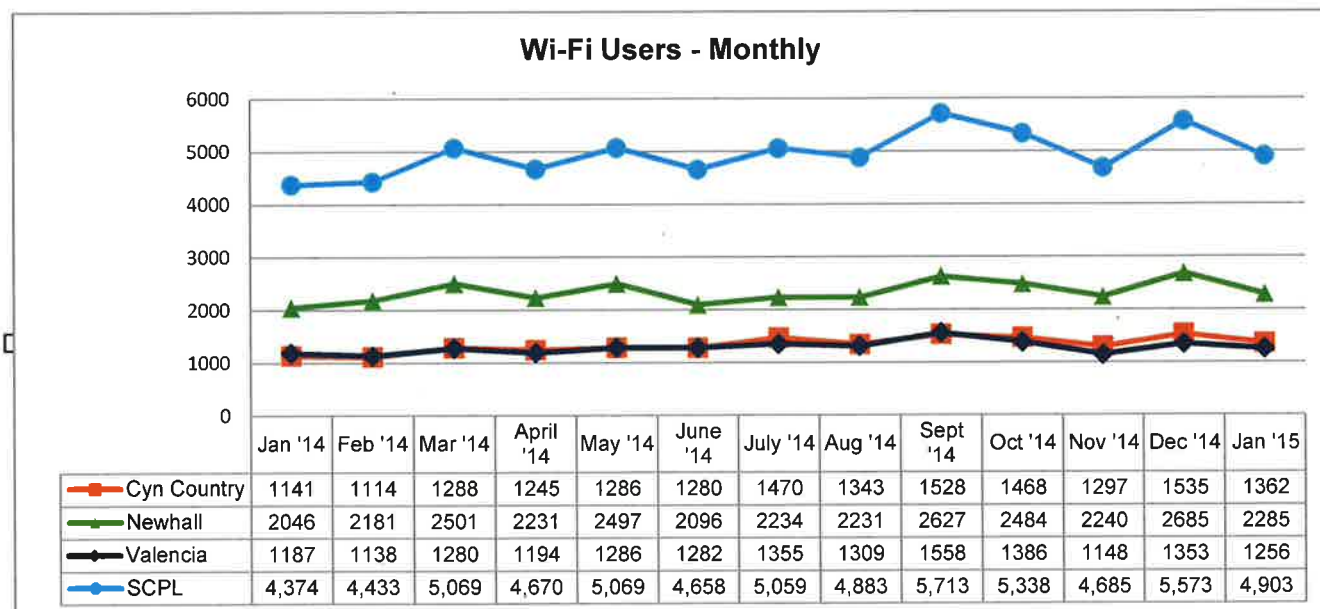
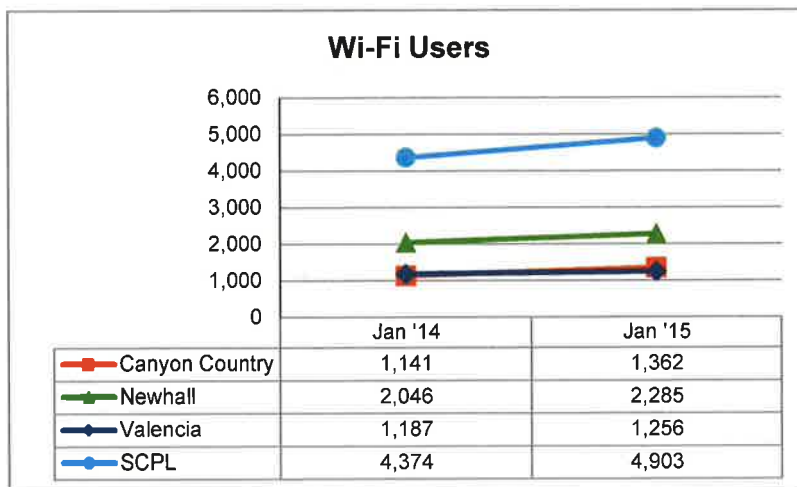
349 new Library cards were issued at the Canyon Country Library, 608 at Newhall Library, and 407 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2014-15
WI-FI USERS

In January 2015, a total of 4,903 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,362 Wi-Fi users were at the Canyon Country Library, 2,285 at Newhall Library, and 1,256 at Valencia Library.



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

In January 2015, the Library's website received a total of 49,870 visits.

24,237 were returning visitors and 25,633 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 49,870 website pages during the month of January 2015.

