

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: December 14, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – NOVEMBER 2015

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

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

- 60,557 patrons visited the Libraries, 1,087 new Library cards were issued, and 6,556 patrons attended a Library program.
- 110,320 books and materials were circulated, and 12,293 holds were filled.
- 13,264 patrons reserved and used a public computer, while 4,912 patrons used the Library's free Wi-Fi.
- The Library's website received 46,779 visits, comprising 24,232 new visitors and 22,547 returning visitors. Together they viewed 76,901 website pages on the Library website.

NOVEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Nov. 2015	Nov. 2014	Nov. 2015	Nov. 2014	Nov. 2015	Nov. 2014	Nov. 2015	Nov. 2015	Nov. 2014
Circulation	27,094	28,839	25,672	33,160	46,595	55,422	10,959	110,320	117,421
Patron Traffic	16,853	24,555	26,857	28,986	16,847	22,033		60,557	75,574
PC Reservations	4,530	5,162	5,659	7,240	3,075	3,919		13,264	16,321
Volunteer Hours	370	339	775	706	278	205		1,423	1,250
Holds Filled	3,329	3,474	2,824	2,927	6,140	5,021		12,293	11,422
Number of Programs	66	77	79	105	52	68		197	250
Program Attendance	1,201	1,424	4,243	6,324	1,112	1,567		6,556	9,315
Library Cards Issued	309	331	504	547	274	308		1,087	1,186
Wi-Fi Users	1,318	1,297	2,414	2,240	1,180	1,148		4,912	4,685
Homework Help: Students Assisted	153	n/a	209	n/a	21	n/a	n/a	383	n/a
Website Visits								46,779	45,841
Outreach Events								13	
Outreach Attendance								615	
Databases							22,001	22,001	

Santa Clarita Public Library November 2015 Programs and Highlights

Autumn programming for Santa Clarita Public Library continued in November. Regularly scheduled programs for Fall included: Storytimes for Baby and Toddler, Just 2s and 3s, School Readiness, Bilingual/Cuenta Cuentos, Pajama, and Elementary, Youth Chess Club, Lego Days, Read to Dogs, and Homework Help.

In addition to the regularly scheduled storytimes and programs, the following Fall programs took place:

- **Family Literacy Festival** – On November 14, the Annual Family Literacy Festival took place at the Old Town Newhall Library and was bursting with stories, theatrical productions, songs, dance, and crafts. This year’s theme was “Full STEAM Ahead” - Science, Technology, Engineering, Art, and Math. Mayor Marsha McLean opened the event with a welcome speech, followed by Mayor Pro Tem Bob Kellar reading a story. Other special guests included local authors Shannon Okahara, David G. Derrick Jr., Annie Banannie, a balloon storyteller, and Santa Clarita’s own Ballet Company performing “The Nutcracker.”



- **Holiday Care Packages for the Military** – In partnership with Prayer Angels for the Military, the Santa Clarita Public Library hosted events at the Newhall and Valencia Libraries to help make care packages for members of the Armed Services stationed overseas. Care packages included canned goods, scarves, candies, and treats. On November 21, over 100 people helped assemble care packages at the Newhall Library, and 70 people helped out at the Valencia Library.
- **FOL Bag Sale** – The Friends of Santa Clarita Public Library held their last Bag Sale of the year during the first week of November. Customers visited all three Libraries, purchased shopping bags, and filled them with donated books to take home and enjoy. This nearly one-week sale generated over \$1,700 for the Friends of the Library. The popular Bag Sales continue to be a great way to raise money for the Libraries and to move inventory out to make room for more donations. The next Bag Sale is scheduled for February 2016.

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- **California Library Association's Annual Conference** – Ten Library staff members attended the California Library Association's Annual Conference in Pasadena in November. They came back to Santa Clarita energized by their participation in conversations about the future of library leadership and library advocacy in California. They also networked with new colleagues, gathering and sharing information about Summer Reading, serving homeless Library patrons, reinventing community engagement, and DMV resources and partnerships.

If you have any questions, please contact me.

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Attachment

cc: Kelly Behle, City Librarian
City Leadership Team
Citizens Public Library Advisory Committee
Friends of Santa Clarita Public Library
