

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: May 16, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – APRIL 2016

Attached is the statistical report for the Santa Clarita Public Library for April 2016.

Overall statistics for the Santa Clarita Public Library in April 2016 include:

- 65,969 patrons visited the Libraries, 1,088 new Library cards were issued, and 4,653 patrons attended a Library program.
- 113,073 books and materials were circulated, and 11,468 holds were filled.
- 12,945 patrons reserved and used a public computer, while 5,377 patrons used the Library's free Wi-Fi.
- The Library's website received 48,591 visits, comprising 27,162 new visitors and 21,429 returning visitors. Together they viewed 77,570 website pages on the Library website.

APRIL 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	April 2016	April 2015	April 2016	April 2015	April 2016	April 2015	April 2016	April 2016	April 2015
Circulation	27,901	36,141	25,001	36,359	48,858	64,561	11,313	113,073	137,061
Patron Traffic	19,669	20,853	27,913	28,960	18,387	21,788		65,969	71,601
PC Reservations	4,585	5,641	4,951	7,827	3,409	4,155		12,945	17,623
Volunteer Hours	450	355	209	558	516	227		1,175	1,140
Holds Filled	3,363	3,504	3,040	2,824	5,065	5,269		11,468	11,597
Number of Programs	63	62	96	102	53	55		212	219
Program Attendance	1,714	1,715	1,952	2,646	987	1,031		4,653	5,392
Library Cards Issued	314	390	491	603	283	345		1,088	1,338
Wi-Fi Users	1,516	1,378	2,594	2,360	1,267	1,236		5,377	4,974
Homework Help: Students Assisted	131	n/a	146	n/a	2	n/a	n/a	279	n/a
Website Visits								48,591	54,754
Outreach Events								15	
Outreach Attendance								678	
Databases							22,488	22,488	

SANTA CLARITA PUBLIC LIBRARY STATISTICS

May 16, 2016

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Santa Clarita Public Library April 2016 Programs and Highlights

Regularly scheduled programs for April included: Storytimes for Baby and Toddler, Just 2s and 3s, School Readiness, Bilingual/Cuenta Cuentos, and Elementary, Youth Chess Club, Lego Days, Read to Dogs, Digital Drop-In, and Homework Help.

In addition, the following programs also took place in April:

- **Earth Arbor Day** – On April 16 and 17, the Santa Clarita Library joined in the festivities and helped celebrate Earth Arbor Day at Central Park. The Library connected with many members of the community who visited the booth to collect information on upcoming Library programs and obtain Library cards.
- **Junk Rethunk** – On April 20, the Valencia Library hosted Junk Rethunk, an art-and-recycling program that was organized to honor Earth/Arbor day. This program encouraged children to use their imaginations to convert the “junk” that staff had collected into personal treasures.
- **Writing Workshop** – The Writing Workshop program was a six-week workshop facilitated by Ryan Gibson, an established screenwriter and Library volunteer. Throughout the six sessions, Mr. Gibson led hands-on sessions where he helped participants tell their story in a collaborative environment through a novel, script, or short story. Participants had the opportunity to learn about story writing, including how to pitch a story, form an outline, and character development.



- **Staff Cowboy Potluck** – While the Cowboy Festival geared up, Santa Clarita Public Library staff held their very own cowboy potluck for staff and families. Western memorabilia and photos of Santa Clarita's western history were on display as western tunes played. The event offered a chance for staff from all three branches to come together and celebrate one of the most exciting events in Santa Clarita.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

May 16, 2016

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- **Dia de Los Niños/Dia de los Libros (Childrens Day/Book Day)** – On April 30, over 700 community members visited the Canyon Country Library for the Fifth Annual Dia De Los Ninos, Dia De Los Libros event that celebrates diverse cultures and family literacy. Special guests included a local Filipino American Children's Dance Group, Martin Espino, Michael McCarty, therapy dogs, and a llama! Children were invited to make dream catchers, learn about moon myths and science, and get their faces painted. Every child walked away with a free book and an invitation to join the Summer Reading Program.



If you have any questions, please contact me.

DH:BI:RB:hds

S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\2016 March\Memo Library Stats – April 2016

Attachment

cc: Kelly Behle, 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 2015-16

April 2016

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

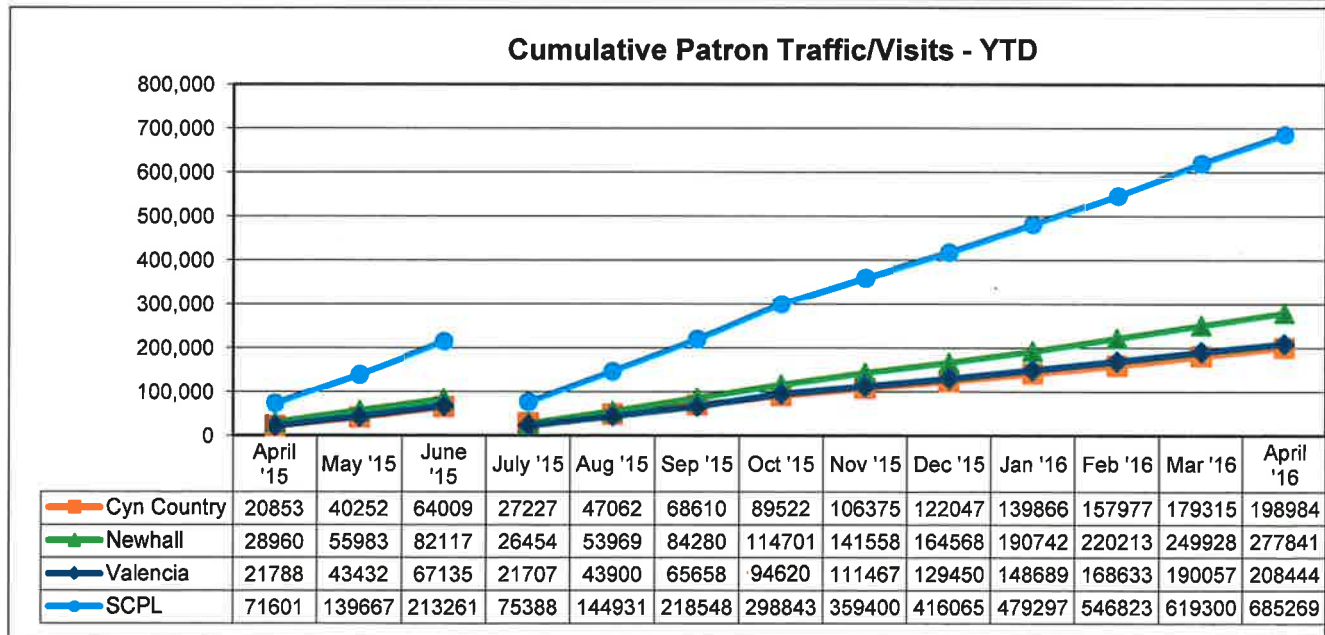
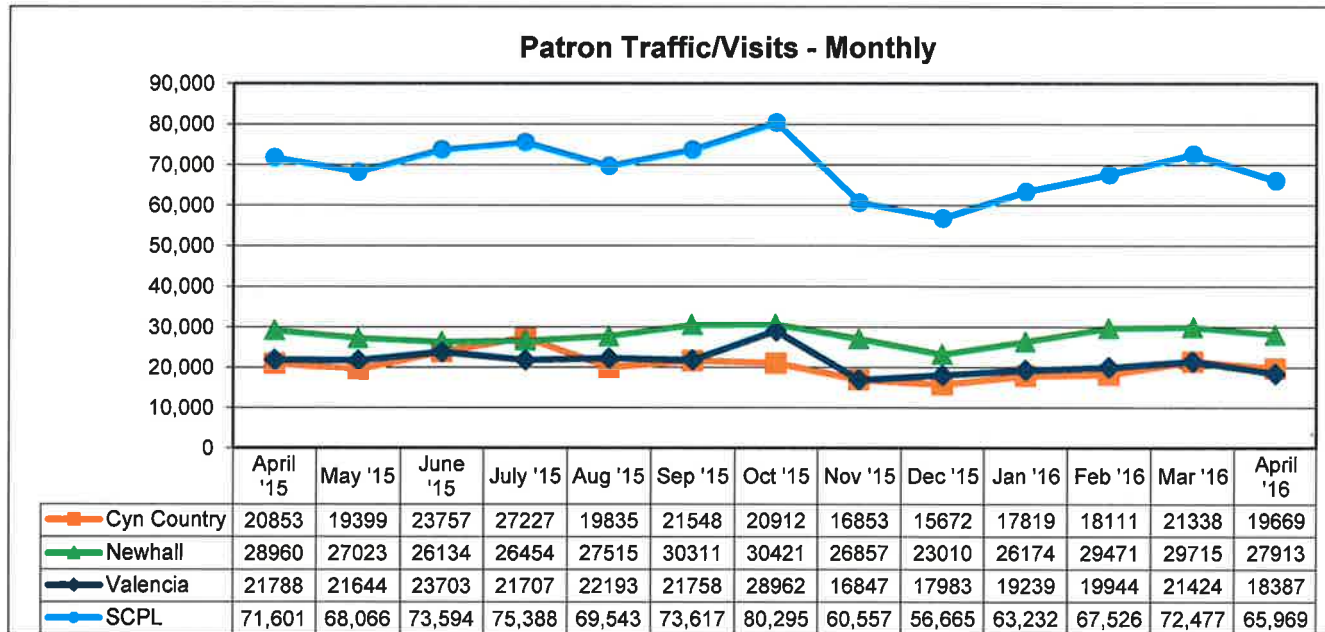
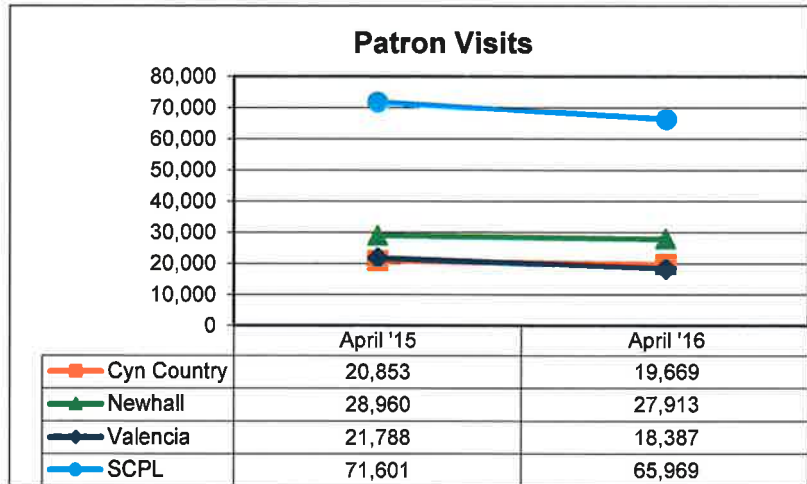
Statistical Summary

Month-to-Date									
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	April 2016	April 2015	April 2016	April 2015	April 2016	April 2015	April 2016	April 2016	April 2015
Circulation	27,901	36,141	25,001	36,359	48,858	64,561	11,313	113,073	137,061
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PC Reservations	4,585	5,641	4,951	7,827	3,409	4,155		12,945	17,623
Volunteer Hours	450	355	209	558	516	227		1,175	1,140
Holds Filled	3,363	3,504	3,040	2,824	5,065	5,269		11,468	11,597
Number of Programs	63	62	96	102	53	55		212	219
Program Attendance	1,714	1,715	1,952	2,646	987	1,031		4,653	5,392
Library Cards Issued	314	390	491	603	283	345		1,088	1,338
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Homework Help: Students Assisted	131	n/a	146	n/a	2	n/a	n/a	279	n/a
Website Visits								48,591	54,754
Outreach Events								15	
Outreach Attendance								678	
Databases							22,488	22,488	

Year-to-Date									
APRIL 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	April Y-T-D 2016	April Y-T-D 2015	April Y-T-D 2016	April Y-T-D 2015	April Y-T-D 2016	April Y-T-D 2015	April Y-T-D 2016	April Y-T-D 2016	April Y-T-D 2015
Circulation	297,140	320,248	269,749	349,485	498,814	581,491	112,262	1,177,965	1,251,224
Patron Traffic	198,984	218,506	277,841	298,238	208,444	235,925		685,269	752,669
PC Reservations	49,562	58,475	60,063	79,591	35,718	42,900		145,343	180,966
Volunteer Hours	4,789	4,499	5,401	6,646	2,842	2,491		13,032	13,636
Holds Filled	36,164	36,599	31,930	32,485	58,067	56,703		126,161	125,787
Number of Programs	593	598	843	973	488	584		1,924	2,155
Program Attendance	12,246	13,522	23,393	26,930	11,759	13,992		47,398	54,444
Library Cards Issued	3,443	3,647	5,099	6,308	3,087	3,383		11,629	13,338
Wi-Fi Users	14,157	14,272	24,775	23,873	12,754	13,144		51,686	51,289
Homework Help: Students Assisted	1,228	n/a	1,582	n/a	99	n/a	n/a	2,909	n/a
Website Visits								505,295	504,114
Outreach Events								134	
Outreach Attendance								11,380	
Databases							243,249	243,249	

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
PATRON VISITS

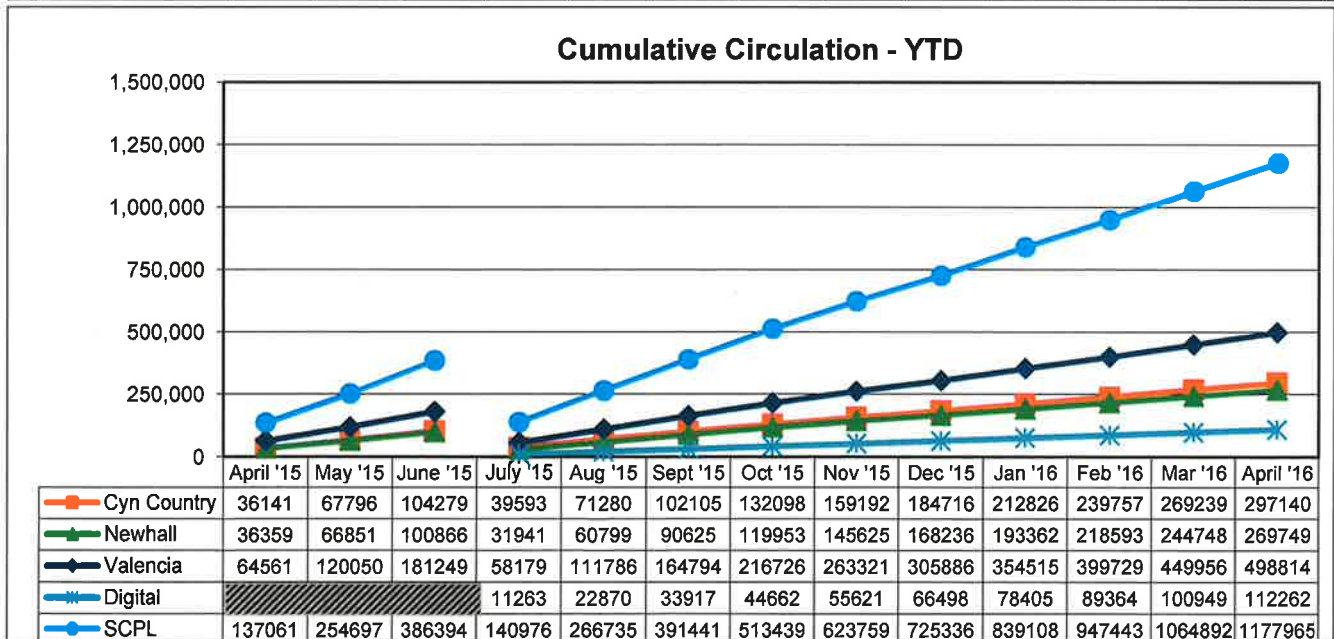
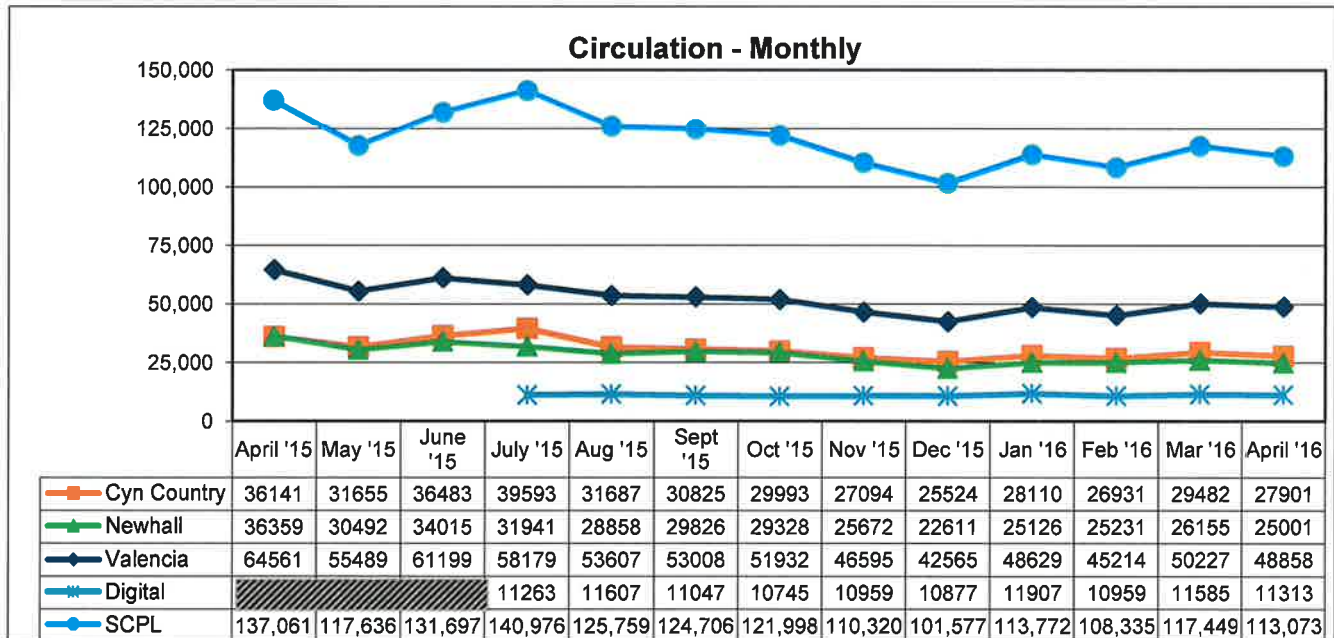
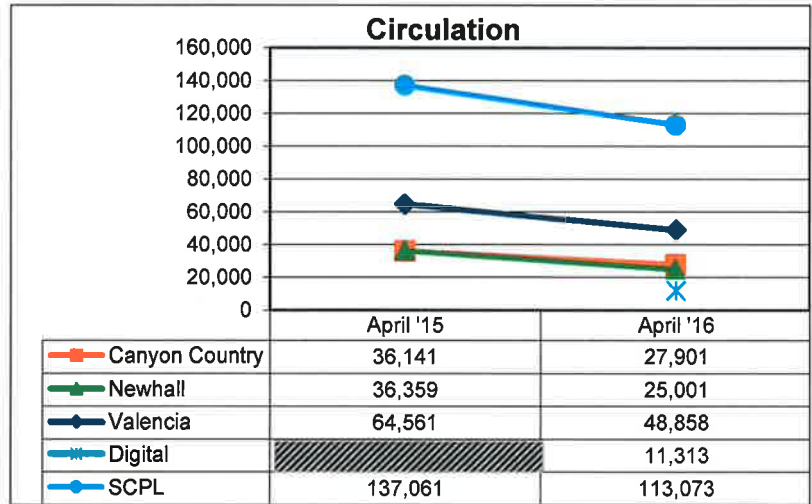
In April 2016, a total of 65,969 patrons visited the Santa Clarita Public Library, with 19,669 visitors at Canyon Country, 27,913 at Newhall, and 18,387 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In April 2016, a total of 113,073 books and materials were circulated in the Santa Clarita Public Library.

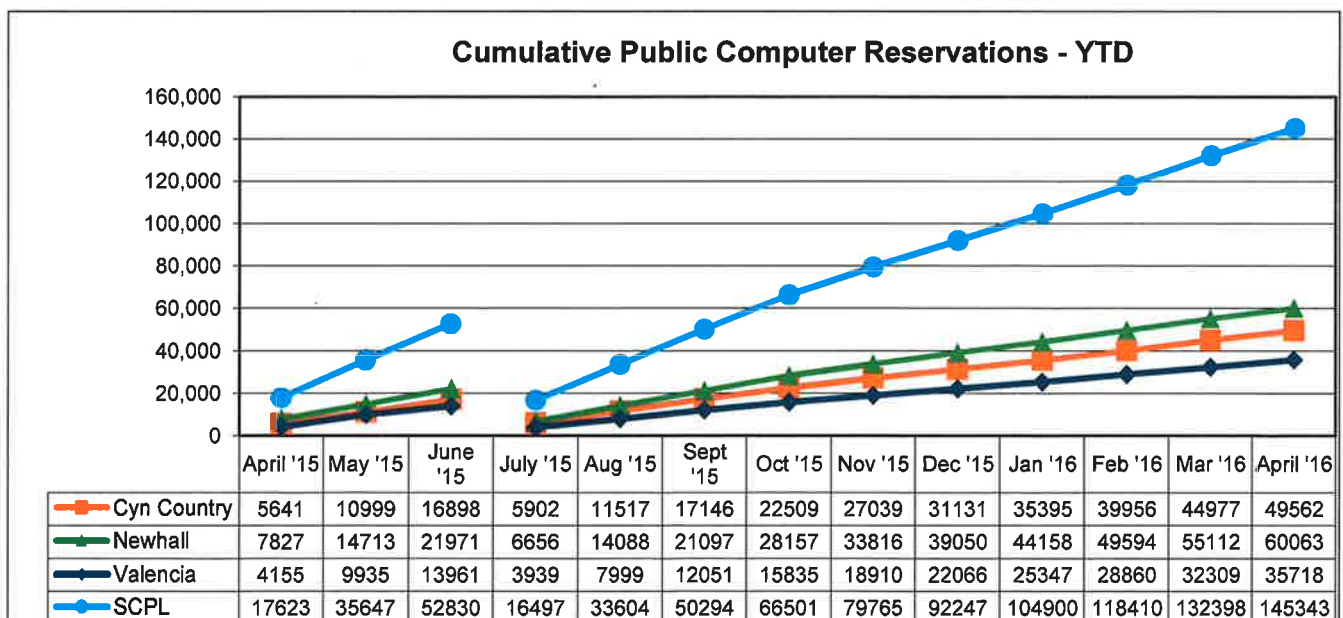
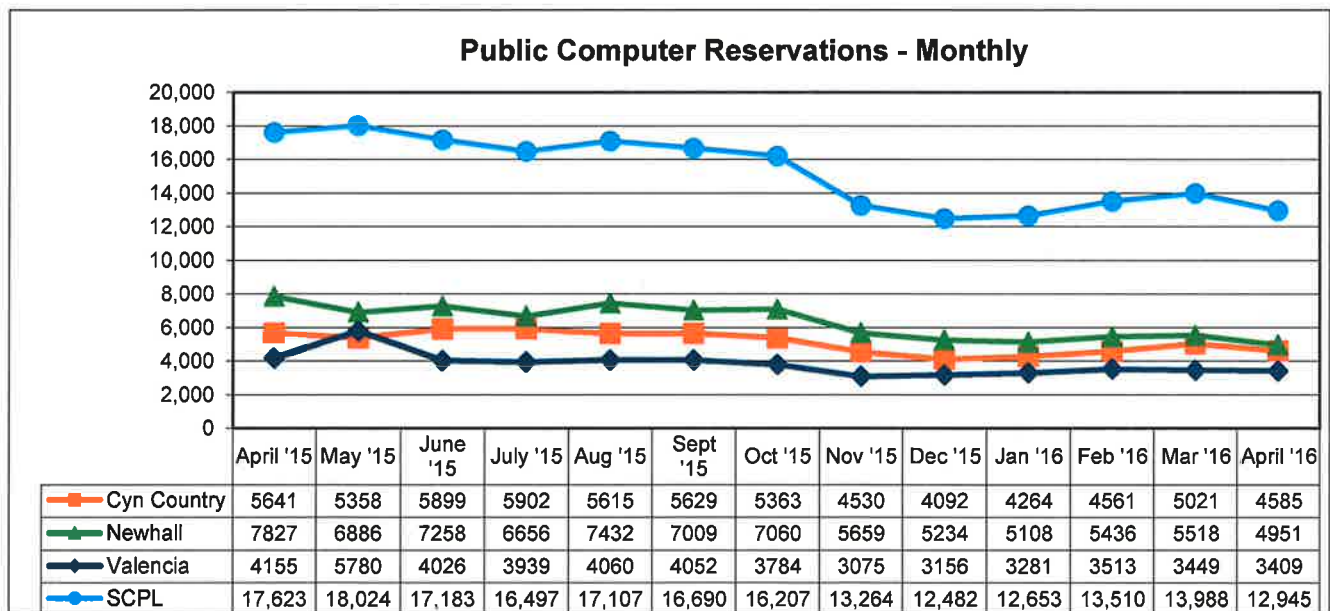
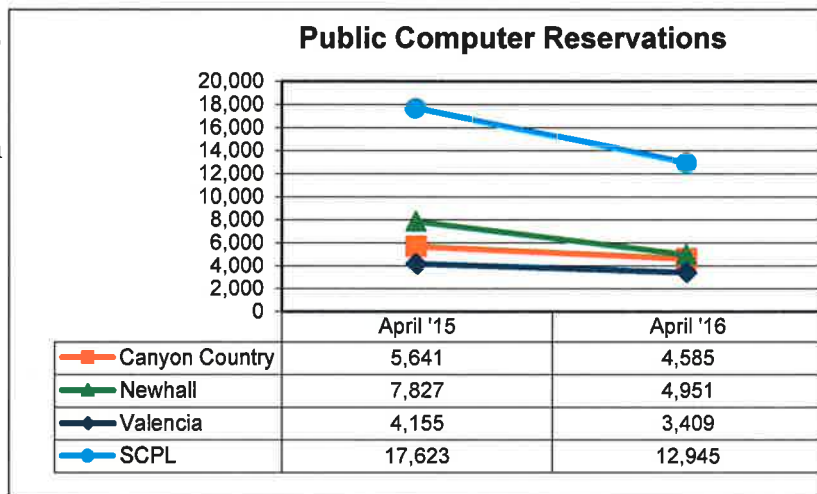
27,901 books and materials were circulated at the Canyon Country Library, 25,001 at Newhall Library, 48,858 at Valencia Library, and 11,313 at the Digital Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
PUBLIC COMPUTER RESERVATIONS

In April 2016, a total of 12,945 patrons reserved and used a public computer.

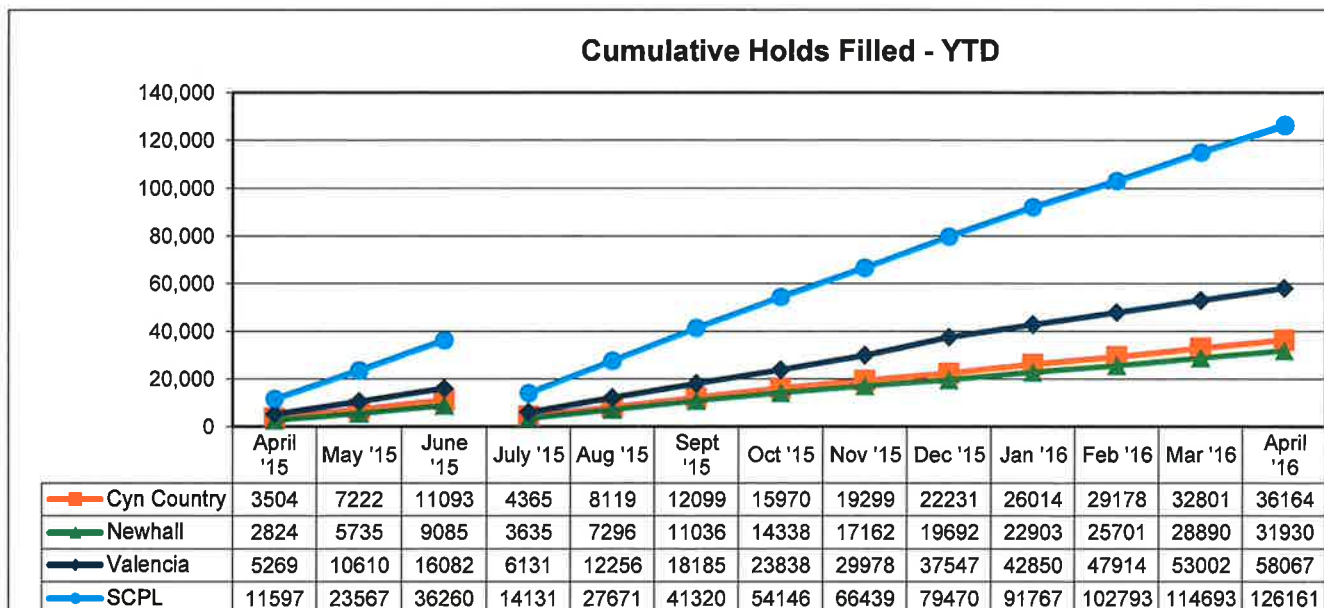
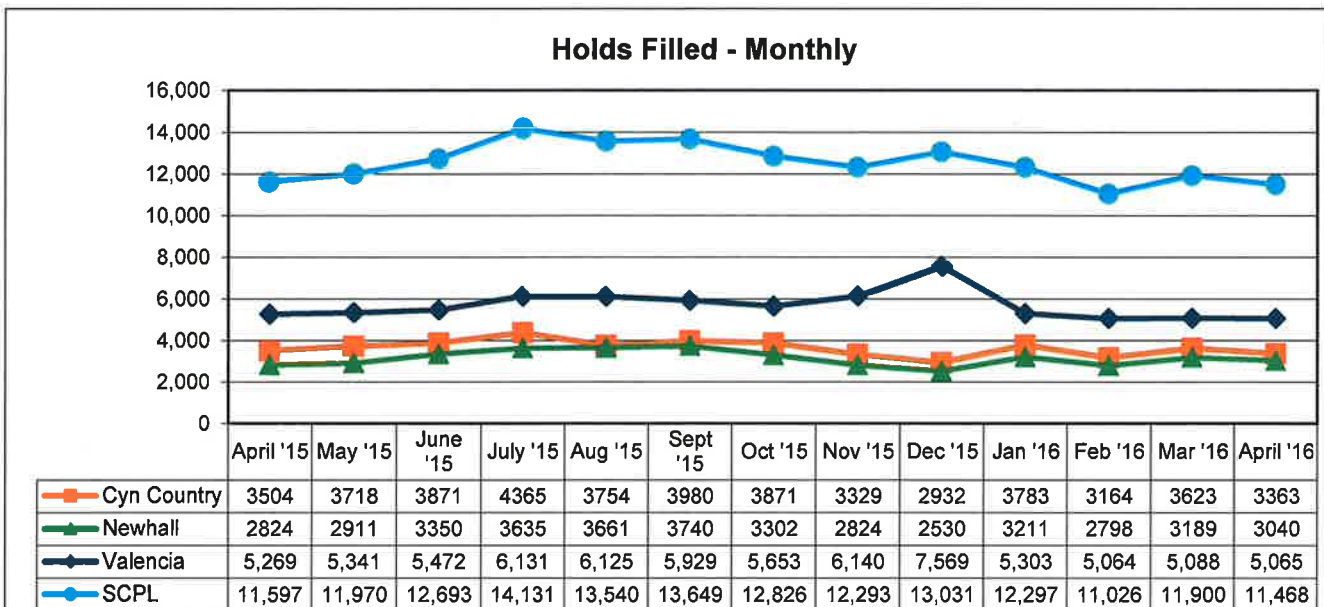
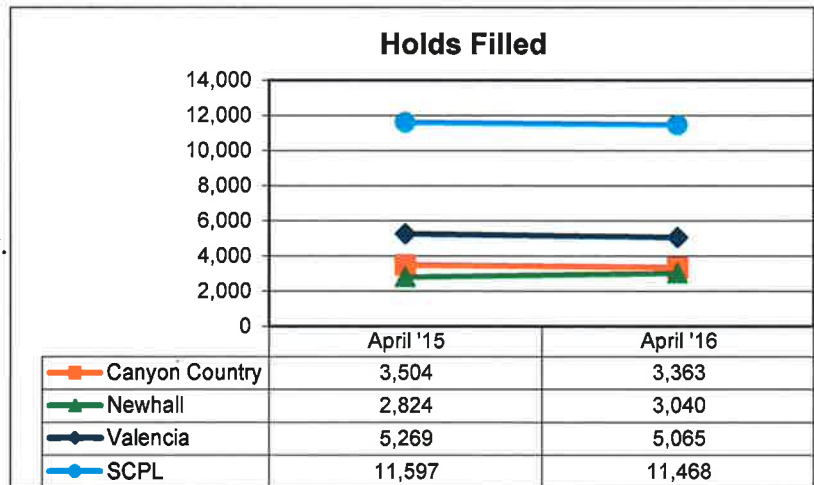
4,585 patrons used public computers in the Canyon Country Library, 4,951 in Newhall Library, and 3,409 in Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
HOLDS FILLED

In April 2016, a total of 11,468 holds were filled in the Santa Clarita Public Library.

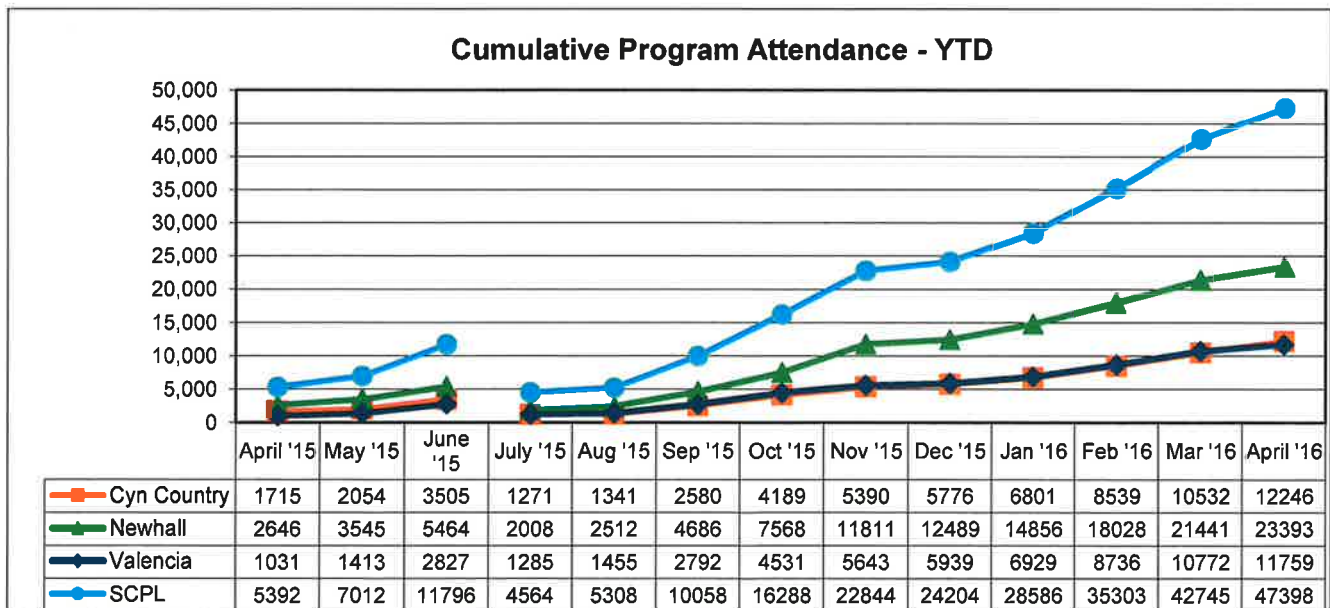
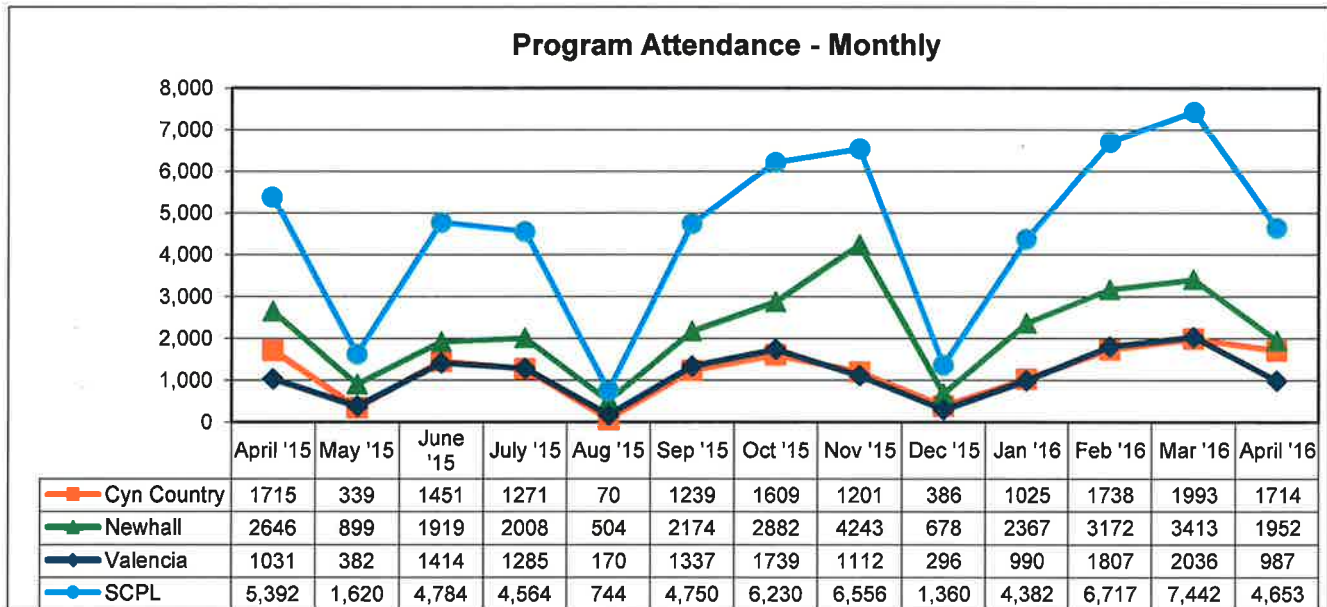
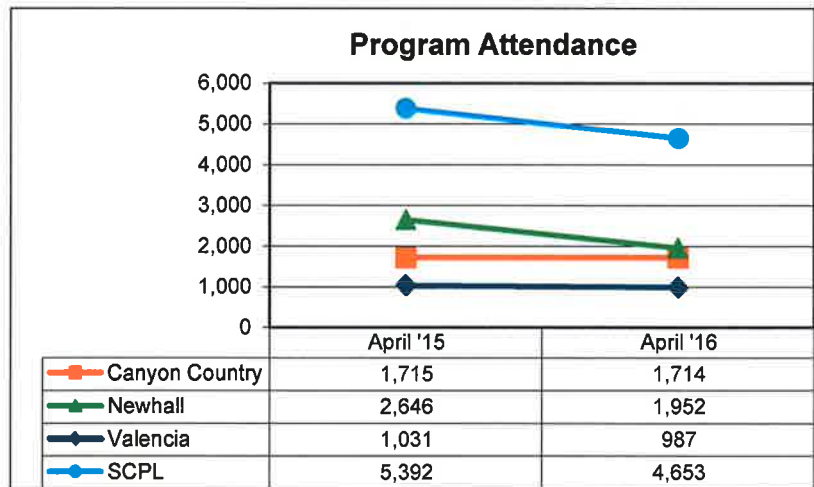
3,363 holds were filled in the Canyon Country Library, 3,040 in Newhall Library, and 5,065 in Valencia Library.



**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
PROGRAM ATTENDANCE**

In April 2016, a total of 4,653 attendees participated in a program.

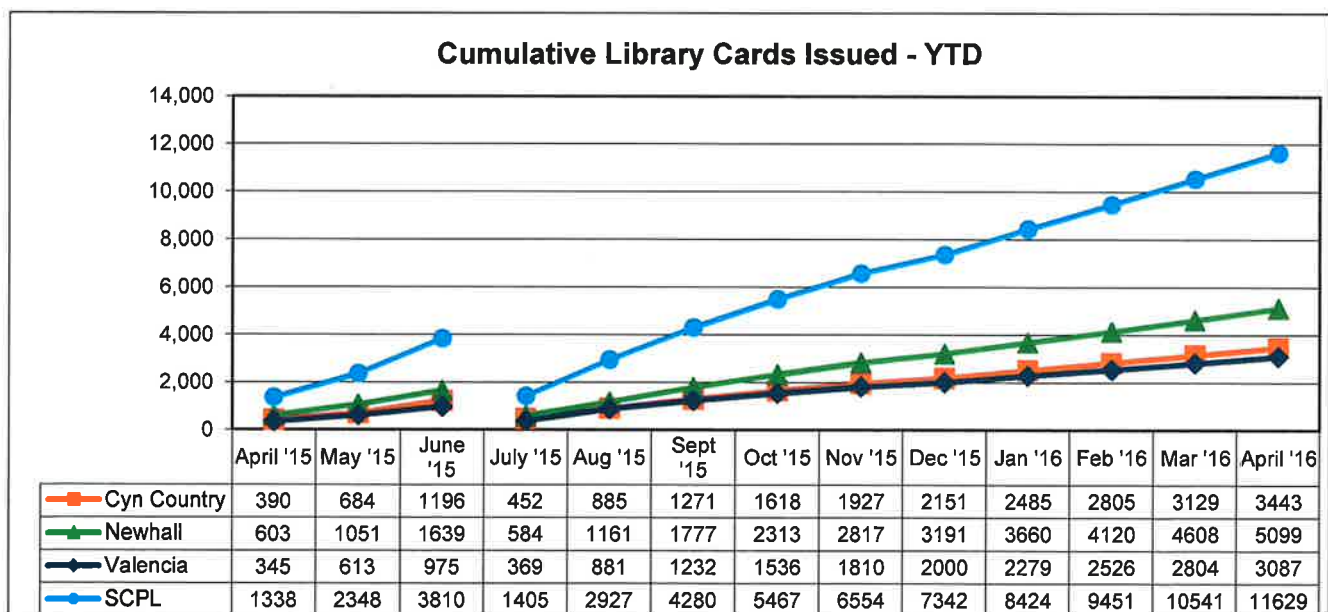
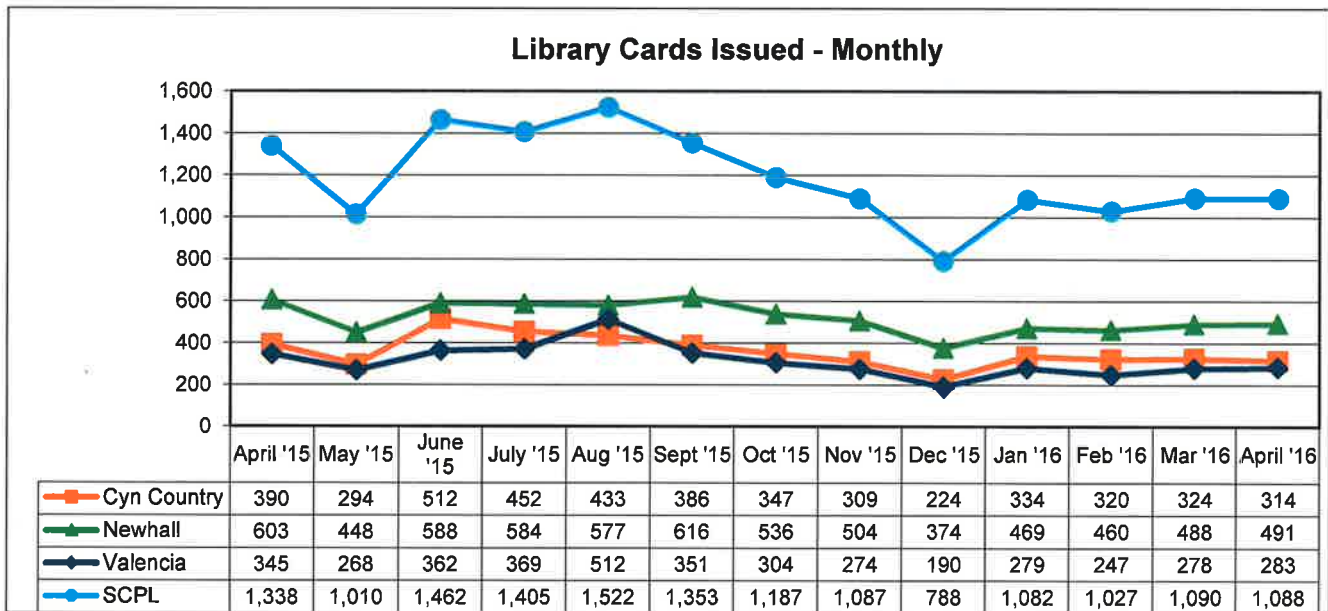
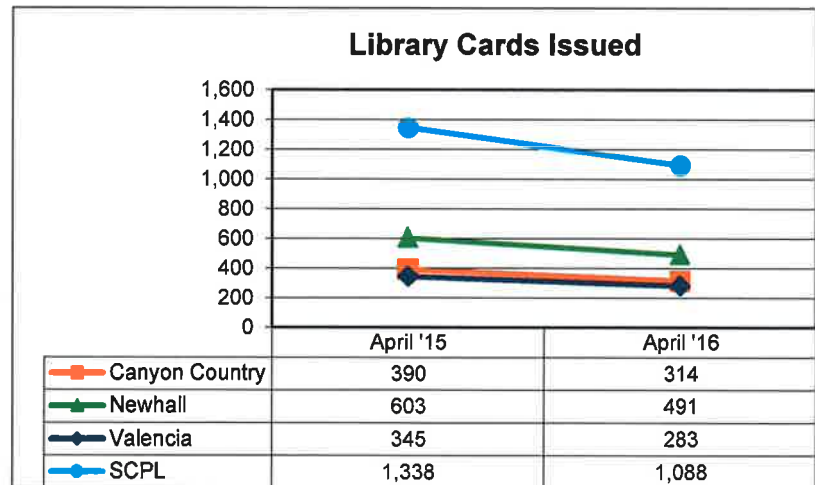
1,714 attended a Library program at the Canyon Country Library, 1,952 at Newhall Library, and 987 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY CARDS ISSUED

In April 2016, a total of 1,088 new Library cards were issued.

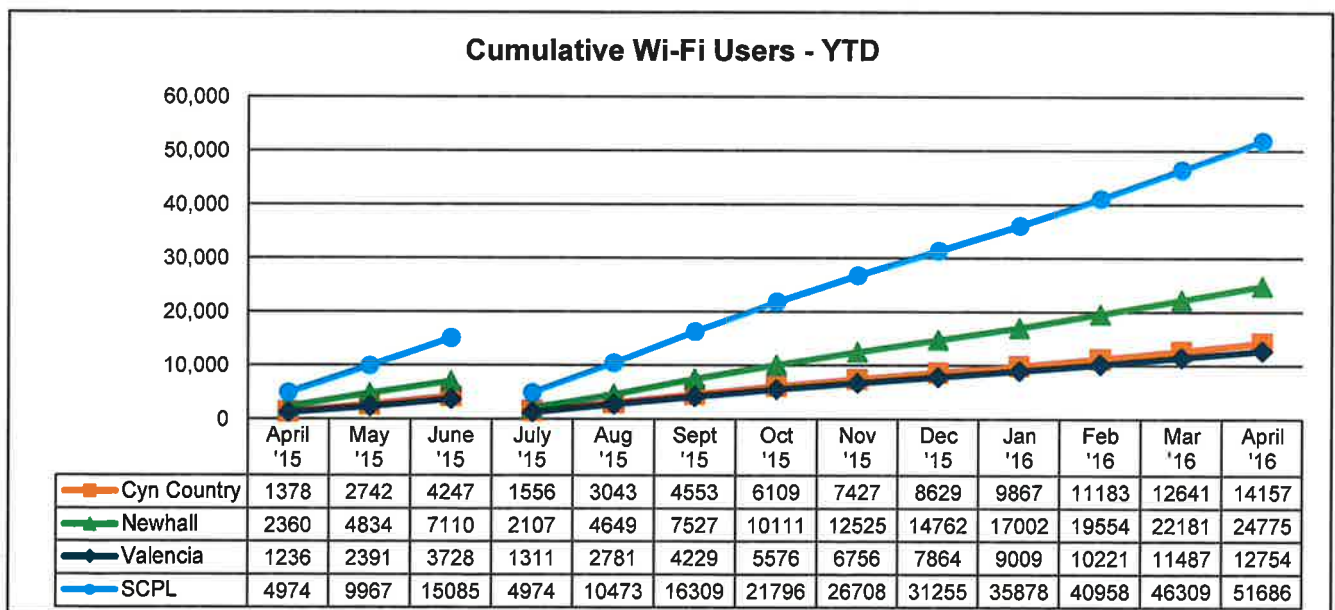
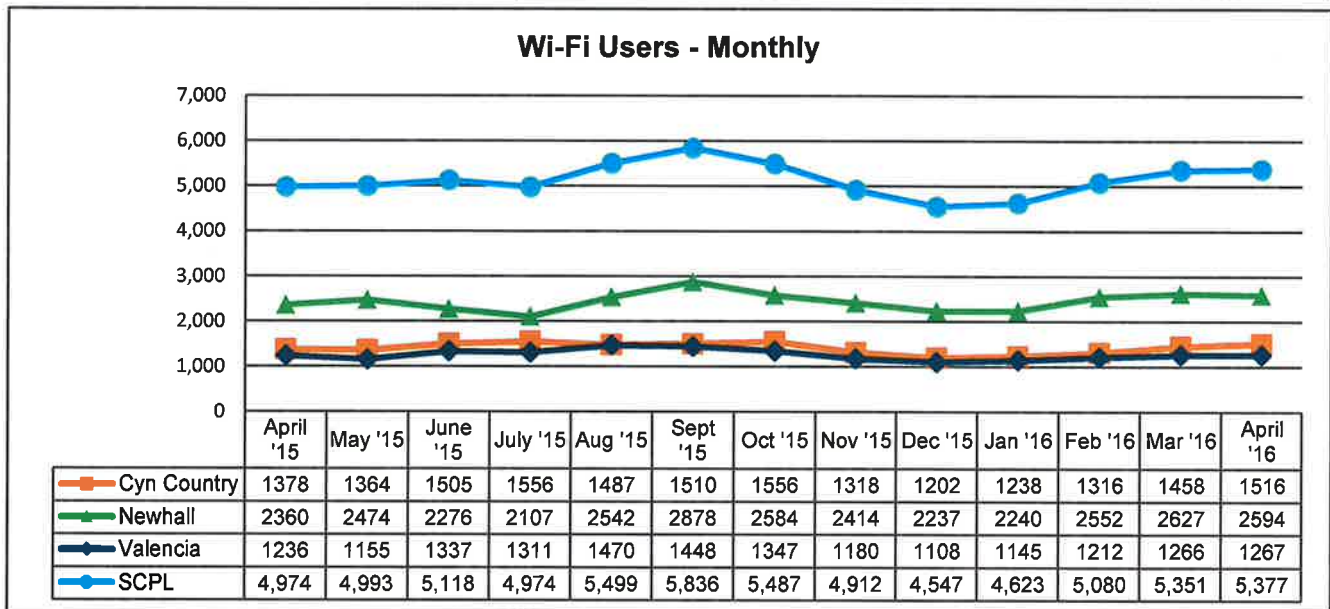
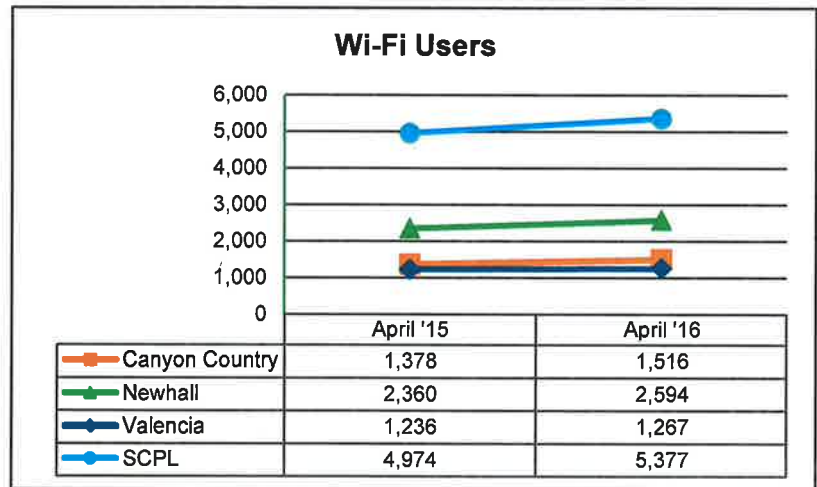
314 new Library cards were issued at the Canyon Country Library, 491 at Newhall Library, and 283 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
WI-FI USERS

In April 2016, a total of 5,377 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,516 Wi-Fi users were at the Canyon Country Library, 2,594 at Newhall Library, and 1,267 at Valencia Library.



**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE**

In April 2016, the Library's website received a total of 48,591 visits.

21,429 were returning visitors and 27,162 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 77,570 website pages during the month of April 2016.

