

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: September 17, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – AUGUST 2015

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

Overall statistics for the Library branches for August 2015 include:

- 69,543 patrons visited the Libraries, 1,522 new Library cards were issued, and 744 patrons attended a Library program.
- 125,759 books and materials were circulated, and 13,540 holds were filled.
- 17,107 patrons reserved and used a public computer, while 5,499 patrons used the Library's free Wi-Fi.
- The Library's website received 55,879 visits, comprising 25,593 new visitors and 30,286 returning visitors. Together, they viewed 90,815 website pages on the Library website.

AUGUST 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	August 2015	August 2014	August 2015	August 2014	August 2015	August 2014	August 2015	August 2015	August 2014
Circulation	31,687	31,395	28,858	33,860	53,607	58,320	11,607	125,759	123,575
Patron Traffic	19,835	19,035	27,515	28,766	22,193	23,939		69,543	71,740
PC Reservations	5,615	6,166	7,432	8,651	4,060	4,656		17,107	19,473
Volunteer Hours	307	276	368	485	144	171		819	932
Holds Filled	3,754	3,508	3,661	3,062	6,125	5,527		13,540	12,097
Number of Programs	10	11	43	39	8	20		61	70
Program Attendance	70	124	504	558	170	108		744	790
Library Cards Issued	433	337	577	700	512	346		1,522	1,383
Wi-Fi Users	1,487	1,343	2,542	2,231	1,470	1,309		5,499	4,883
Homework Help: Students Assisted	3	n/a	27	n/a	3	n/a	0	33	n/a
Website Visits								55,879	56,956
Outreach Events								16	
Outreach Attendance								4,319	
Databases							24,425	24,425	

Santa Clarita Public Library August 2015 Programs and Highlights

During August, there were no regularly scheduled story times due to preparation for Fall/Winter programming beginning in September. The following are highlights of the programs hosted by the Santa Clarita Public Library during August:

- **Jenny Milchman, Author Visit** – The Friends of the Library hosted an author event at the Valencia Library on August 12, in which 33 patrons attended. In 2013, Jenny's debut novel, *Cover of Snow*, won the Mary Higgins Clark award, was praised by the New York Times, and selected as an Indie Next and Target Pick. *Ruin Falls*, was published the following year, and was selected as an Indie Next Pick and a Top Ten of 2014 by Suspense Magazine. Jenny's third novel, *As Night Falls*, was released in June. She is also the founder and organizer of "Take Your Child to a Bookstore Day," which is celebrated in all fifty states.



- **Living in Africa Presentation** – On August 15 at the Valencia Library, Dianne Erskine-Hellrigel presented life in Tanzania and her experience over her 26 trips. Her discussion included how the Masai live, what life is like, what they eat, how they survive, and the wildlife in the Tanzanian plain. This event was free and open to the public.
- **SCPL Community Outreach** – During August, 15 staff members were involved in 36 events, meetings, and initiatives involving Outreach and Community Engagement, which reached 4,319 people.

The events included the Mayor's Ice Cream Social, La Mesa Jr. High's Student Orientation, Albert Einstein's Charter School's In-Service for Teachers, and the Youth Sports and Healthy Family Festival. At the Vida Fest, the Library provided pencils and library card holders for more than 2,300 children and teens.

On a monthly basis, the Library provides support for community book clubs, and story times at the Newhall Farmers' Market, and visits the Valencia and Canyon Country Women, Infants, and Children (WIC) centers, as well as College of the Canyon's WorkSource Center. The Library also supplies the Interact Club at West Ranch High School, and Project Books Inc., with leftover book store and book sale items that they distribute free overseas and locally.

SANTA CLARITA PUBLIC LIBRARY STATISTICS
September 17, 2015
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If you have any questions, please contact me.

DH:BI:RB:lms

S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\2015 August\Memo Library Stats – August 2015

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

August 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

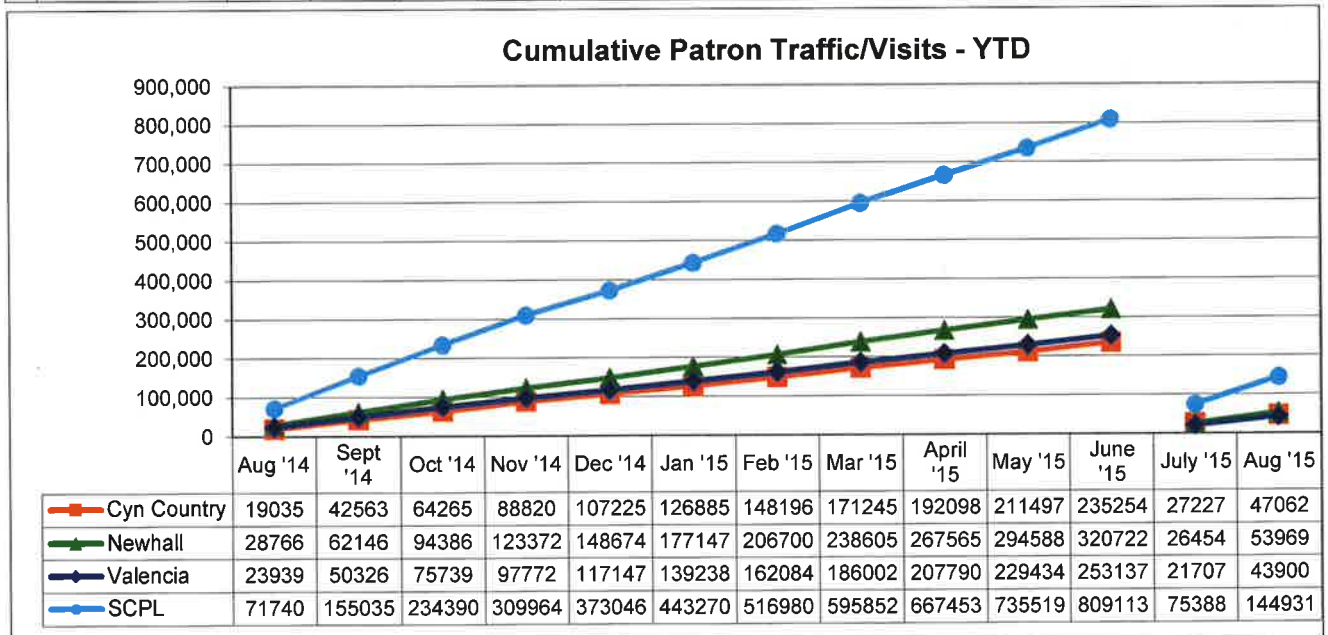
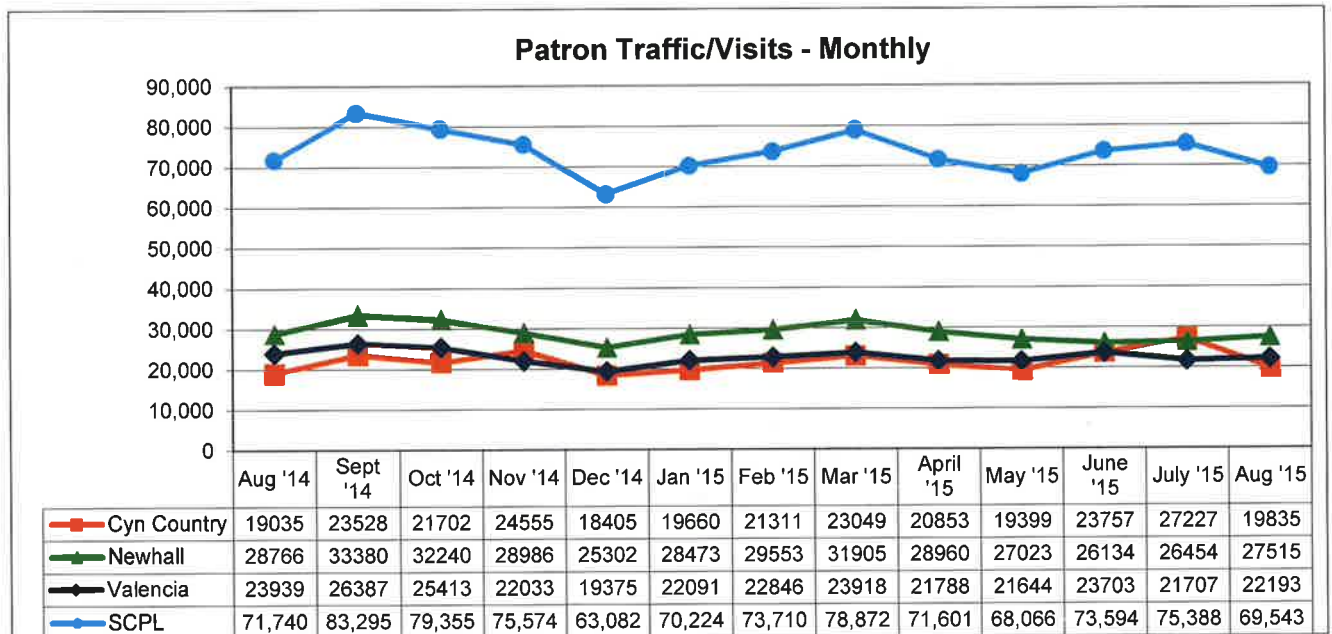
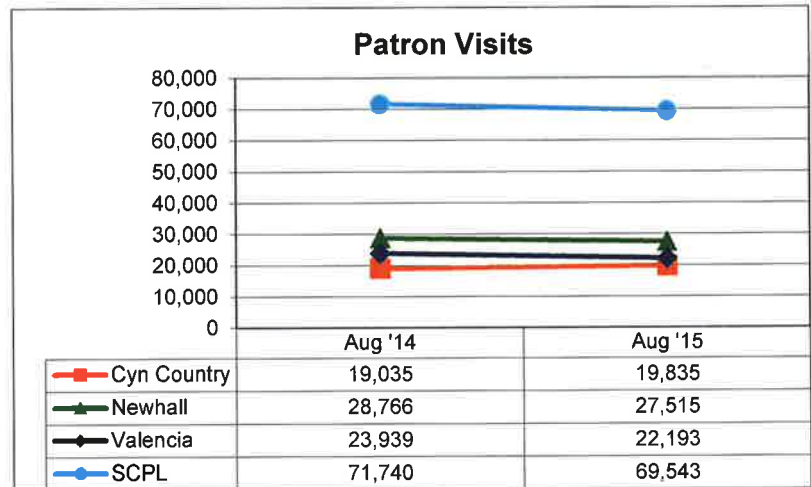
Statistical Summary

Month-to-Date									
AUGUST 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	August 2015	August 2014	August 2015	August 2014	August 2015	August 2014	August 2015	August 2015	August 2014
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PC Reservations	5,615	6,166	7,432	8,651	4,060	4,656		17,107	19,473
Volunteer Hours	307	276	368	485	144	171		819	932
Holds Filled	3,754	3,508	3,661	3,062	6,125	5,527		13,540	12,097
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Program Attendance	70	124	504	558	170	108		744	790
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Wi-Fi Users	1,487	1,343	2,542	2,231	1,470	1,309		5,499	4,883
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Website Visits								55,879	56,956
Outreach Events								16	
Outreach Attendance								4,319	
Databases							24,425	24,425	

Year-to-Date									
AUGUST 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	August Y-T-D 2015	August Y-T-D 2014	August Y-T-D 2015	August Y-T-D 2014	August Y-T-D 2015	August Y-T-D 2014	August Y-T-D 2015	August Y-T-D 2015	August Y-T-D 2014
Circulation	71,280	70,460	60,799	77,435	111,786	125,204	22,870	266,735	273,099
Patron Traffic	47,062	45,443	53,969	59,439	43,900	52,074		144,931	156,956
PC Reservations	11,517	12,667	14,088	17,143	7,999	9,253		33,604	39,063
Volunteer Hours	1,167	1,400	1,112	1,555	567	648		2,846	3,603
Holds Filled	8,119	7,450	7,296	6,932	12,256	11,696		27,671	26,078
Number of Programs	42	44	101	106	43	56		186	206
Program Attendance	1,341	1,623	2,512	3,017	1,455	1,817		5,308	6,457
Library Cards Issued	885	820	1,161	1,487	881	722		2,927	3,029
Wi-Fi Users	3,043	2,813	4,649	4,465	2,781	2,664		10,473	9,942
Homework Help: Students Assisted	3	n/a	27	n/a	3	n/a	0	33	n/a
Website Visits								113,382	99,965
Outreach Events								23	
Outreach Attendance								4,938	
Databases							51,857	51,857	

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

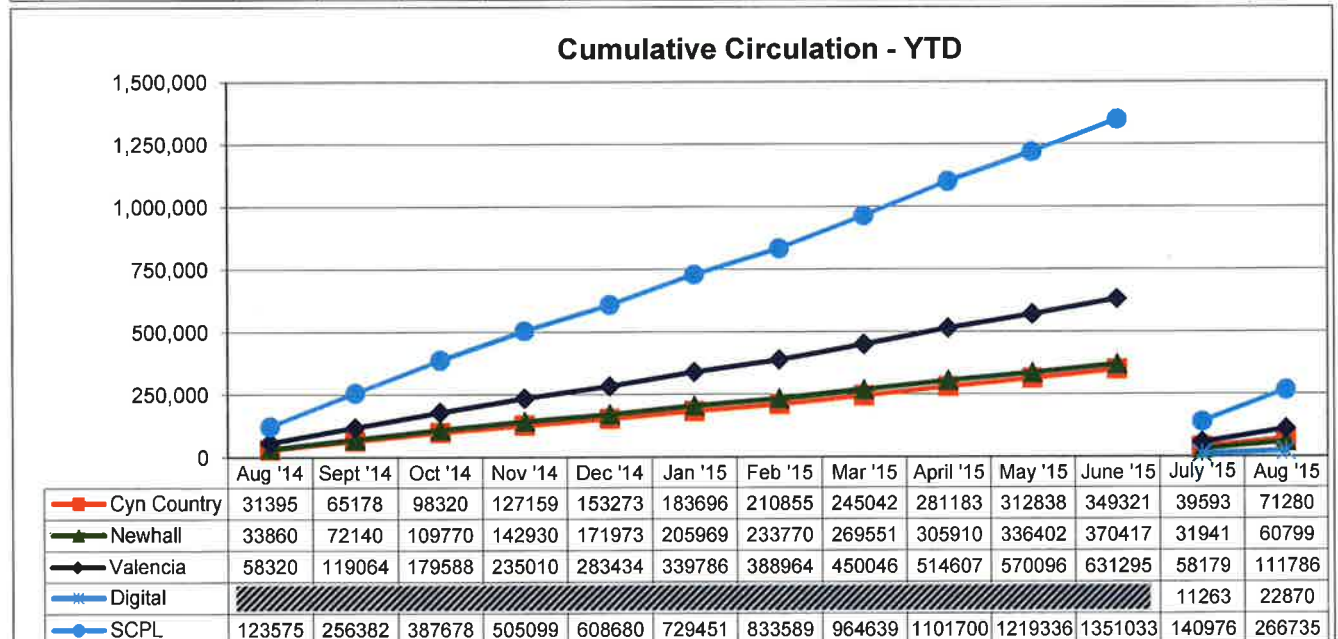
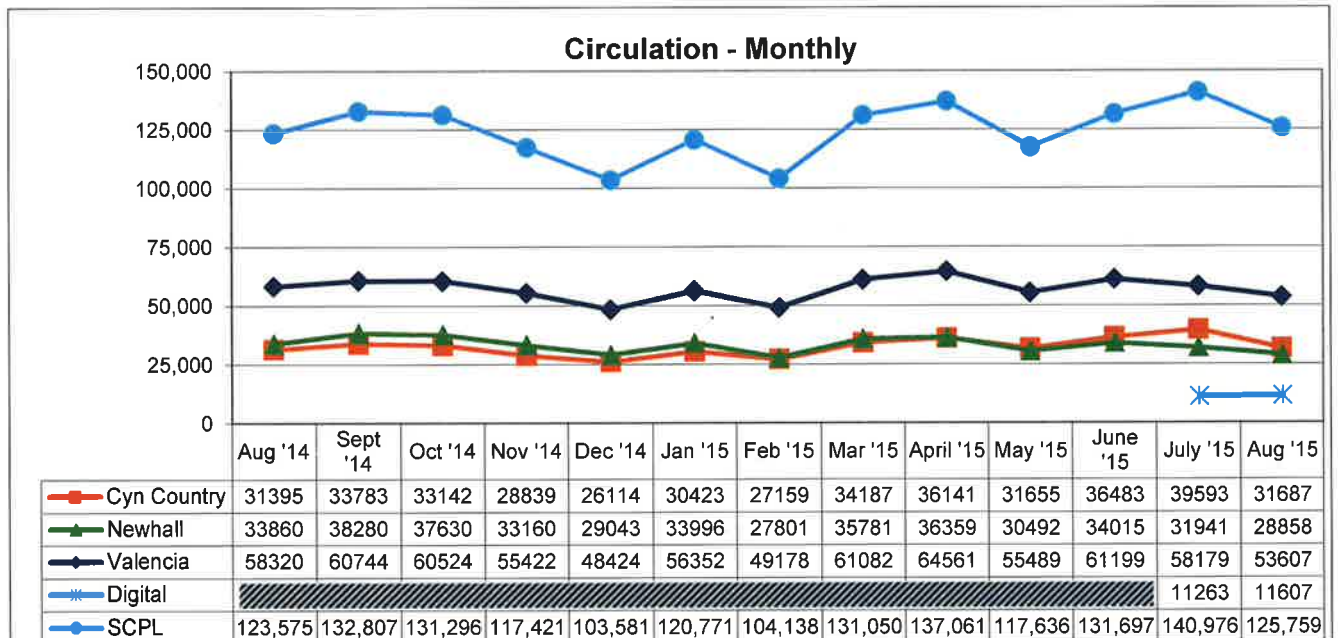
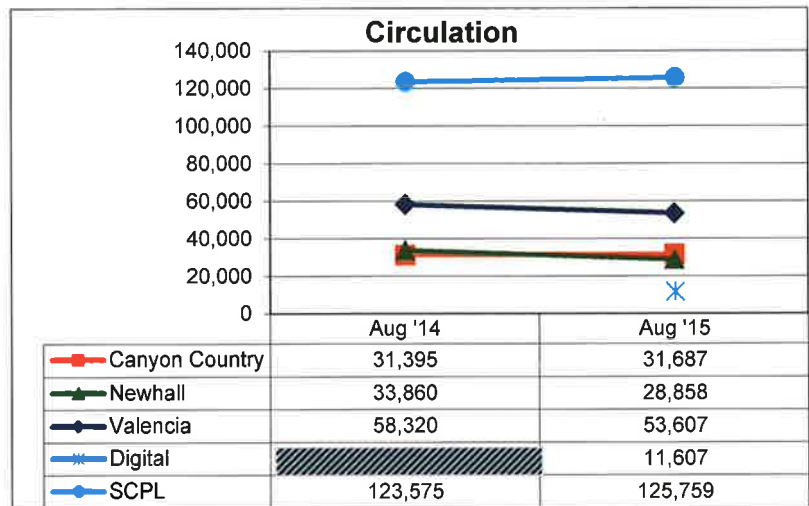
In August 2015, a total of 69,543 patrons visited the Santa Clarita Public Library, with 19,835 visitors at Canyon Country, 27,515 at Newhall, and 22,193 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In August 2015, a total of 125,759 books and materials were circulated in the Santa Clarita Public Library.

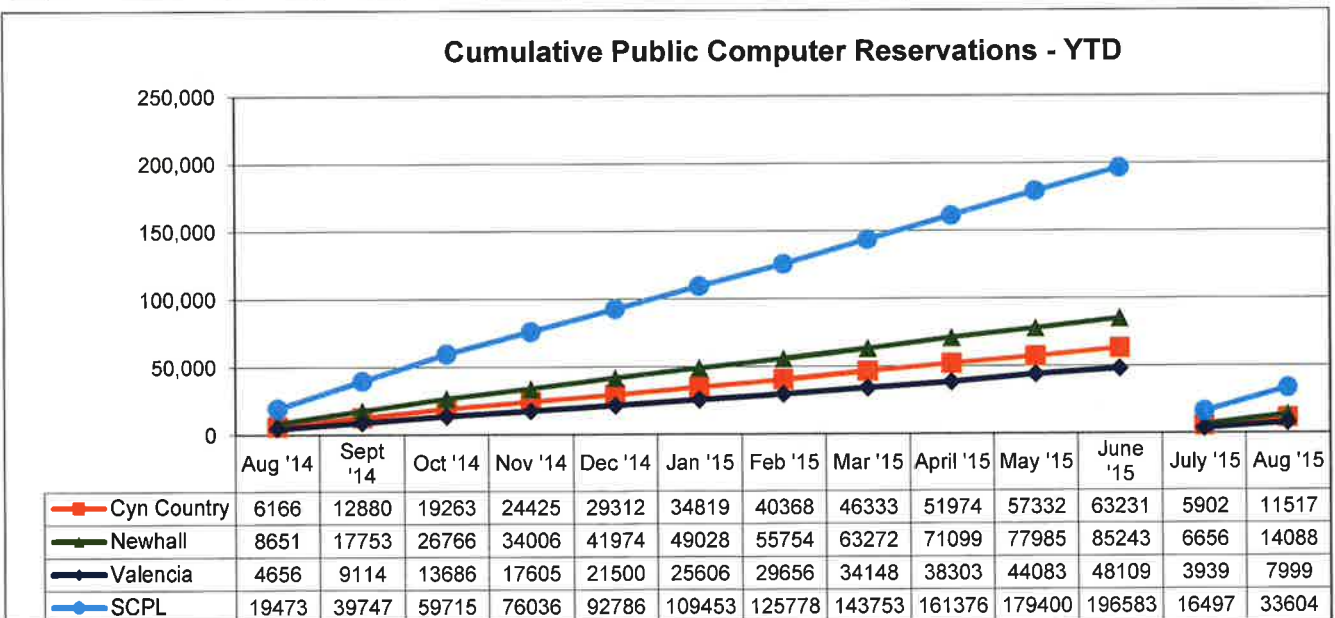
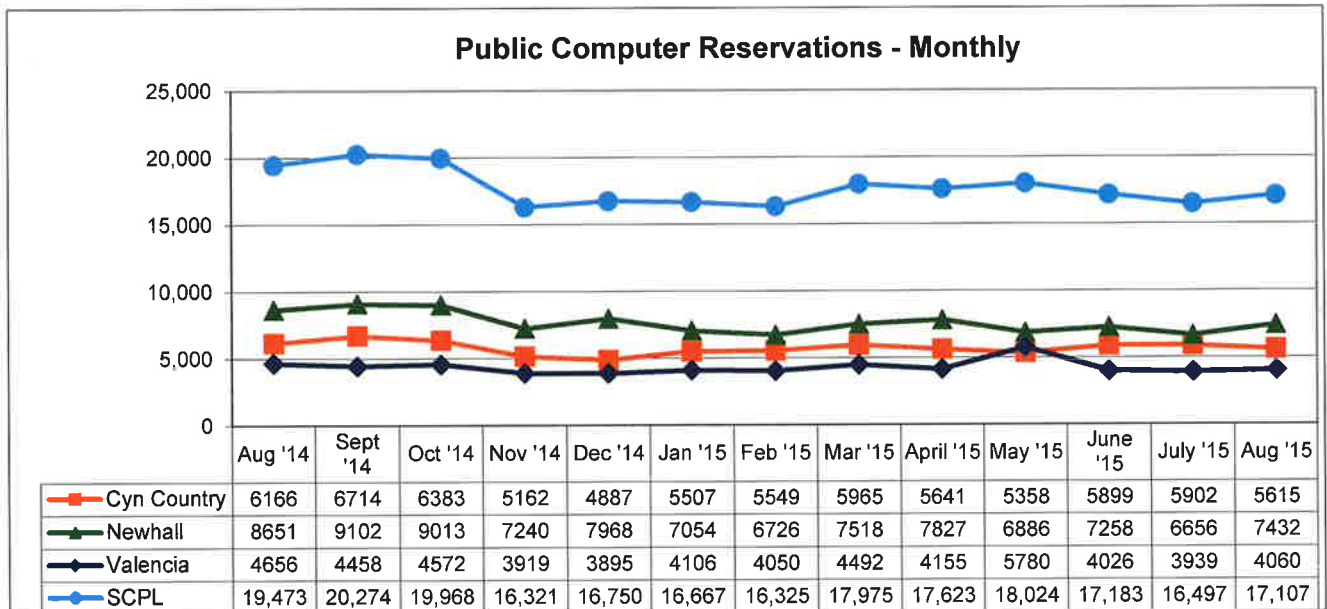
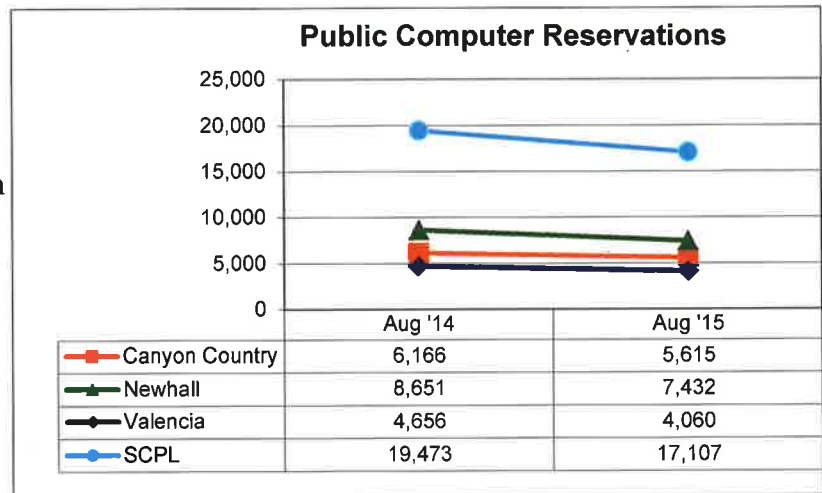
31,687 books and materials were circulated at the Canyon Country Library, 28,858 at Newhall Library, 53,607 at Valencia Library, and 11,607 at the Digital Library.



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

In August 2015, a total of 17,107 patrons reserved and used a public computer.

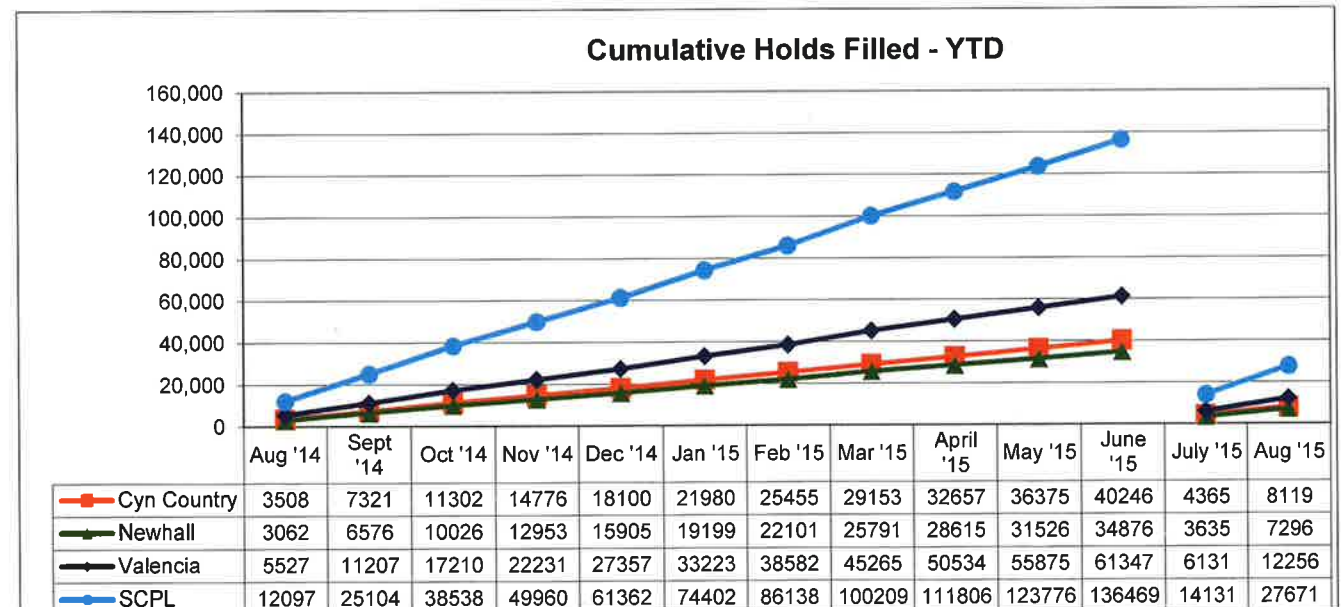
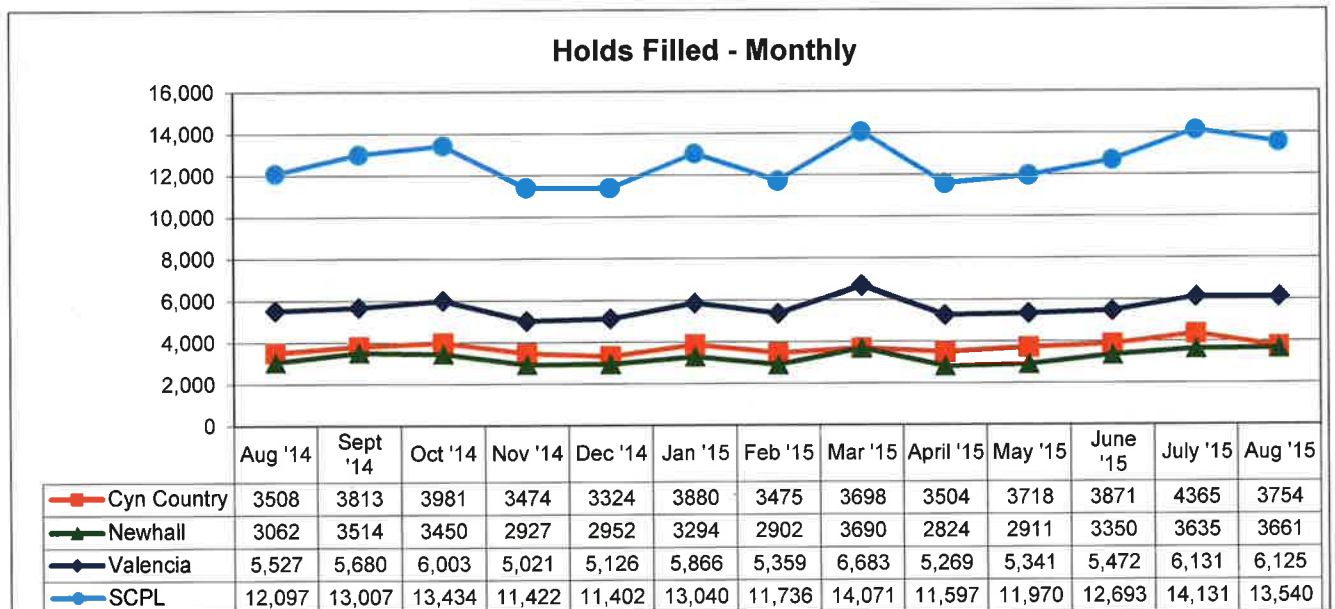
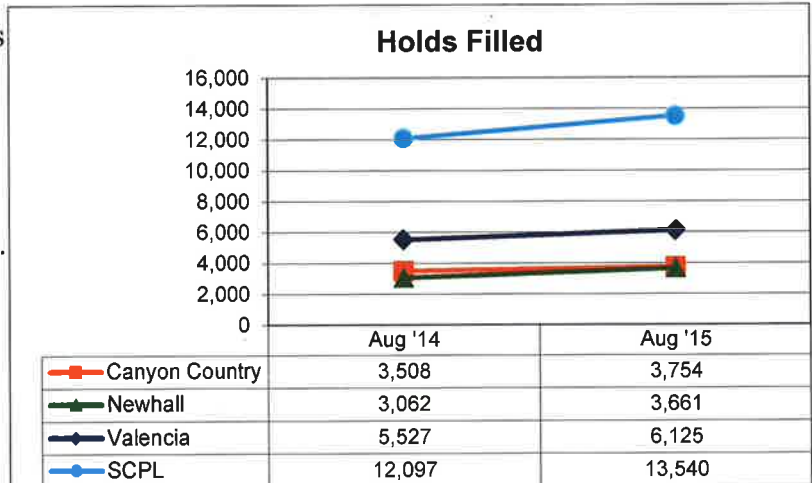
5,615 patrons used public computers in the Canyon Country Library, 7,432 in Newhall Library, and 4,060 in Valencia Library.



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

In August 2015, a total of 13,540 holds were filled in the Santa Clarita Public Library.

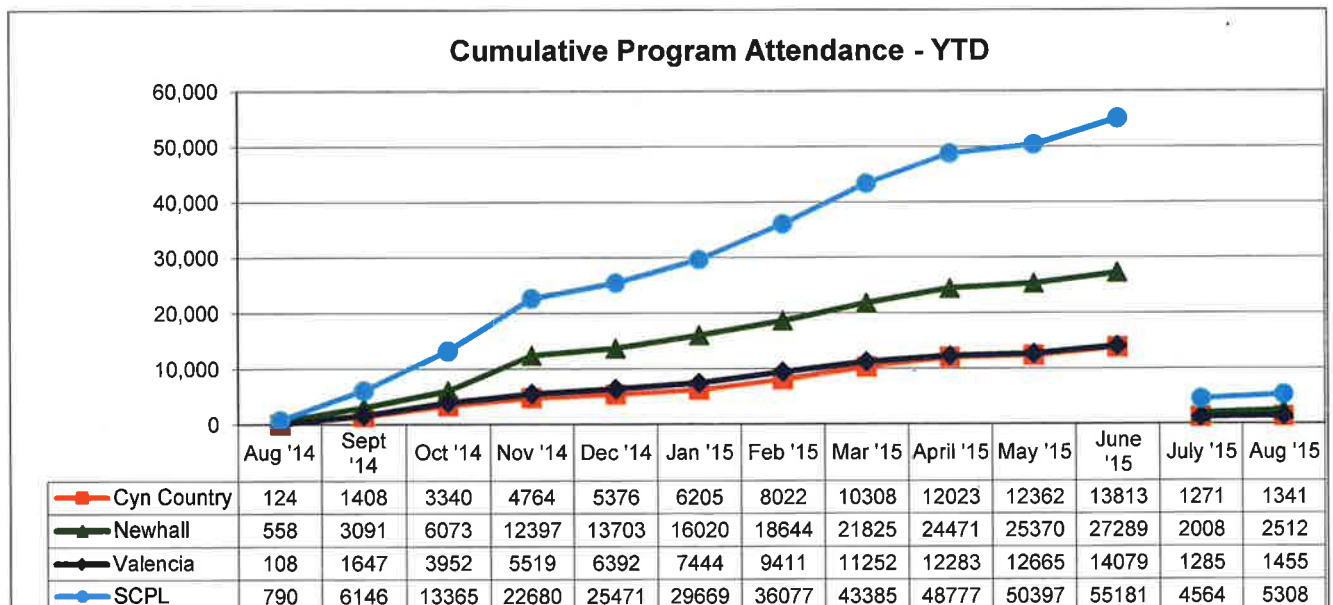
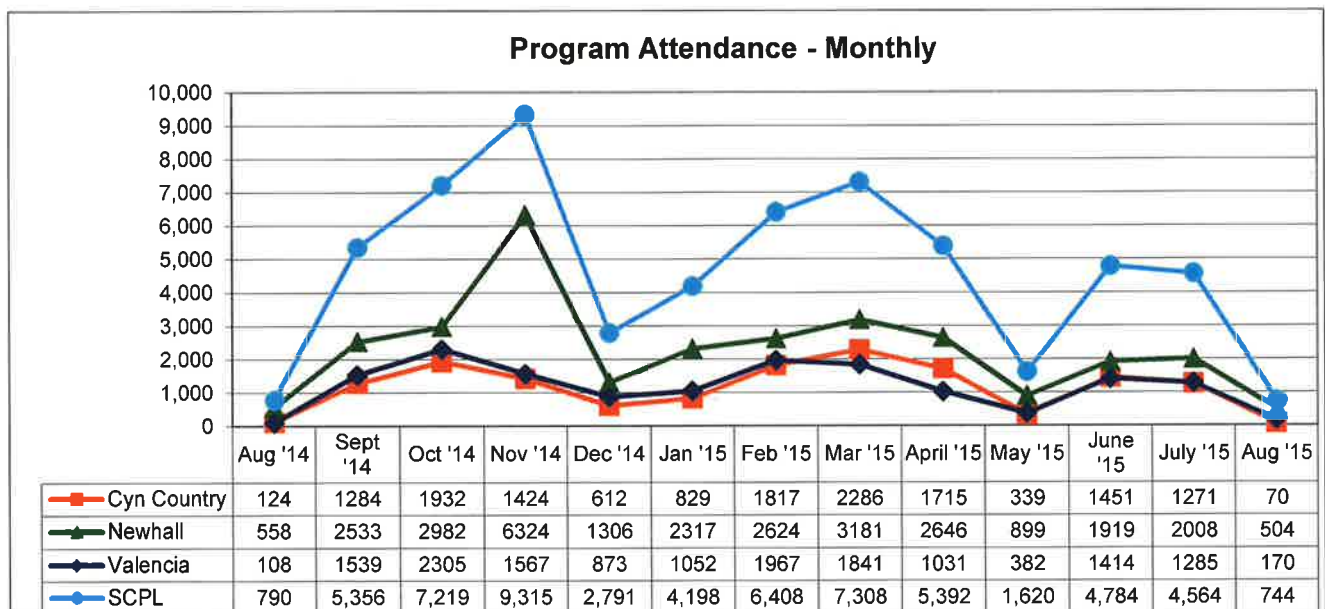
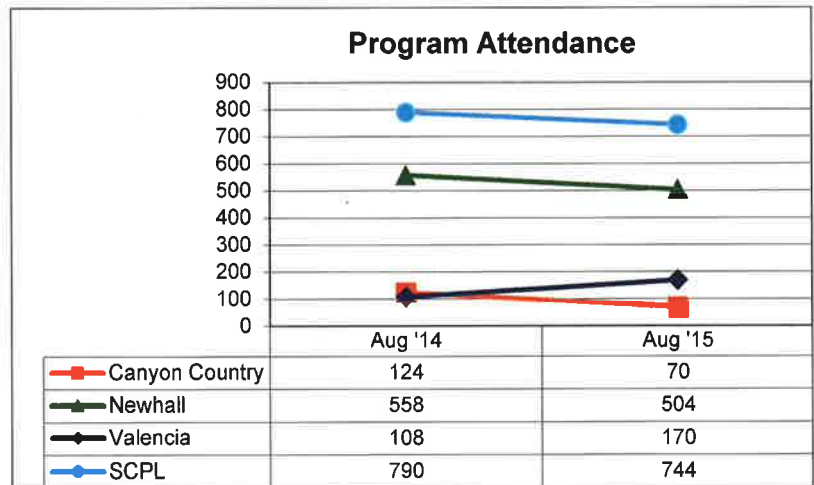
3,754 holds were filled in the Canyon Country Library, 3,661 in Newhall Library, and 6,125 in Valencia Library.



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

In August 2015, a total of 744 attendees participated in a program.

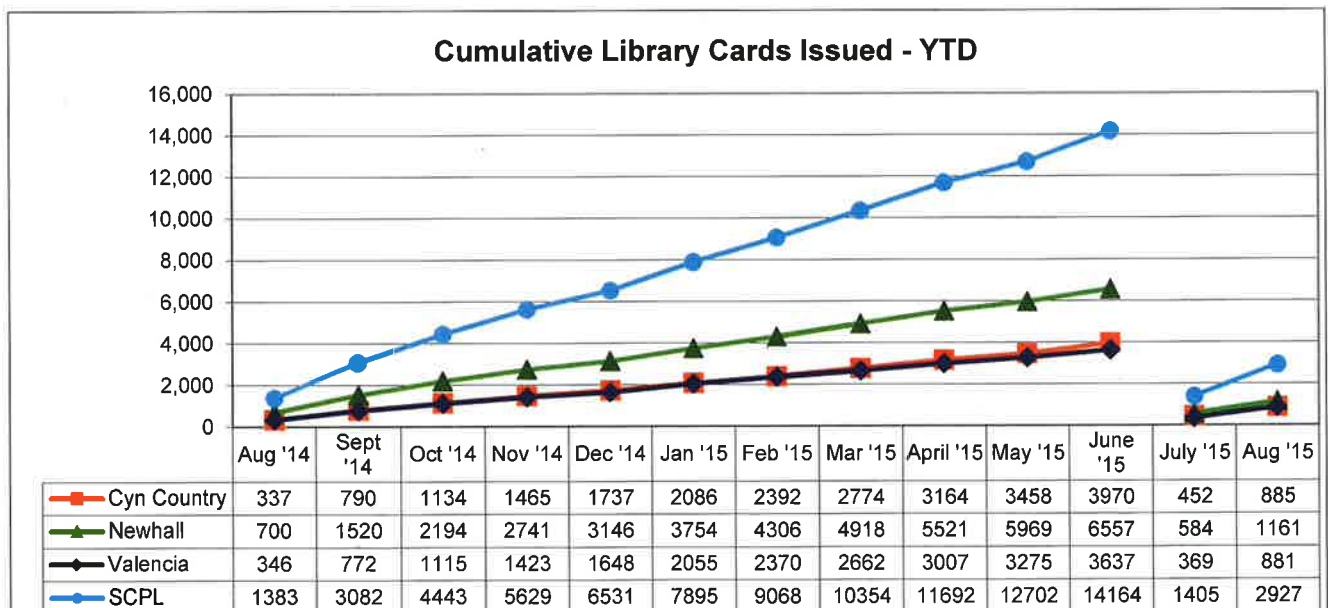
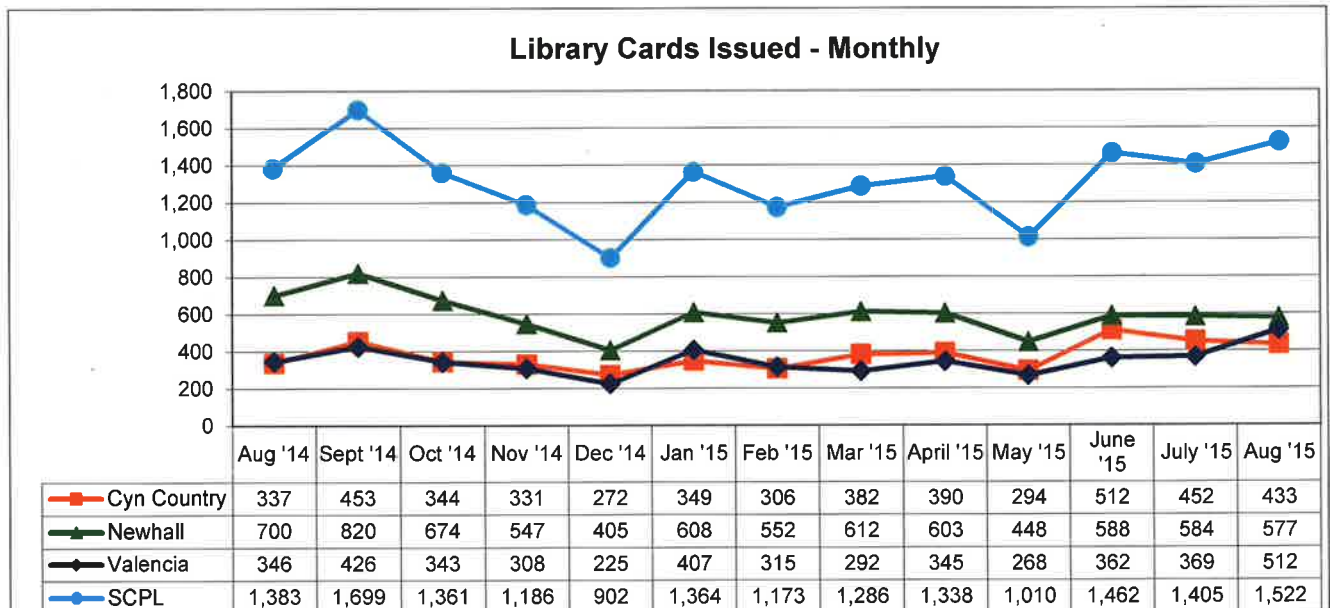
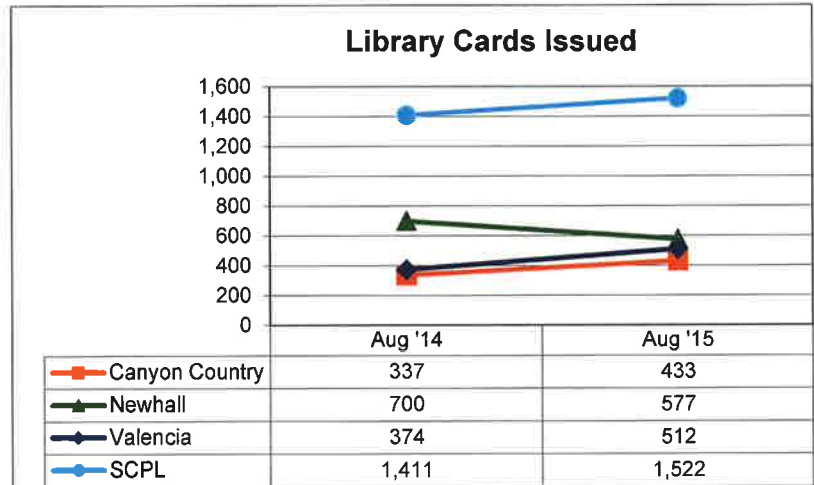
70 attended a Library program at the Canyon Country Library, 504 at Newhall Library, and 170 at Valencia Library.



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

In August 2015, a total of 1,522 new Library cards were issued.

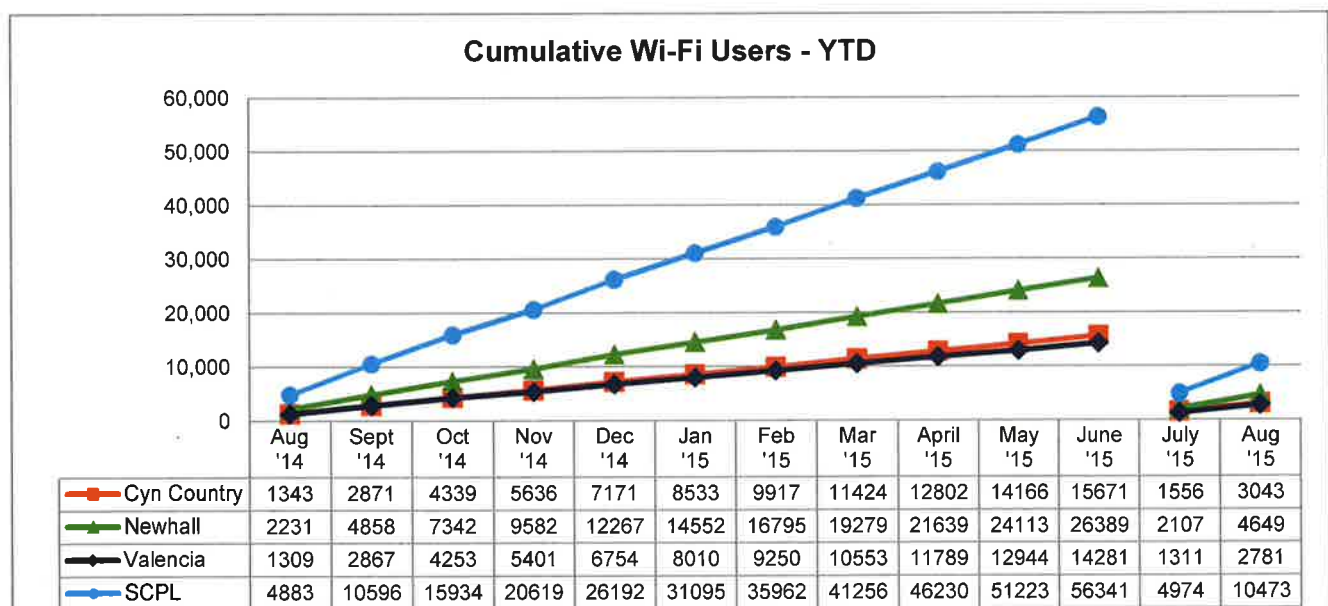
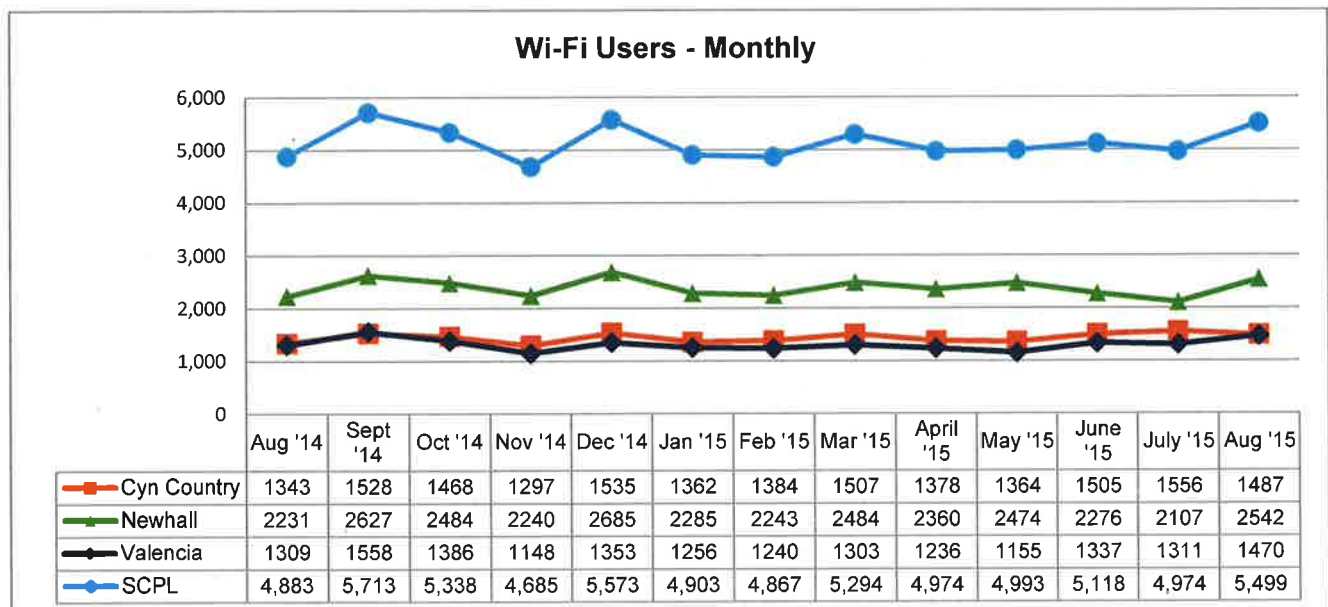
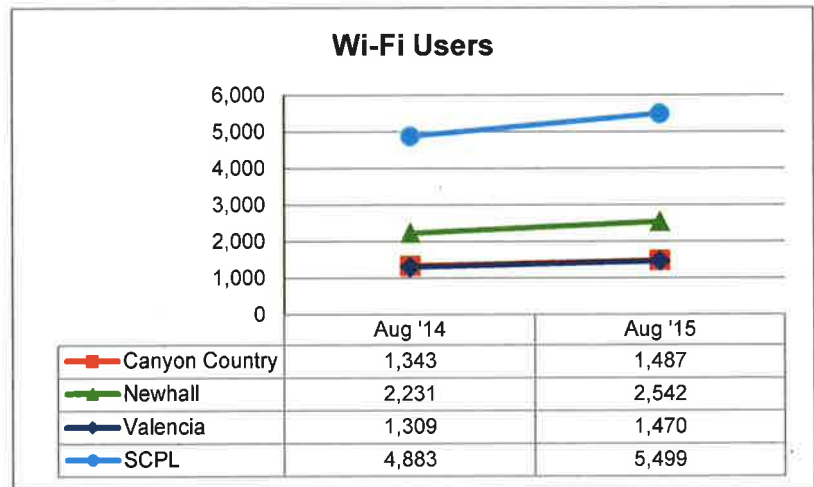
433 new Library cards were issued at the Canyon Country Library, 577 at Newhall Library, and 512 at Valencia Library.



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

In August 2015, a total of 5,499 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,487 Wi-Fi users were at the Canyon Country Library, 2,542 at Newhall Library, and 1,470 at Valencia Library.



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

In August 2015, the Library's website received a total of 55,879 visits.

30,286 were returning visitors and 25,593 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 90,815 website pages during the month of August 2015.

