

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: January 11, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – DECEMBER 2015

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

Overall statistics for the Santa Clarita Public Library in December 2015 include:

- 56,665 patrons visited the Libraries, 788 new Library cards were issued, and 1,360 patrons attended a Library program.
- 101,577 books and materials were circulated, and 13,031 holds were filled.
- 12,482 patrons reserved and used a public computer, while 4,547 patrons used the Library's free Wi-Fi.
- The Library's website received 48,238 visits, comprising 23,132 new visitors and 20,106 returning visitors. Together they viewed 70,207 website pages on the Library website.

DECEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2015	Dec. 2014
Circulation	25,524	26,114	22,611	29,043	42,565	48,424	10,877	101,577	103,581
Patron Traffic	15,672	18,405	23,010	25,302	17,983	19,375		56,665	63,082
PC Reservations	4,092	4,887	5,234	7,968	3,156	3,895		12,482	16,750
Volunteer Hours	339	253	364	451	186	161		889	865
Holds Filled	2,932	3,324	2,530	2,952	7,569	5,126		13,031	11,402
Number of Programs	24	29	39	59	21	36		84	124
Program Attendance	386	612	678	1,306	296	873		1,360	2,791
Library Cards Issued	224	272	374	405	190	225		788	902
Wi-Fi Users	1,202	1,535	2,237	2,685	1,108	1,353		4,547	5,573
Homework Help: Students Assisted	34	n/a	52	n/a	3	n/a	n/a	89	n/a
Website Visits								43,238	44,221
Outreach Events								6	
Outreach Attendance								154	
Databases							19,917	19,917	

SANTA CLARITA PUBLIC LIBRARY STATISTICS

January 11, 2016

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Santa Clarita Public Library December 2015 Programs and Highlights

Holiday programming for Santa Clarita Public Library in December included: Holiday storytimes, Homework Help, Senior Creative Writing, Digital Drop In, and Youth Chess Club.

Additionally, the following special programs were hosted by the Santa Clarita Public Library in December:

- **Windows 10 Workshop** – On December 11, the Old Town Newhall Library hosted a Windows 10 Q&A Workshop. Participants were invited to bring their laptops and ask questions regarding the most recent Windows software. This included how to make a reservation for the upgrade, what security features have recently changed, and how to better navigate the new interface.
- **Holidays at the Library** – Santa Clarita families celebrated the holiday season by participating in storytimes, songs, crafts, and games at their local branch. Children's Librarians engaged families with classic Christmas stories including Eric Carle's *Dream Snow*, *If You Take a Mouse to the Movies* by Laura Numeroff, and more. Children made thumbprint gift tags, played Reindeer Games including an indoor "snowball" fight, as well as snowman bowling. Joyful voices filled the Libraries thanks to music by Wendee at our Hanukkah Storytimes. Rabbi Mark Blazer was also on hand to read stories to the many families in attendance.
- **Finals Café** – Finals Café provides teens the resources they need to succeed, as well as opportunities to de-stress during these potentially hectic times. Finals Café gives students a space of their own, allowing them to have more room to spread out and study, while also keeping energy up with the occasional snacks, games, and activities. Finals Café has been so popular that the Library will now be providing a regular "Teen Study Hall" program throughout the year.
- **Star Wars Celebration** – From December 7-19, the Library celebrated the phenomenon of Star Wars, with special programming and opportunities to win free movie passes to a private screening of the new film. This celebration included a teen ornament-making program, family Jedi Training Academy, and a Star Wars-themed presentation by Michael Kogge, a Star Wars expert and author. New Star Wars books were added to the



SANTA CLARITA PUBLIC LIBRARY STATISTICS

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already comprehensive collection of Star Wars-themed books. The Force was strong at the Santa Clarita Public Library with over 900 entries in our passive guessing games alone.



If you have any questions, please contact me.

DH:BI:RB:hds

S:\FINMA\Library\Statistics - Library\FY 15-16 Library Stats\2015 December\Memo Library Stats - December 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

December 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

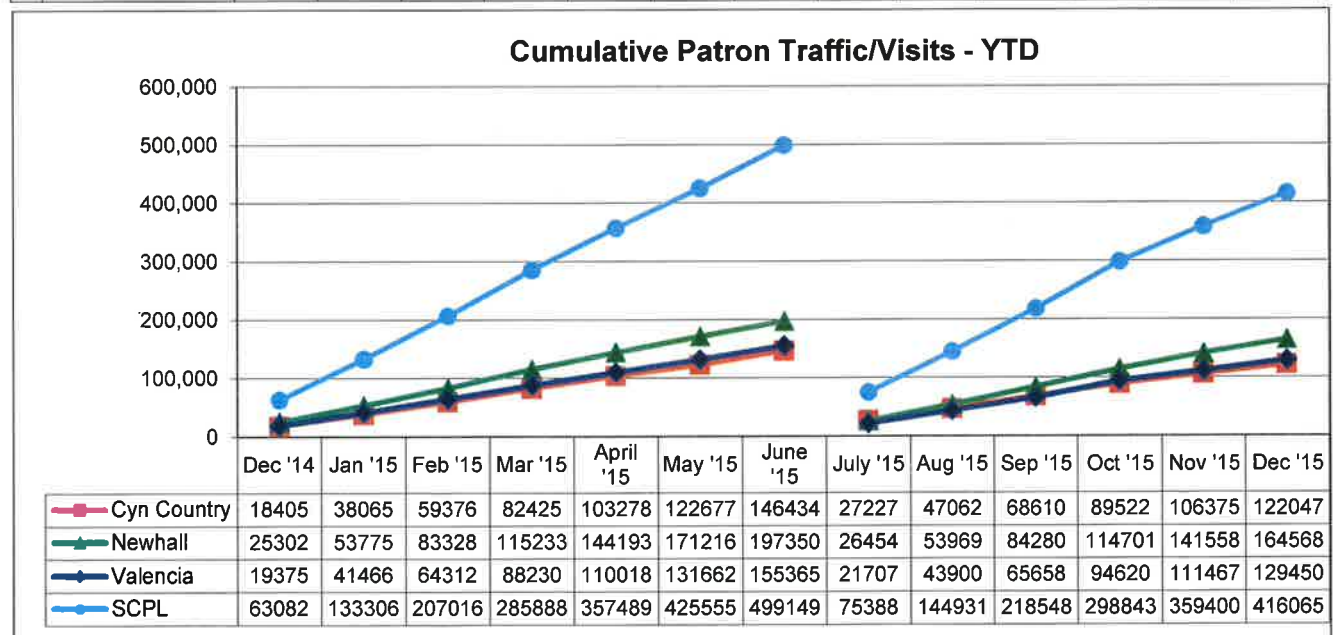
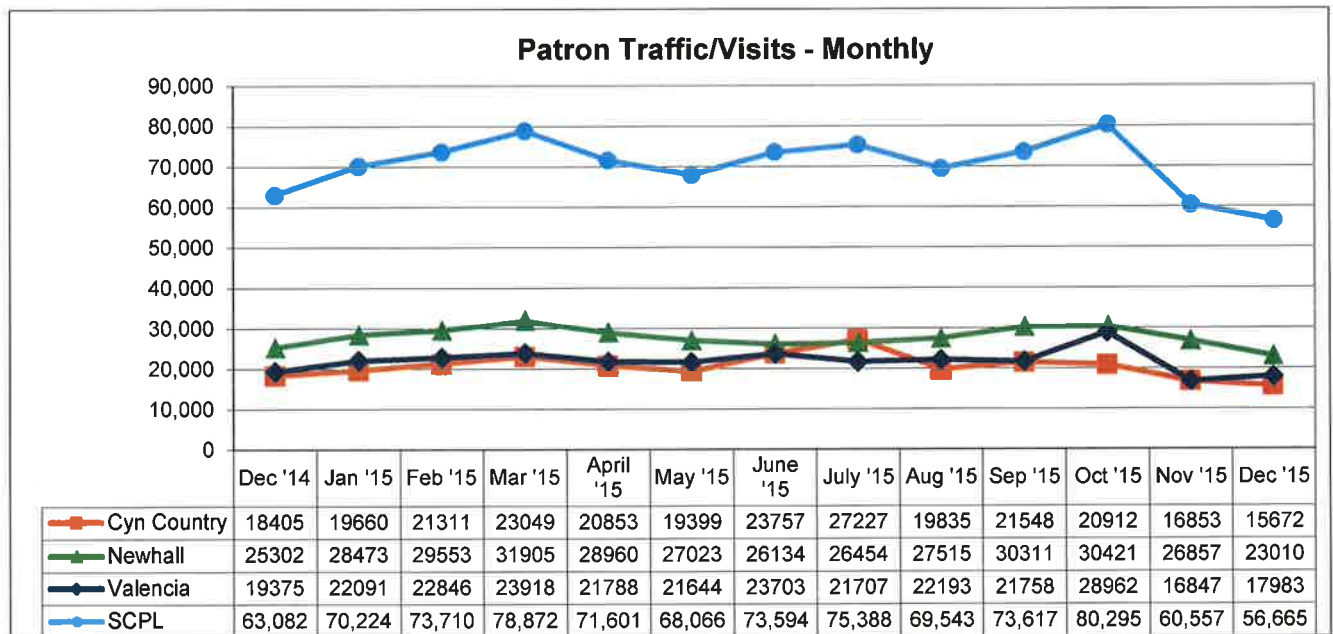
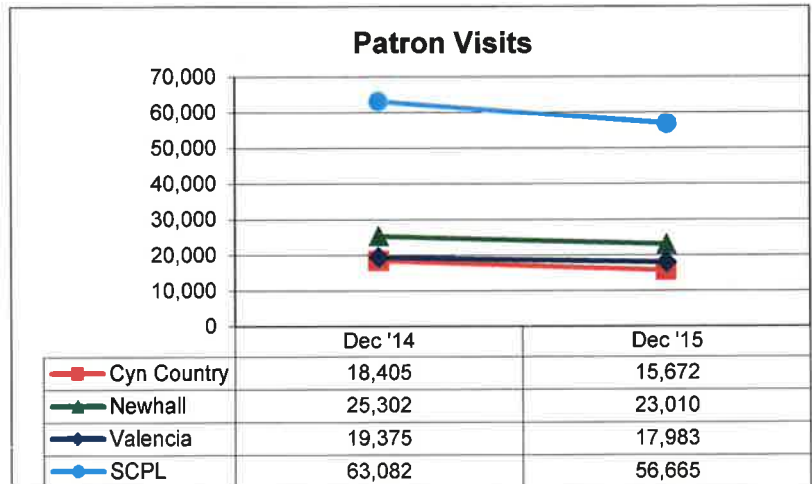
Statistical Summary

Month-to-Date									
DECEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2014	Dec. 2015	Dec. 2015	Dec. 2014
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Program Attendance	386	612	678	1,306	296	873		1,360	2,791
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Homework Help: Students Assisted	34	n/a	52	n/a	3	n/a	n/a	89	n/a
Website Visits								43,238	44,221
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Year-to-Date									
DECEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Dec. Y-T-D 2015	Dec. Y-T-D 2014	Dec. Y-T-D 2015	Dec. Y-T-D 2014	Dec. Y-T-D 2015	Dec. Y-T-D 2014	Dec. Y-T-D 2015	Dec. Y-T-D 2015	Dec. Y-T-D 2014
Circulation	184,716	192,338	168,236	215,548	305,886	350,318	66,498	725,336	758,204
Patron Traffic	122,047	133,633	164,568	179,347	129,450	145,282		416,065	458,262
PC Reservations	31,131	35,813	39,050	50,466	22,066	26,097		92,247	112,376
Volunteer Hours	2,816	2,841	3,650	4,049	1,546	1,483		8,012	8,373
Holds Filled	22,231	22,042	19,692	19,775	37,547	33,526		79,470	75,343
Number of Programs	277	304	424	532	240	321		941	1,157
Program Attendance	5,776	6,875	12,489	16,162	5,939	8,101		24,204	31,138
Library Cards Issued	2,151	2,220	3,191	3,933	2,000	2,024		7,342	8,177
Wi-Fi Users	8,629	8,641	14,762	14,501	7,864	8,109		31,255	31,251
Homework Help: Students Assisted	558	n/a	910		56	n/a	n/a	1,524	n/a
Website Visits								311,015	299,163
Outreach Events								66	
Outreach Attendance								8,903	
Databases							144,903	144,903	

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

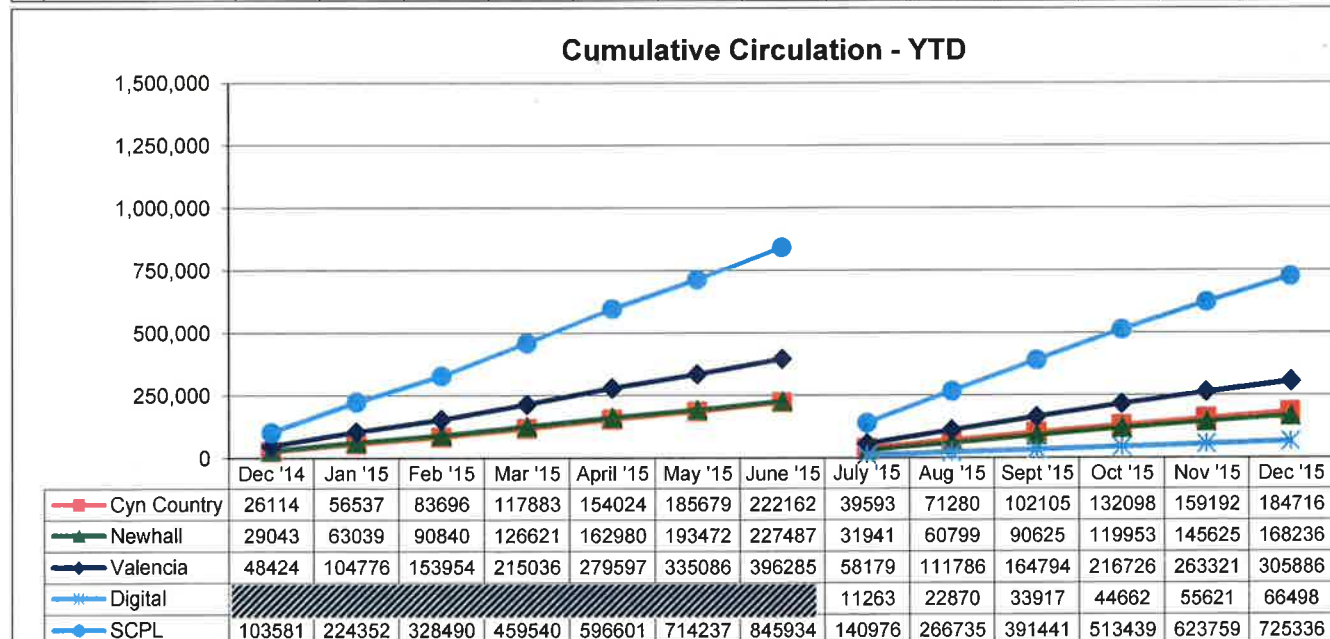
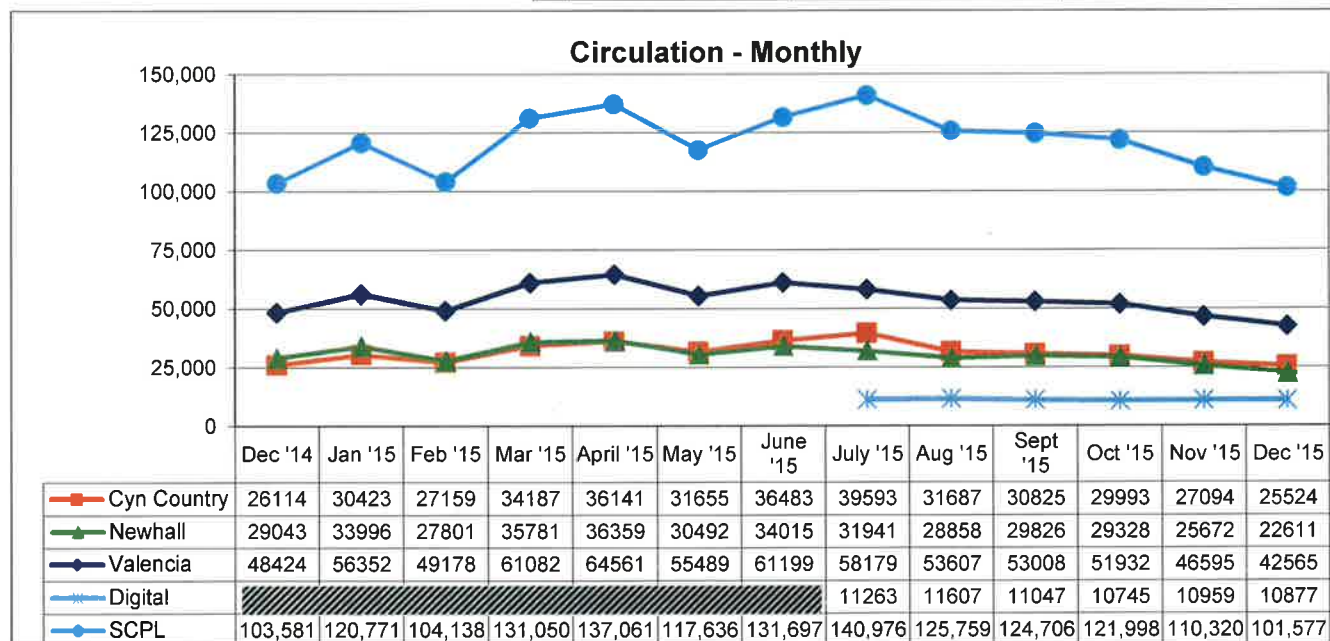
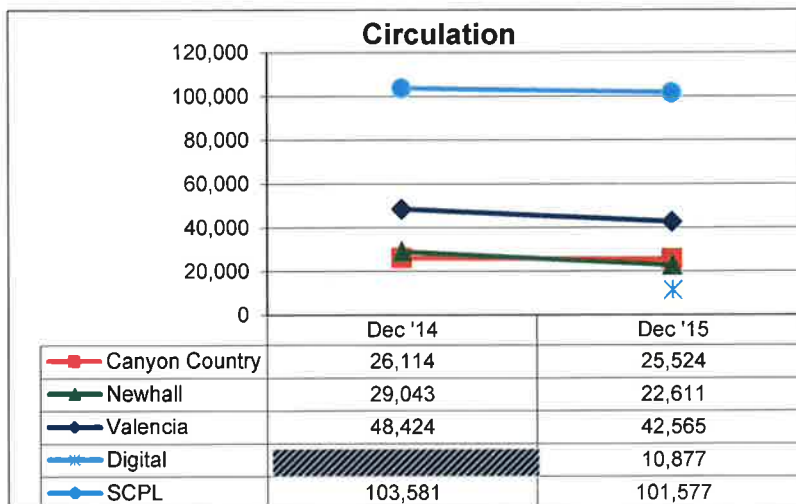
In December 2015, a total of 56,665 patrons visited the Santa Clarita Public Library, with 15,672 visitors at Canyon Country, 23,010 at Newhall, and 17,983 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In December 2015, a total of 101,577 books and materials were circulated in the Santa Clarita Public Library.

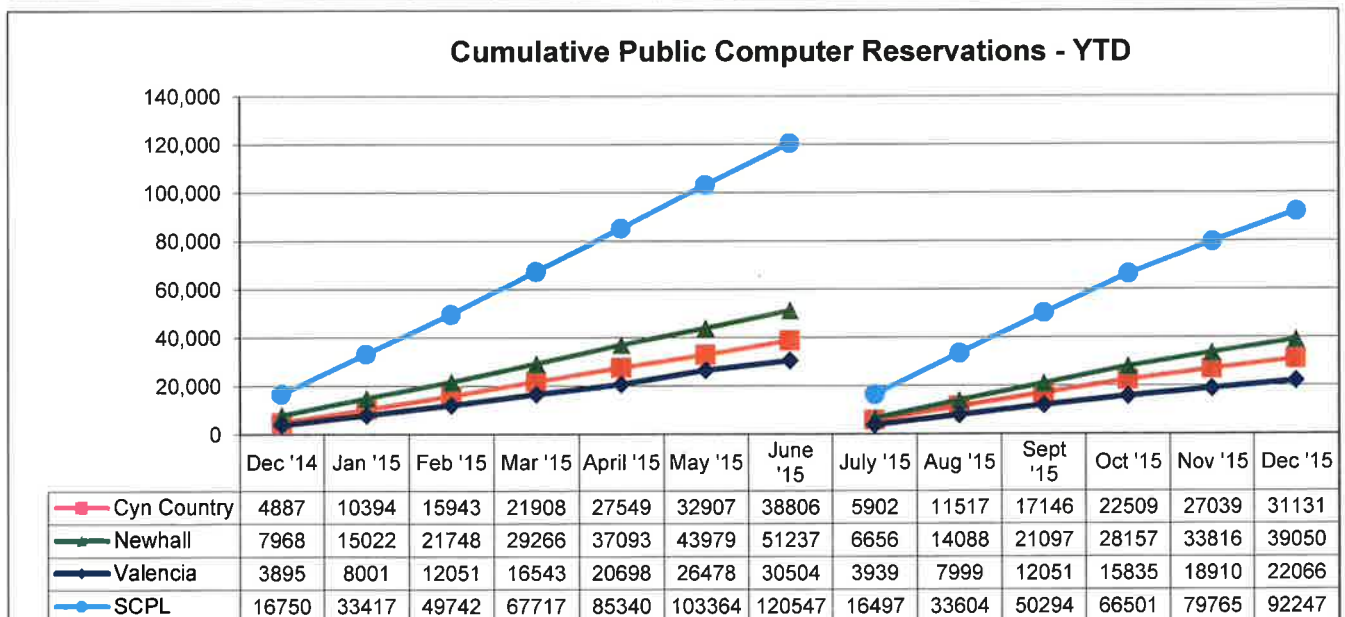
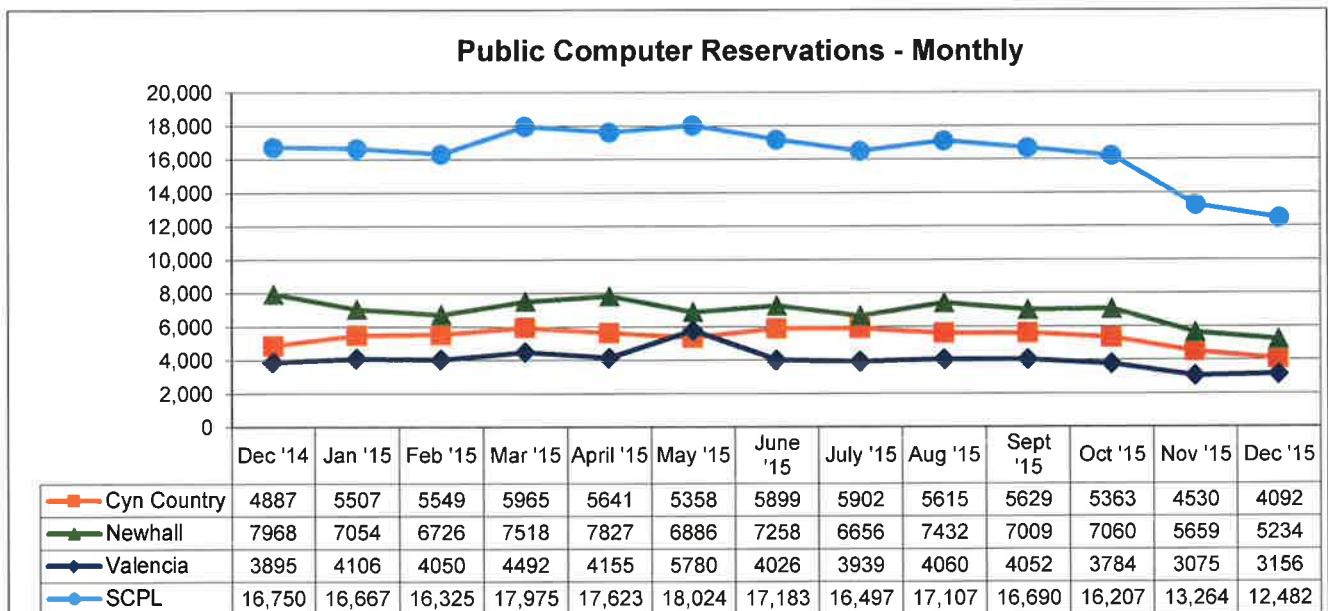
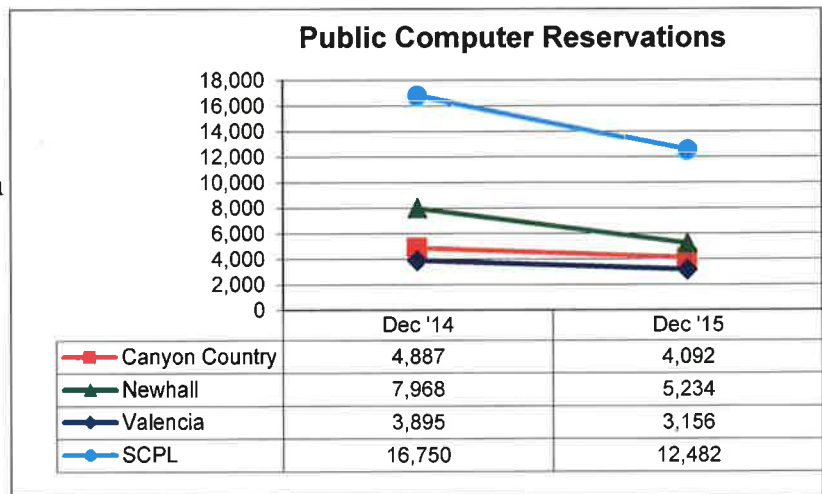
25,524 books and materials were circulated at the Canyon Country Library, 22,611 at Newhall Library, 42,565 at Valencia Library, and 10,877 at the Digital Library.



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

In December 2015, a total of 12,482 patrons reserved and used a public computer.

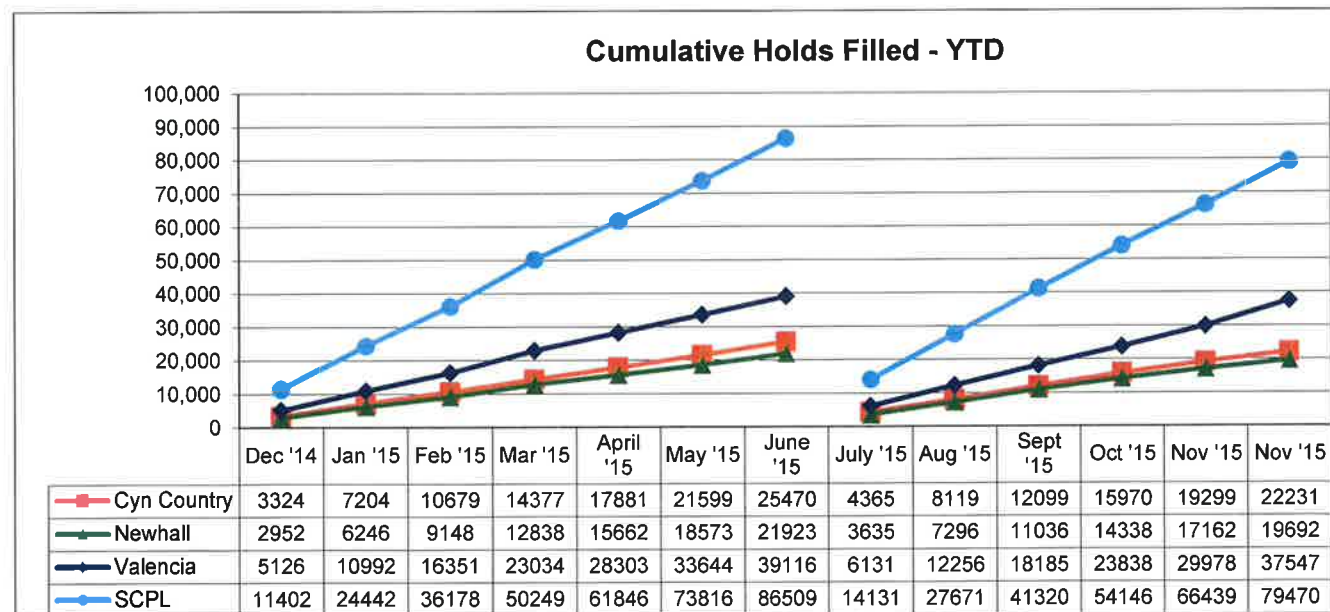
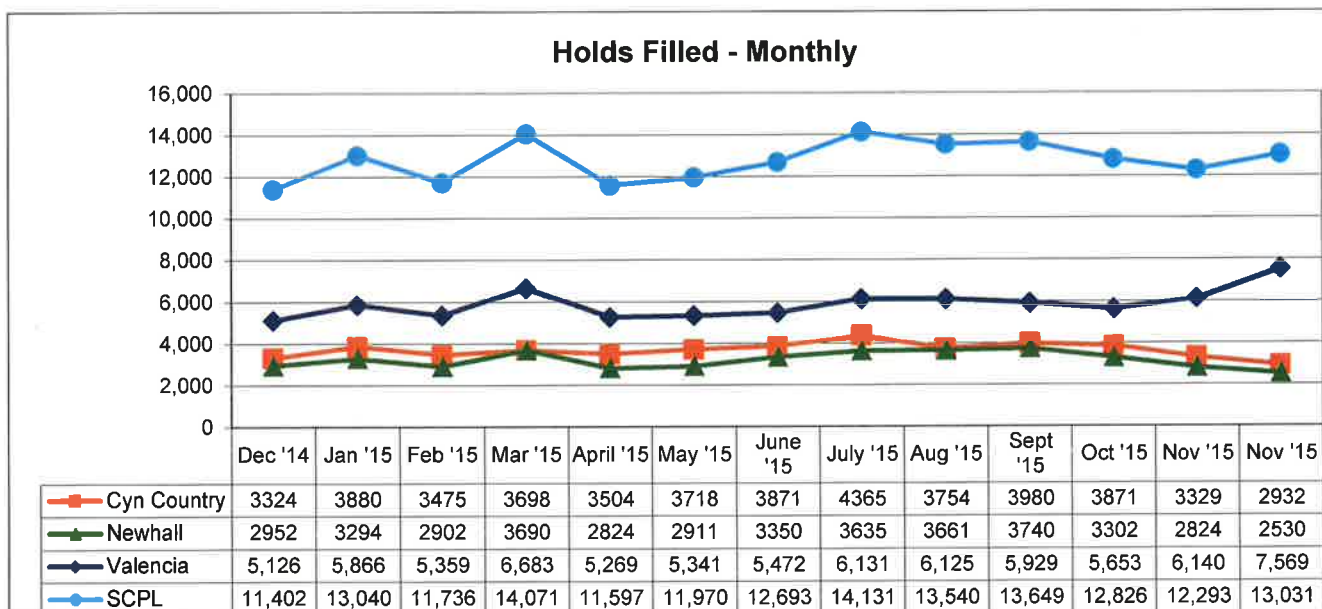
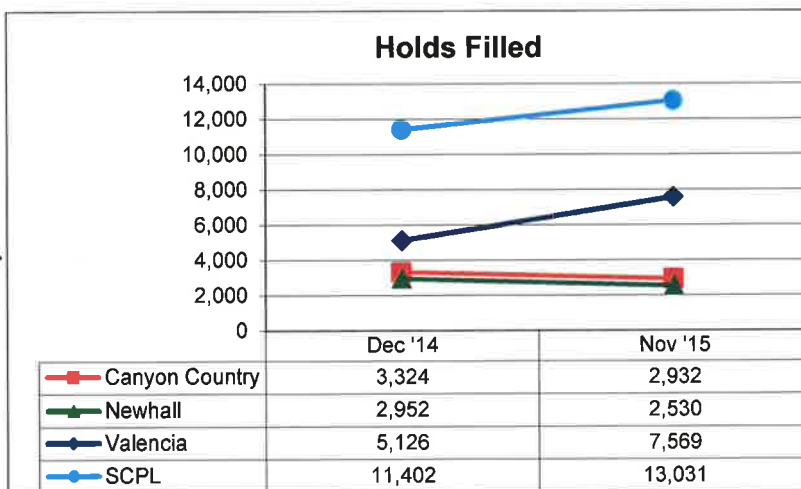
4,092 patrons used public computers in the Canyon Country Library, 5,234 in Newhall Library, and 3,156 in Valencia Library.



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

In December 2015, a total of 13,031 holds were filled in the Santa Clarita Public Library.

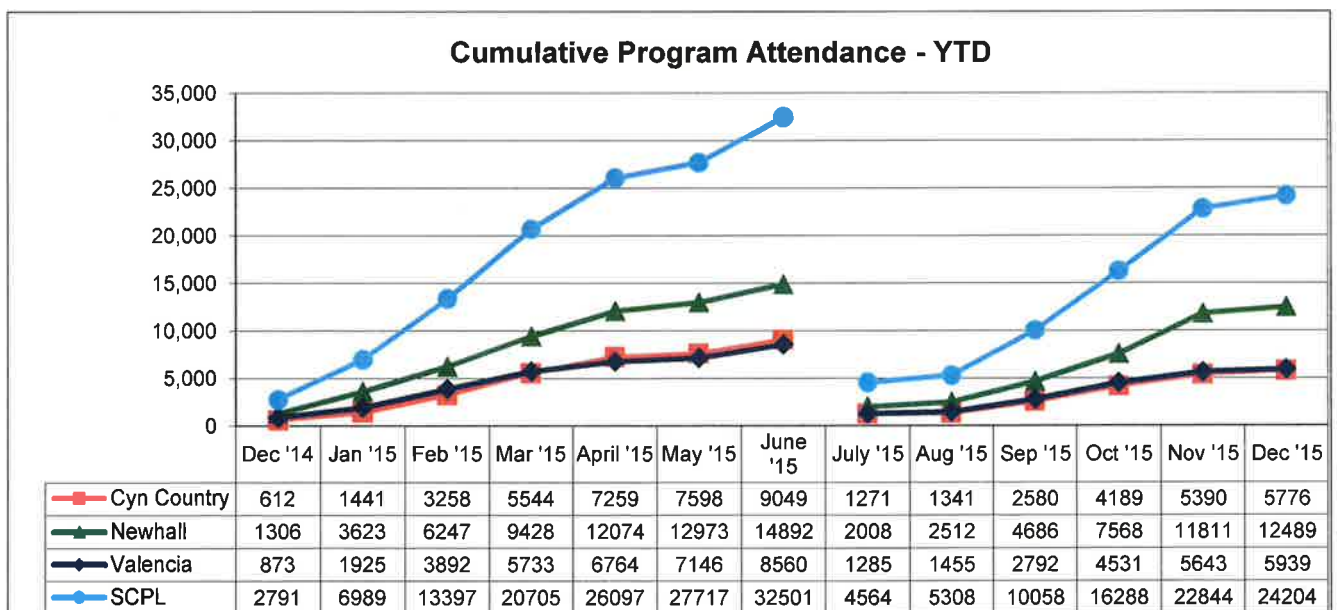
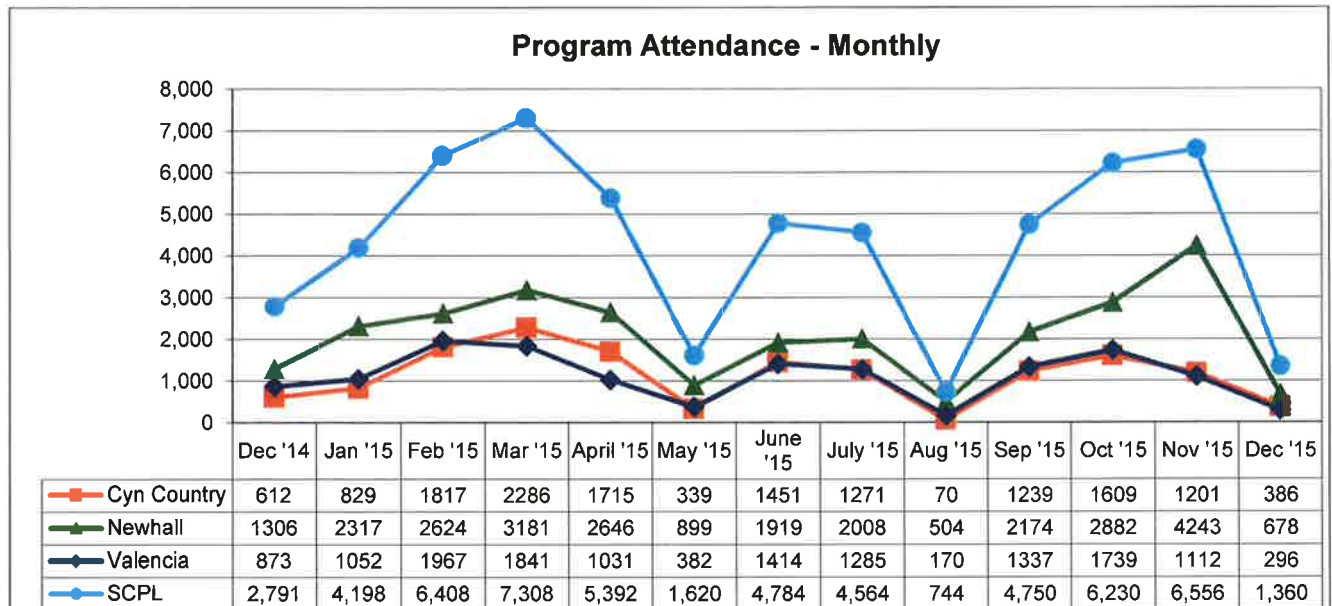
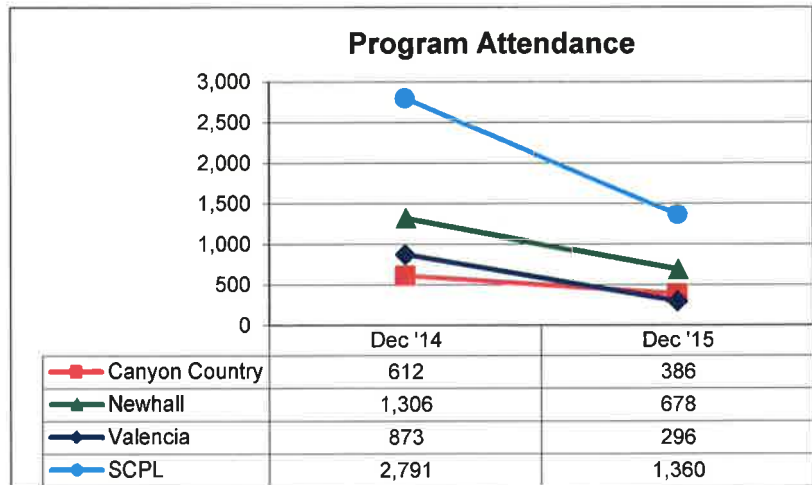
2,932 holds were filled in the Canyon Country Library, 2,530 in Newhall Library, and 7,569 in Valencia Library.



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

In December 2015, a total of 1,360 attendees participated in a program.

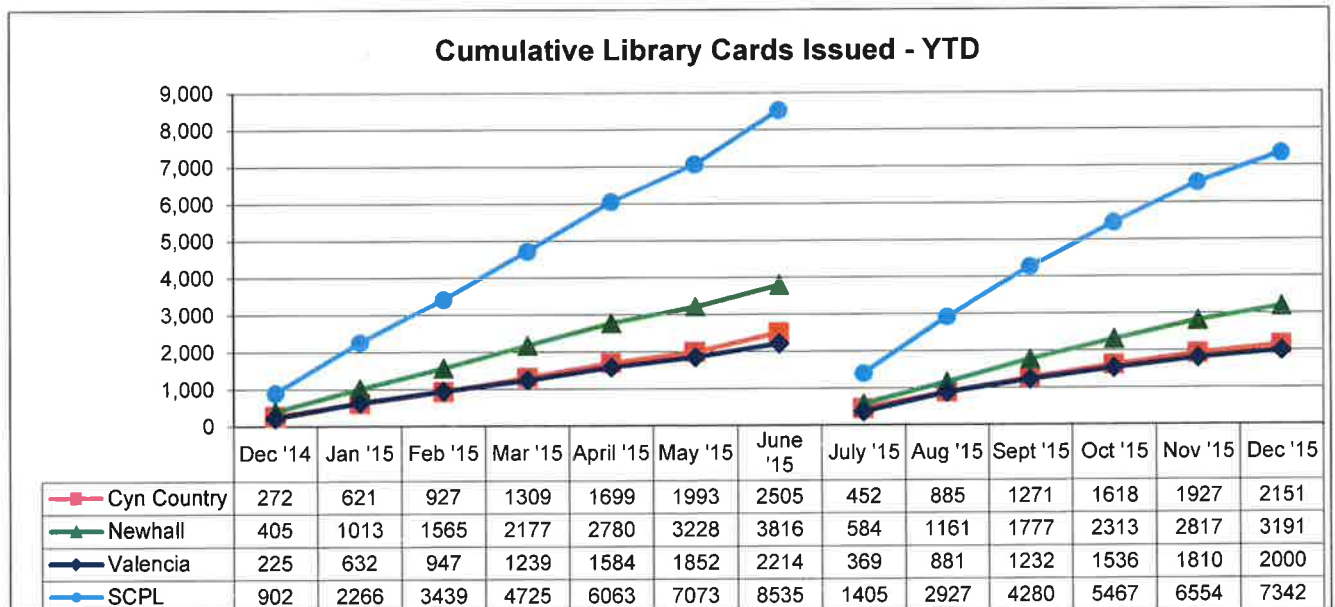
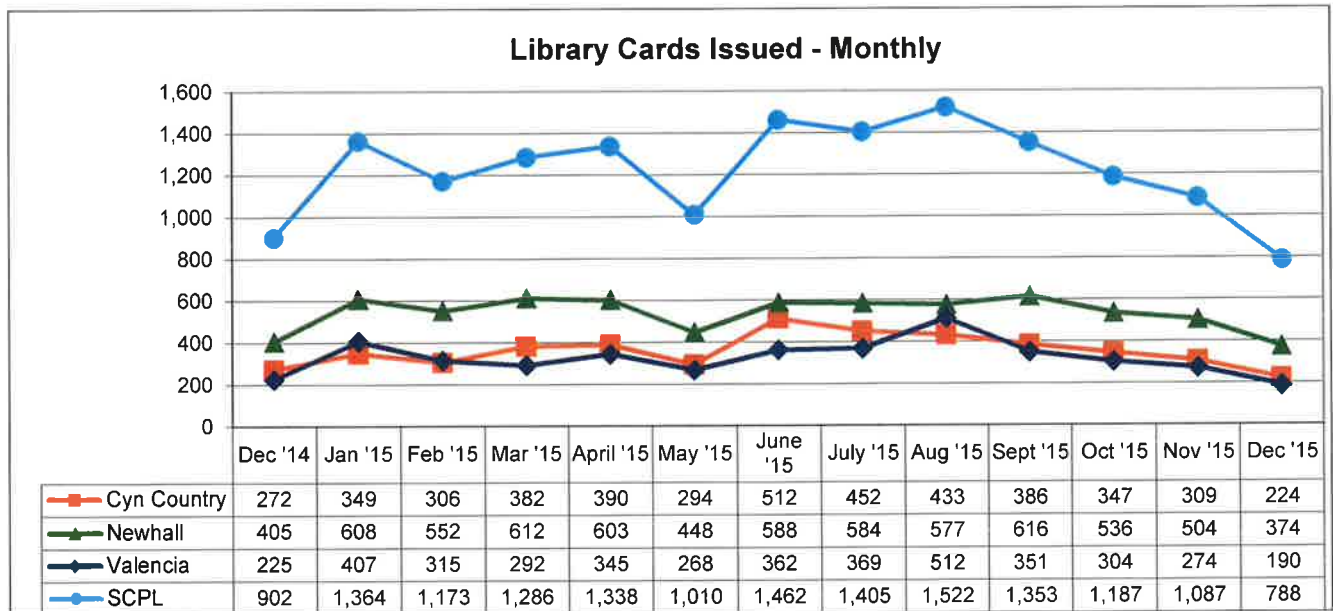
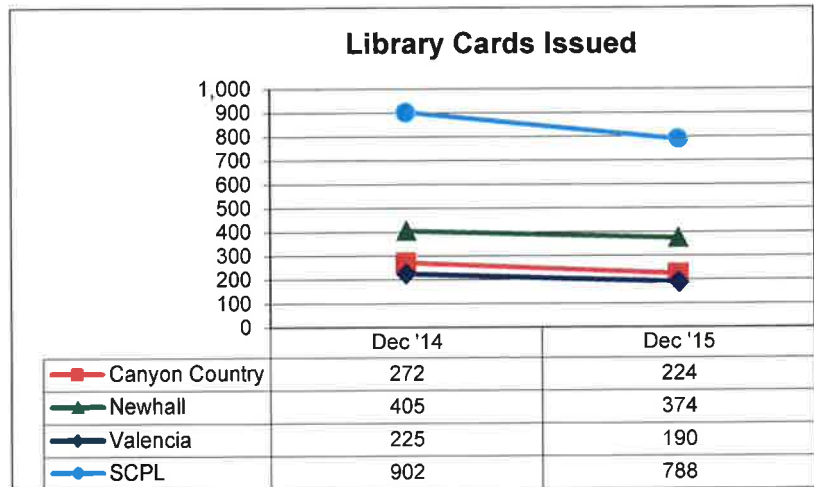
386 attended a Library program at the Canyon Country Library, 678 at Newhall Library, and 296 at Valencia Library.



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

In December 2015, a total of 788 new Library cards were issued.

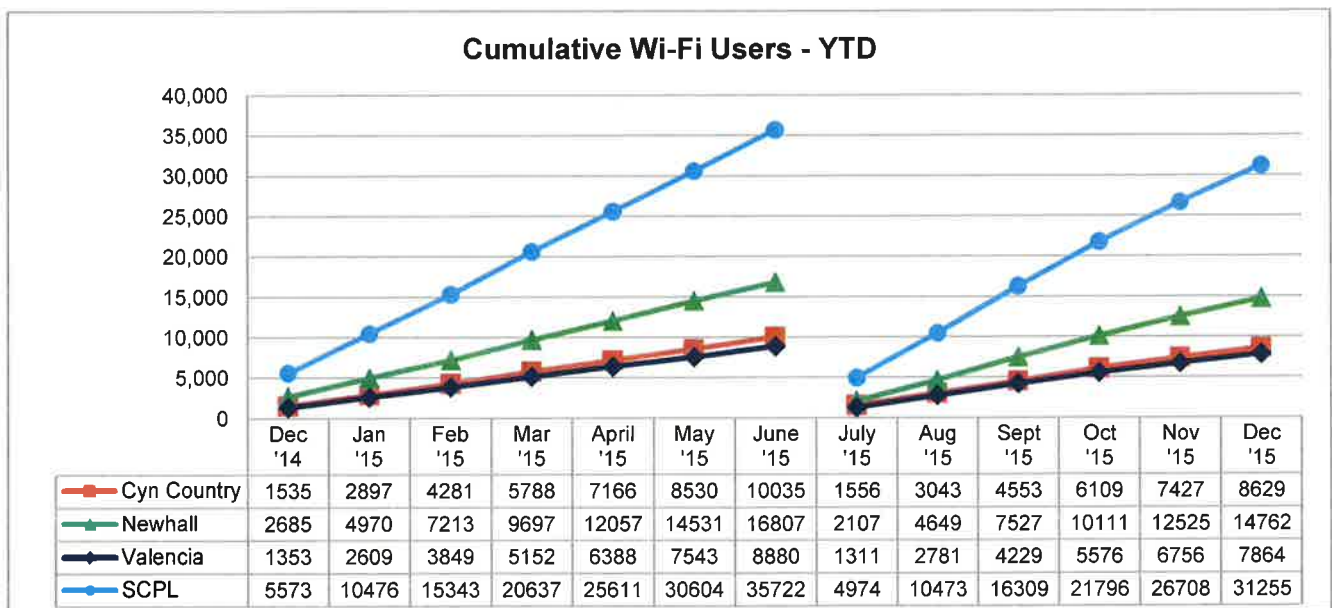
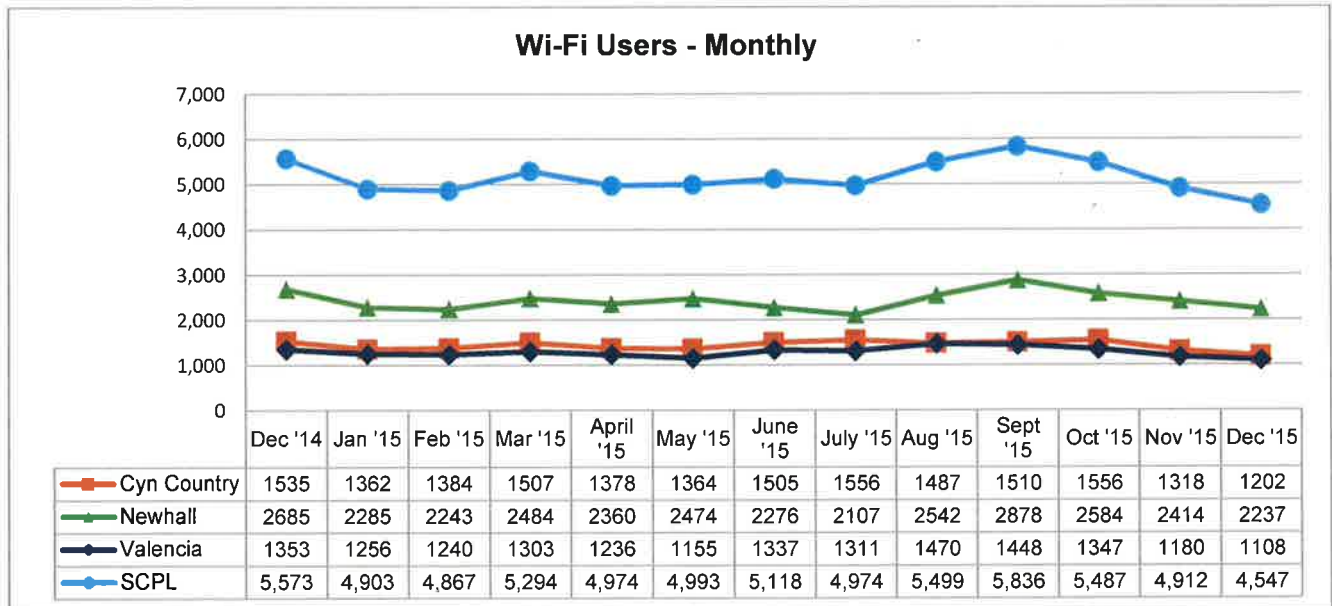
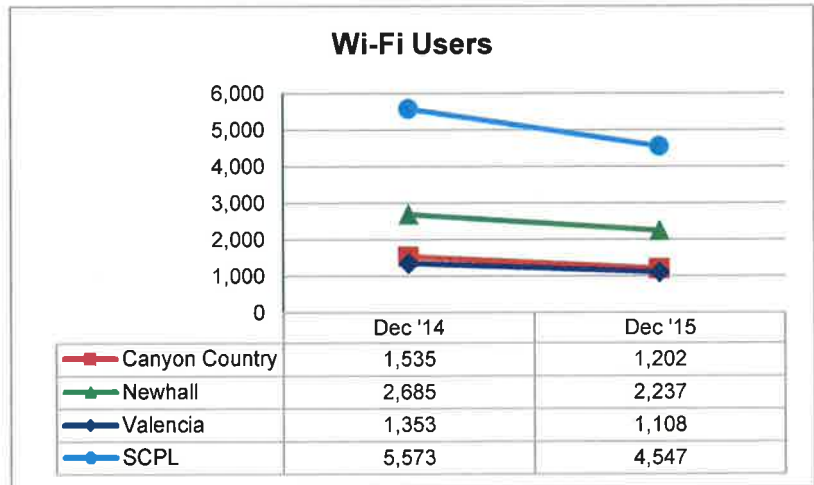
224 new Library cards were issued at the Canyon Country Library, 374 at Newhall Library, and 190 at Valencia Library.



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

In December 2015, a total of 4,547 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,202 Wi-Fi users were at the Canyon Country Library, 2,237 at Newhall Library, and 1,108 at Valencia Library.



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

In December 2015, the Library's website received a total of 43,238 visits.

20,106 were returning visitors and 23,132 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 70,207 website pages during the month of December 2015.

