

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: February 16, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JANUARY 2016

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

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

- 63,232 patrons visited the Libraries, 1,082 new Library cards were issued, and 4,382 patrons attended a Library program.
- 113,772 books and materials were circulated, and 12,297 holds were filled.
- 12,653 patrons reserved and used a public computer, while 4,623 patrons used the Library's free Wi-Fi.
- The Library's website received 47,118 visits, comprising 21,156 new visitors and 25,962 returning visitors. Together they viewed 77,616 website pages on the Library website.

JANUARY 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2016	Jan. 2015
Circulation	28,110	30,423	25,126	33,996	48,629	56,352	11,907	113,772	120,771
Patron Traffic	17,819	19,660	26,174	28,473	19,239	22,091		63,232	70,224
PC Reservations	4,264	5,507	5,108	7,054	3,281	4,106		12,653	16,667
Volunteer Hours	499	449	455	513	205	203		1,159	1,165
Holds Filled	3,783	3,880	3,211	3,294	5,303	5,866		12,297	13,040
Number of Programs	59	58	76	95	46	53		181	206
Program Attendance	1,025	829	2,367	2,317	990	1,052		4,382	4,198
Library Cards Issued	334	349	469	608	279	407		1,082	1,364
Wi-Fi Users	1,238	1,362	2,240	2,285	1,145	1,256		4,623	4,903
Homework Help: Students Assisted	143	n/a	117	n/a	8	n/a	n/a	268	n/a
Website Visits								47,118	49,870
Outreach Events								13	
Outreach Attendance								233	
Databases							26,924	26,924	

SANTA CLARITA PUBLIC LIBRARY STATISTICS

February 16, 2016

Page 2

Santa Clarita Public Library January 2016 Programs and Highlights

Regularly scheduled programs for January 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, and Homework Help.

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

- **Digital Drop-In at the Senior Center** – In January, the Library began bringing its Digital Drop-in Program to the Santa Clarita Valley Senior Center. As part of a special outreach effort to seniors, one of the digital librarians helped with questions about phones, tablets, laptops, and other digital devices.

- **Bake-a-Cake Contest** – Canyon Country Library hosted the first Bake-a-Cake Contest. Participants were invited to decorate cakes based on a pre-determined list of children's books. Some of the choices included: *The Very Hungry Caterpillar*, by Eric Carle; *Charlie and the Chocolate Factory*, by Roald Dahl; and *If You Give a Mouse a Cookie*, by Lauren Numeroff. Four winners were awarded prizes for Best Overall Children's, Best Overall Family, Most Original, and Public Favorite.



- **Homework Help Parent Edition/Ayuda Con Tareas Para Padres Program** – On January 27, The Old Town Newhall Library began its 5th session of Ayuda Con Tareas Para Padres. First launched in September 2014, this program offers basic computer instruction, parenting workshops, and ESL assistance. The first three sessions were funded in part by a grant from the U.S. Institute of Museum and Library Services, under the provisions of the Library Services and Technology Act. Ayuda Con Tareas Para Padres was inspired after the success of the after-school Homework Help program.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

February 16, 2016

Page 3

- **Community Engagement** – Librarians from Valencia Library were asked to judge the Literature Fair projects at Albert Einstein Academy as part of SCPL's continuing Community Engagement with local schools. Four classrooms were filled with displays related to Newbery Honor-winning books the children read. The Library is working with Albert Einstein teachers to bring the projects for viewing to Valencia Library.



- **School Readiness Storytime** – School Readiness Storytimes at the Library help children prepare for kindergarten. Stories, songs, finger-plays, and interactive flannel boards help develop children's social, verbal, and pre-reading skills in a friendly environment. In addition, the Storytimes introduce important concepts for preschoolers, including size, color, shape, opposites, and recognizing numbers, coins and letters.

If you have any questions, please contact me.

DH:BI:RB:hds

S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\2016 January\Memo Library Stats - January 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

January 2016

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

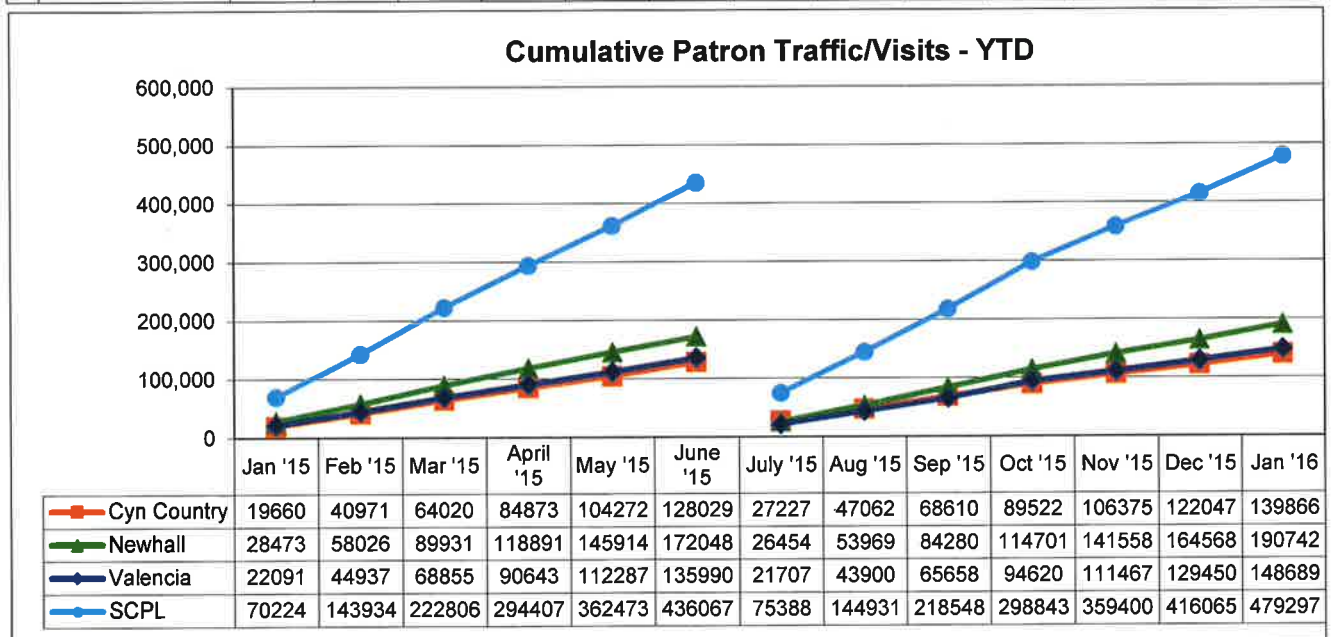
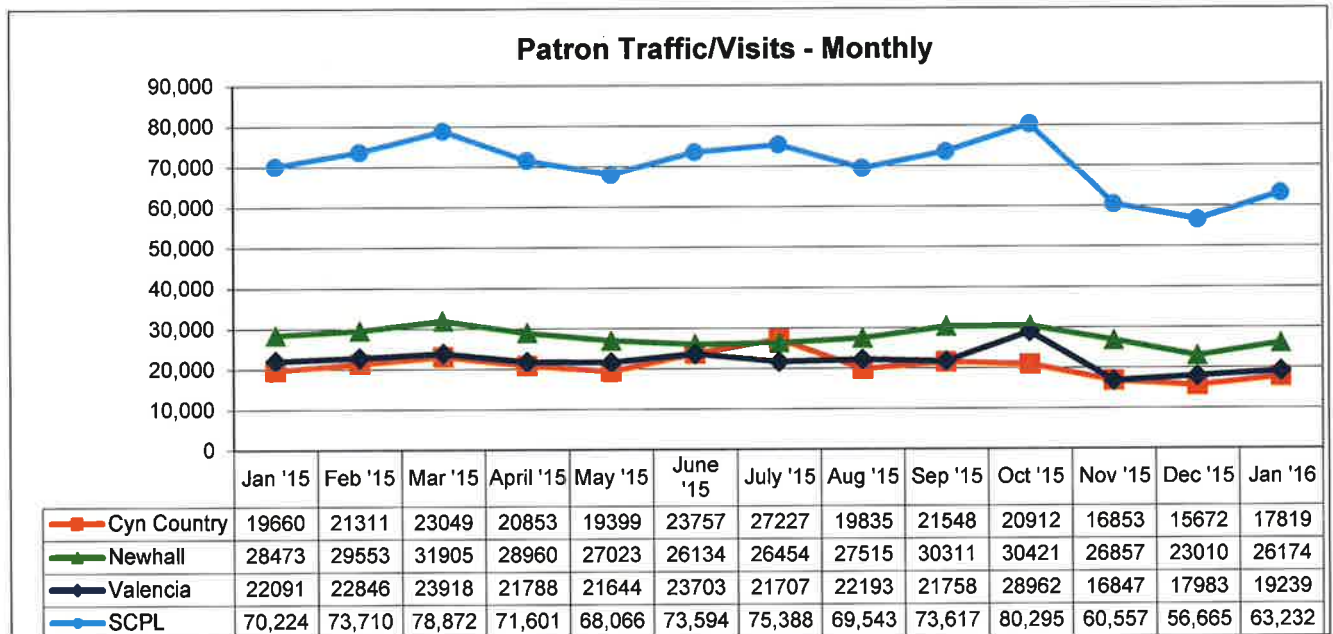
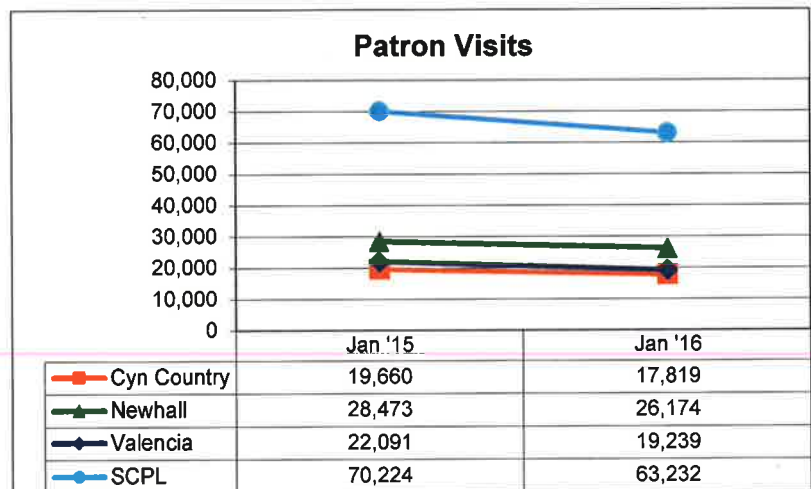
Statistical Summary

Month-to-Date									
JANUARY 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2015	Jan. 2016	Jan. 2016	Jan. 2015
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Number of Programs	59	58	76	95	46	53		181	206
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Website Visits								47,118	49,870
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Outreach Attendance								233	
Databases							26,924	26,924	

Year-to-Date									
JANUARY 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Jan. Y-T-D 2016	Jan. Y-T-D 2015	Jan. Y-T-D 2016	Jan. Y-T-D 2015	Jan. Y-T-D 2016	Jan. Y-T-D 2015	Jan. Y-T-D 2016	Jan. Y-T-D 2016	Jan. Y-T-D 2015
Circulation	212,826	222,761	193,362	249,544	354,515	406,670	78,405	839,108	878,975
Patron Traffic	139,866	153,293	190,742	207,820	148,689	167,373		479,297	528,486
PC Reservations	35,395	41,320	44,158	57,520	25,347	30,203		104,900	129,043
Volunteer Hours	3,315	3,290	4,105	4,562	1,751	1,686		9,171	9,538
Holds Filled	26,014	25,922	22,903	23,069	42,850	39,392		91,767	88,383
Number of Programs	336	362	500	627	286	374		1,122	1,363
Program Attendance	6,801	7,704	14,856	18,479	6,929	9,153		28,586	35,336
Library Cards Issued	2,485	2,569	3,660	4,541	2,279	2,431		8,424	9,541
Wi-Fi Users	9,867	10,003	17,002	16,786	9,009	9,365		35,878	36,154
Homework Help: Students Assisted	701	n/a	1,027	n/a	64	n/a	n/a	1,792	n/a
Website Visits								358,610	349,033
Outreach Events								79	
Outreach Attendance								9,136	
Databases							171,827	171,827	

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

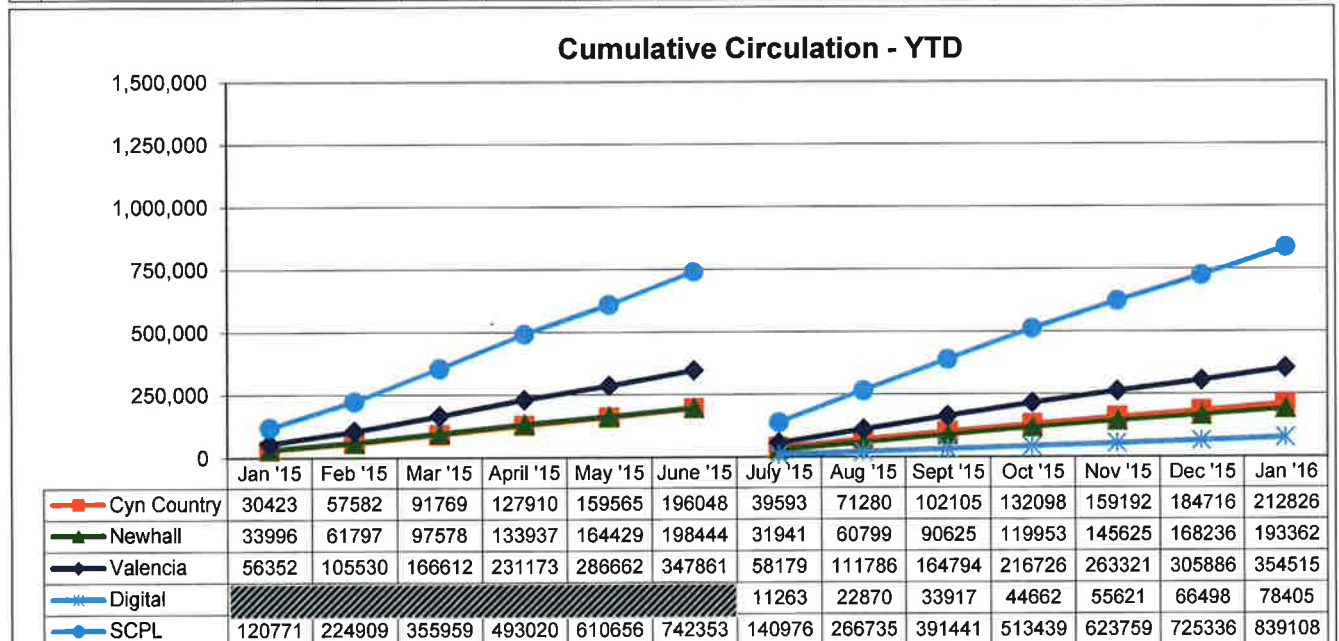
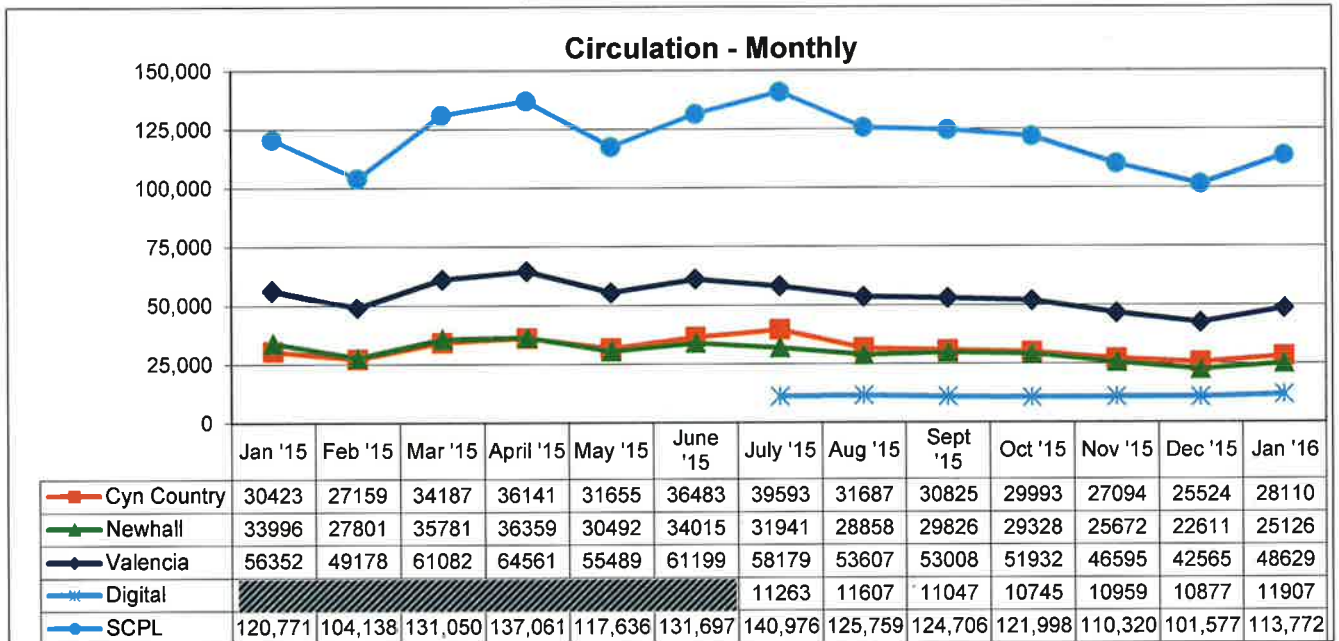
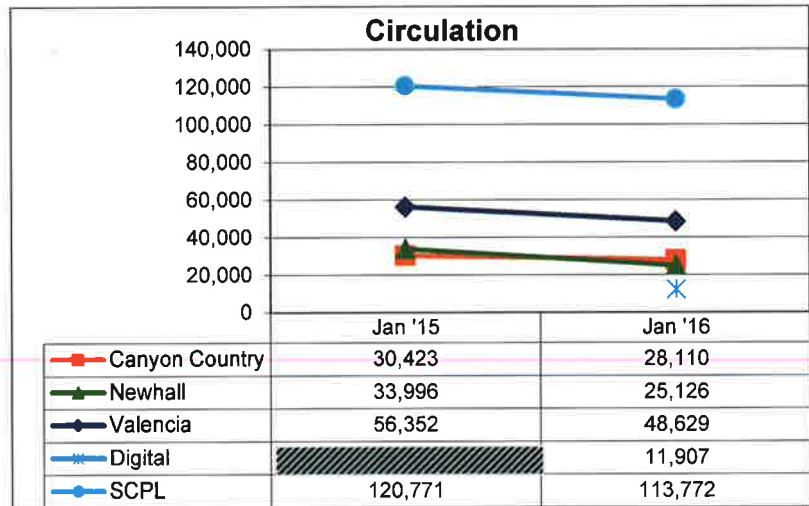
In January 2016, a total of 63,232 patrons visited the Santa Clarita Public Library, with 17,819 visitors at Canyon Country, 26,174 at Newhall, and 19,239 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In January 2016, a total of 113,772 books and materials were circulated in the Santa Clarita Public Library.

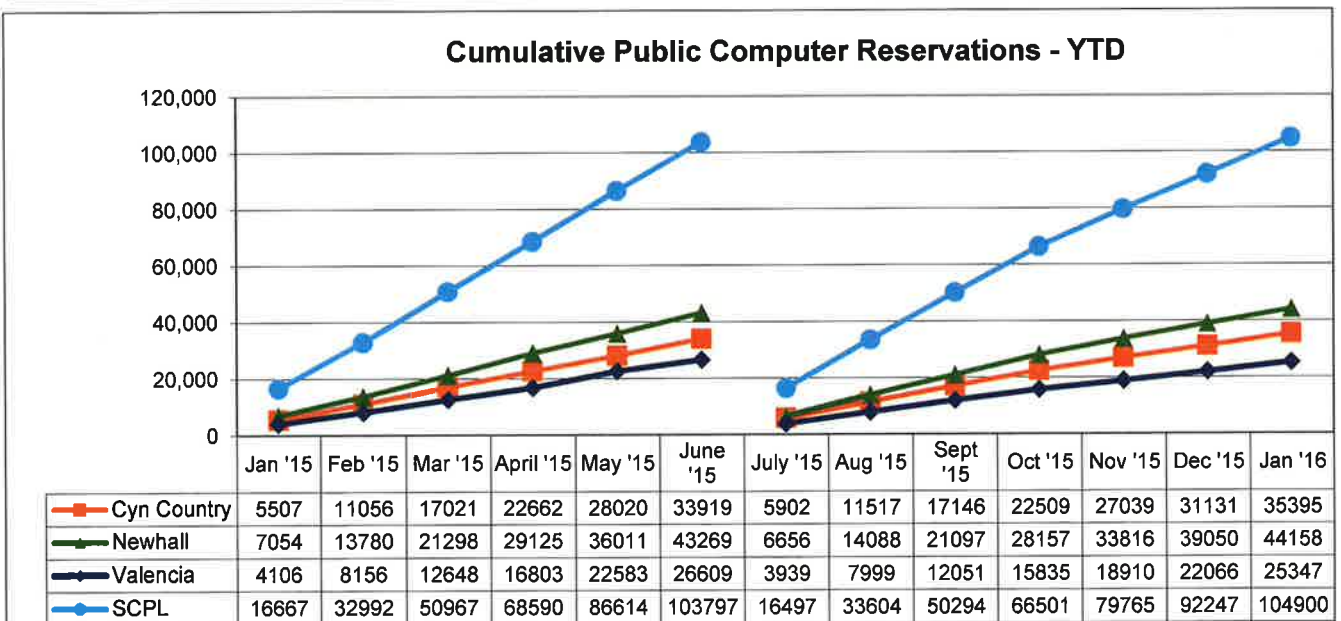
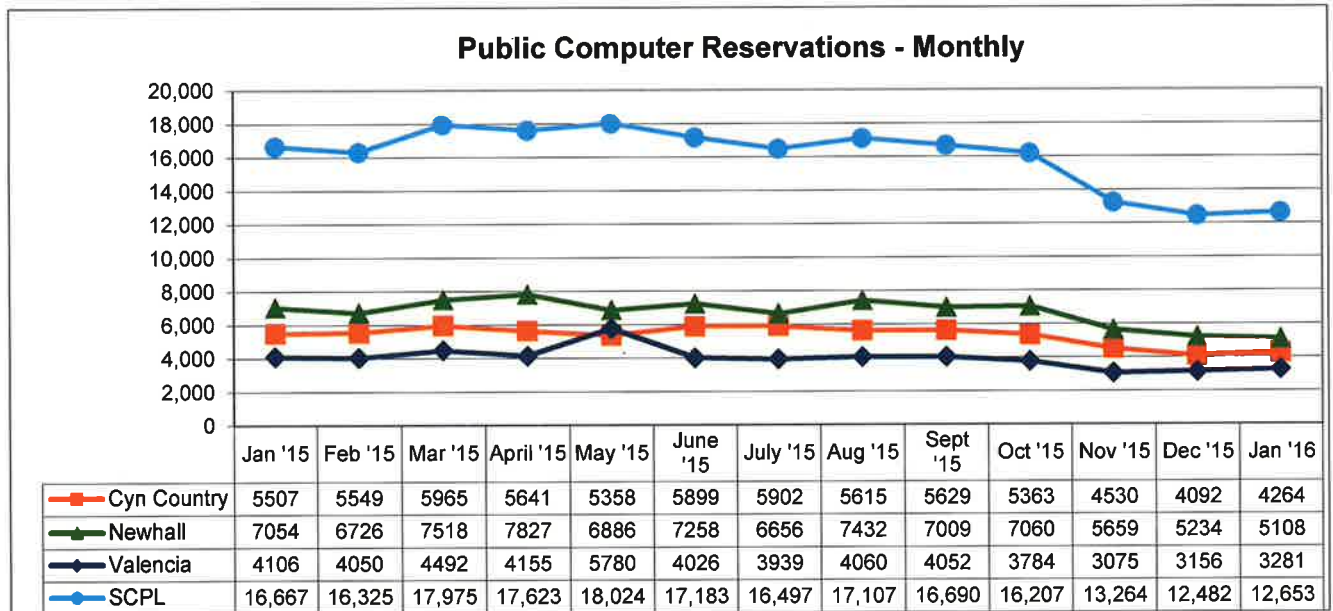
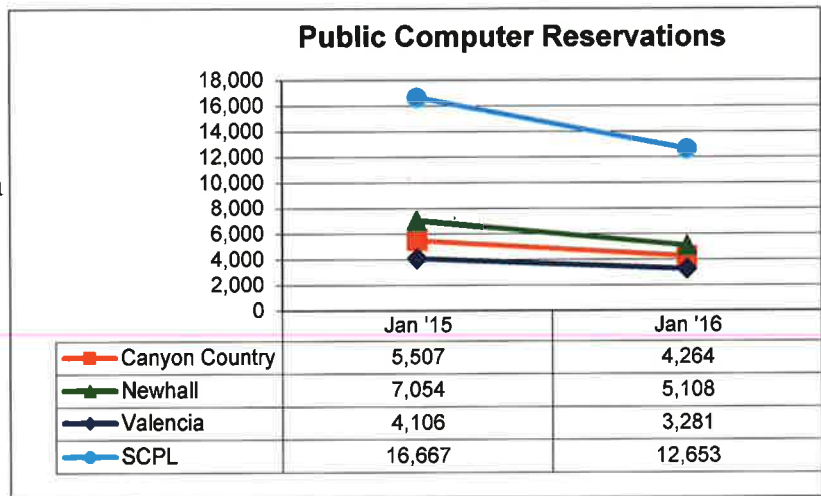
28,110 books and materials were circulated at the Canyon Country Library, 25,126 at Newhall Library, 48,629 at Valencia Library, and 11,907 at the Digital Library.



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

In January 2016, a total of 12,653 patrons reserved and used a public computer.

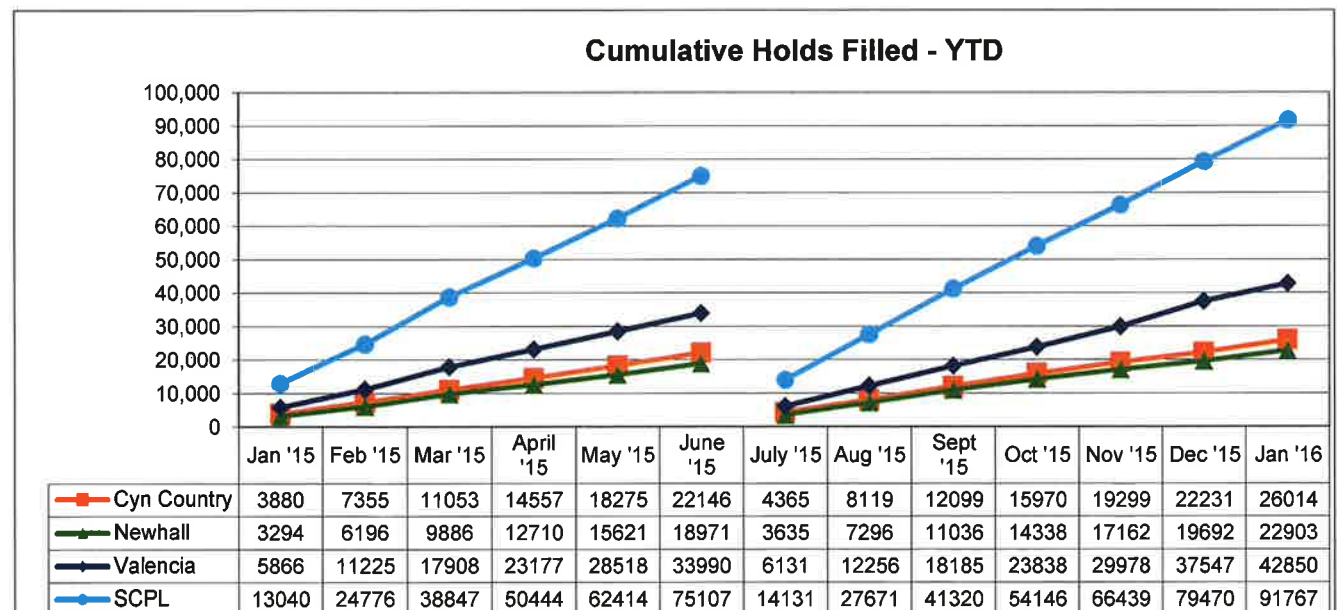
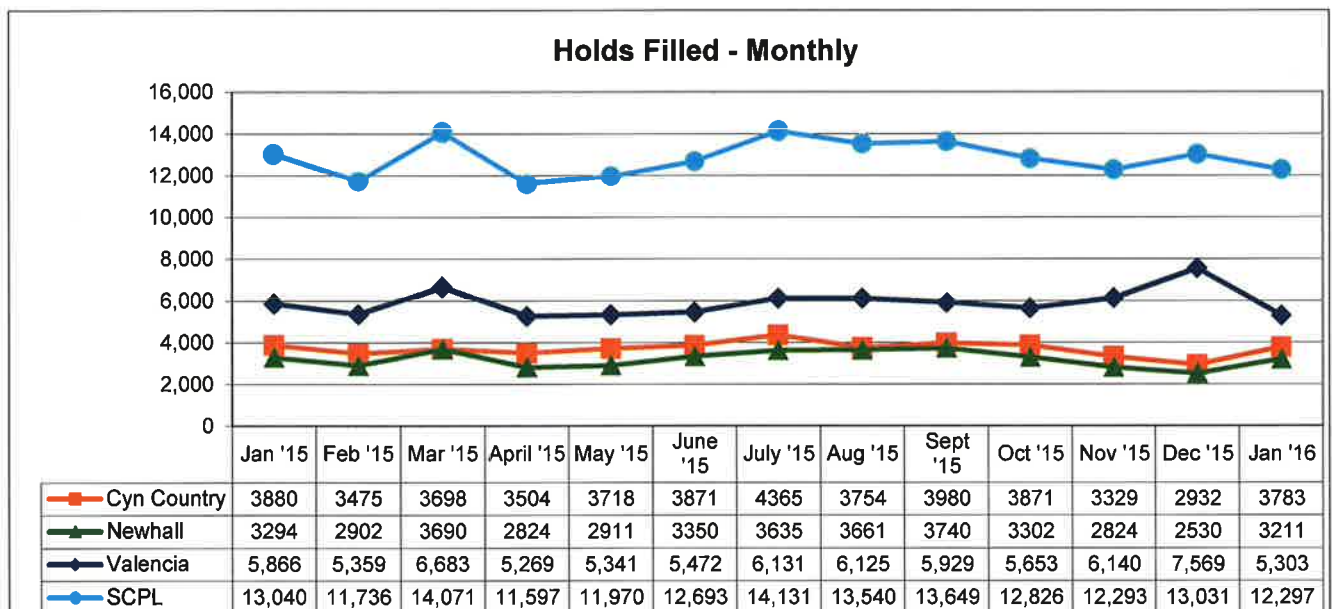
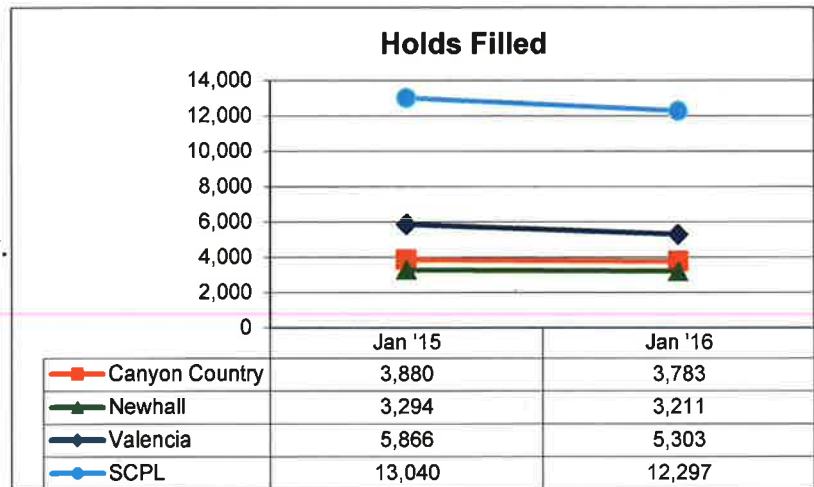
4,264 patrons used public computers in the Canyon Country Library, 5,108 in Newhall Library, and 3,281 in Valencia Library.



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

In January 2016, a total of 12,297 holds were filled in the Santa Clarita Public Library.

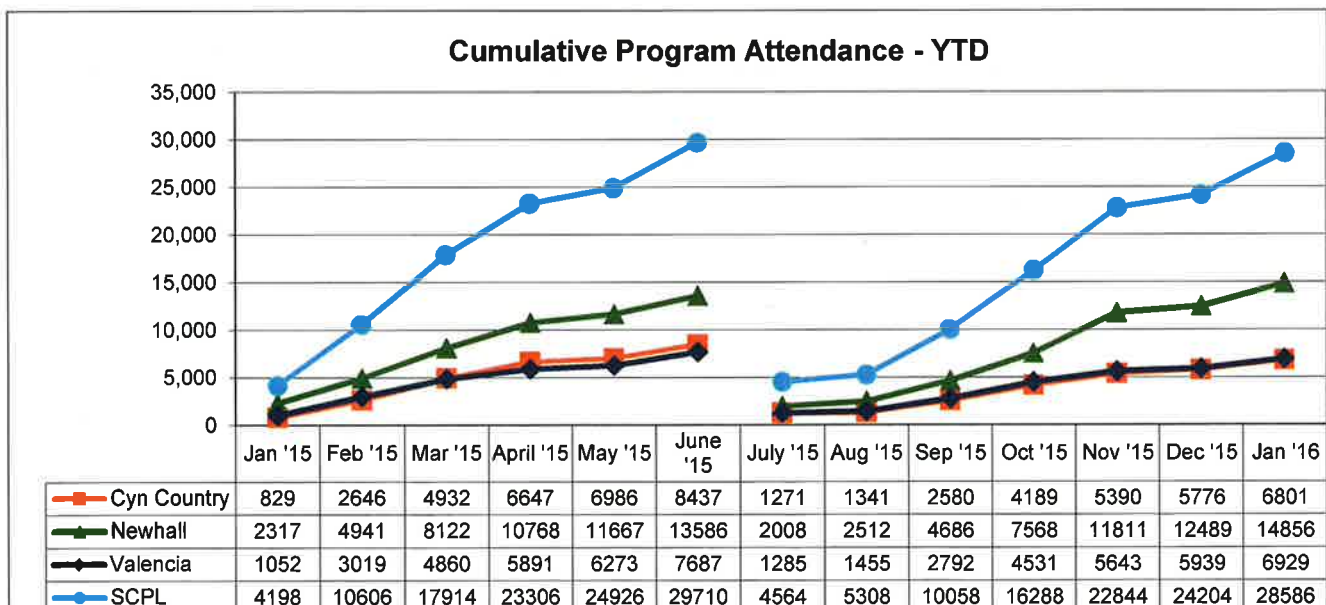
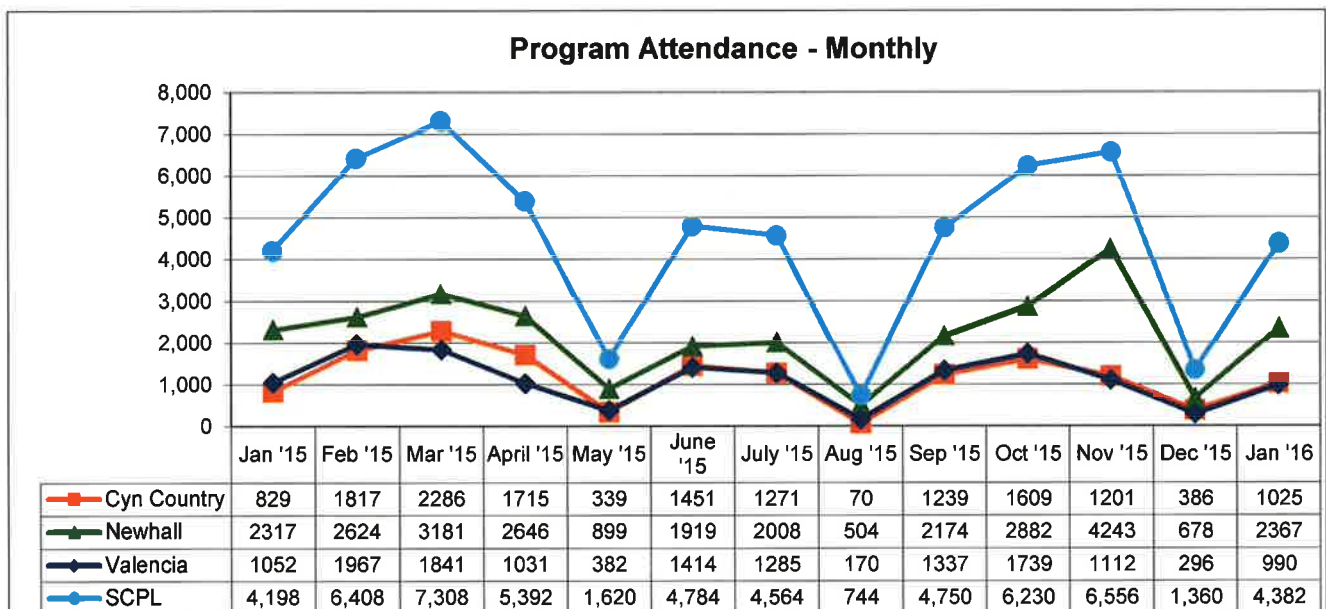
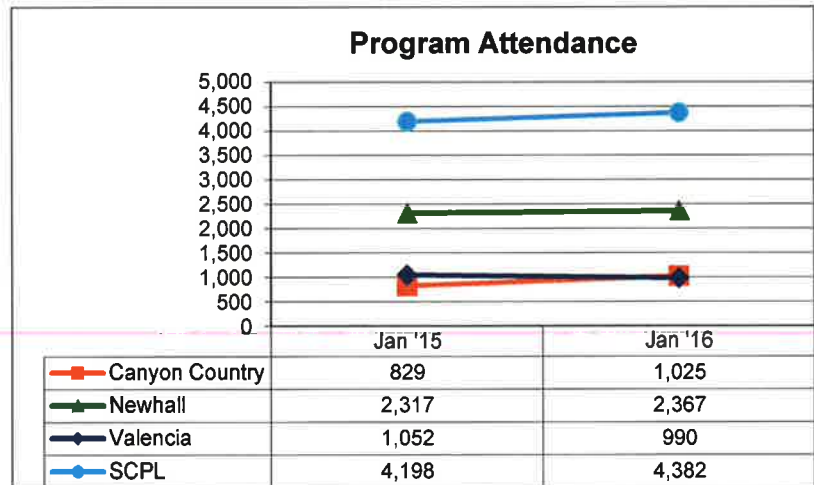
3,783 holds were filled in the Canyon Country Library, 3,211 in Newhall Library, and 5,303 in Valencia Library.



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

In January 2016, a total of 4,382 attendees participated in a program.

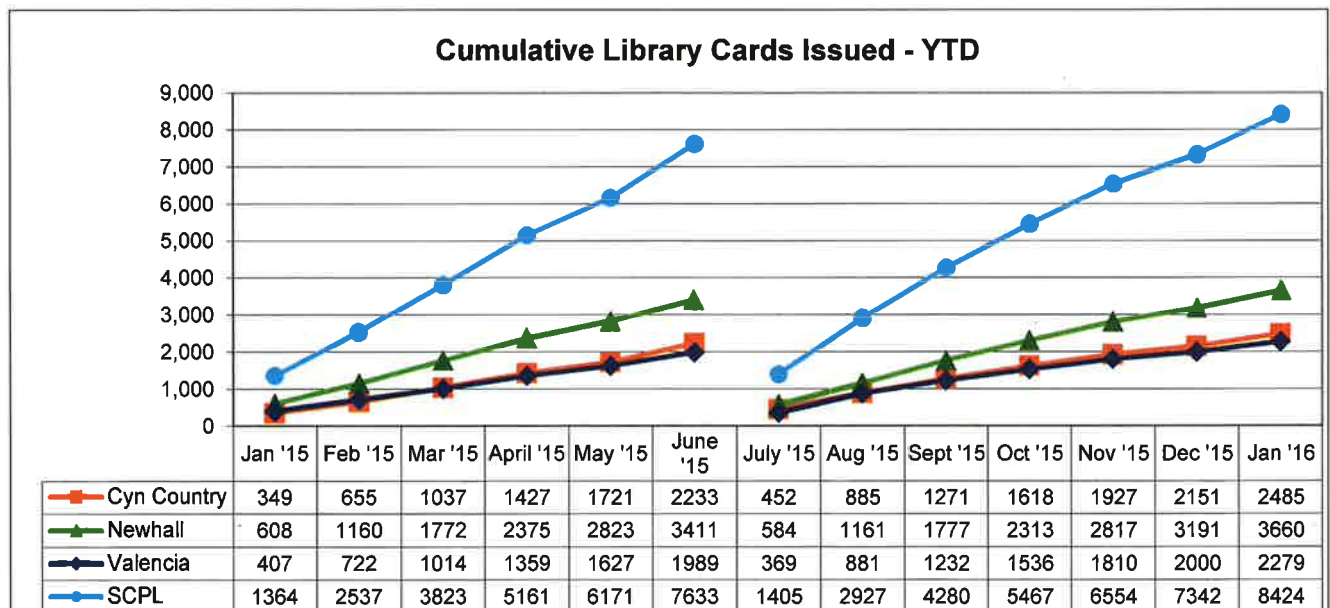
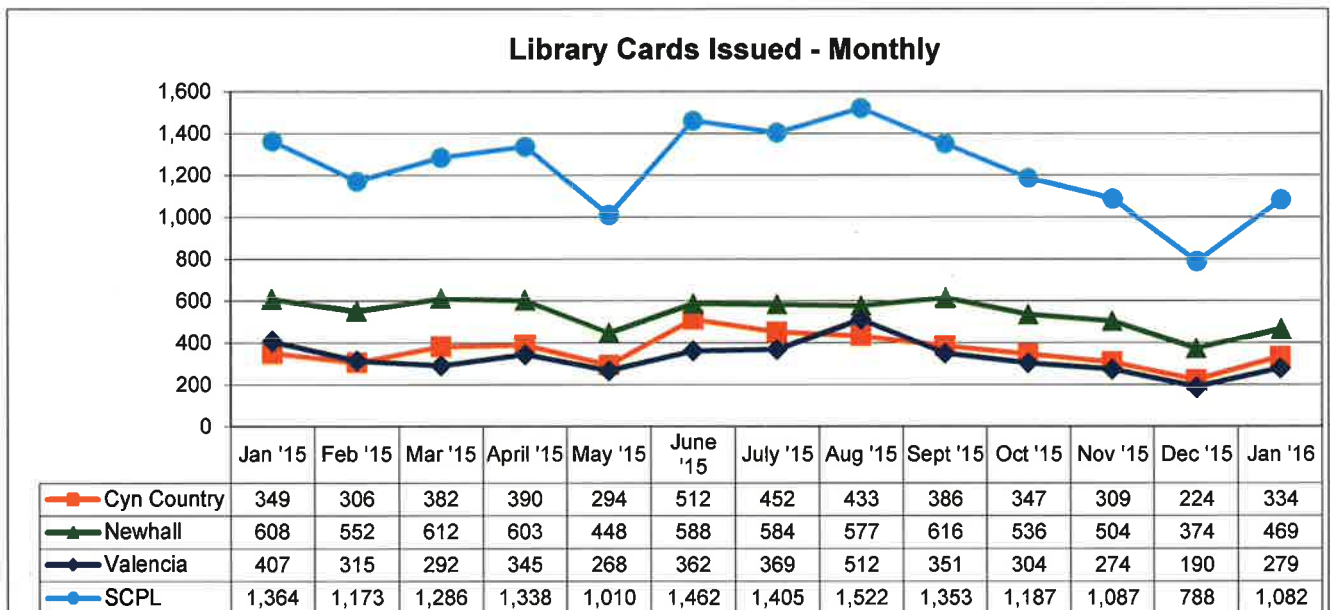
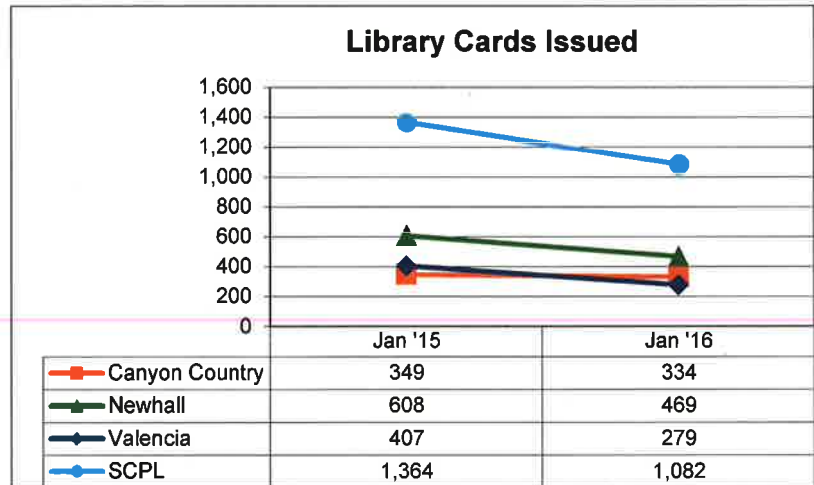
1,025 attended a Library program at the Canyon Country Library, 2,367 at Newhall Library, and 990 at Valencia Library.



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

In January 2016, a total of 1,082 new Library cards were issued.

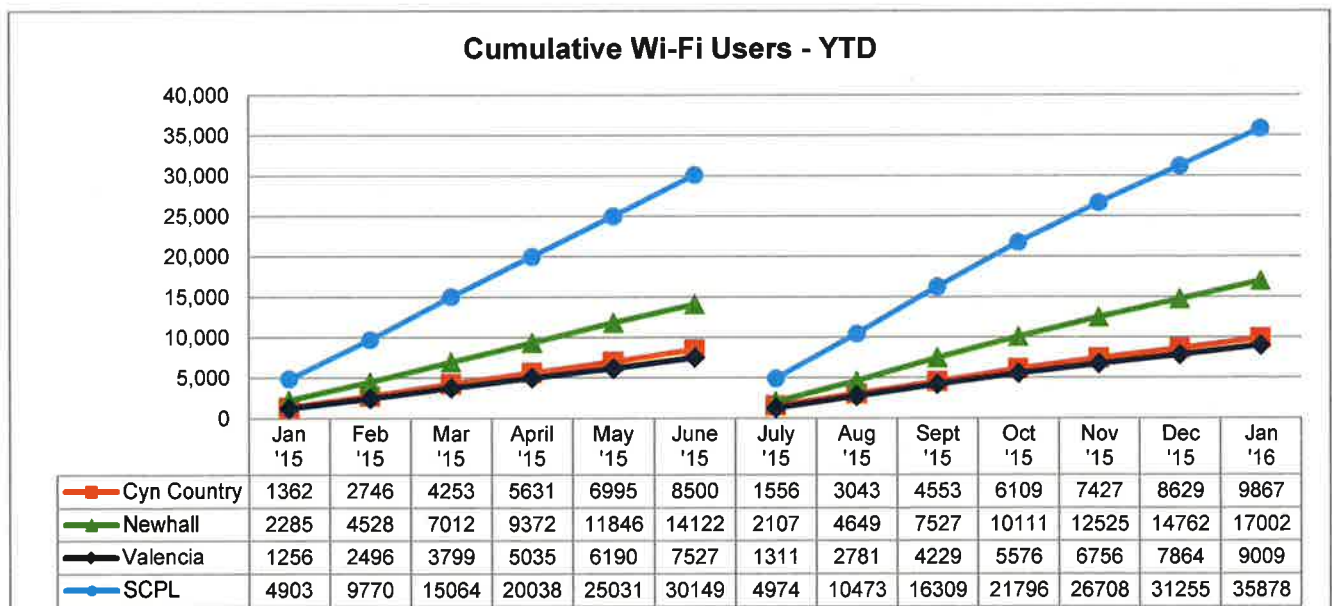
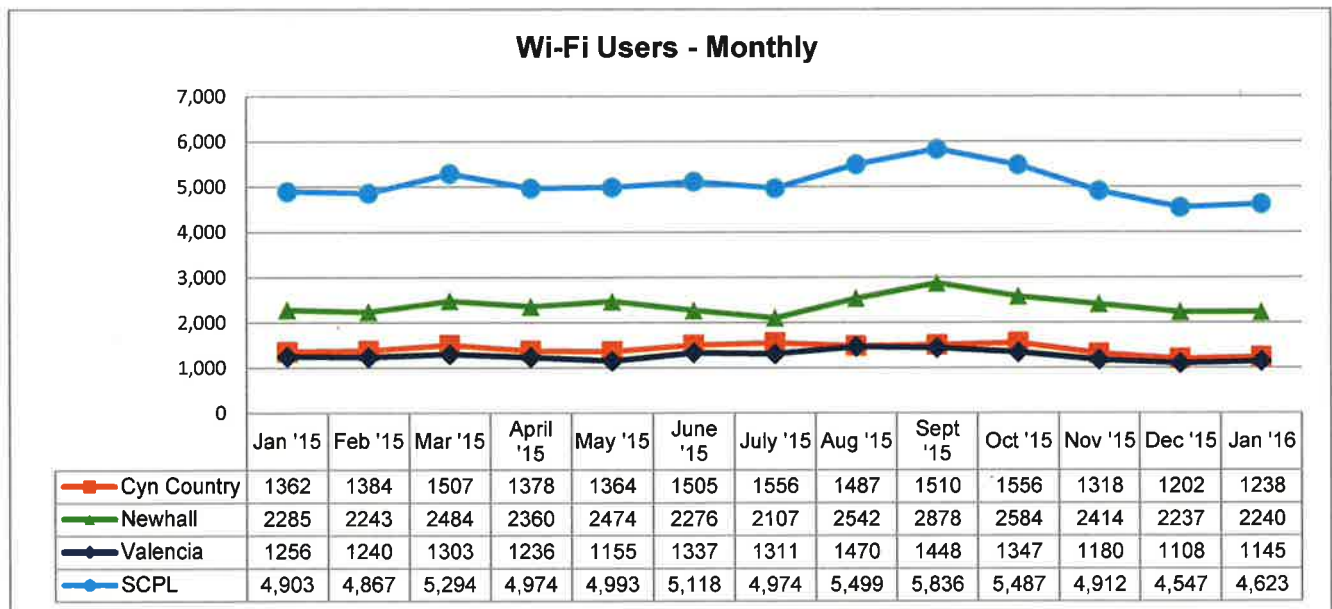
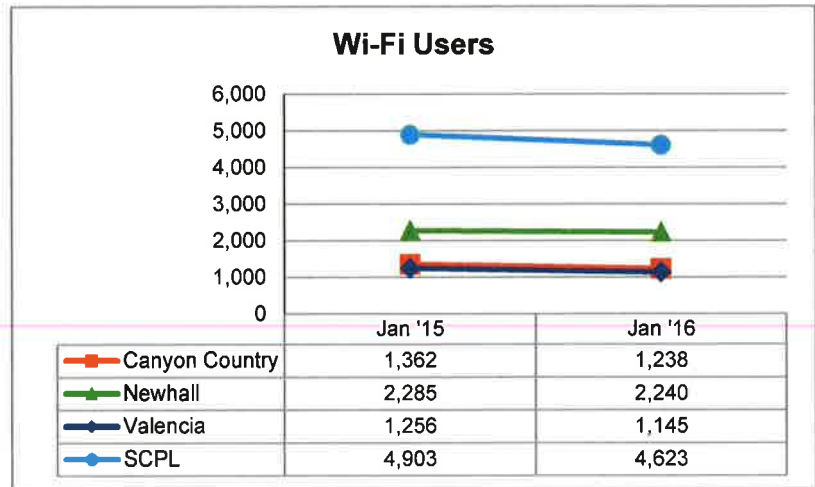
334 new Library cards were issued at the Canyon Country Library, 469 at Newhall Library, and 279 at Valencia Library.



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

In January 2016, a total of 4,623 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,238 Wi-Fi users were at the Canyon Country Library, 2,240 at Newhall Library, and 1,145 at Valencia Library.



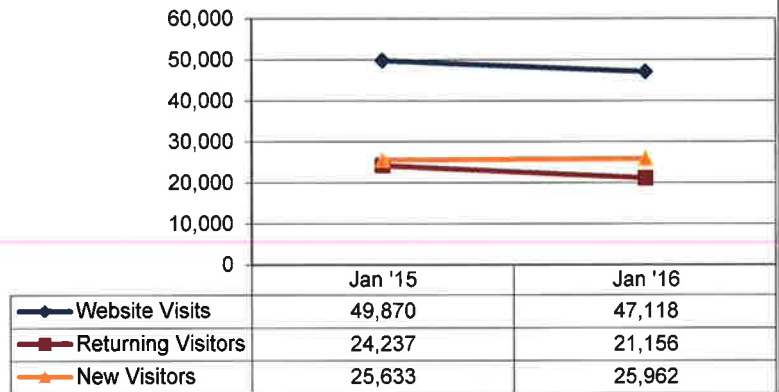
**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE**

In January 2016, the Library's website received a total of 47,118 visits.

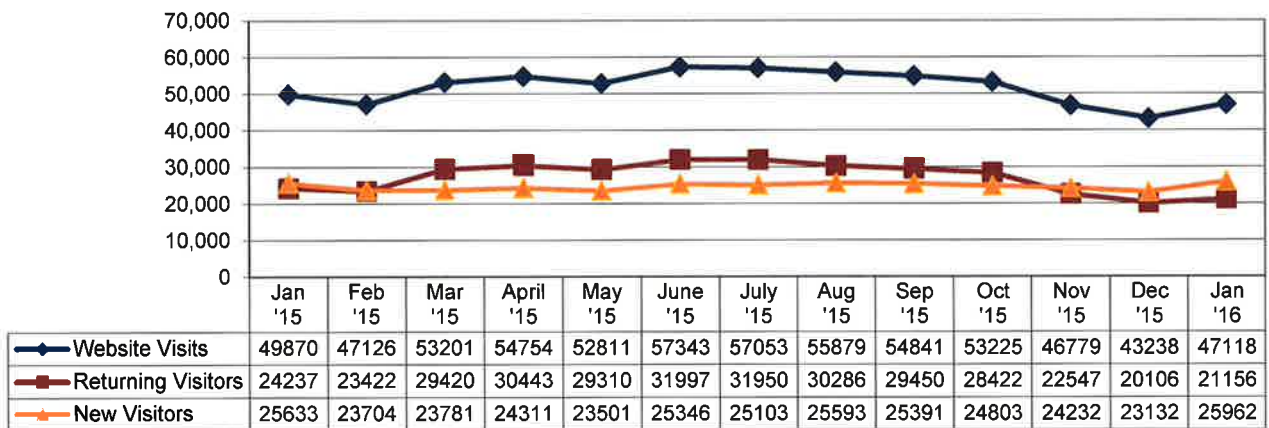
21,156 were returning visitors and 23,962 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 77,616 website pages during the month of January 2016.

Library Website Visits



Library Website Visits - Monthly



Library Web Pages Viewed -YTD

