CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: July 14, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JUNE 2016

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

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

- 67,438 patrons visited the Libraries, 1,659 new Library cards were issued, and 4,055 patrons attended a Library program.
- 121,110 books and materials were circulated, and 11,456 holds were filled.
- 12,682 patrons reserved and used a public computer, while 5,091 patrons used the Library's free Wi-Fi.
- The Library's website received 53,529 visits, comprising 27,889 new visitors and 25,640 returning visitors. Together they viewed 80,206 website pages on the Library website.

JUNE 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	June 2016	June 2015	June 2016	June 2015	June 2016	June 2015	June 2016	June 2016	June 2015
Circulation	33,237	36,483	25,594	34,015	50,173	61,199	12,106	121,110	131,697
Patron Traffic	21,996	23,757	23,556	26,134	21,886	23,703		67,438	73,594
PC Reservations	4,792	5,899	4,541	7,258	3,349	4,026		12,682	17,183
Volunteer Hours	869	844	721	990	148	488		1,738	2,322
Holds Filled	3,566	3,871	3,088	3,350	4,802	5,472		11,456	12,693
Number of Programs	34	34	65	63	44	44		143	141
Program Attendance	1,038	1,451	1,941	1,919	1,076	1,414		4,055	4,784
Library Cards Issued	556	512	594	588	509	362		1,659	1,462
Wi-Fi Users	1,505	1,505	2,291	2,276	1,295	1,337		5,091	5,118
Homework Help: Students Assisted	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Website Visits								53,529	57,343
Outreach Events								14	
Outreach Attendance								347	
Databases							18,186	18,186	

Santa Clarita Public Library June 2016 Programs and Highlights

During June, all three branches continued to offer Storytimes, Digital Drop-In, Senior Creative Writing, and began the 2016 Summer Reading Program.

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

- **Summer Reading Program Update** – The 2016 Summer Reading Program, the Olympics-inspired "Read for the Win," began on June 13 at all three branches. Patrons have attended a Toddler Dance Party, Preschool Storytimes, "Heroes of Olympus" kids program, Fandom Jeopardy for teens, and an Open Space/ Hiking presentation for adults. Reading program registrations on the third day were 1,950. So far, readers have logged 811 books.

  Additionally, 39 adults kicked off Summer Reading by attending "Hiking in the SCV," which offered a look at all the City has to offer in its open spaces. Other popular adult programs included "Tailgate and a Movie," with Chef Herve of Culinary Wonders presenting recipes that work well at sporting events, and Wii Bowling, which attracted several members of the SCV Senior Center's championship-winning senior team. Finally, 951 adults signed up for the "Read for the Win" online Bingo Game which offers an opportunity to earn prizes, raffle entries, and coupons.

- **The American Library Association (ALA) Conference** – The ALA Conference was held in Orlando in June. Conference sessions highlighted the value of the Library as a transformative agency. Santa Clarita Public Library was represented by one of the Children's Librarians who attended sessions covering topics including: developing early literacy skills, the benefits of comics and graphic novels for struggling readers, technology tools to share with customers in library programs, and building an organizational culture of staff learning that supports growth and change.

- **Five Years of Service and Stories Celebration** – During June, each branch participated in the month-long birthday celebration for the Santa Clarita Public Library. Each branch had a birthday display featuring interesting trivia about the library, birthday book marks, a candle guessing game, and photo props for customers to pose for pictures with and post on social media. In addition to the displays, there were commemorative library cards designed by local youth and five-year birthday book bags for sale by the Friends of Santa Clarita Public Library.

If you have any questions, please contact me.

DH:RB:hds
S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\Memo Library Stats – June 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

June 2016

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

Statistical Summary

Month-to-Date

JUNE 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	June 2016	June 2015	June 2016	June 2015	June 2016	June 2015	June 2016	June 2016	June 2015
Circulation	33,237	36,483	25,594	34,015	50,173	61,199	12,106	121,110	131,697
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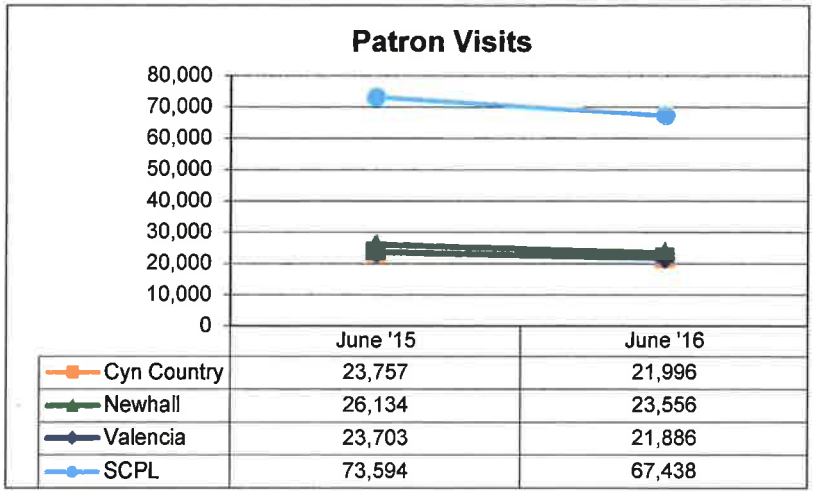
PC Reservations	4,792	5,899	4,541	7,258	3,349	4,026		12,682	17,183
Volunteer Hours	869	844	721	990	148	488		1,738	2,322
Holds Filled	3,566	3,871	3,088	3,350	4,802	5,472		11,456	12,693
Number of Programs	34	34	65	63	44	44		143	141
Program Attendance	1,038	1,451	1,941	1,919	1,076	1,414		4,055	4,784
Library Cards Issued	556	512	594	588	509	362		1,659	1,462
Wi-Fi Users	1,505	1,505	2,291	2,276	1,295	1,337		5,091	5,118
Homework Help: Students Assisted	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Website Visits								53,529	57,343
Outreach Events								14	
Outreach Attendance								347	
Databases							18,186	18,186	

Year-to-Date

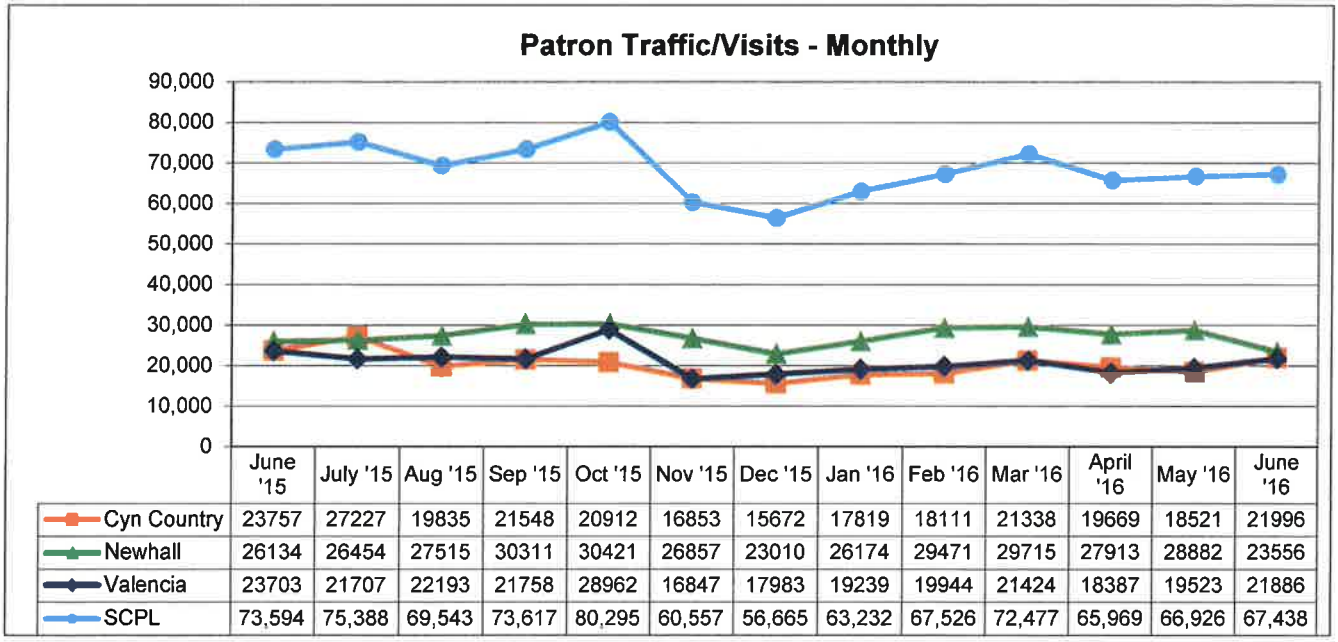
JUNE 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	June Y-T-D 2016	June Y-T-D 2015	June Y-T-D 2016	June Y-T-D 2015	June Y-T-D 2016	June Y-T-D 2015	June Y-T-D 2016	June Y-T-D 2016	June Y-T-D 2015
Circulation	356,679	388,386	318,289	413,992	595,061	698,179	136,233	1,406,262	1,500,557
Patron Traffic	239,501	261,662	330,279	351,395	249,853	281,272		819,633	894,329
PC Reservations	59,303	69,732	69,430	93,735	42,500	52,706		171,233	216,173
Volunteer Hours	6,024	5,682	6,532	8,217	3,191	3,204		15,747	17,103
Holds Filled	42,910	44,188	37,794	38,746	67,625	67,516		148,329	150,450
Number of Programs	674	660	976	1,106	565	654		2,215	2,420
Program Attendance	13,953	15,312	26,396	29,748	13,275	15,788		53,624	60,848
Library Cards Issued	4,296	4,453	6,121	7,344	3,873	4,013		14,290	15,810
Wi-Fi Users	17,098	17,141	29,604	28,623	15,379	15,636		62,081	61,400
Homework Help: Students Assisted	1,318	n/a	1,728	n/a	103	n/a	n/a	3,149	n/a
Website Visits								555,585	556,925
Outreach Events								158	
Outreach Attendance								12,102	
Databases							282,757	282,757	

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

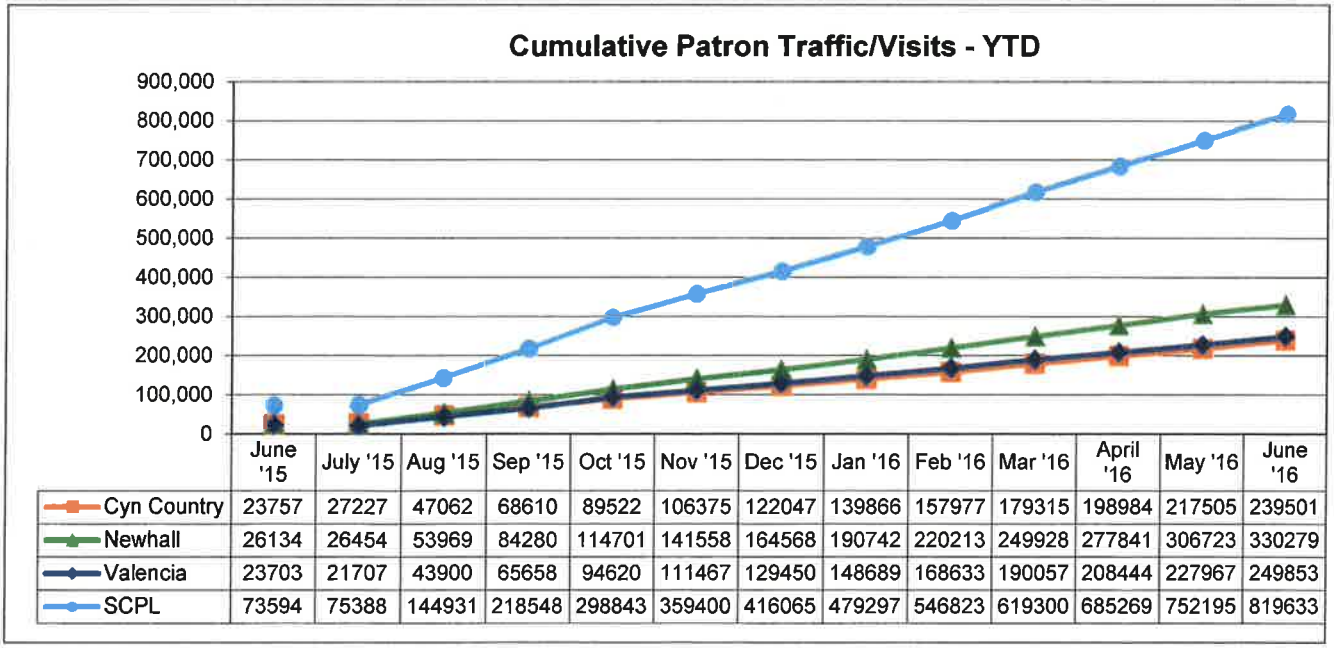
In June 2016, a total of 67,438 patrons visited the Santa Clarita Public Library, with 21,996 visitors at Canyon Country, 23,556 at Newhall, and 21,886 at Valencia.



	June '15	June '16
Cyn Country	23,757	21,996
Newhall	26,134	23,556
Valencia	23,703	21,886
SCPL	73,594	67,438



	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	23757	27227	19835	21548	20912	16853	15672	17819	18111	21338	19669	18521	21996
Newhall	26134	26454	27515	30311	30421	26857	23010	26174	29471	29715	27913	28882	23556
Valencia	23703	21707	22193	21758	28962	16847	17983	19239	19944	21424	18387	19523	21886
SCPL	73,594	75,388	69,543	73,617	80,295	60,557	56,665	63,232	67,526	72,477	65,969	66,926	67,438

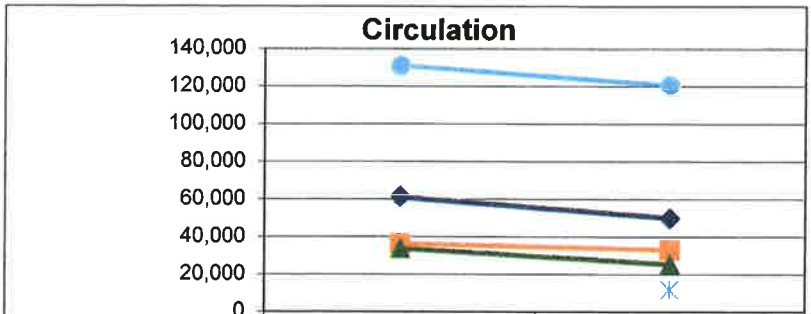


	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	23757	27227	47062	68610	89522	106375	122047	139866	157977	179315	198984	217505	239501
Newhall	26134	26454	53969	84280	114701	141558	164568	190742	220213	249928	277841	306723	330279
Valencia	23703	21707	43900	65658	94620	111467	129450	148689	168633	190057	208444	227967	249853
SCPL	73594	75388	144931	218548	298843	359400	416065	479297	546823	619300	685269	752195	819633

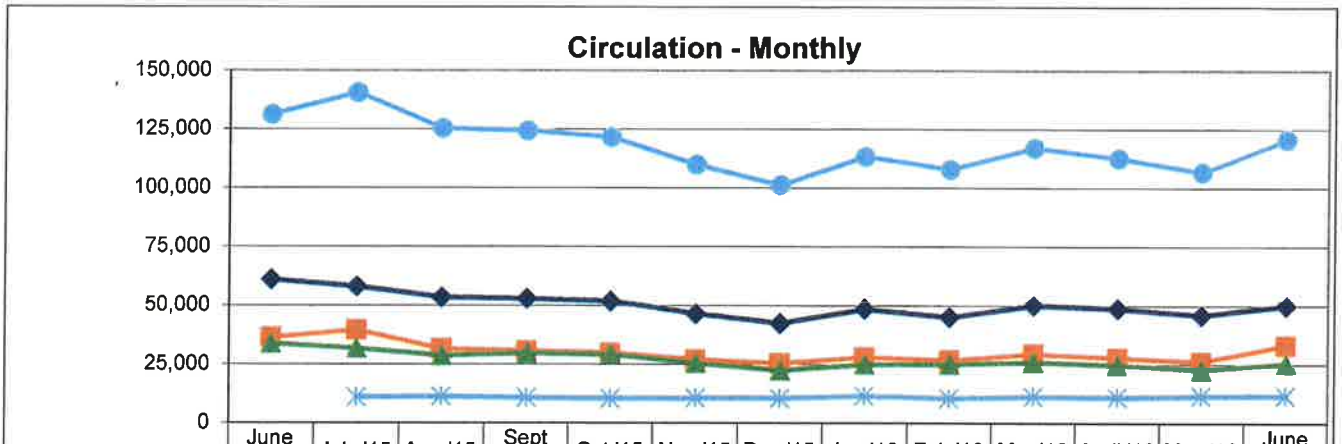
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In June 2016, a total of 121,110 books and materials were circulated in the Santa Clarita Public Library.

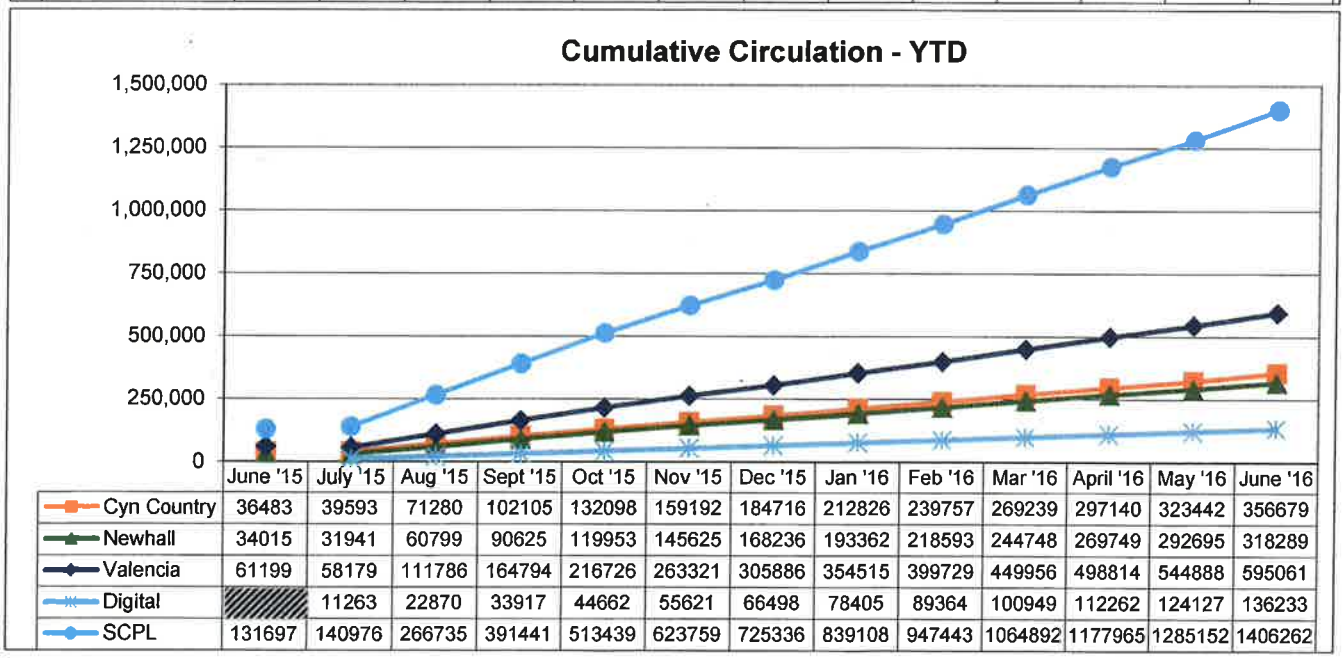
33,237 books and materials were circulated at the Canyon Country Library, 25,594 at Newhall Library, 50,173 at Valencia Library, and 12,106 at the Digital Library.



	June '15	June '16
Canyon Country	36,483	33,237
Newhall	34,015	25,594
Valencia	61,199	50,173
Digital		12,106
SCPL	131,697	121,110



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	36483	39593	31687	30825	29993	27094	25524	28110	26931	29482	27901	26302	33237
Newhall	34015	31941	28858	29826	29328	25672	22611	25126	25231	26155	25001	22946	25594
Valencia	61199	58179	53607	53008	51932	46595	42565	48629	45214	50227	48858	46074	50173
Digital		11263	11607	11047	10745	10959	10877	11907	10959	11585	11313	11865	12106
SCPL	131,697	140,976	125,759	124,706	121,998	110,320	101,577	113,772	108,335	117,449	113,073	107,187	121,110



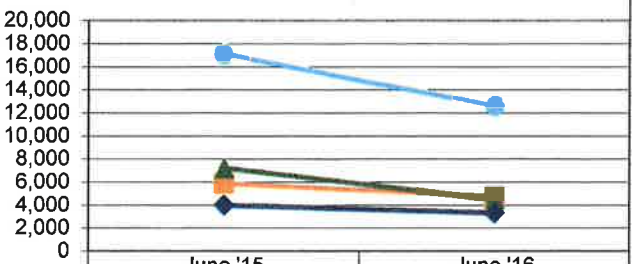
	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	36483	39593	71280	102105	132098	159192	184716	212826	239757	269239	297140	323442	356679
Newhall	34015	31941	60799	90625	119953	145625	168236	193362	218593	244748	269749	292695	318289
Valencia	61199	58179	111786	164794	216726	263321	305886	354515	399729	449956	498814	544888	595061
Digital		11263	22870	33917	44662	55621	66498	78405	89364	100949	112262	124127	136233
SCPL	131697	140976	266735	391441	513439	623759	725336	839108	947443	1064892	1177965	1285152	1406262

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

In June 2016, a total of 12,682 patrons reserved and used a public computer.

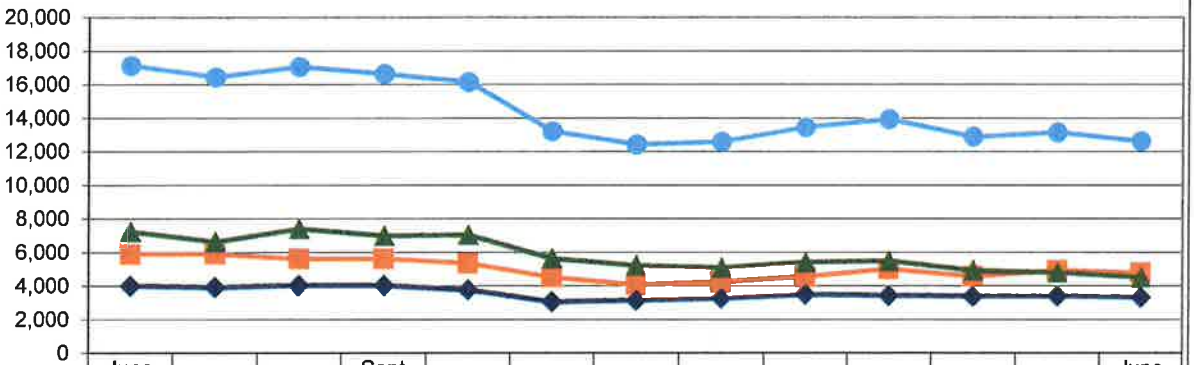
4,792 patrons used public computers in the Canyon Country Library, 4,541 in Newhall Library, and 3,349 in Valencia Library.

Public Computer Reservations



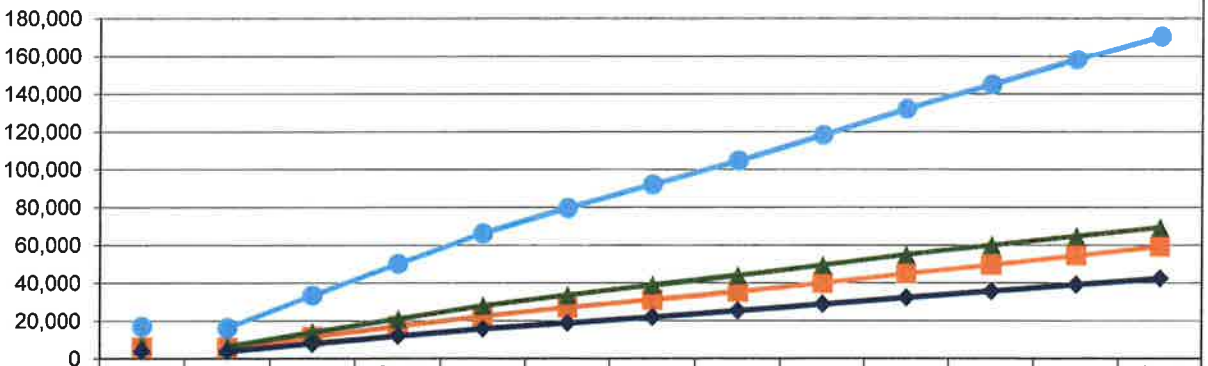
	June '15	June '16
Canyon Country	5,899	4,792
Newhall	7,258	4,541
Valencia	4,026	3,349
SCPL	17,183	12,682

Public Computer Reservations - Monthly



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	5899	5902	5615	5629	5363	4530	4092	4264	4561	5021	4585	4949	4792
Newhall	7258	6656	7432	7009	7060	5659	5234	5108	5436	5518	4951	4826	4541
Valencia	4026	3939	4060	4052	3784	3075	3156	3281	3513	3449	3409	3433	3349
SCPL	17,183	16,497	17,107	16,690	16,207	13,264	12,482	12,653	13,510	13,988	12,945	13,208	12,682

Cumulative Public Computer Reservations - YTD

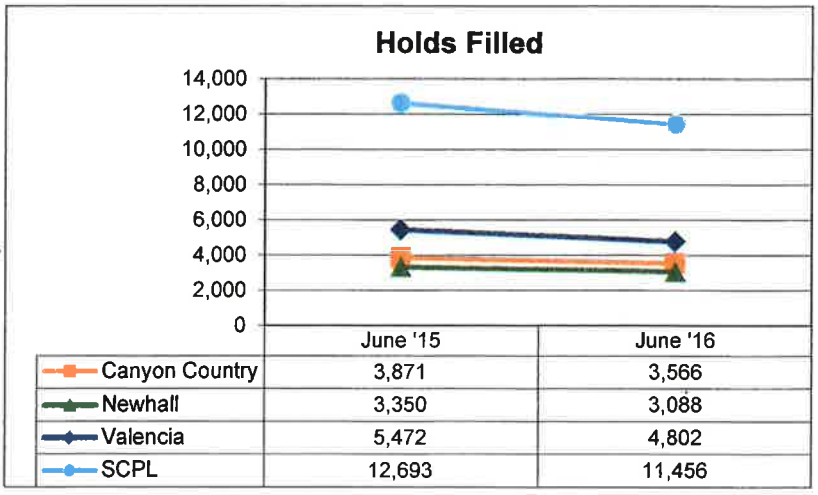


	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	5899	5902	11517	17146	22509	27039	31131	35395	39956	44977	49562	54511	59303
Newhall	7258	6656	14088	21097	28157	33816	39050	44158	49594	55112	60063	64889	69430
Valencia	4026	3939	7999	12051	15835	18910	22066	25347	28860	32309	35718	39151	42500
SCPL	17183	16497	33604	50294	66501	79765	92247	104900	118410	132398	145343	158551	171233

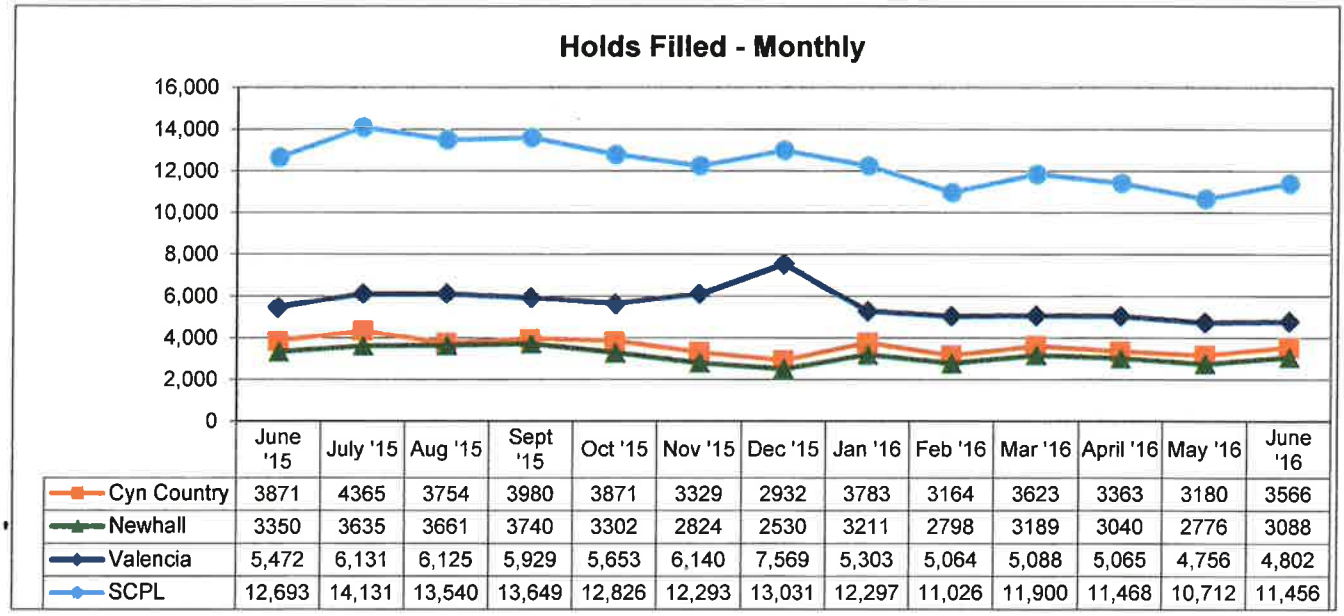
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
HOLDS FILLED

In June 2016, a total of 11,456 holds were filled in the Santa Clarita Public Library.

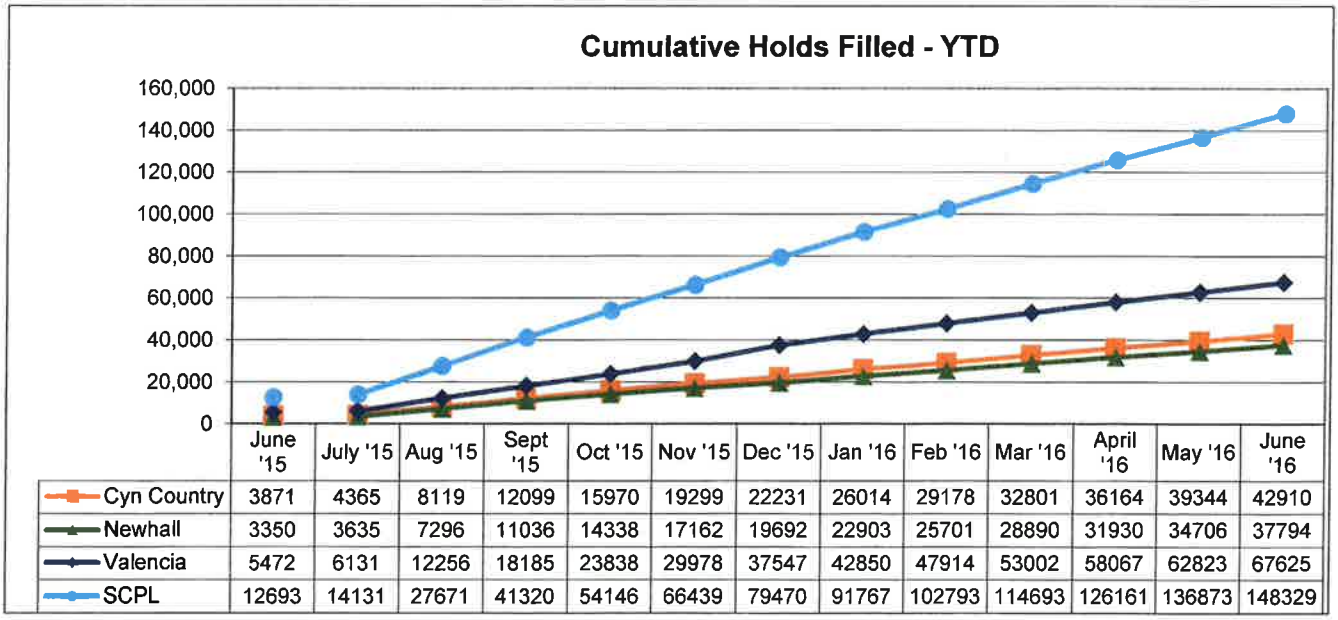
3,566 holds were filled in the Canyon Country Library, 3,088 in Newhall Library, and 4,802 in Valencia Library.



	June '15	June '16
Canyon Country	3,871	3,566
Newhall	3,350	3,088
Valencia	5,472	4,802
SCPL	12,693	11,456



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	3871	4365	3754	3980	3871	3329	2932	3783	3164	3623	3363	3180	3566
Newhall	3350	3635	3661	3740	3302	2824	2530	3211	2798	3189	3040	2776	3088
Valencia	5,472	6,131	6,125	5,929	5,653	6,140	7,569	5,303	5,064	5,088	5,065	4,756	4,802
SCPL	12,693	14,131	13,540	13,649	12,826	12,293	13,031	12,297	11,026	11,900	11,468	10,712	11,456



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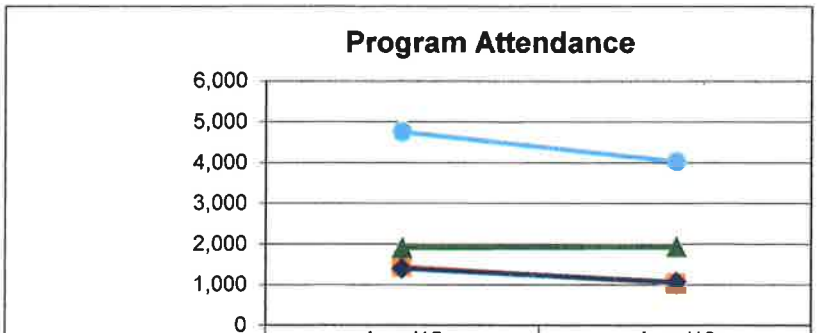
Cyn Country	3871	4365	8119	12099	15970	19299	22231	26014	29178	32801	36164	39344	42910
Newhall	3350	3635	7296	11036	14338	17162	19692	22903	25701	28890	31930	34706	37794
Valencia	5472	6131	12256	18185	23838	29978	37547	42850	47914	53002	58067	62823	67625
SCPL	12693	14131	27671	41320	54146	66439	79470	91767	102793	114693	126161	136873	148329

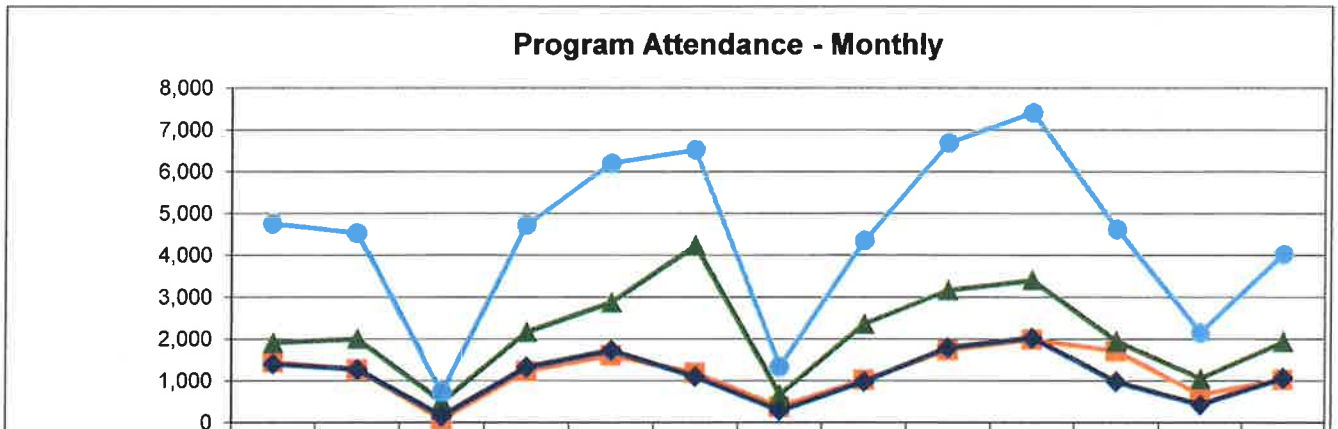
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
PROGRAM ATTENDANCE

In June 2016, a total of 4,055 attendees participated in a program.

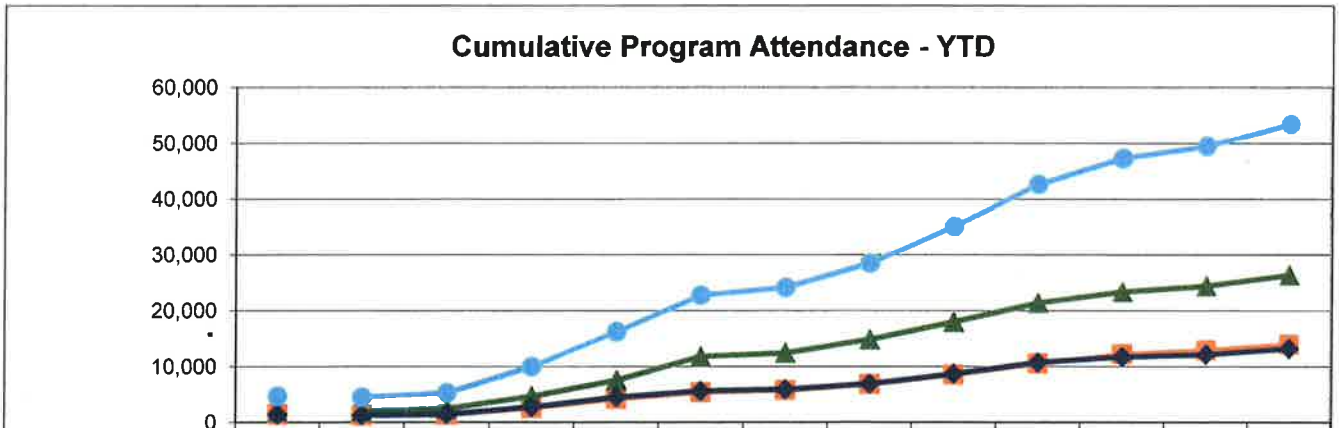
1,038 attended a Library program at the Canyon Country Library, 1,941 at Newhall Library, and 1,076 at Valencia Library.



	June '15	June '16
Canyon Country	1,451	1,038
Newhall	1,919	1,941
Valencia	1,414	1,076
SCPL	4,784	4,055



	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	1451	1271	70	1239	1609	1201	386	1025	1738	1993	1714	669	1038
Newhall	1919	2008	504	2174	2882	4243	678	2367	3172	3413	1952	1062	1941
Valencia	1414	1285	170	1337	1739	1112	296	990	1807	2036	987	440	1076
SCPL	4,784	4,564	744	4,750	6,230	6,556	1,360	4,382	6,717	7,442	4,653	2,171	4,055



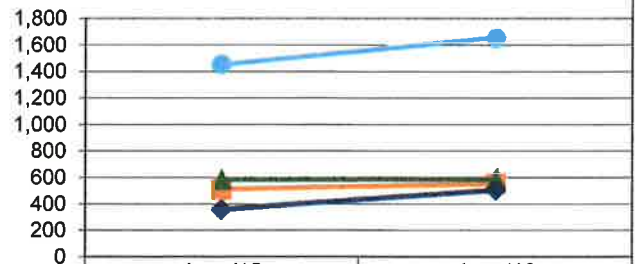
	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	1451	1271	1341	2580	4189	5390	5776	6801	8539	10532	12246	12915	13953
Newhall	1919	2008	2512	4686	7568	11811	12489	14856	18028	21441	23393	24455	26396
Valencia	1414	1285	1455	2792	4531	5643	5939	6929	8736	10772	11759	12199	13275
SCPL	4784	4564	5308	10058	16288	22844	24204	28586	35303	42745	47398	49569	53624

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

In June 2016, a total of 1,659 new Library cards were issued.

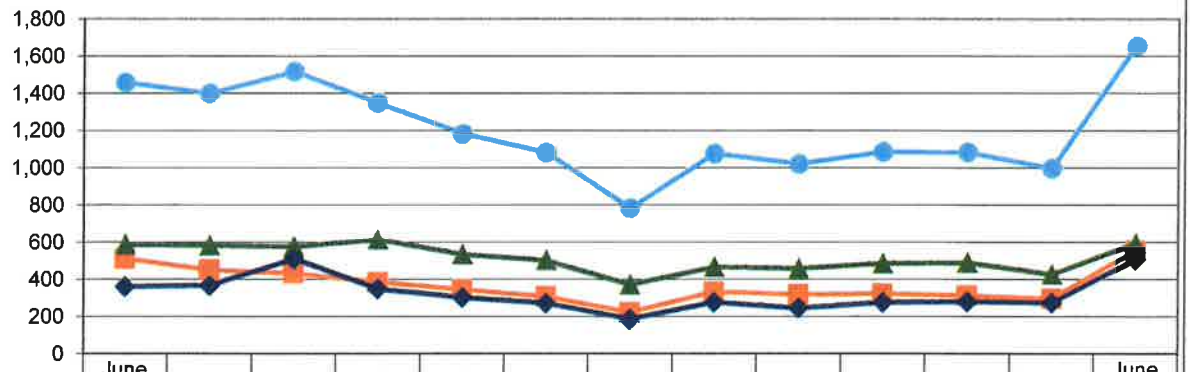
556 new Library cards were issued at the Canyon Country Library, 594 at Newhall Library, and 509 at Valencia Library.

Library Cards Issued



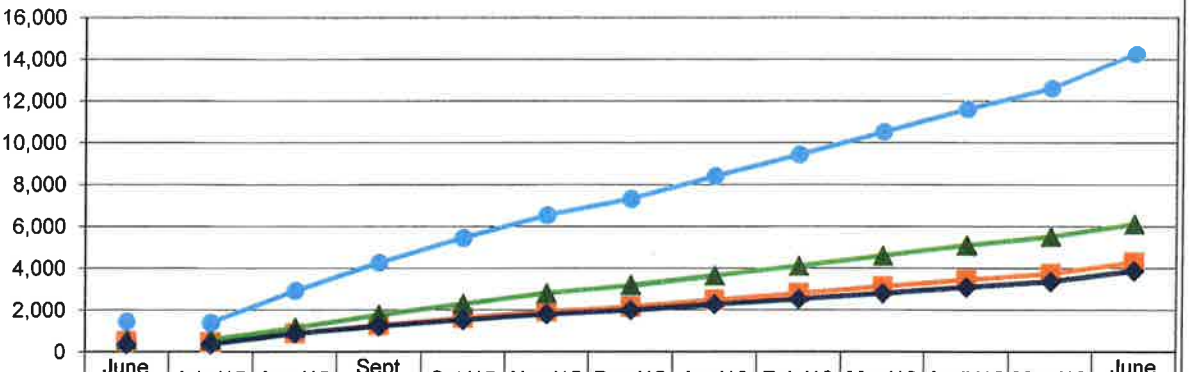
	June '15	June '16
Canyon Country	512	556
Newhall	588	594
Valencia	362	509
SCPL	1,462	1,659

Library Cards Issued - Monthly



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	512	452	433	386	347	309	224	334	320	324	314	297	556
Newhall	588	584	577	616	536	504	374	469	460	488	491	428	594
Valencia	362	369	512	351	304	274	190	279	247	278	283	277	509
SCPL	1,462	1,405	1,522	1,353	1,187	1,087	788	1,082	1,027	1,090	1,088	1,002	1,659

Cumulative Library Cards Issued - YTD



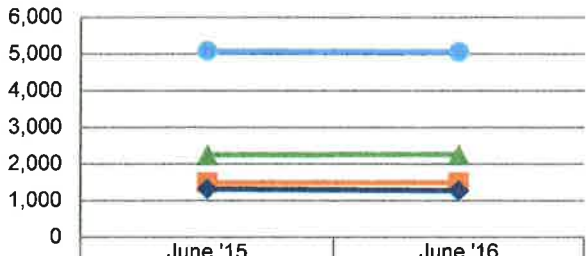
	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	512	452	885	1271	1618	1927	2151	2485	2805	3129	3443	3740	4296
Newhall	588	584	1161	1777	2313	2817	3191	3660	4120	4608	5099	5527	6121
Valencia	362	369	881	1232	1536	1810	2000	2279	2526	2804	3087	3364	3873
SCPL	1462	1405	2927	4280	5467	6554	7342	8424	9451	10541	11629	12631	14290

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

In June 2016, a total of 5,091 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

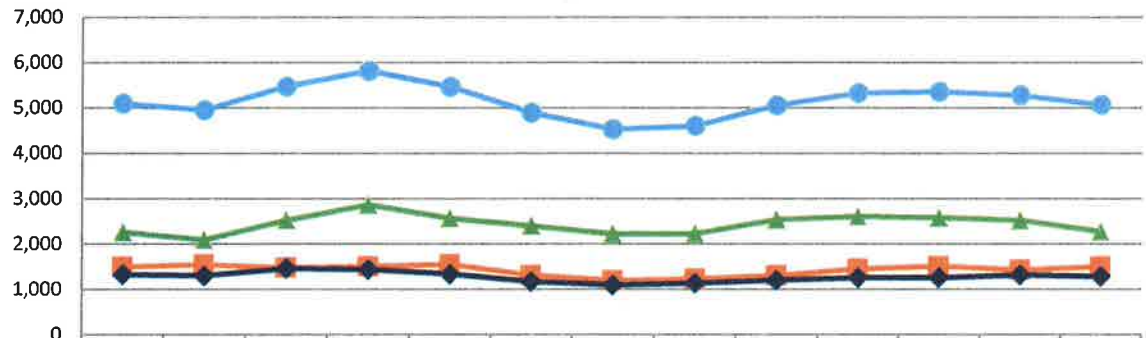
1,505 Wi-Fi users were at the Canyon Country Library, 2,291 at Newhall Library, and 1,295 at Valencia Library.

Wi-Fi Users



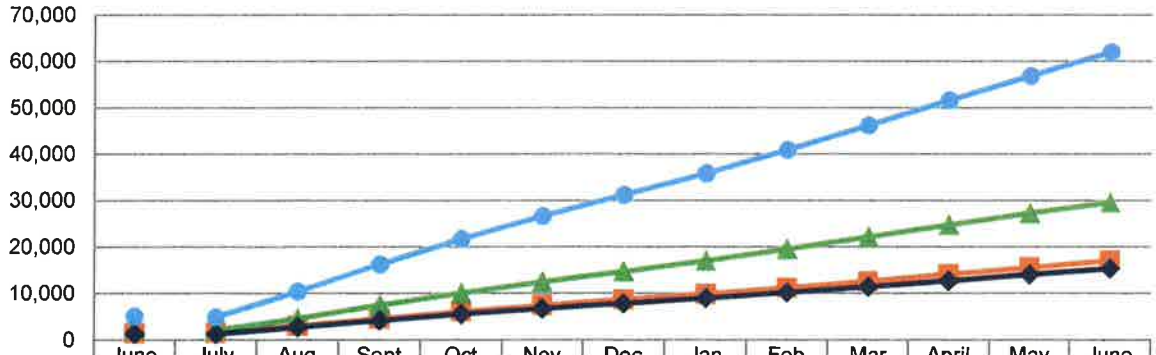
	June '15	June '16
Canyon Country	1,505	1,505
Newhall	2,276	2,291
Valencia	1,337	1,295
SCPL	5,118	5,091

Wi-Fi Users - Monthly



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	1505	1556	1487	1510	1556	1318	1202	1238	1316	1458	1516	1436	1505
Newhall	2276	2107	2542	2878	2584	2414	2237	2240	2552	2627	2594	2538	2291
Valencia	1337	1311	1470	1448	1347	1180	1108	1145	1212	1266	1267	1330	1295
SCPL	5,118	4,974	5,499	5,836	5,487	4,912	4,547	4,623	5,080	5,351	5,377	5,304	5,091

Cumulative Wi-Fi Users - YTD



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Cyn Country	1505	1556	3043	4553	6109	7427	8629	9867	11183	12641	14157	15593	17098
Newhall	2276	2107	4649	7527	10111	12525	14762	17002	19554	22181	24775	27313	29604
Valencia	1337	1311	2781	4229	5576	6756	7864	9009	10221	11487	12754	14084	15379
SCPL	5118	4974	10473	16309	21796	26708	31255	35878	40958	46309	51686	56990	62081

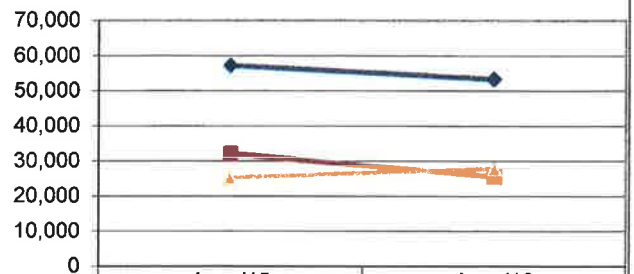
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE

In June 2016, the Library's website received a total of 53,529 visits.

25,640 were returning visitors and 27,889 were new visitors to the Library website.

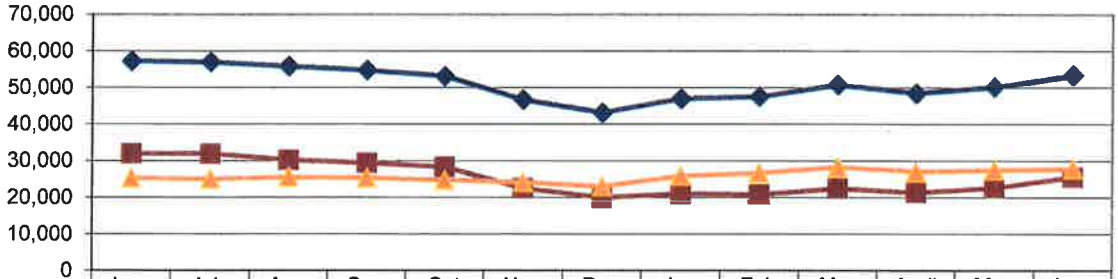
Visitors to the Santa Clarita Public Library website viewed 80,206 website pages during the month of June 2016.

Library Website Visits



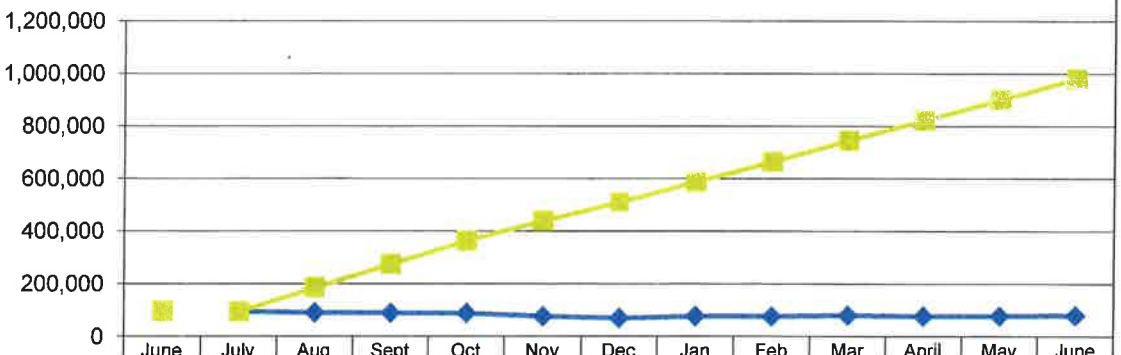
	June '15	June '16
Website Visits	57,343	53,529
Returning Visitors	31,997	25,640
New Visitors	25,346	27,889

Library Website Visits - Monthly



	June '15	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Website Visits	57343	57053	55879	54841	53225	46779	43238	47118	47648	50923	48591	50290	53529
Returning Visitors	31997	31950	30286	29450	28422	22547	20106	21156	20870	22559	21429	22731	25640
New Visitors	25346	25103	25593	25391	24803	24232	23132	25962	26778	28364	27162	27559	27889

Library Web Pages Viewed -YTD



	June '15	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16
Webpages Viewed - Monthly	96639	94505	90815	89319	88604	76901	70207	77616	77262	80515	77570	78307	80206
Webpages Viewed - YTD	96639	94505	185320	274639	363243	440144	510351	587967	665229	745744	823314	901621	981827