

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: April 15, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – MARCH 2016

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

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

- 72,477 patrons visited the Libraries, 1,090 new Library cards were issued, and 7,442 patrons attended a Library program.
- 117,449 books and materials were circulated, and 11,900 holds were filled.
- 13,988 patrons reserved and used a public computer, while 5,351 patrons used the Library's free Wi-Fi.
- The Library's website received 50,923 visits, comprising 28,364 new visitors and 22,559 returning visitors. Together they viewed 80,515 website pages on the Library website.

MARCH 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Mar. 2016	Mar. 2015	Mar. 2016	Mar. 2015	Mar. 2016	Mar. 2015	Mar. 2016	Mar. 2016	Mar. 2015
Circulation	29,482	34,187	26,155	35,781	50,227	61,082	11,585	117,449	131,050
Patron Traffic	21,338	23,049	29,715	31,905	21,424	23,918		72,477	78,872
PC Reservations	5,021	5,965	5,518	7,518	3,449	4,492		13,988	17,975
Volunteer Hours	494	354	500	801	298	290		1,292	1,445
Holds Filled	3,623	3,698	3,189	3,690	5,088	6,683		11,900	14,071
Number of Programs	101	96	130	129	77	79		308	304
Program Attendance	1,993	2,286	3,413	3,181	2,036	1,841		7,442	7,308
Library Cards Issued	324	382	488	612	278	292		1,090	1,286
Wi-Fi Users	1,458	1,507	2,627	2,484	1,266	1,303		5,351	5,294
Homework Help: Students Assisted	197	n/a	182	n/a	26	n/a	n/a	405	n/a
Website Visits								50,923	53,201
Outreach Events								29	
Outreach Attendance								1,363	
Databases							26,484	26,484	

SANTA CLARITA PUBLIC LIBRARY STATISTICS

April 15, 2016

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Santa Clarita Public Library March 2016 Programs and Highlights

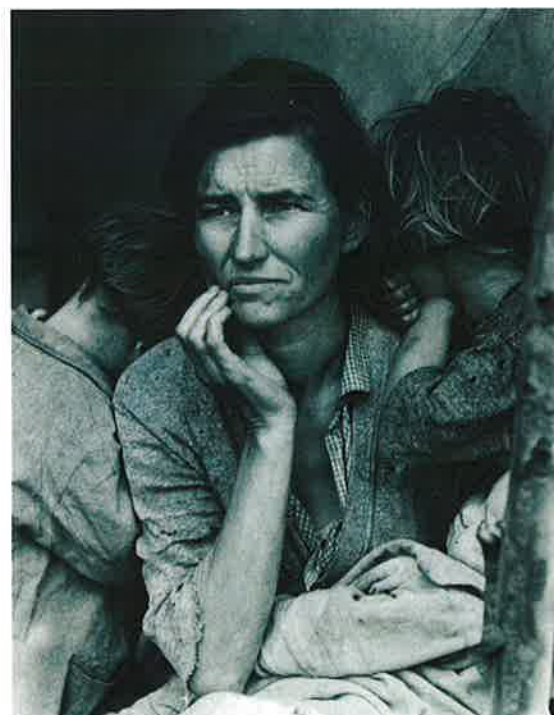
Regularly scheduled programs for March included: Storytimes for Baby and Toddler, Just 2s and 3s, School Readiness, Bilingual/Cuenta Cuentos, and Elementary, Youth Chess Club, Lego Days, Read to Dogs, Digital Drop-In, and Homework Help.

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



- **One Story One City** – For March, the libraries engaged Santa Clarita residents of all ages in the 2nd annual One Story One City event. The month-long initiative included 24 programs tied to the titles: *Mary Coin* by Marisa Silver, *Esperanza Rising* by Pam Munoz Ryan, and *Our California*, also by Pam Munoz Ryan and illustrated by Rafael Lopez.
- The **Author Event with Marisa Silver** was held after hours at the Old Town Newhall Library and attracted 86 attendees. The program was accompanied by a reception for the author and hosted by the Friends of the Library with the participation of local student chapters of the Human Rights Watch (HRW).

- The reception held at Old Town Newhall Library for the **“Essence of the Moment” Art Exhibit** was attended by over 50 people who came to enjoy the display, as well as live music of the 1930s and a presentation by a “Women in History” interpreter from the American Association of University Women. The art, mainly photos by local artists, tied into the spirit of the featured book, *Mary Coin*, by Marisa Silver, which presents a fictionalized version of the event’s leading photographer, Dorothea Lange, to take her famous picture, “Migrant Mother.”



SANTA CLARITA PUBLIC LIBRARY STATISTICS

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- **Rafael Lopez**, children's book illustrator, gave a presentation about his inspiration for his art work and created demonstration drawings at the Valencia Library. Mr. Lopez, who travels around the world to create community-participation murals, won the Pura Belpre award for book illustrations this year. His book, Our California, is the *One Story One City* selection for the youngest readers.

- Special editions of ongoing programs (Genealogy, ARTree Presents, Elementary Storytime, Operation Art and much more), book discussions, movie presentations, and a Jam session featuring old time music and dancing supplemented the One Story One City initiative. The Library partnered with many local entities, including the City's Arts and Events,

Communications and Technology Services divisions, HRW, the Senior Center, and Barnes & Noble to make this month-long program a success.



- **Five-Year Anniversary Library Cards** – As part of this summer's upcoming "5 Years of Service and Stories" celebration, library cards to commemorate the Library's first five years are being created from the designs of young local artists. The Library received 130 entries from kids who love their libraries!

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 - March 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

March 2016

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

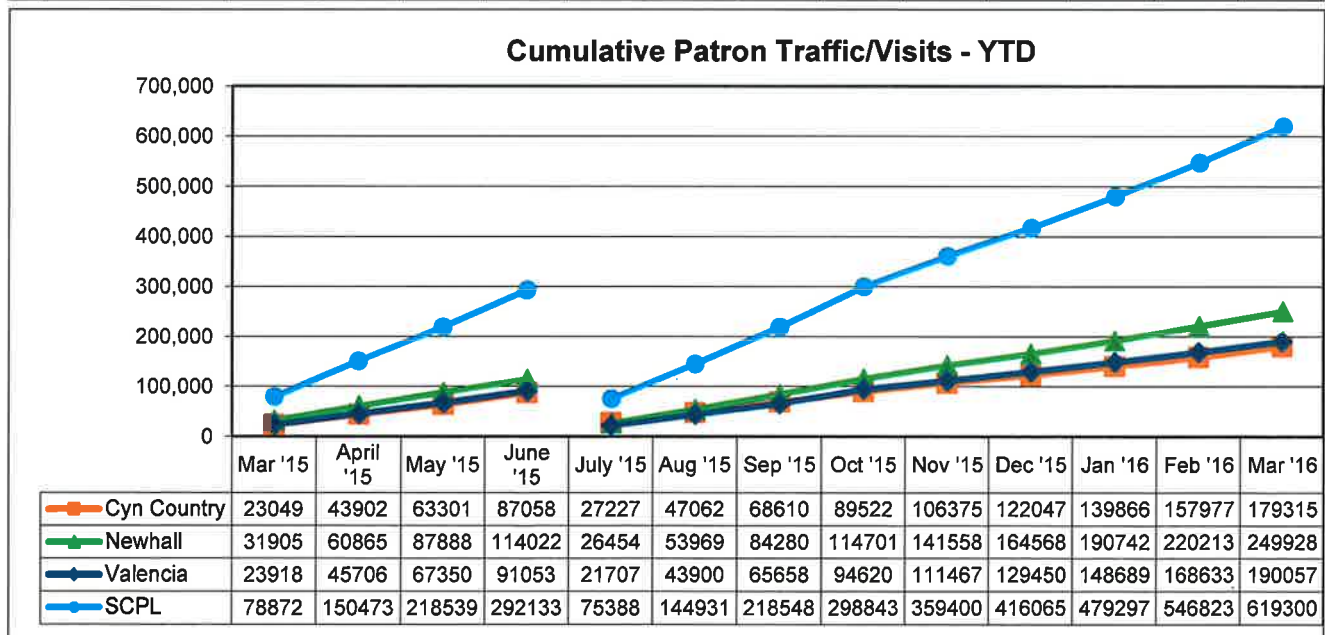
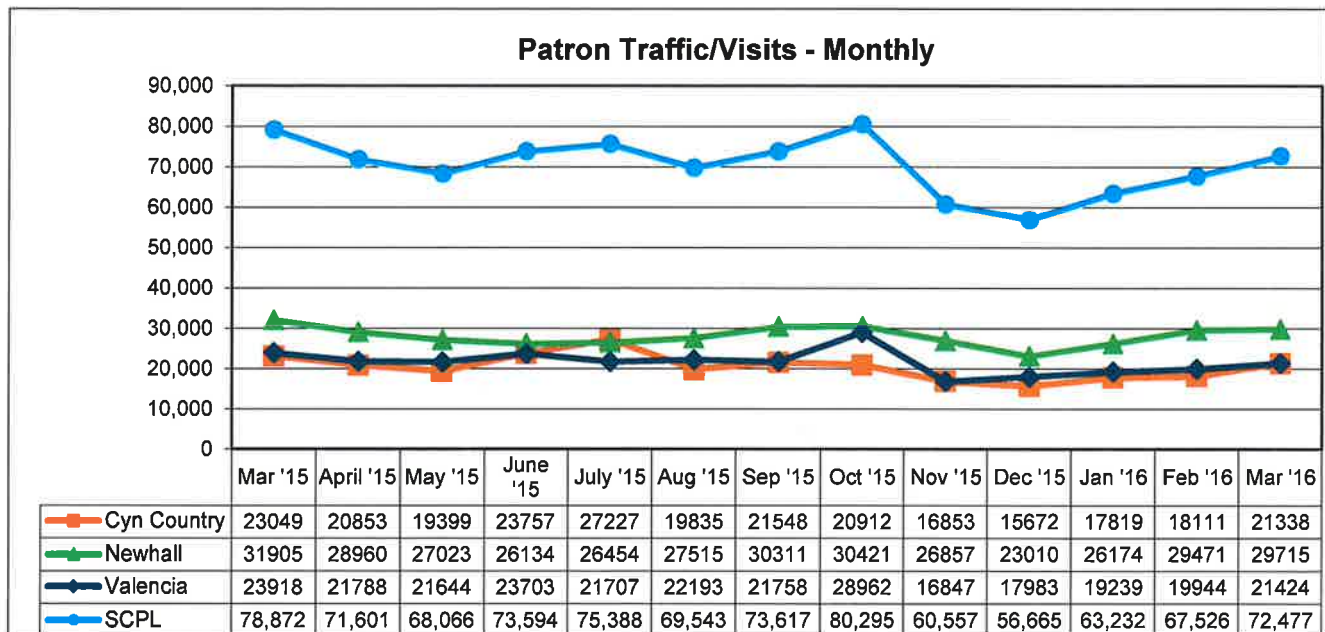
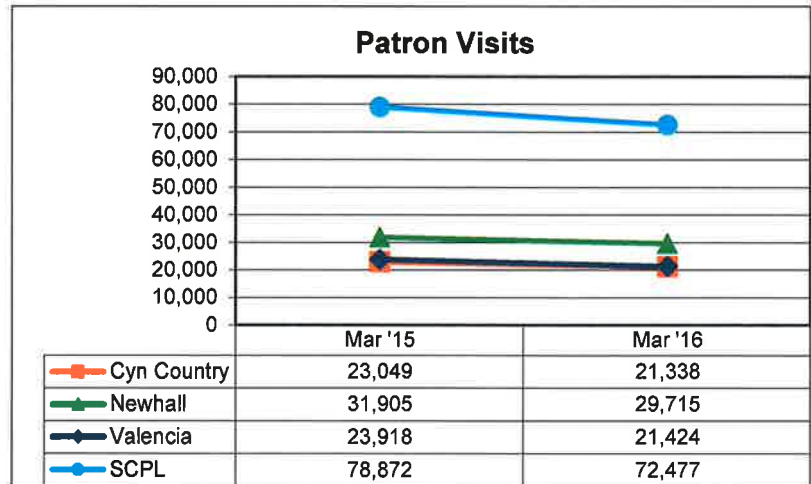
Statistical Summary

Month-to-Date									
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Website Visits								50,923	53,201
Outreach Events								29	
Outreach Attendance								1,363	
Databases							26,484	26,484	

Year-to-Date									
MARCH 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Mar. Y-T-D 2016	Mar. Y-T-D 2015	Mar. Y-T-D 2016	Mar. Y-T-D 2015	Mar. Y-T-D 2016	Mar. Y-T-D 2015	Mar. Y-T-D 2016	Mar. Y-T-D 2016	Mar. Y-T-D 2015
Circulation	269,239	284,107	244,748	313,126	449,956	516,930	100,949	1,064,892	1,114,163
Patron Traffic	179,315	197,653	249,928	269,278	190,057	214,137		619,300	681,068
PC Reservations	44,977	52,834	55,112	71,764	32,309	38,745		132,398	163,343
Volunteer Hours	4,339	4,144	5,192	6,088	2,326	2,264		11,857	12,496
Holds Filled	32,801	33,095	28,890	29,661	53,002	51,434		114,693	114,190
Number of Programs	530	536	747	871	435	529		1,712	1,936
Program Attendance	10,532	11,807	21,441	24,284	10,772	12,961		42,745	49,052
Library Cards Issued	3,129	3,257	4,608	5,705	2,804	3,038		10,541	12,000
Wi-Fi Users	12,641	12,894	22,181	21,513	11,487	11,908		46,309	46,315
Homework Help: Students Assisted	1,097	n/a	1,436	n/a	97	n/a	n/a	2,630	n/a
Website Visits								456,704	449,360
Outreach Events								119	
Outreach Attendance								10,702	
Databases							220,761	220,761	

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

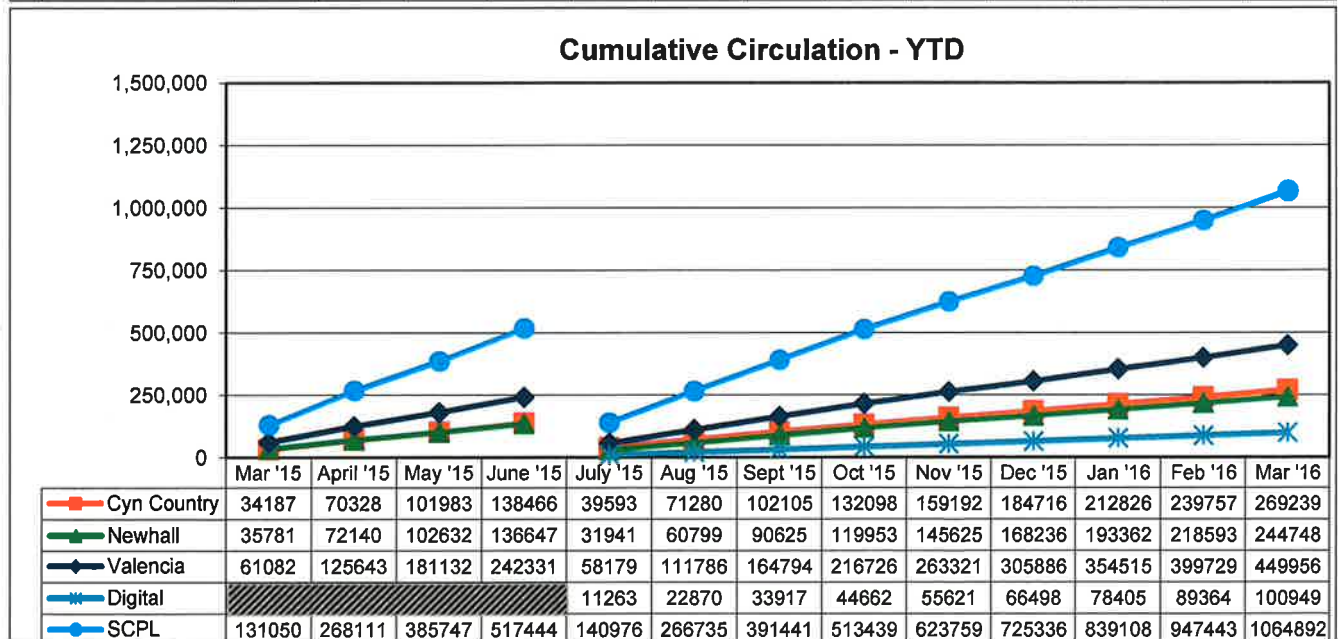
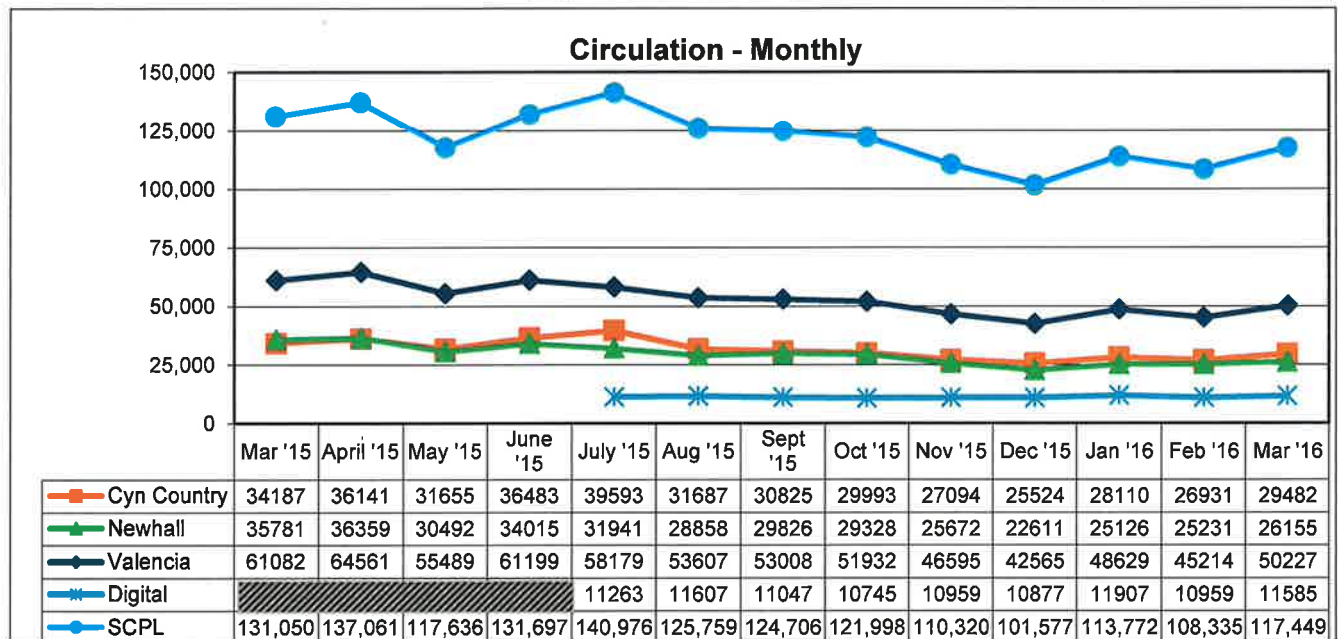
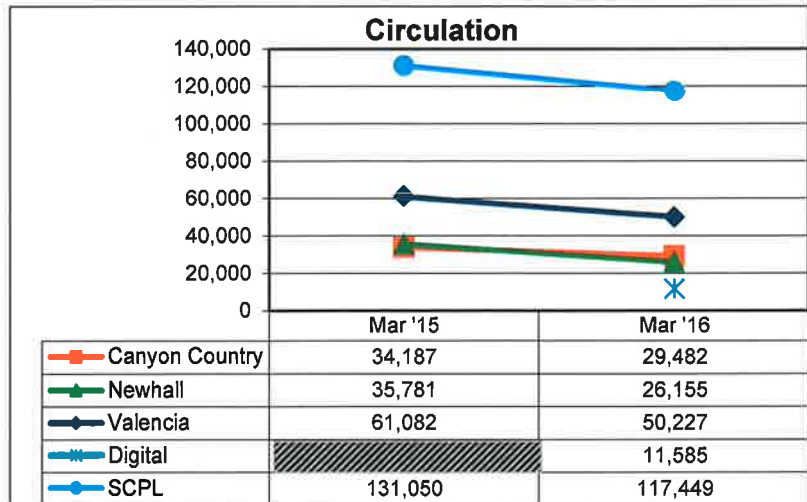
In March 2016, a total of 72,477 patrons visited the Santa Clarita Public Library, with 21,338 visitors at Canyon Country, 29,715 at Newhall, and 21,424 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In March 2016, a total of 117,449 books and materials were circulated in the Santa Clarita Public Library.

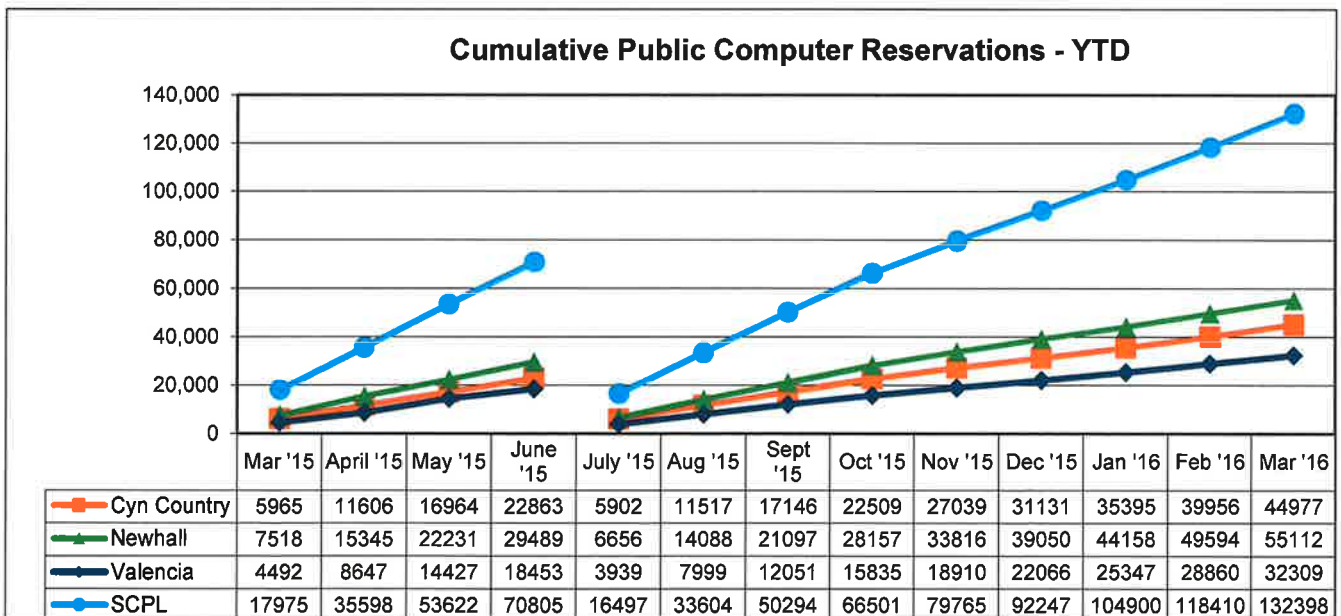
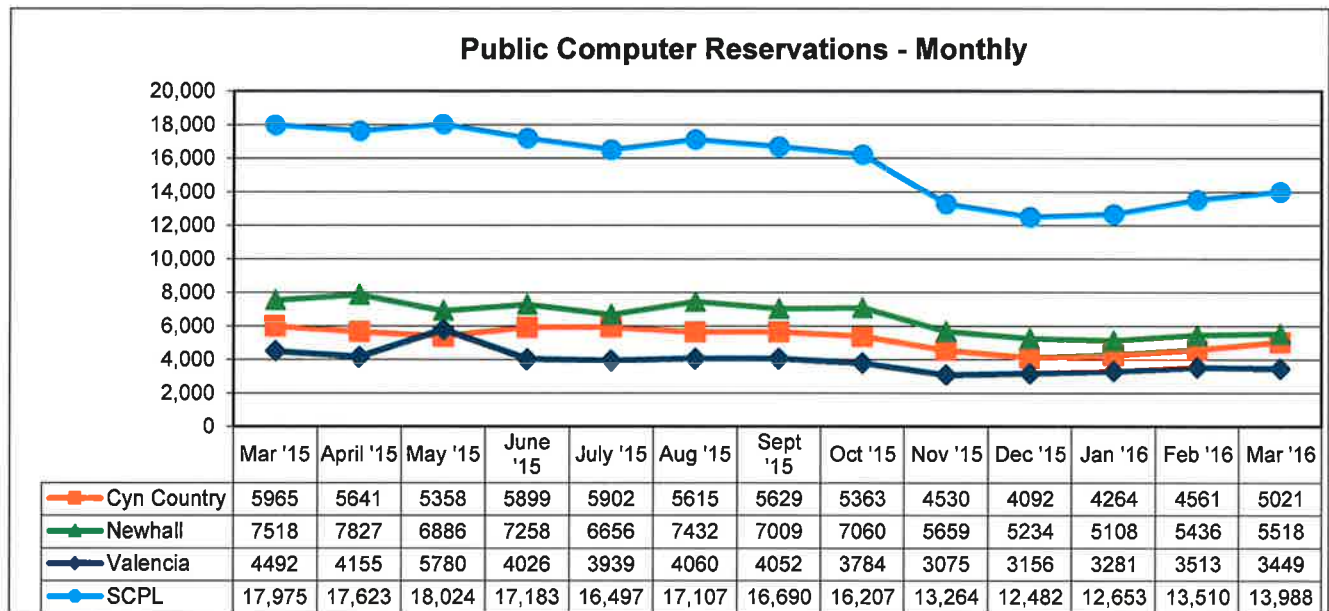
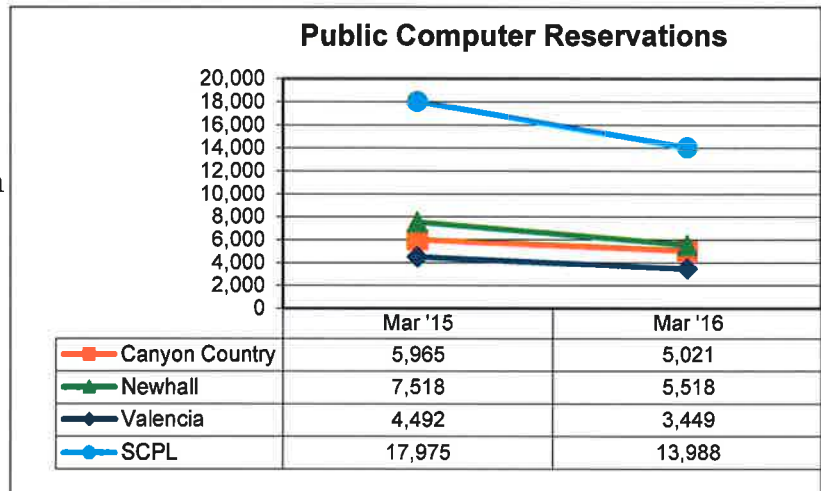
29,482 books and materials were circulated at the Canyon Country Library, 26,155 at Newhall Library, 50,227 at Valencia Library, and 11,585 at the Digital Library.



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

In March 2016, a total of 13,988 patrons reserved and used a public computer.

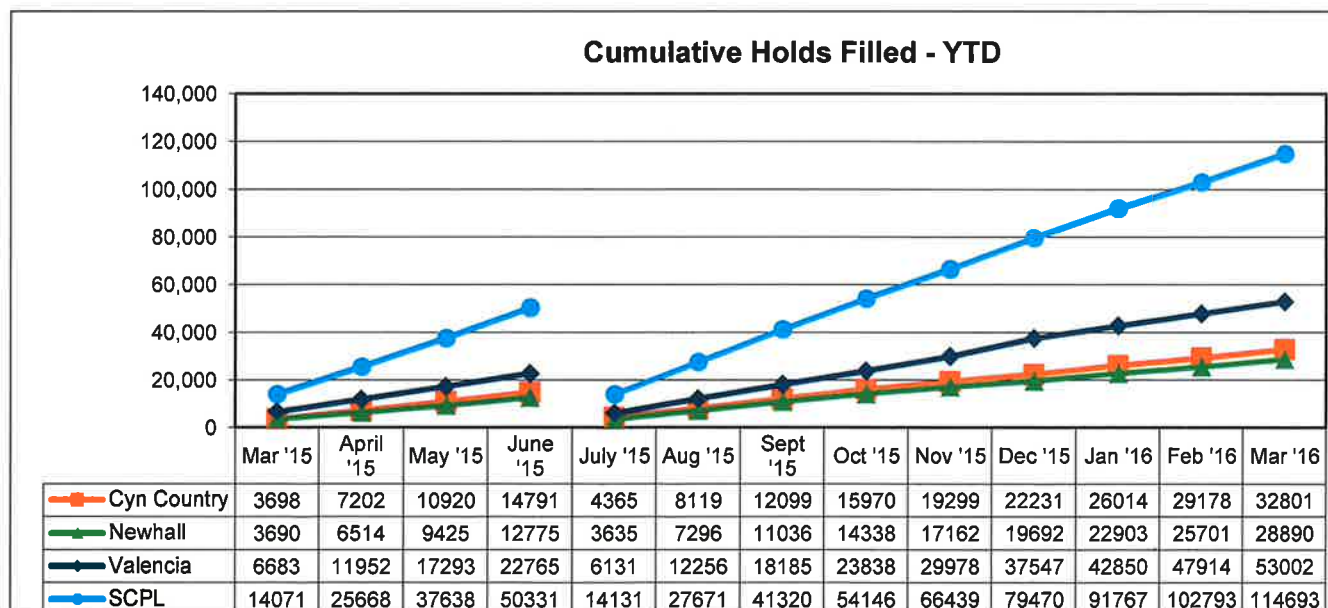
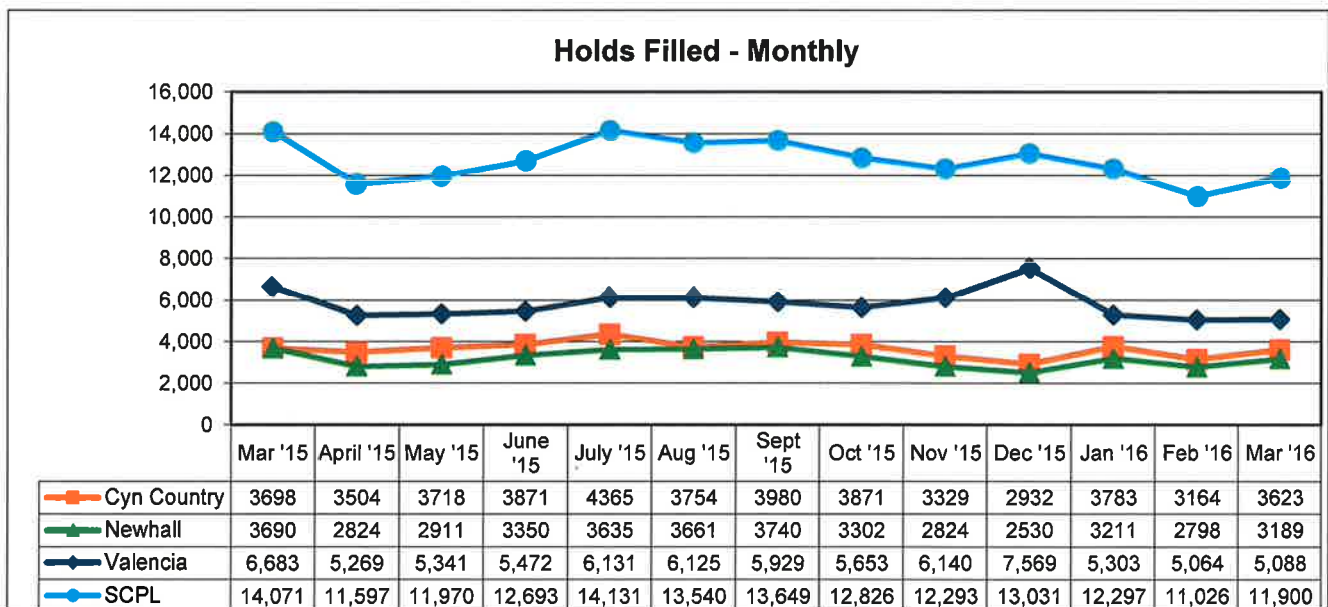
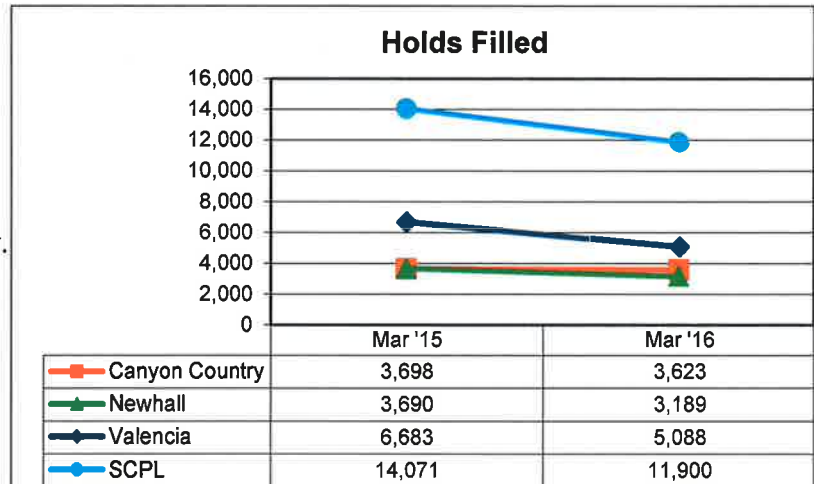
5,021 patrons used public computers in the Canyon Country Library, 5,518 in Newhall Library, and 3,449 in Valencia Library.



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

In March 2016, a total of 11,900 holds were filled in the Santa Clarita Public Library.

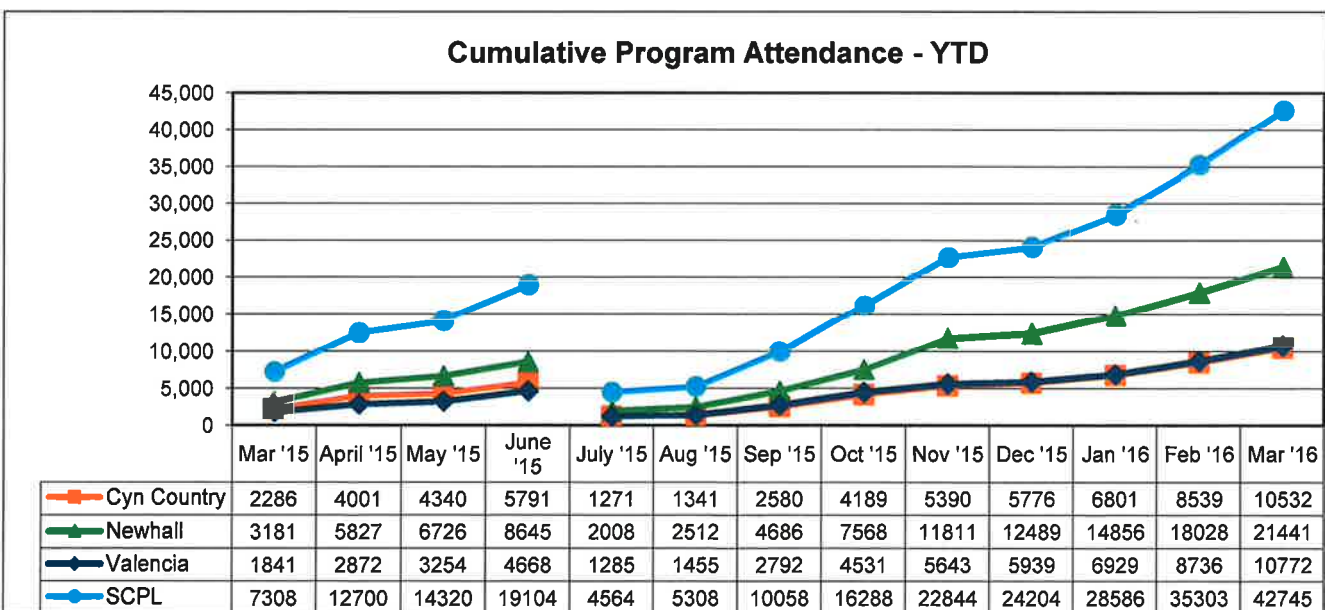
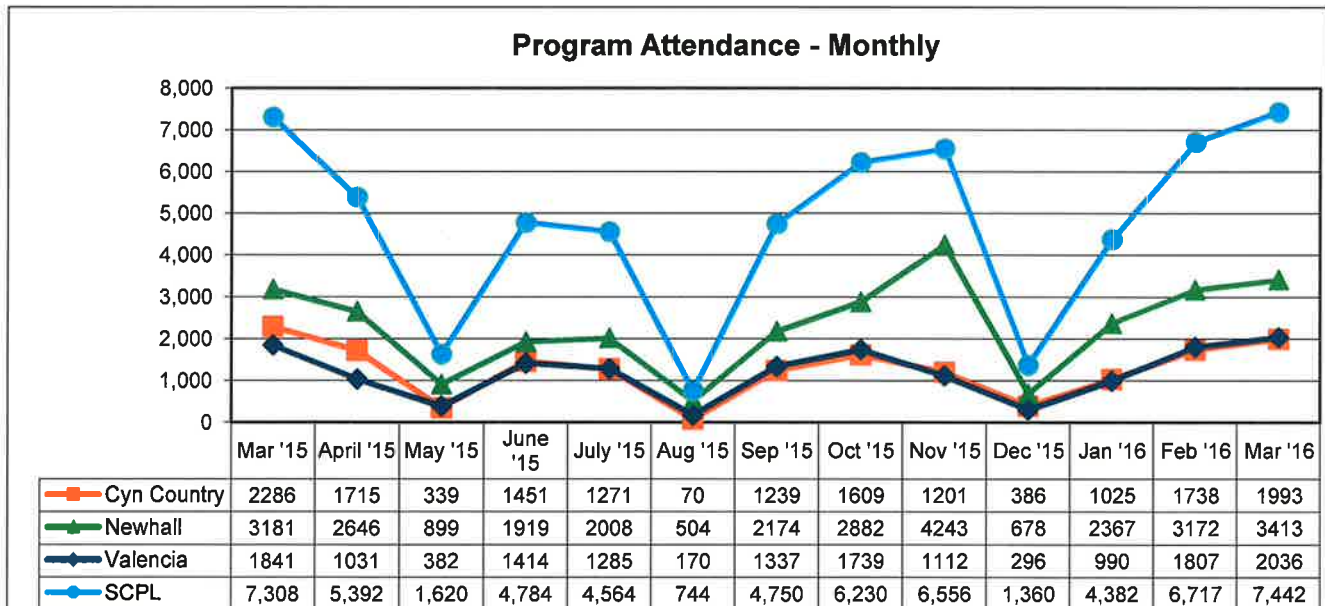
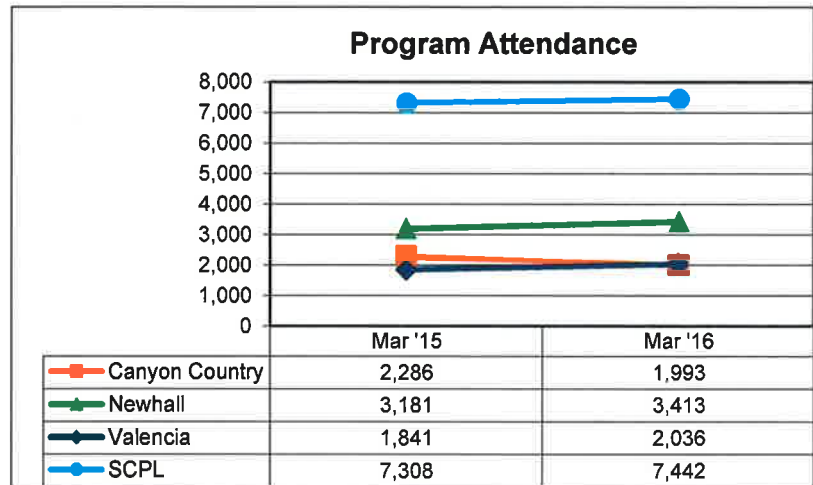
3,623 holds were filled in the Canyon Country Library, 3,189 in Newhall Library, and 5,088 in Valencia Library.



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

In March 2016, a total of 7,442 attendees participated in a program.

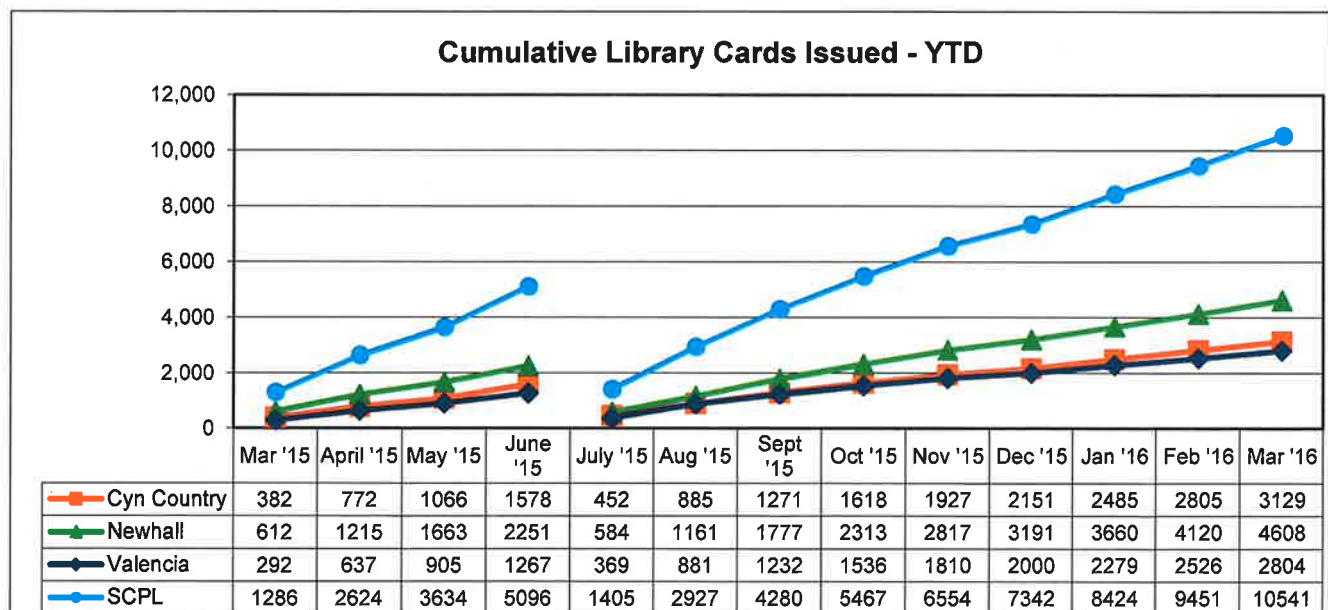
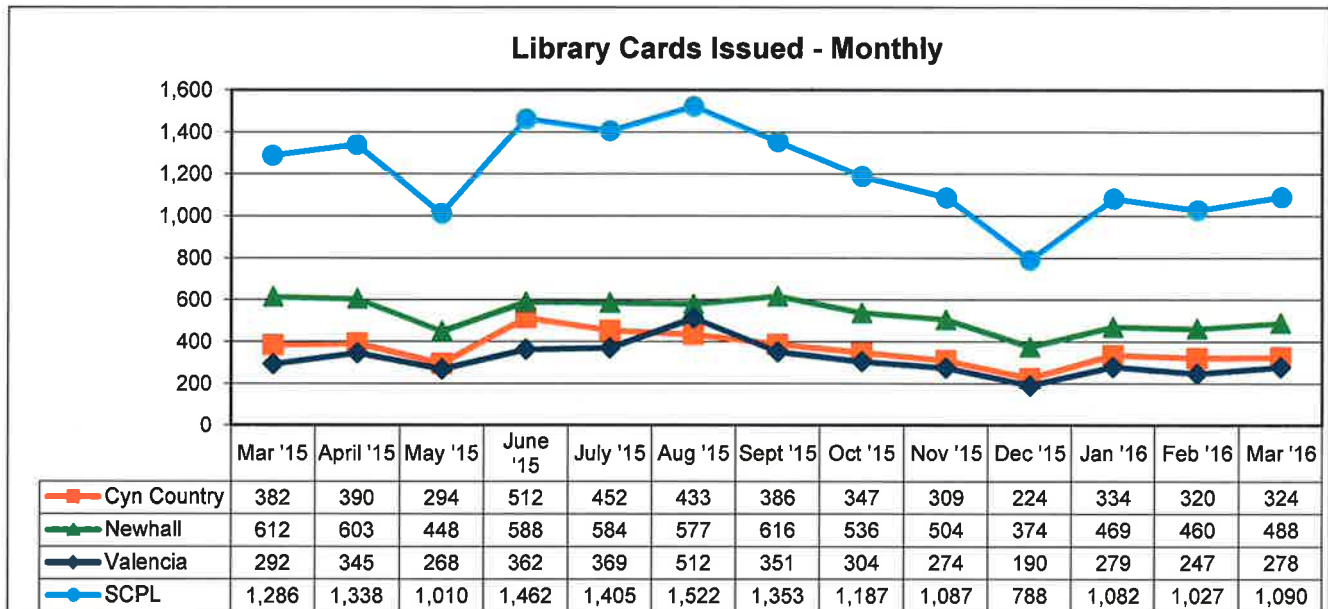
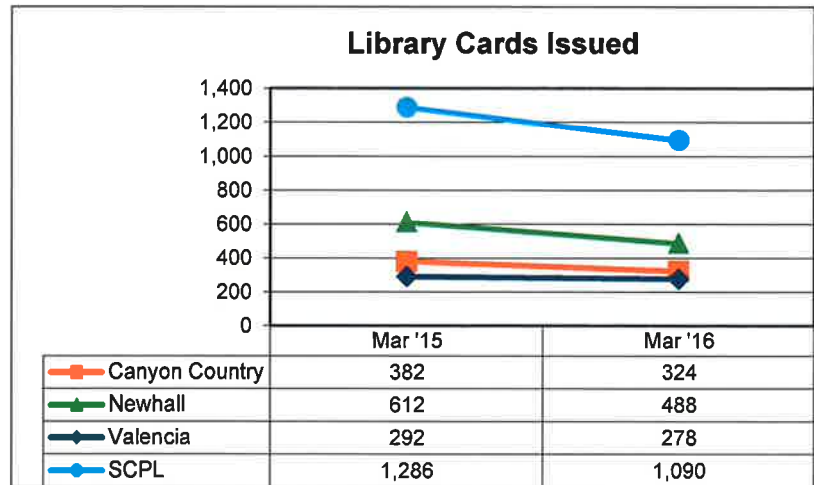
1,993 attended a Library program at the Canyon Country Library, 3,413 at Newhall Library, and 2,036 at Valencia Library.



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

In March 2016, a total of 1,090 new Library cards were issued.

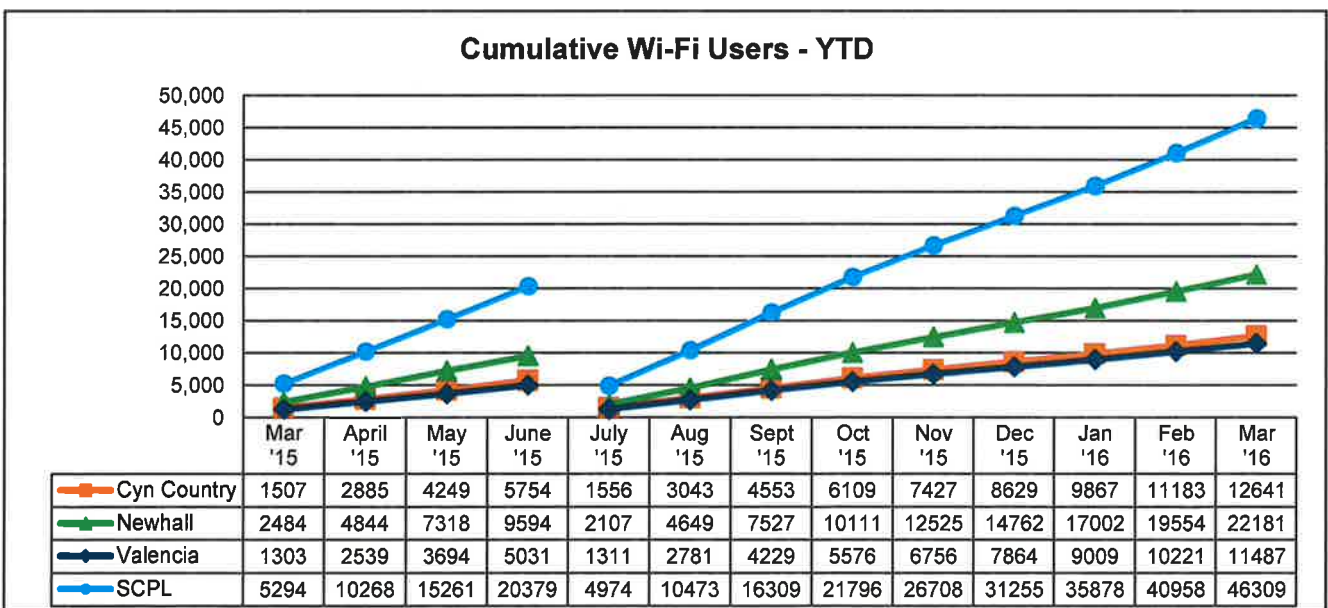
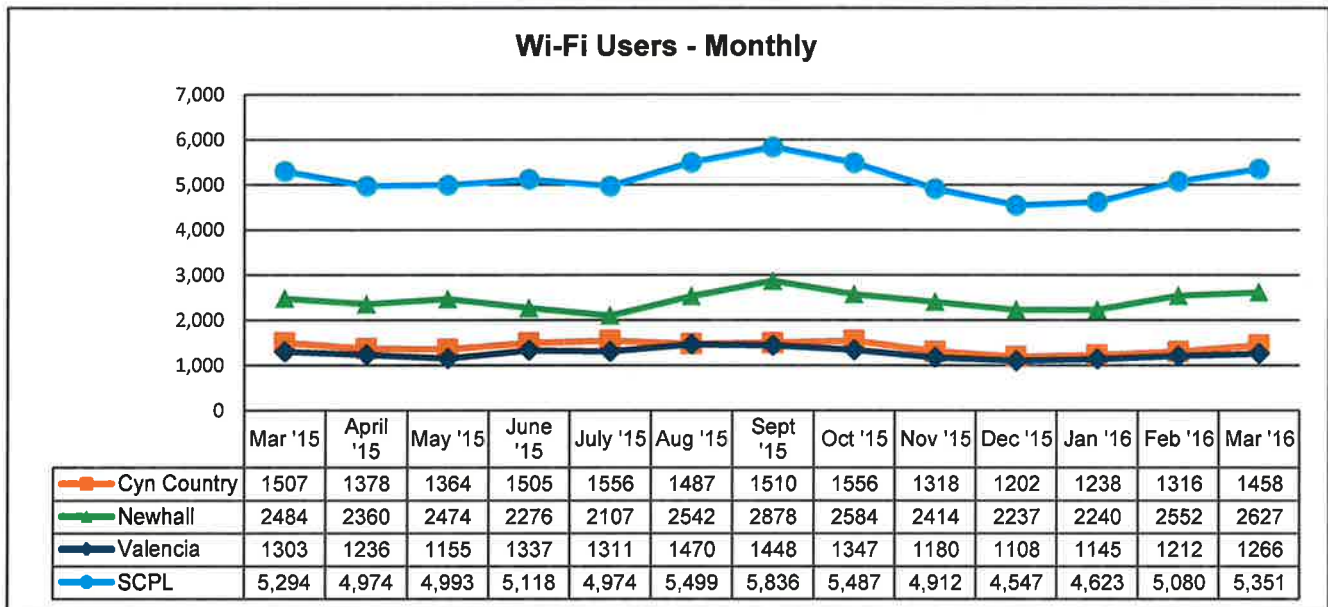
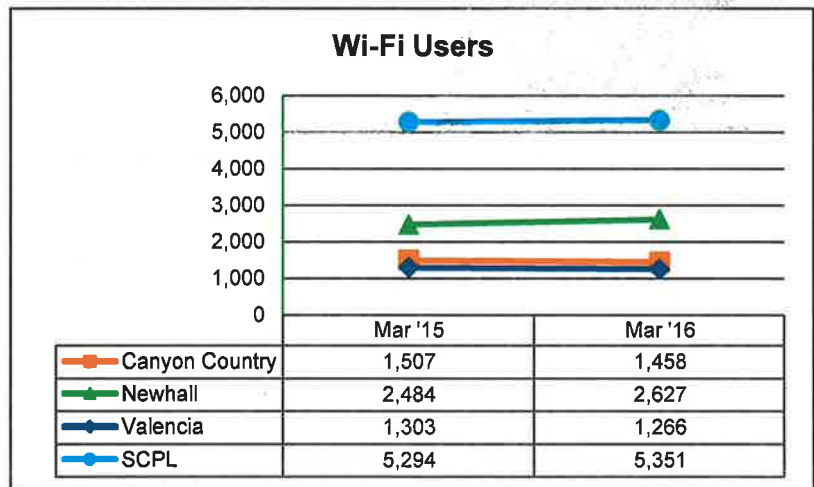
324 new Library cards were issued at the Canyon Country Library, 488 at Newhall Library, and 278 at Valencia Library.



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

In March 2016, a total of 5,351 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,458 Wi-Fi users were at the Canyon Country Library, 2,627 at Newhall Library, and 1,266 at Valencia Library.



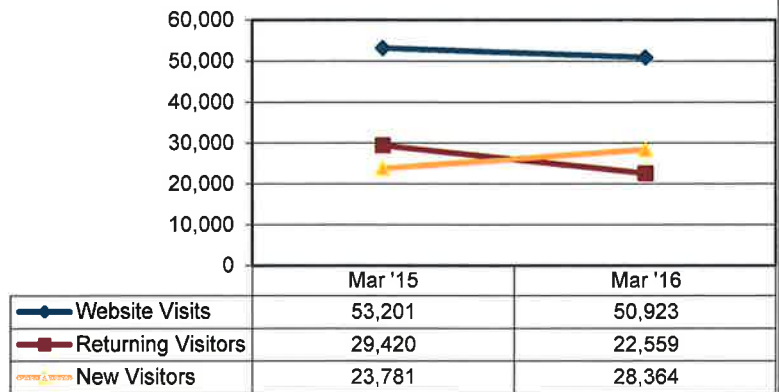
**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE**

In March 2016, the Library's website received a total of 50,923 visits.

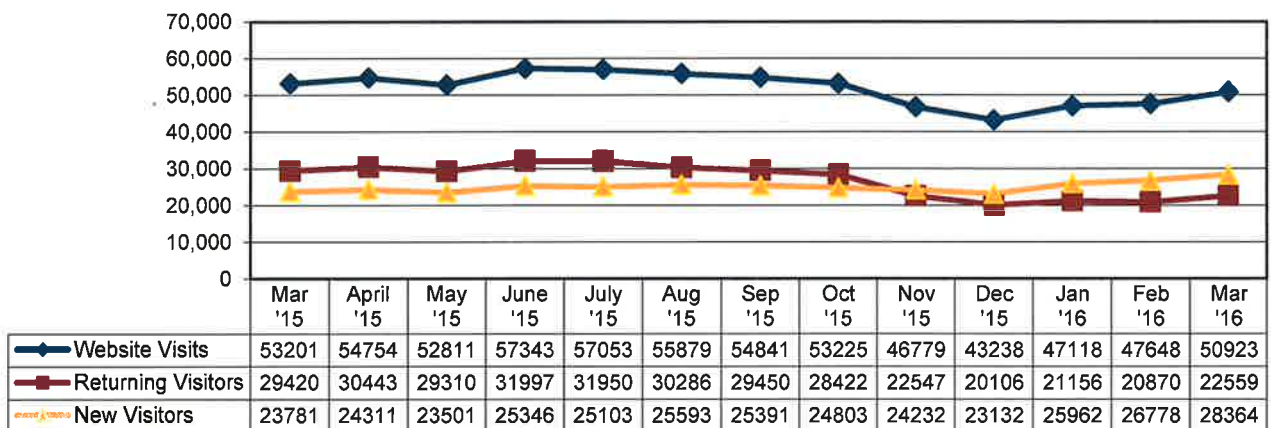
22,559 were returning visitors and 28,364 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 80,515 website pages during the month of March 2016.

Library Website Visits



Library Website Visits - Monthly



Library Web Pages Viewed -YTD

