

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: June 13, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – MAY 2016

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

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

- 66,926 patrons visited the Libraries, 1,002 new Library cards were issued, and 2,171 patrons attended a Library program.
- 107,187 books and materials were circulated, and 10,712 holds were filled.
- 13,208 patrons reserved and used a public computer, while 5,304 patrons used the Library’s free Wi-Fi.
- The Library’s website received 50,290 visits, comprising 27,162 new visitors and 21,429 returning visitors. Together they viewed 78,307 website pages on the Library website.

MAY 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	May 2016	May 2015	May 2016	May 2015	May 2016	May 2015	May 2016	May 2016	May 2015
Circulation	26,302	31,655	22,946	30,492	46,074	55,489	11,865	107,187	117,636
Patron Traffic	18,521	19,399	28,882	27,023	19,523	21,644		66,926	68,066
PC Reservations	4,949	5,358	4,826	6,886	3,433	5,780		13,208	18,024
Volunteer Hours	366	339	410	581	201	225		977	1,145
Holdings Filled	3,180	3,718	2,776	2,911	4,756	5,341		10,712	11,970
Number of Programs	47	28	68	70	33	26		148	124
Program Attendance	669	339	1,062	899	440	382		2,171	1,620
Library Cards Issued	297	294	428	448	277	268		1,002	1,010
Wi-Fi Users	1,436	1,364	2,538	2,474	1,330	1,155		5,304	4,993
Homework Help: Students Assisted	90	n/a	146	n/a	4	n/a	n/a	240	n/a
Website Visits								50,290	52,811
Outreach Events								10	
Outreach Attendance								375	
Databases							21,322	21,322	

Santa Clarita Public Library May 2016 Programs and Highlights

Regularly scheduled programs for May included: Youth Chess Club, Read to Dogs, Digital Drop-In, and Homework Help. In preparation for the 2016 Summer Reading Program beginning in June, there were no regularly scheduled storytimes during May.

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

- **St. Francis Dam Presentation** – In partnership with the Santa Clarita Valley Historical Society, Professor D.C. Jackson of Lafayette College gave a presentation regarding the St. Francis Dam disaster and his new book, *Heavy Ground: William Mulholland and the St. Francis Dam Disaster*. This is the second lecture the library has hosted this year regarding the St. Francis Dam disaster, and it has proved to be a popular and engaging topic for those interested in California history.
- **Intellectual Property Basics Workshop** – On Thursday, May 19, the Old Town Newhall Library hosted a special workshop on Intellectual Property Basics for Businesses and Entrepreneurs. The workshop was presented by Erica Bristol, an attorney who specializes in mediating Intellectual Property (IP) disputes. The purpose of the workshop was to educate businesses on the basics of intellectual property-copyrights, trademarks, trade secrets, and patents. Attendees also learned how to identify and track IP created by founders, employees, and independent contractors, how to prevent employees from taking the company's IP when they leave, the importance of having a company IP policy and management plan, how to protect and enforce the company's IP rights, and how to reduce the risk of IP infringement claims and litigation.



- **Amgen Tour** – The Amgen Tour of California is an annual eight-day cycling race that starts in San Diego and ends in Sacramento. On May 16, the site of the Stage 2 finish line of the Amgen Tour of California was positioned outside the Old Town Newhall Library. Library staff joined in the celebration with cycling-themed book displays, cheering, and cowbells.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

June 13, 2016

Page 3

- **Featured Guest Speaker** – On May 13 at the Old Town Newhall Library, Jacquelyn Mitchard, author of *The Deep End of the Ocean* and *Two if by Sea*, was the featured speaker. Forty-five guests enjoyed the presentation by this NY Times Bestselling Author. The event was sponsored by the Friends of the Library.
- **New Library Website** – The new Santa Clarita Public Library website was launched in mid-May. The new design now highlights the digital branch resources, adds the ability to search the site, and offers easier navigation, as well as an updated look.



If you have any questions, please contact me.

DH:BI:RB:hds

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Attachment

cc: Kelly Behle, City Librarian
City Leadership Team
Citizens Public Library Advisory Committee
Friends of Santa Clarita Public Library