

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: November 10, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – OCTOBER 2015

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

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


- 80,295 patrons visited the Libraries, 1,187 new Library cards were issued, and 6,230 patrons attended a Library program.
- 121,384 books and materials were circulated, and 12,826 holds were filled.
- 16,207 patrons reserved and used a public computer, while 5,487 patrons used the Library's free Wi-Fi.
- The Library's website received 53,225 visits, comprising 24,803 new visitors and 28,422 returning visitors. Together they viewed 88,604 website pages on the Library website.

OCTOBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Oct. 2015	Oct. 2014	Oct. 2015	Oct. 2014	Oct. 2015	Oct. 2014	Oct. 2015	Oct. 2015	Oct. 2014
Circulation	29,993	33,142	29,328	37,630	51,932	60,524	10,131	121,384	131,296
Patron Traffic	20,912	21,702	30,421	32,240	28,962	25,413		80,295	79,355
PC Reservations	5,363	6,383	7,060	9,013	3,784	4,572		16,207	19,968
Volunteer Hours	465	455	676	654	292	238		1,433	1,347
Holds Filled	3,871	3,981	3,302	3,450	5,653	6,003		12,826	13,434
Number of Programs	80	85	109	145	68	84		257	314
Program Attendance	1,609	1,932	2,882	2,982	1,739	2,305		6,230	7,219
Library Cards Issued	347	344	536	674	304	343		1,187	1,361
Wi-Fi Users	1,556	1,468	2,584	2,484	1,347	1,386		5,487	5,338
Homework Help: Students Assisted	168	n/a	283	n/a	16	n/a	n/a	467	n/a
Website Visits								53,225	52,613
Outreach Events								14	
Outreach Attendance								1,701	
Databases							24,479	24,479	

Santa Clarita Public Library October 2015 Programs and Highlights

Autumn programming for Santa Clarita Public Library continued in October. Regularly scheduled programs for Fall included: Storytimes for Baby and Toddler, Just 2s and 3s, School Readiness, Bilingual/Cuenta Cuentos, Pajama, and Elementary, Youth Chess Club, Lego Days, Read to Dogs, and Homework Help.

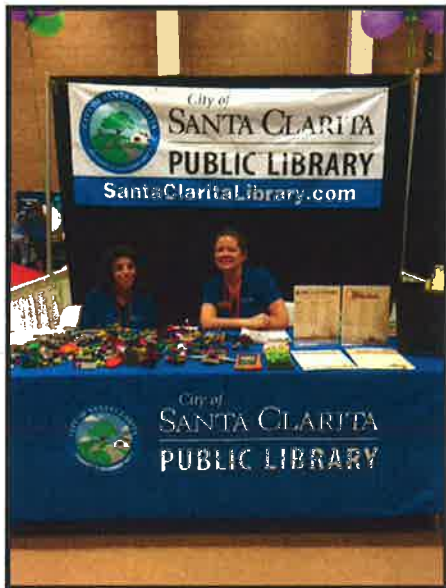
In addition to the regularly scheduled storytimes and programs, the following Fall programs took place:

- **Kitchen Science** – School-age children had a chance to try simple experiments during the Kitchen Science programs at the Old Town Newhall Library. During this month's program, Lava Lunacy, children made predictions and learned about mixing liquids with different densities. Each child performed an experiment using water, oil, liquid food coloring, and Alka-Seltzer tablets. A small flashlight was used to light the bottles of solution from below once the Alka-Seltzer was added, creating an impromptu Lava Lamp.
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- **All Staff Day** – All Staff Day 2015 focused on Emergency Preparedness. In the beginning of the day, staff were divided into Survivor Teams to decide what items would ensure their survival in the event of a devastating (but humorous) disaster. Donna Nuzzi, Emergency Services Supervisor, gave an informative presentation, and Darren Hernández inspired the group with his vision for the Library. After lunch, everyone went to their respective libraries for a Hazard Mitigation Hunt and evacuation drills.
 - **Teen Read Week** – Santa Clarita Public Library celebrated Teen Read Week, a national literacy initiative created by Young Adult Library Services Association (YALSA), by embracing the theme of "Get Away at Your Library." Through compelling displays featuring books set in each of the 50 states, blog posts spotlighting titles from around the world, and songs for a road trip, librarians highlighted recreational resources that allow teens to travel to far-off places without leaving the comfort of their own city. To encourage teens to capture their own adventures, each branch hosted a craft program where teens could repurpose old maps as photo frames.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

November 10, 2015

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- **Kid Expo** – Staff from the Santa Clarita Public Library made Library cards, shared information about free story times and events the Library has to offer, and answered questions families had about the Library. The Expo table was dedicated to Legos so staff could highlight the many Lego programs that are offered. Staff is proud to participate in events like Kid Expo where they can make new friends in the community and give a hearty, outside-the-library hello to all the families they already know and love.
- **Halloween Scavenger Hunt** – This event encouraged children to explore their local Library branch in a fun and seasonal way. By earning a reward for searching out spooky decorations hidden around the children's area, families learned how to navigate the various sections of the Library together and become more familiar on how to find books, movies, and resources to enjoy. By creating a silly atmosphere through costumes and crafts, children were able to practice fine motor skills and self-expression, promoting an early interest in the Library.
- **Adult Adaptive** – On the first Friday of each month, Santa Clarita Library offers a program for differently abled adults and their caregivers at the Canyon Country branch. Adult Adaptive Reading program offers a chance to explore new titles, learn something new, and socialize. October's event was all about Superheroes! They practiced drawing superheroes, read graphic novels, and tested their technical skills with a Batman computer game.



If you have any questions, please contact me.

DH:BI:RB:hds

S:\FIN\MALibrary\Statistics - Library\FY 15-16 Library Stats\2015 October\Memo Library Stats – October 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

October 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

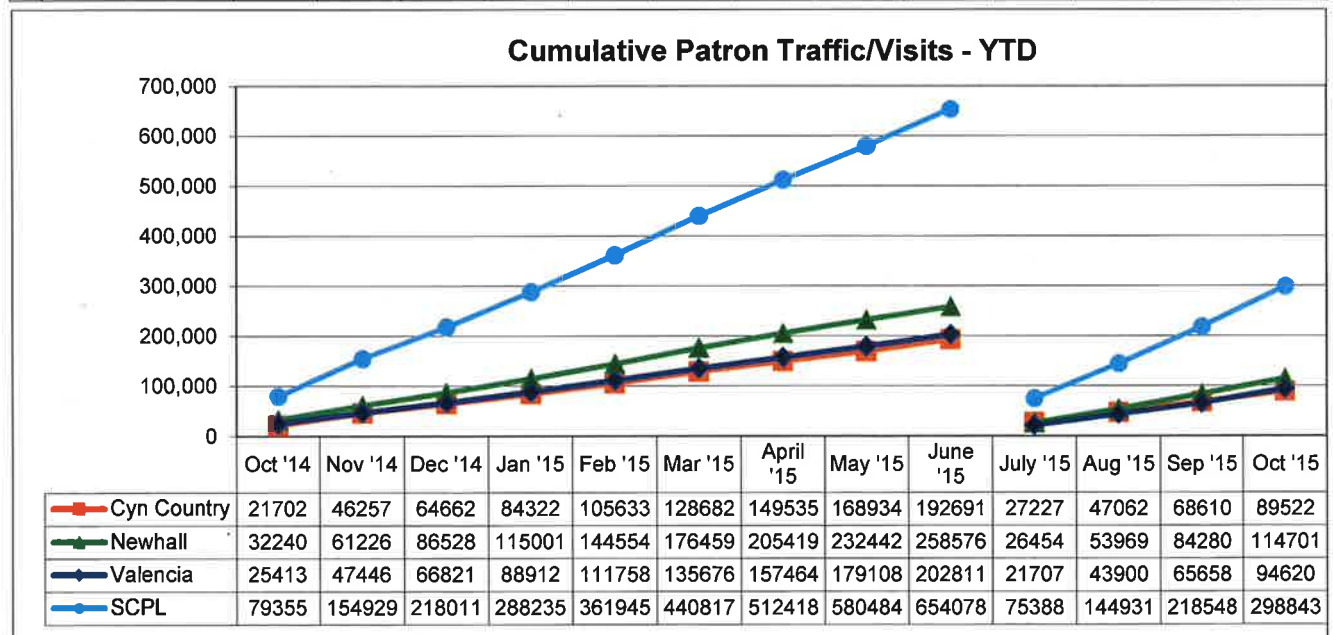
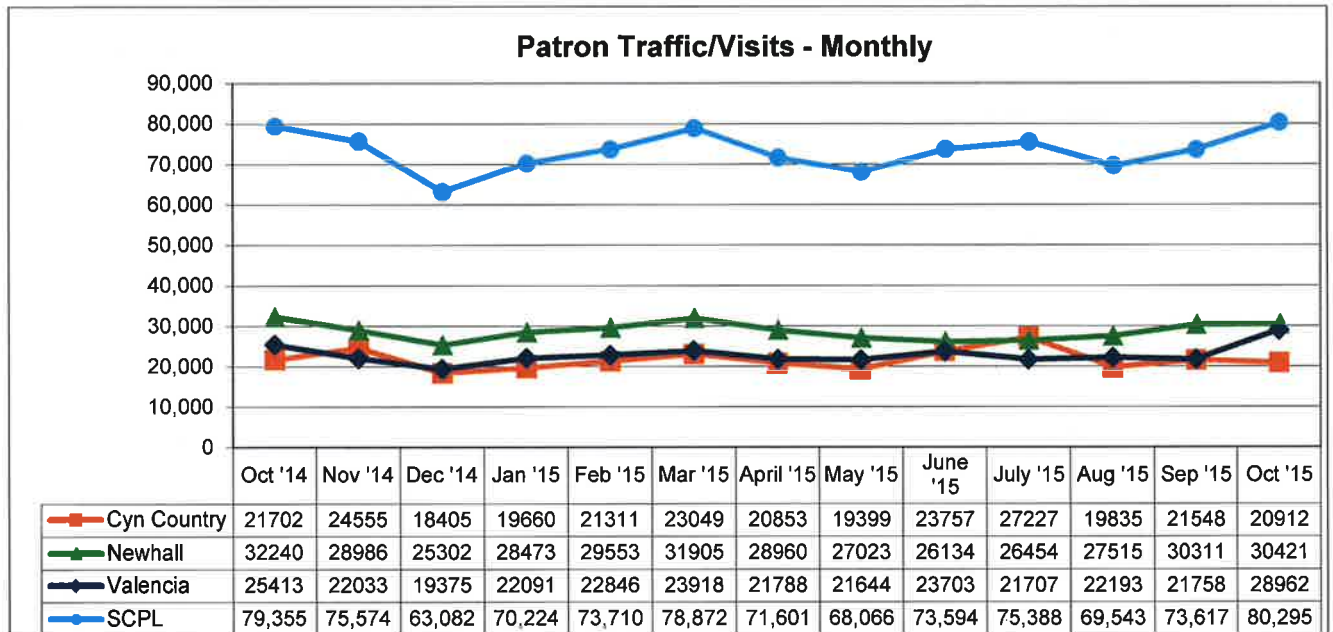
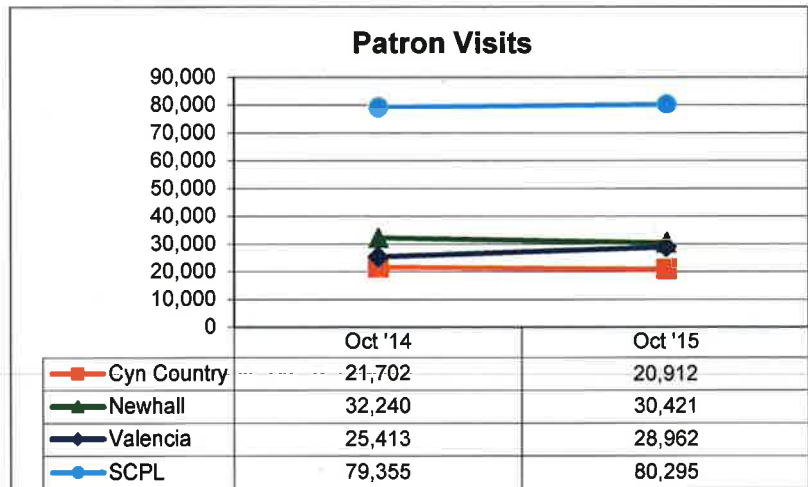
Statistical Summary

Month-to-Date									
OCTOBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
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Outreach Attendance								1,701	
Databases							24,479	24,479	

Year-to-Date									
OCTOBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Oct. Y-T-D 2015	Oct. Y-T-D 2014	Oct. Y-T-D 2015	Oct. Y-T-D 2014	Oct. Y-T-D 2015	Oct. Y-T-D 2014	Oct. Y-T-D 2015	Oct. Y-T-D 2015	Oct. Y-T-D 2014
Circulation	132,098	137,385	119,953	153,345	216,726	246,472	43,498	512,275	537,202
Patron Traffic	89,522	90,673	114,701	125,059	94,620	103,874		298,843	319,606
PC Reservations	22,509	25,764	28,157	35,258	15,835	18,283		66,501	79,305
Volunteer Hours	2,107	2,249	2,511	2,892	1,082	1,117		5,700	6,258
Holds Filled	15,970	15,244	14,338	13,896	23,838	23,379		54,146	52,519
Number of Programs	187	198	306	368	167	217		660	783
Program Attendance	4,189	4,839	7,568	8,532	4,531	5,661		16,288	19,032
Library Cards Issued	1,618	1,617	2,313	2,981	1,536	1,491		5,467	6,089
Wi-Fi Users	6,109	5,809	10,111	9,576	5,576	5,608		21,796	20,993
Homework Help: Students Assisted	371	n/a	676	n/a	35	n/a	0	1,082	n/a
Website Visits								220,998	209,101
Outreach Events								47	
Outreach Attendance								8,134	
Databases							100,138	100,138	

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

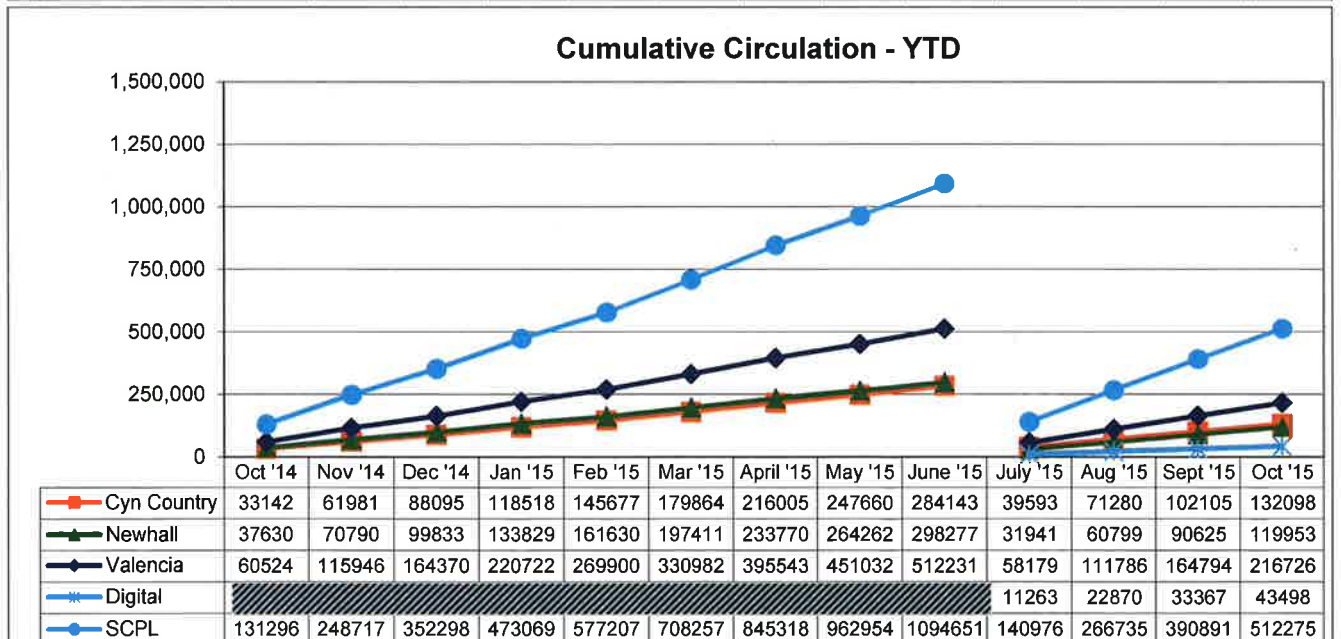
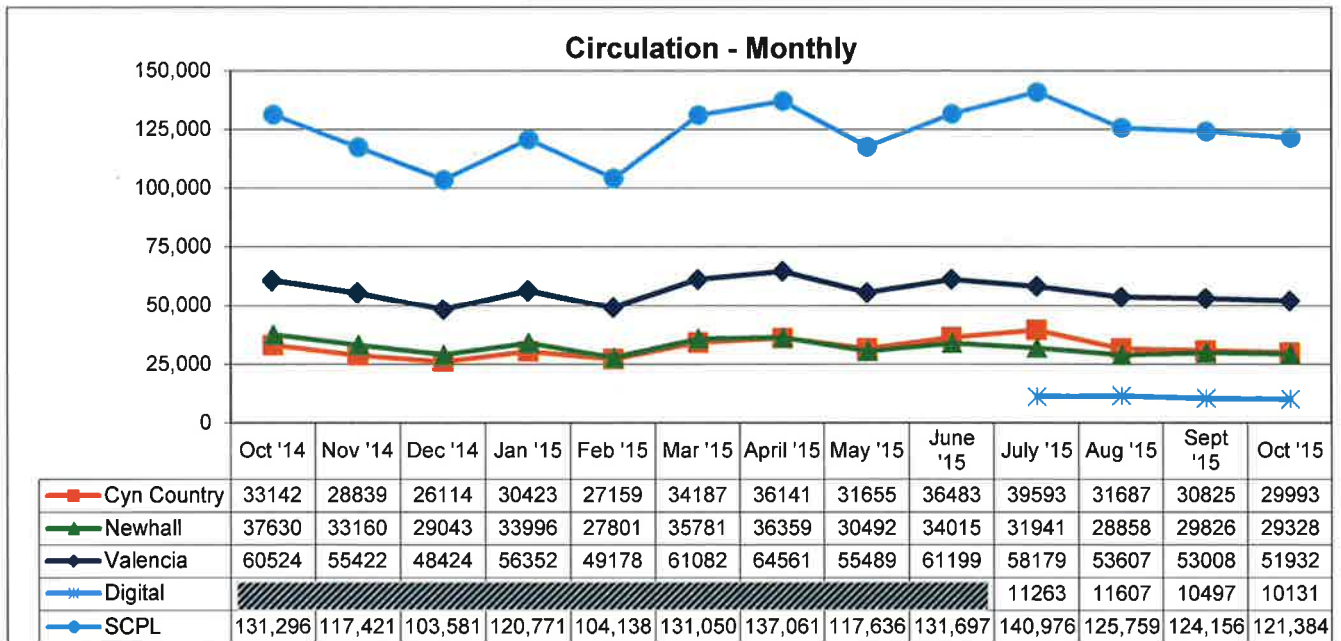
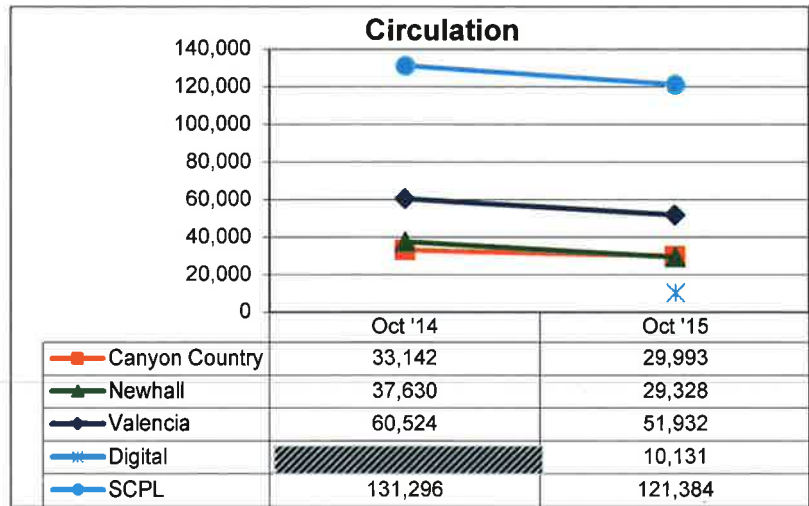
In October 2015, a total of 80,295 patrons visited the Santa Clarita Public Library, with 20,912 visitors at Canyon Country, 30,421 at Newhall, and 28,962 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In October 2015, a total of 121,384 books and materials were circulated in the Santa Clarita Public Library.

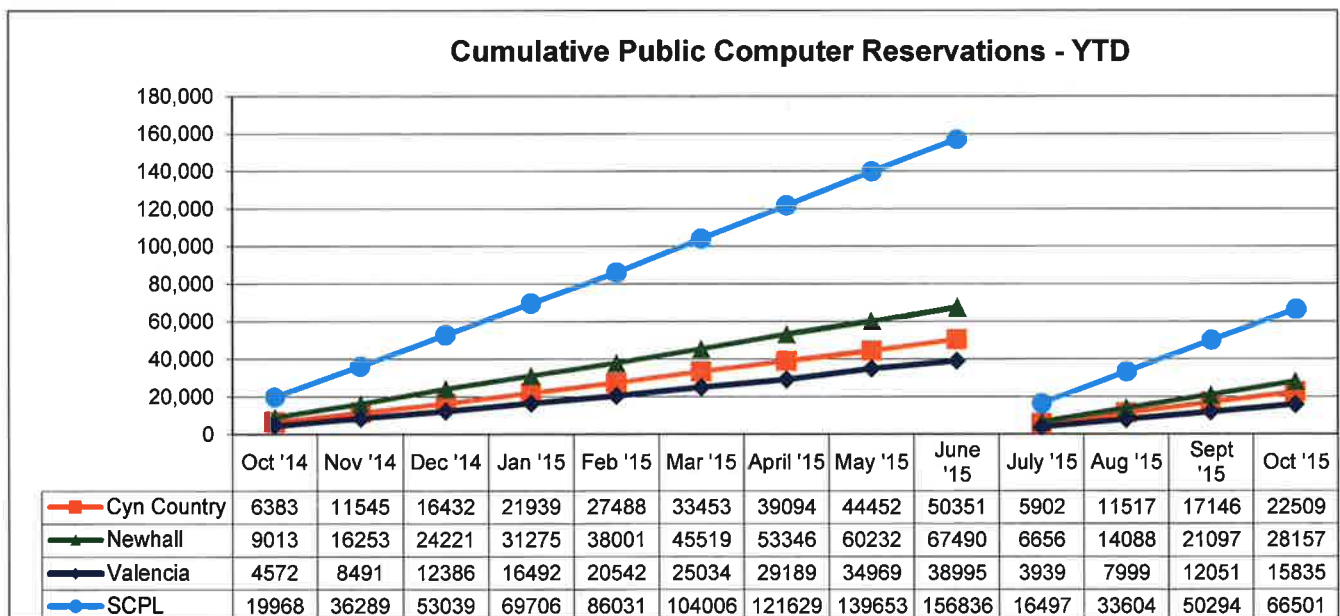
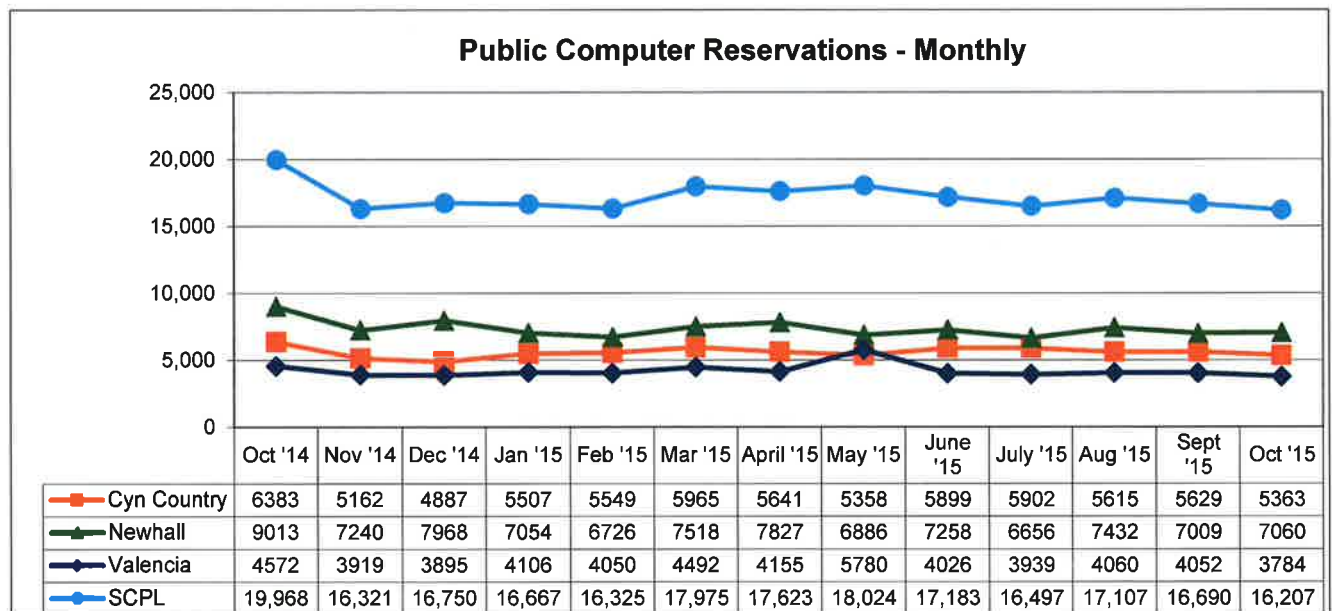
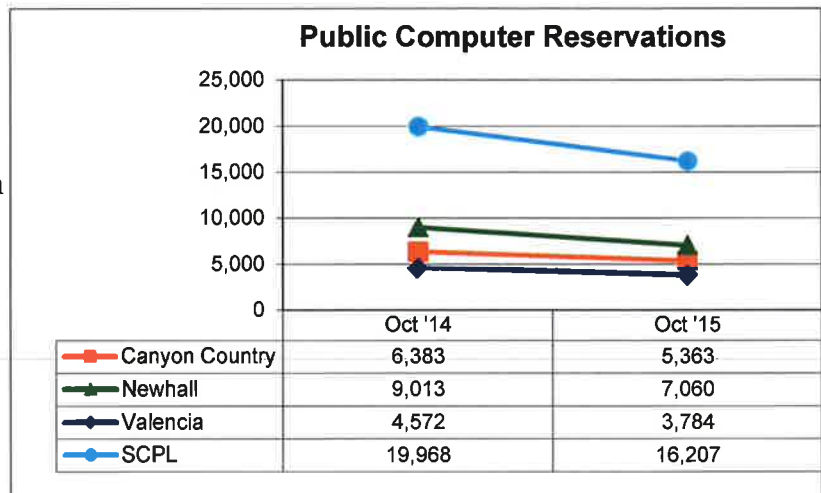
29,993 books and materials were circulated at the Canyon Country Library, 29,328 at Newhall Library, 51,932 at Valencia Library, and 10,131 at the Digital Library.



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

In October 2015, a total of 16,207 patrons reserved and used a public computer.

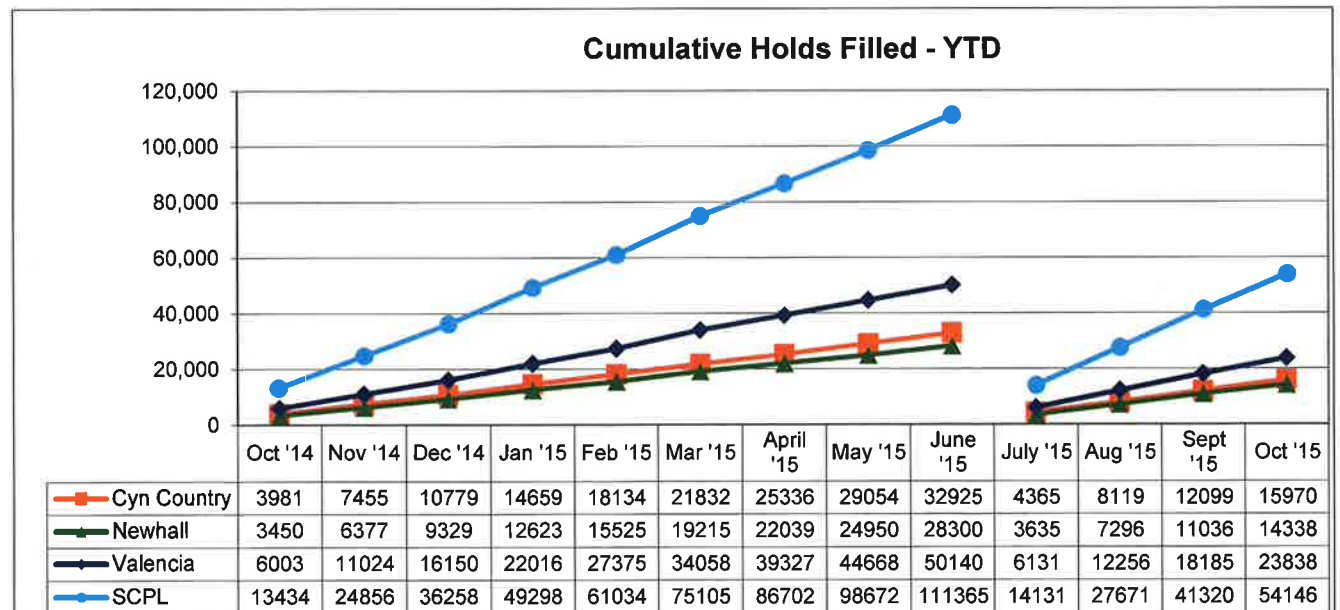
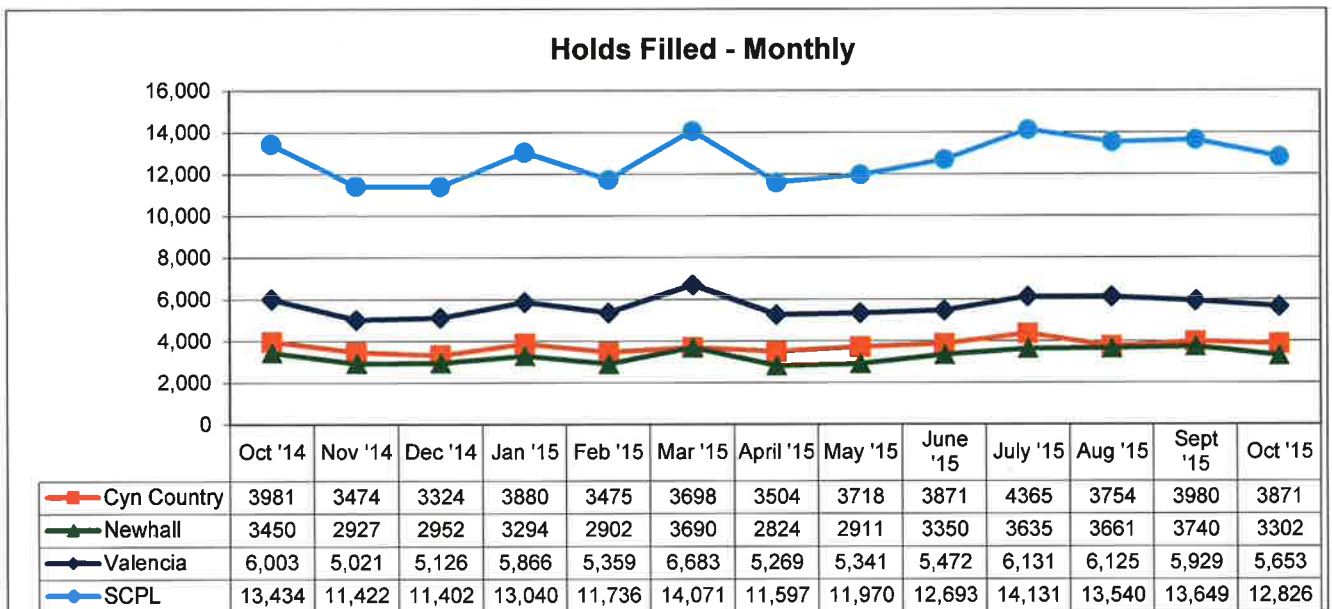
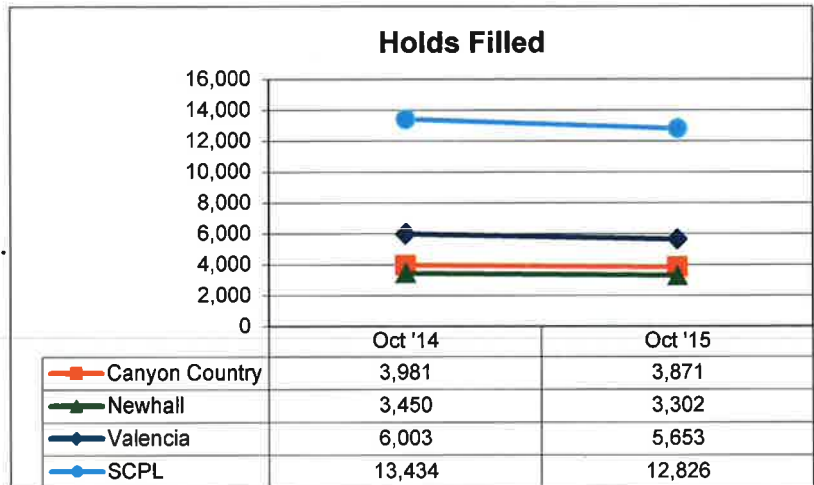
5,363 patrons used public computers in the Canyon Country Library, 7,060 in Newhall Library, and 3,784 in Valencia Library.



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

In October 2015, a total of 12,826 holds were filled in the Santa Clarita Public Library.

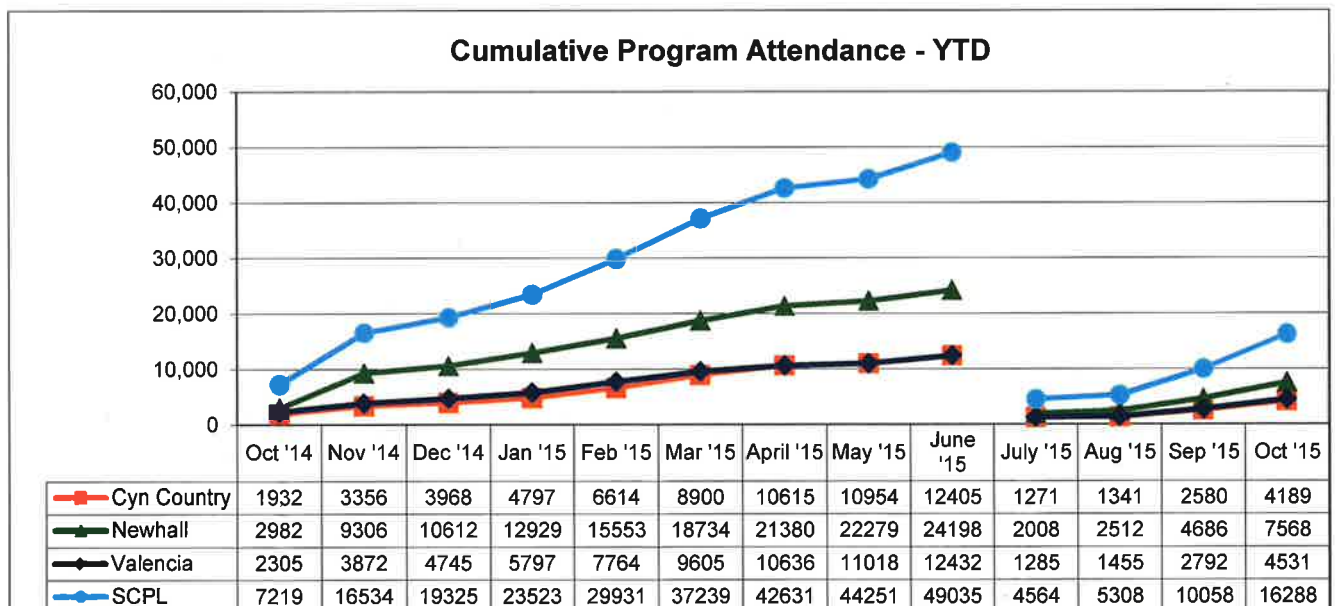
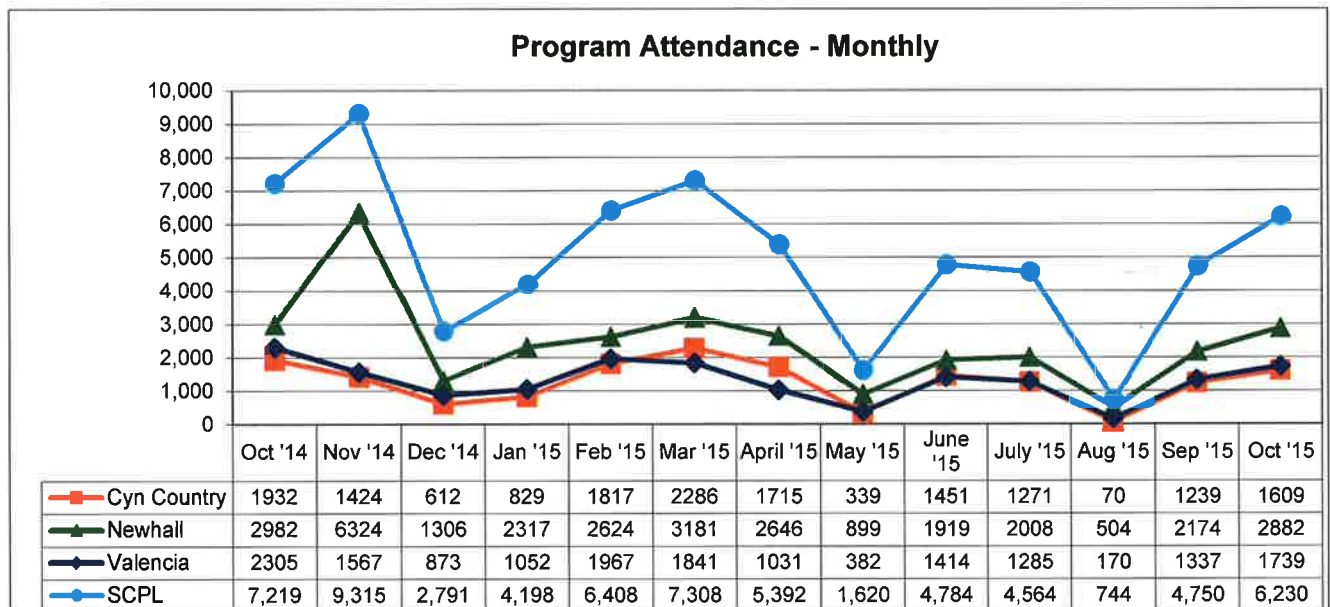
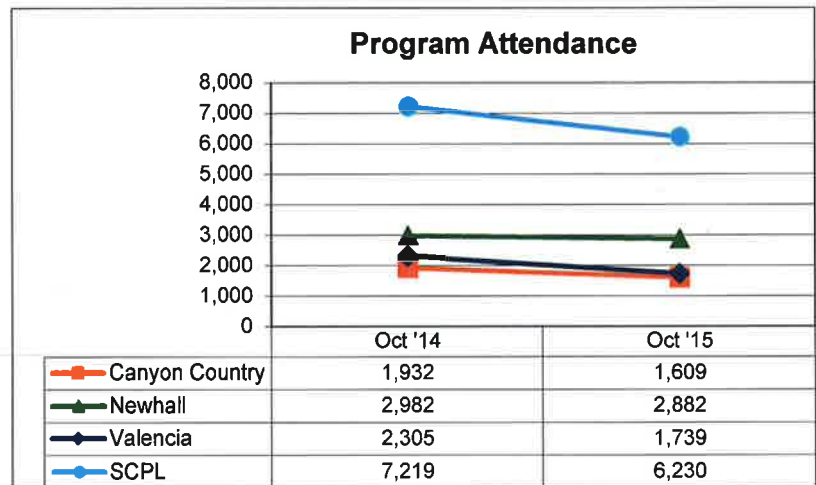
3,871 holds were filled in the Canyon Country Library, 3,302 in Newhall Library, and 5,653 in Valencia Library.



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

In October 2015, a total of 6,230 attendees participated in a program.

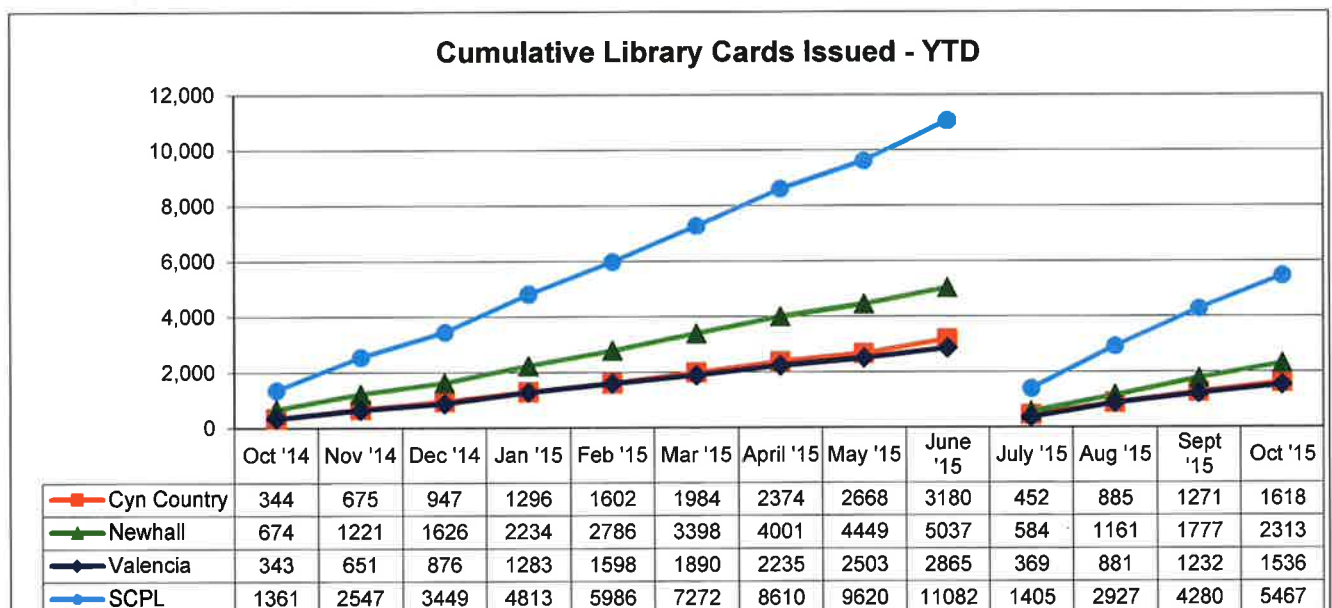
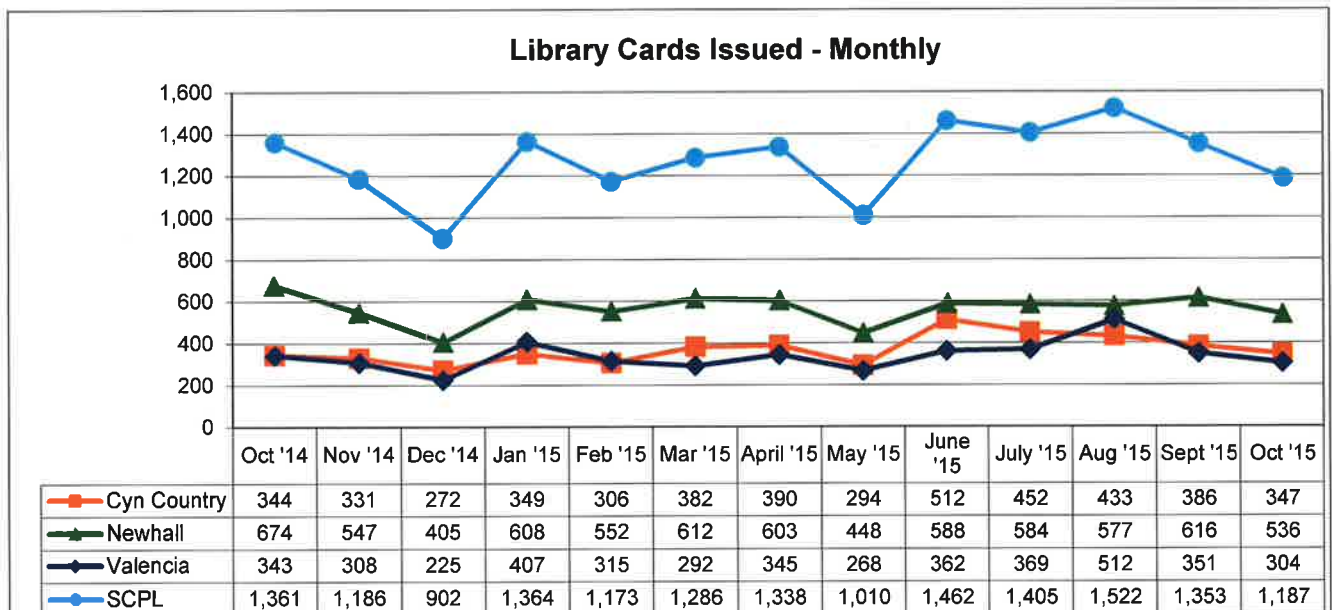
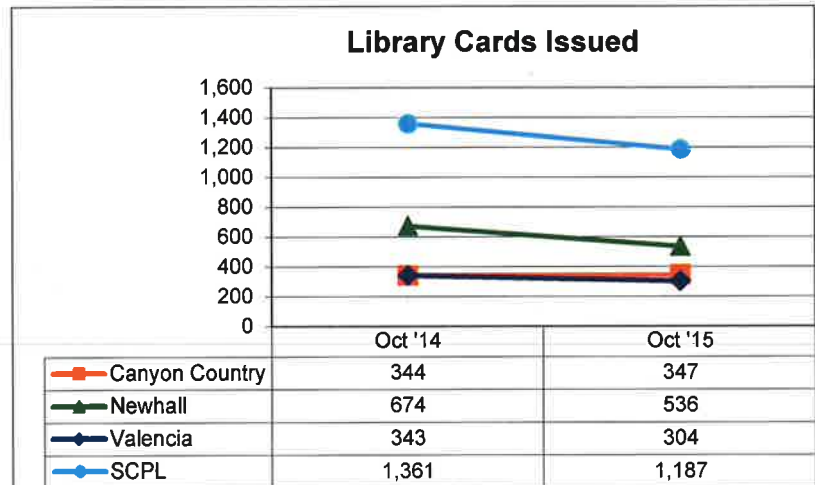
1,609 attended a Library program at the Canyon Country Library, 2,882 at Newhall Library, and 1,739 at Valencia Library.



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

In October 2015, a total of 1,187 new Library cards were issued.

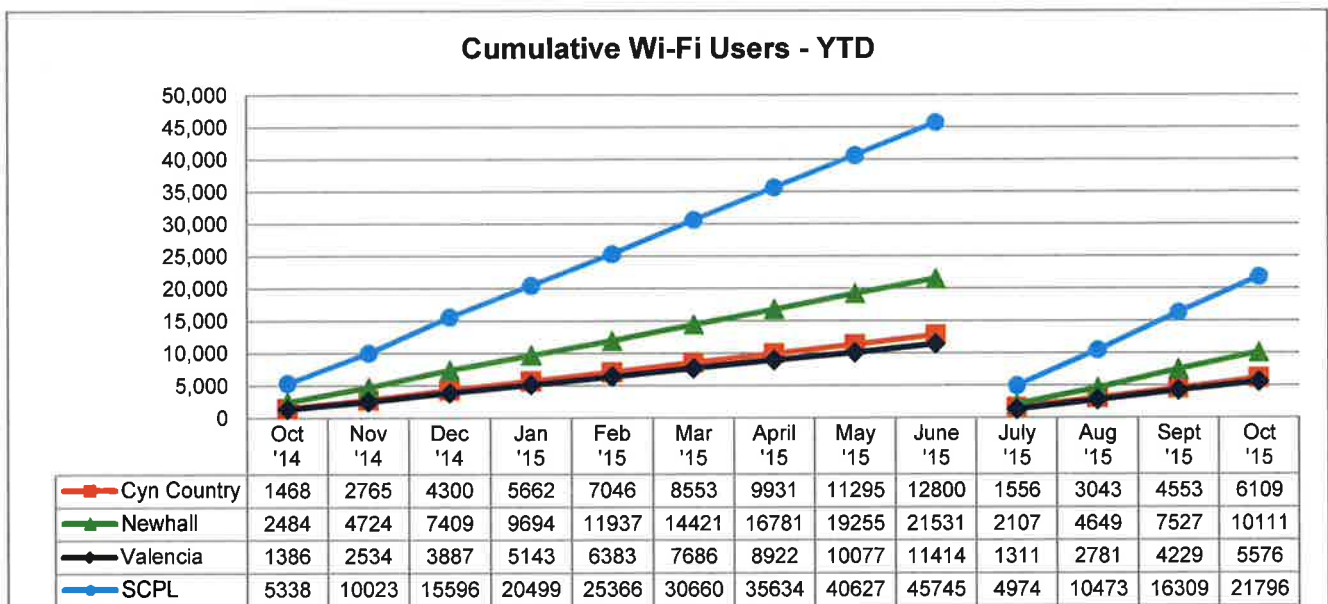
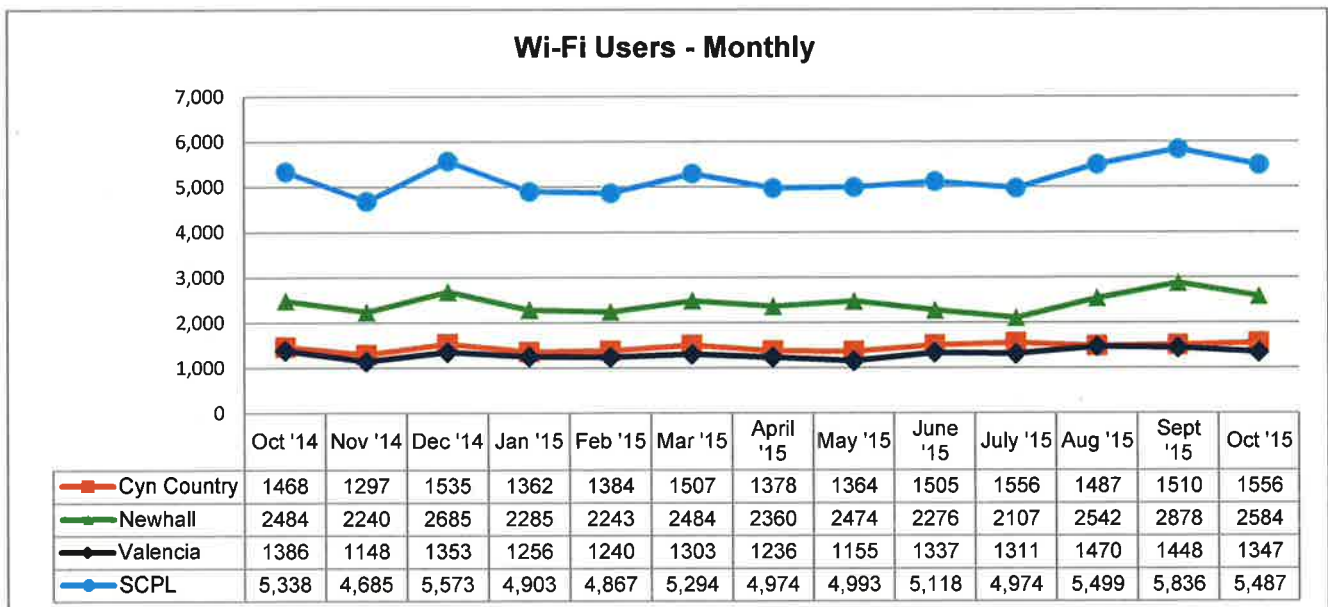
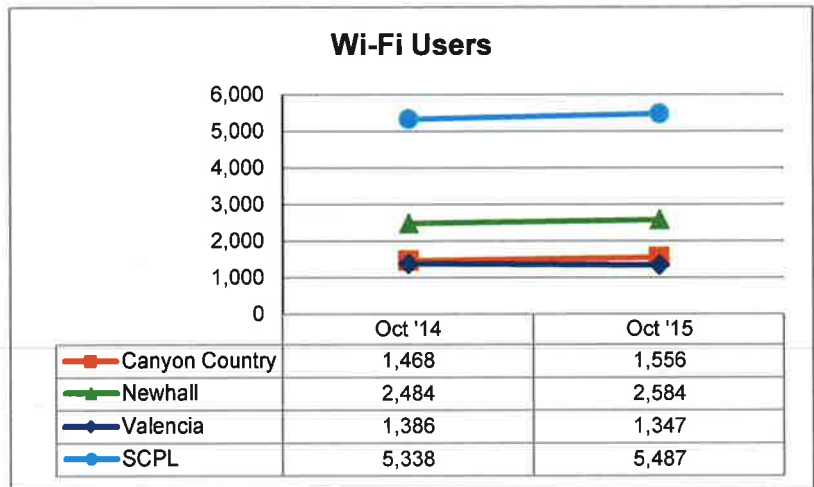
347 new Library cards were issued at the Canyon Country Library, 536 at Newhall Library, and 304 at Valencia Library.



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

In October 2015, a total of 5,487 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,556 Wi-Fi users were at the Canyon Country Library, 2,584 at Newhall Library, and 1,347 at Valencia Library.



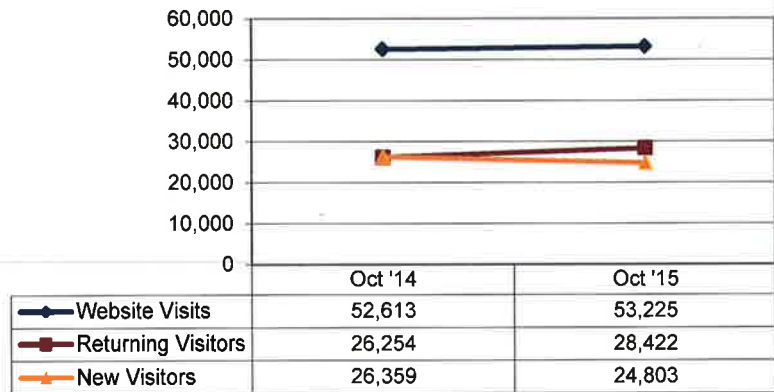
**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE**

In October 2015, the Library's website received a total of 53,225 visits.

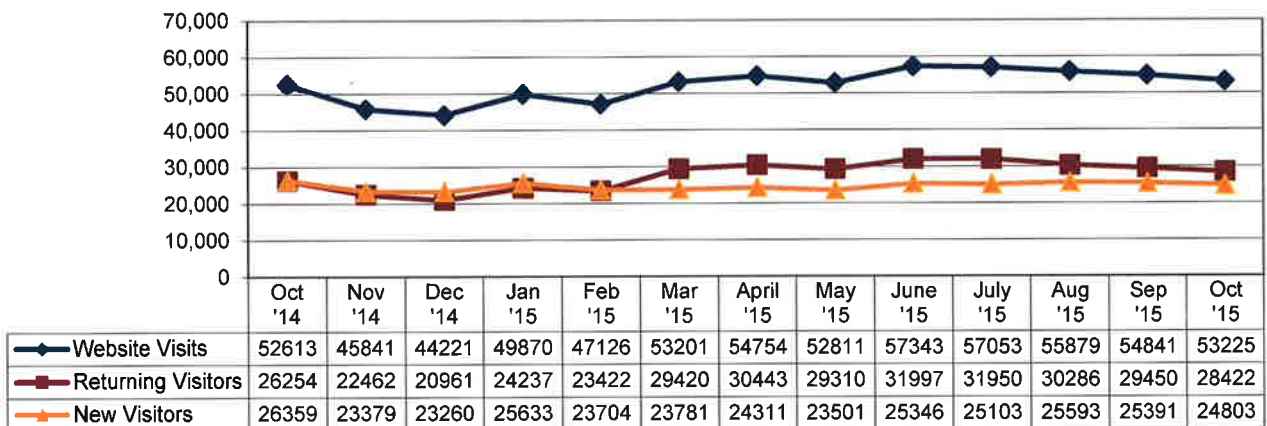
28,422 were returning visitors and 24,803 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 88,604 website pages during the month of October 2015.

Library Website Visits



Library Website Visits - Monthly



Library Web Pages Viewed -YTD

