

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: October 9, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – SEPTEMBER 2015

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

Overall statistics for the three Library branches in September 2015 include:

- 73,617 patrons visited the Libraries, 1,353 new Library cards were issued, and 4,750 patrons attended a Library program.
- 113,659 books and materials were circulated, and 13,649 holds were filled.
- 16,690 patrons reserved and used a public computer, while 5,836 patrons used the Library's free Wi-Fi.
- The Library's website received 54,841 visits, comprising 25,391 new visitors and 29,450 returning visitors. Together they viewed 89,319 website pages on the Library website.

Month-to-Date									
SEPTEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2015	Sept. 2014
Circulation	30,825	33,783	29,826	38,280	53,008	60,744	10,497	124,156	132,807
Patron Traffic	21,548	23,528	30,311	33,380	21,758	26,387		73,617	83,295
PC Reservations	5,629	6,714	7,009	9,102	4,052	4,458		16,690	20,274
Volunteer Hours	475	394	723	683	223	231		1,421	1,308
Holds Filled	3,980	3,813	3,740	3,514	5,929	5,680		13,649	13,007
Number of Programs	65	69	96	117	56	77		217	263
Program Attendance	1,239	1,284	2,174	2,533	1,337	1,539		4,750	5,356
Library Cards Issued	386	453	616	820	351	426		1,353	1,699
Wi-Fi Users	1,510	1,528	2,878	2,627	1,448	1,558		5,836	5,713
Homework Help: Students Assisted	200	n/a	366	n/a	16	n/a	n/a	582	n/a
Website Visits								54,841	56,523
Outreach Events								10	
Outreach Attendance								1,495	
Databases							23,802	23,802	

SANTA CLARITA PUBLIC LIBRARY STATISTICS

October 9, 2015

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Santa Clarita Public Library September 2015 Programs and Highlights

Autumn programming for Santa Clarita Public Library began in September. Regularly scheduled programs for Fall include: 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 were hosted by the Santa Clarita Public Library in September:

- **An evening with author April Smith –**

On September 15, 40 patrons attended a Friends of the Library sponsored event featuring mystery and thriller writer, April Smith, at the Valencia Library. She is an Emmy-nominated writer and producer of dramatic series and films. Her newest novel, *A Star for Mrs. Blake*, is a critically acclaimed historical fiction account of the WWI Gold Star Mothers. As part of her research for the book, she traveled to France and conducted extensive research in the US archives in Washington, DC.



- **Relax and Craft** – On September 23 at the Old Town Newhall Library, ARTree offered the monthly class ARTree Presents for Adults: Relax and Craft. This month, 32 adults upcycled Altoid tins by decorating them to be used for small sewing kits, small emergency holders, and other items.

- **LAPD Elementary Storytime** – At the Valencia Library, Sergeants Bob and Season from the local Sheriff's department read *Officer Buckle and Gloria* and talked to 30 elementary students and their families about safety. Following the reading, the Sergeants conducted an "autograph" session in which they signed pledges.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

October 9, 2015

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- **Community Outreach** – In September, Library staff members attended the Hart College Fair at West Ranch High School and handed out more than 450 database brochures and interacted with more than 1,000 students and parents. The brochures promoted the Library's Testing and Education Reference Center, which offers many resources for students looking to attend college.
- **College Preparation Programs** – SAT & ACT practice tests were offered in September for 10th–12th graders. Teens had the opportunity to take a practice test to help prepare them for college entrance exams. Due to additional practice testing programs this year, attendance has increased. College 101 seminars were also offered, informing teens and adults about college admissions and attendance expectations.

If you have any questions, please contact me.

DH:BI:RB:hds

S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\2015 September\Memo Library Stats – September 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

September 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

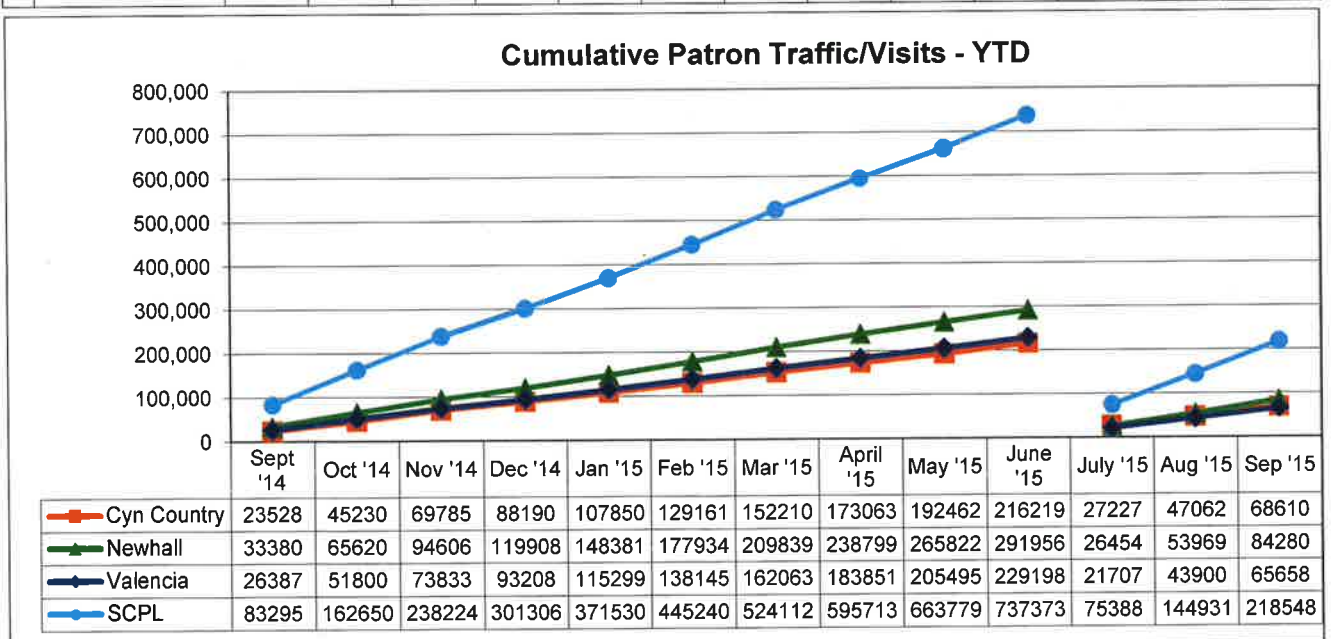
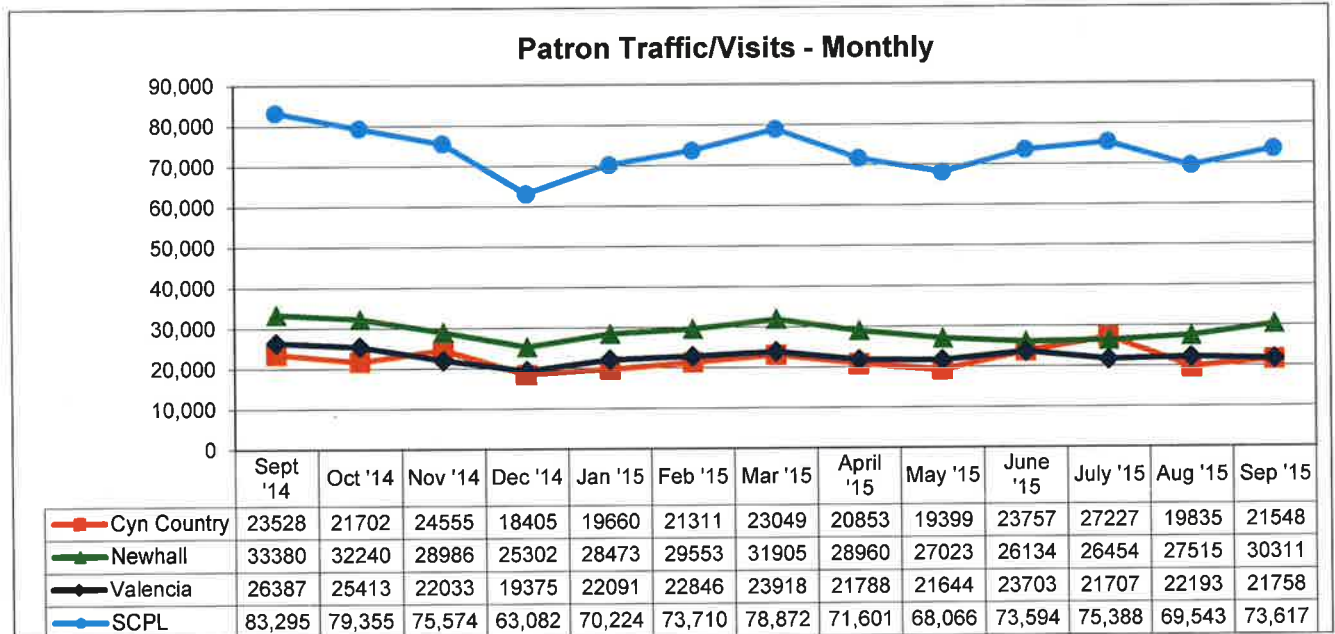
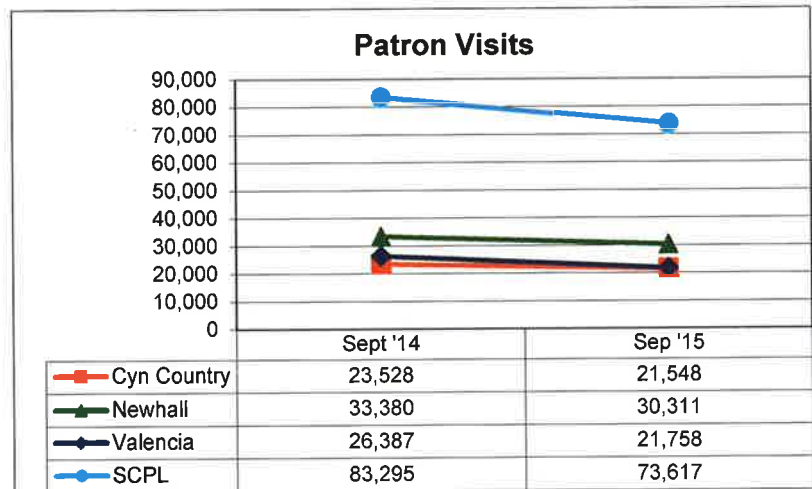
Statistical Summary

Month-to-Date									
SEPTEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2014	Sept. 2015	Sept. 2015	Sept. 2014
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Volunteer Hours	475	394	723	683	223	231		1,421	1,308
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Website Visits								54,841	56,523
Outreach Events								10	
Outreach Attendance								1,495	
Databases							23,802	23,802	

Year-to-Date									
SEPTEMBER 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL	TOTALS	
	Sept. Y-T-D 2015	Sept. Y-T-D 2014	Sept. Y-T-D 2015	Sept. Y-T-D 2014	Sept. Y-T-D 2015	Sept. Y-T-D 2014	Sept. Y-T-D 2015	Sept. Y-T-D 2015	Sept. Y-T-D 2014
Circulation	102,105	104,243	90,625	115,715	164,794	185,948	33,367	390,891	405,906
Patron Traffic	68,610	68,971	84,280	92,819	65,658	78,461		218,548	240,251
PC Reservations	17,146	19,381	21,097	26,245	12,051	13,711		50,294	59,337
Volunteer Hours	1,642	1,794	1,835	2,238	790	879		4,267	4,911
Holds Filled	12,099	11,263	11,036	10,446	18,185	17,376		41,320	39,085
Number of Programs	107	113	197	223	99	133		403	469
Program Attendance	2,580	2,907	4,686	5,550	2,792	3,356		10,058	11,813
Library Cards Issued	1,271	1,273	1,777	2,307	1,232	1,148		4,280	4,728
Wi-Fi Users	4,553	4,341	7,527	7,092	4,229	4,222		16,309	15,655
Homework Help: Students Assisted	203	n/a	393	n/a	19	n/a	0	615	n/a
Website Visits								168,223	156,488
Outreach Events								33	
Outreach Attendance								6,433	
Databases							75,659	75,659	

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

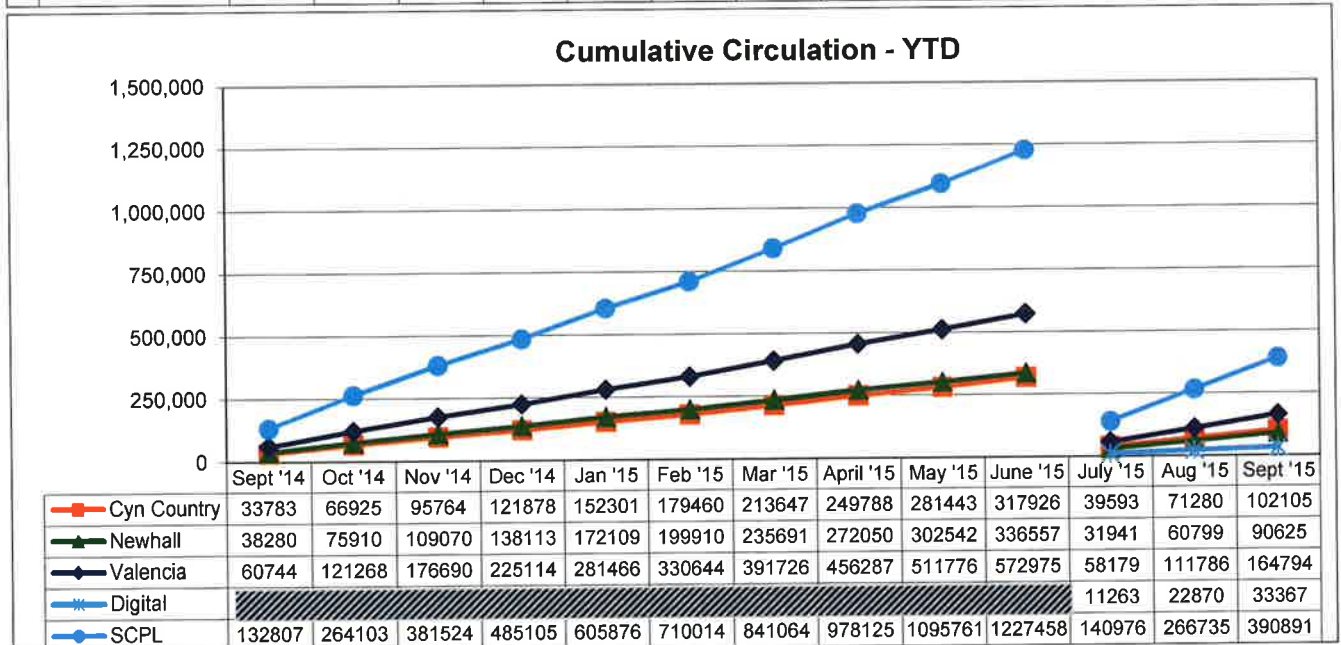
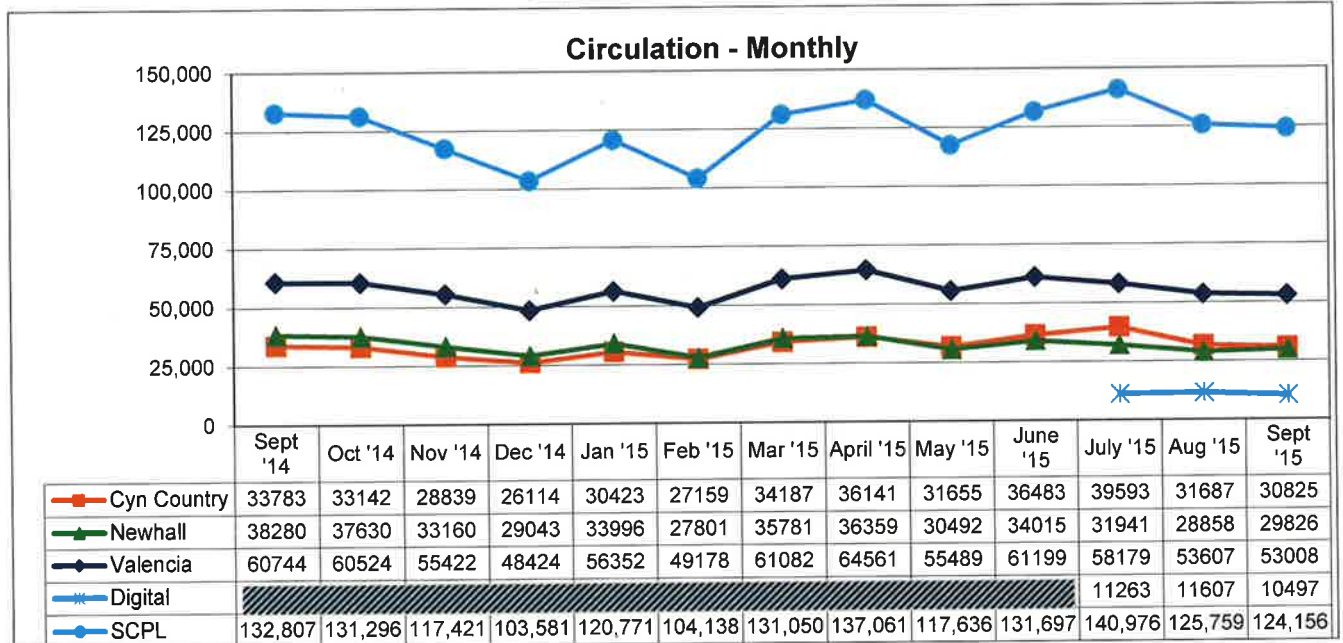
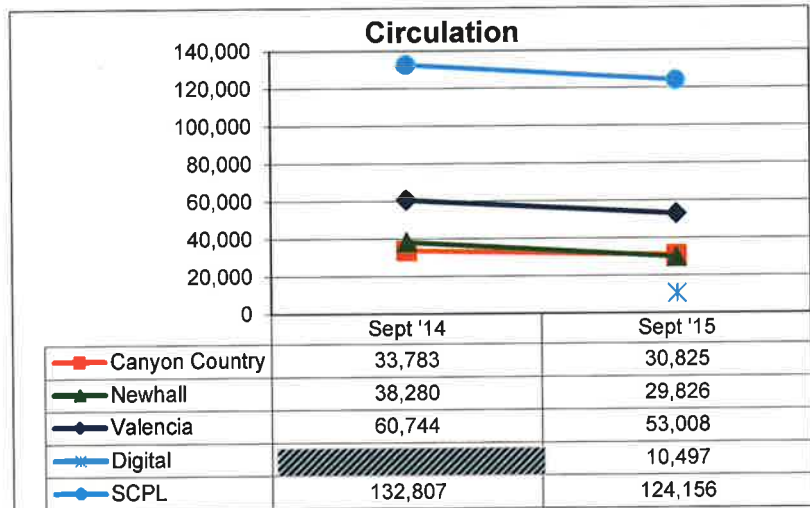
In September 2015, a total of 73,617 patrons visited the Santa Clarita Public Library, with 21,548 visitors at Canyon Country, 30,311 at Newhall, and 21,758 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In September 2015, a total of 124,156 books and materials were circulated in the Santa Clarita Public Library.

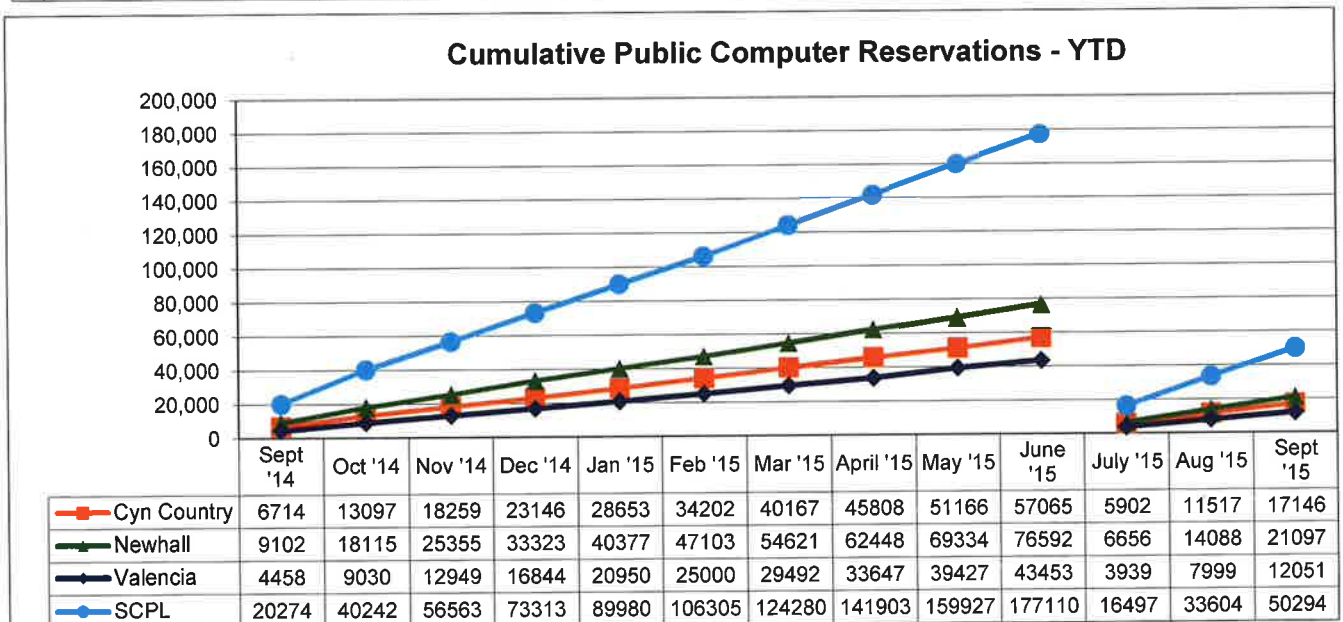
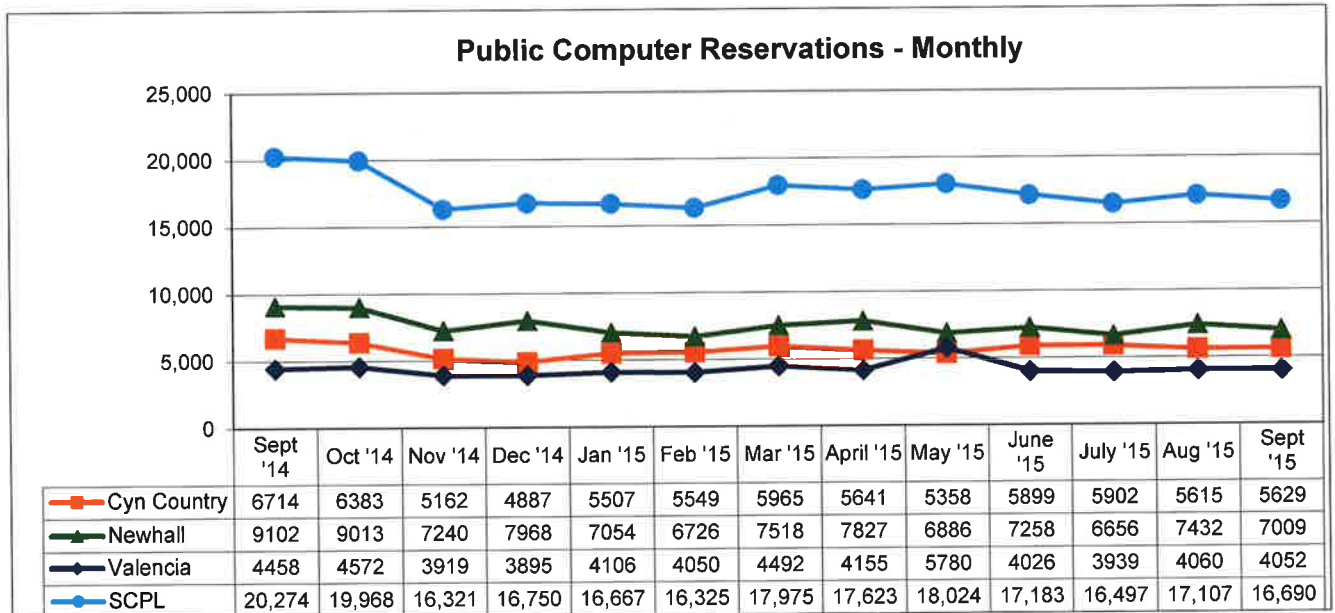
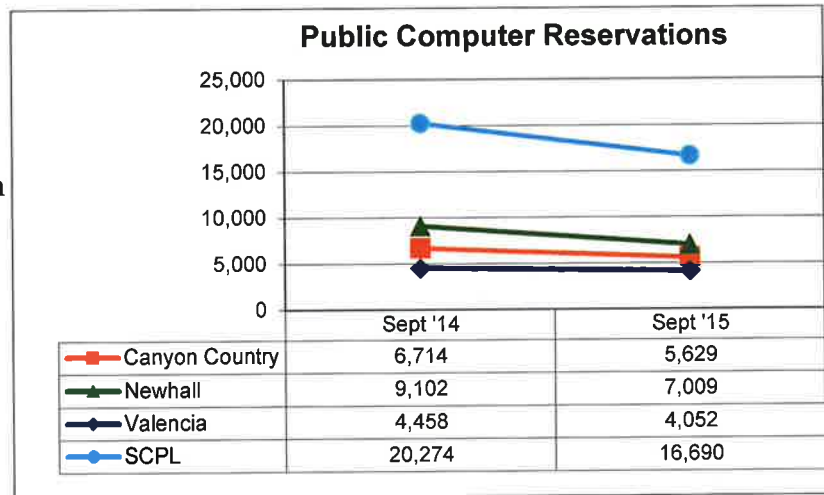
30,825 books and materials were circulated at the Canyon Country Library, 29,826 at Newhall Library, 53,008 at Valencia Library, and 10,497 at the Digital Library.



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

In September 2015, a total of 16,690 patrons reserved and used a public computer.

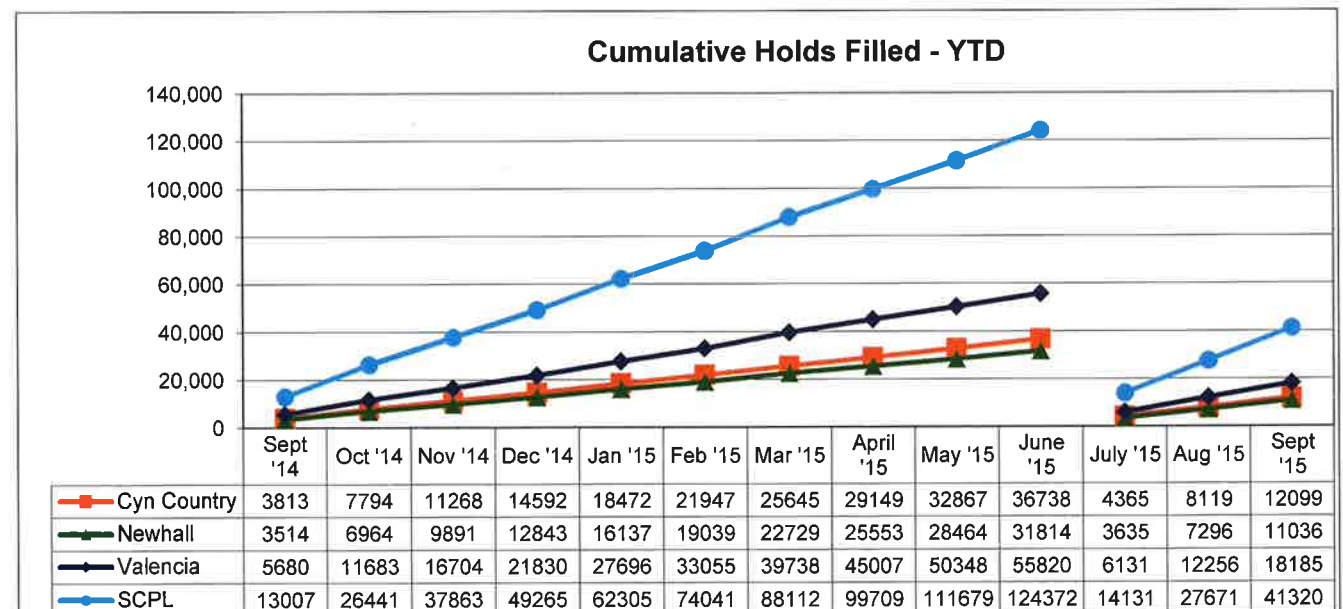
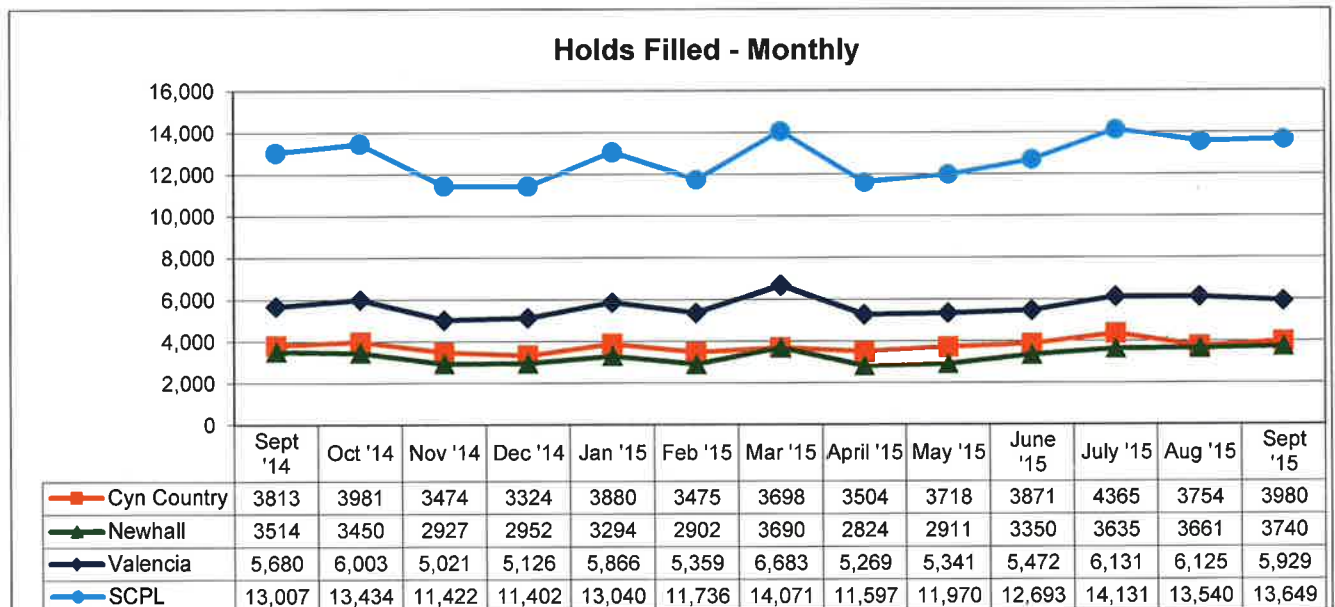
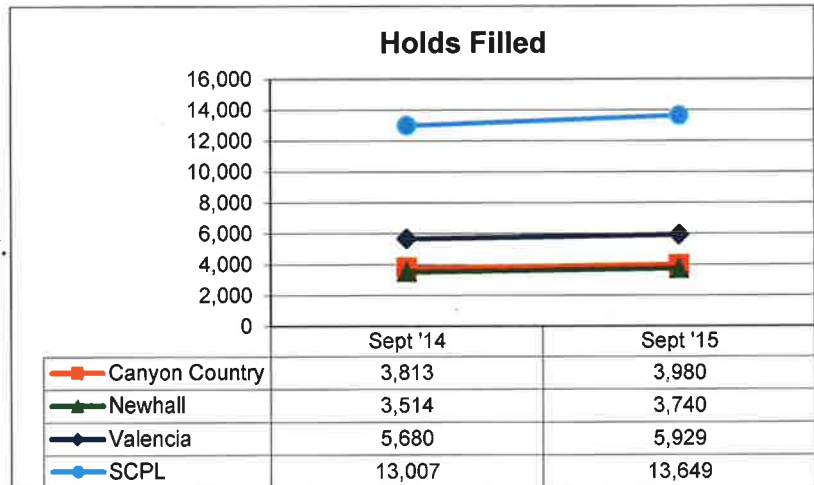
5,629 patrons used public computers in the Canyon Country Library, 7,009 in Newhall Library, and 4,052 in Valencia Library.



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

In September 2015, a total of 13,649 holds were filled in the Santa Clarita Public Library.

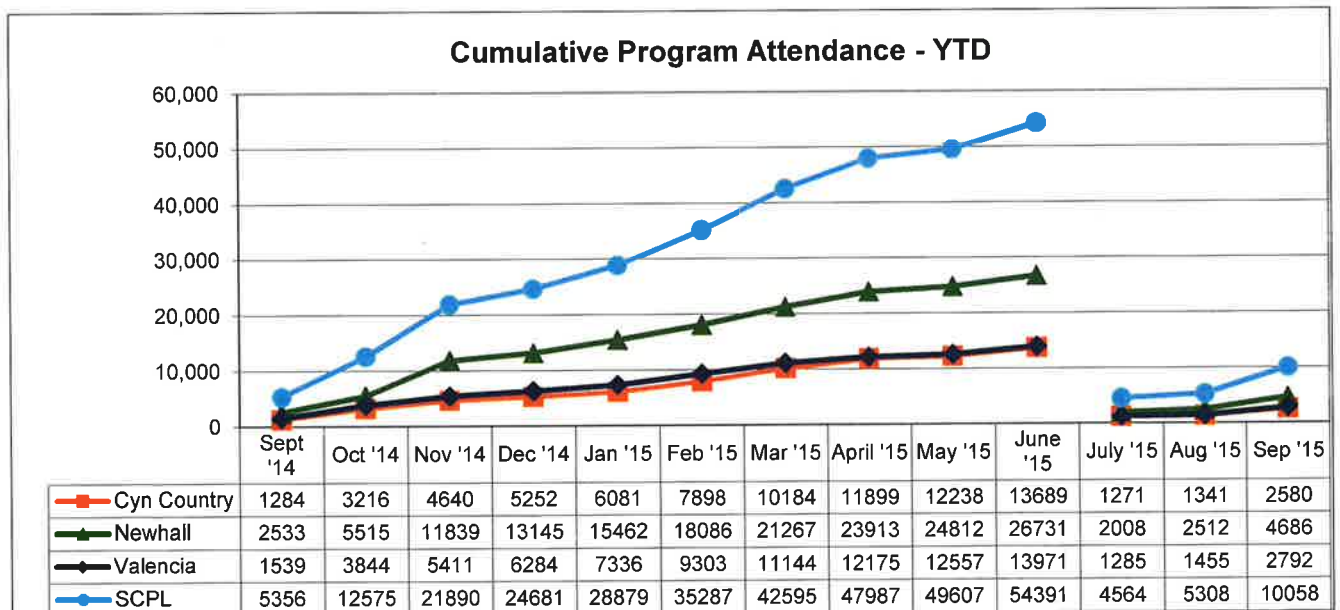
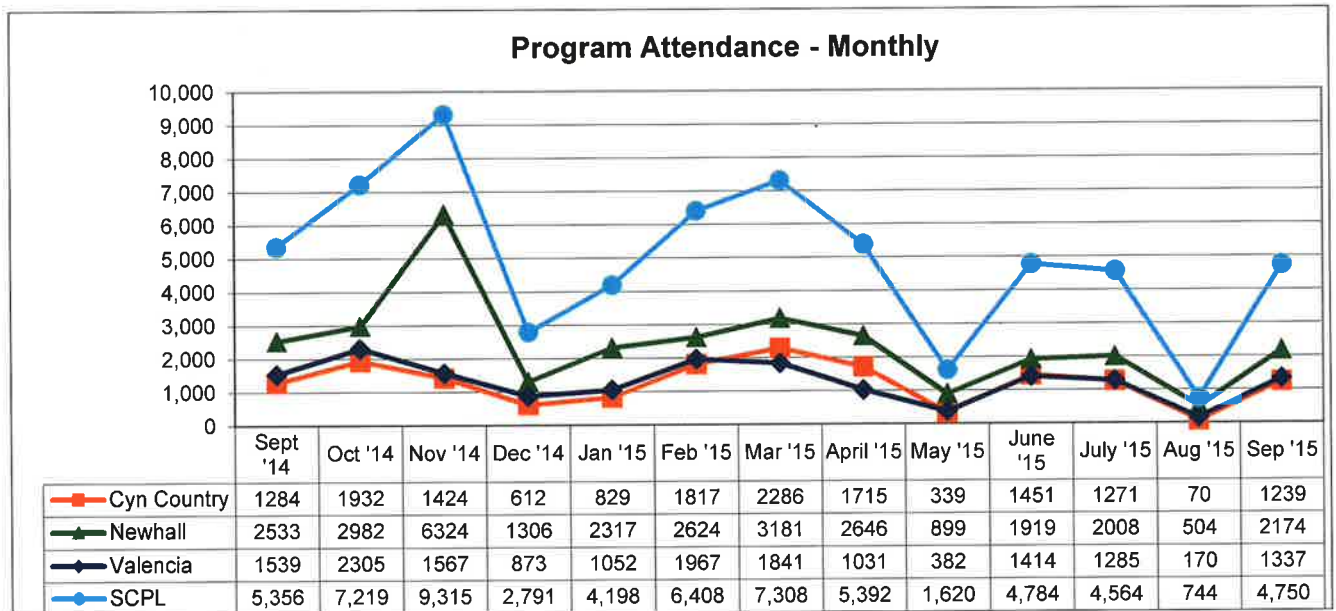
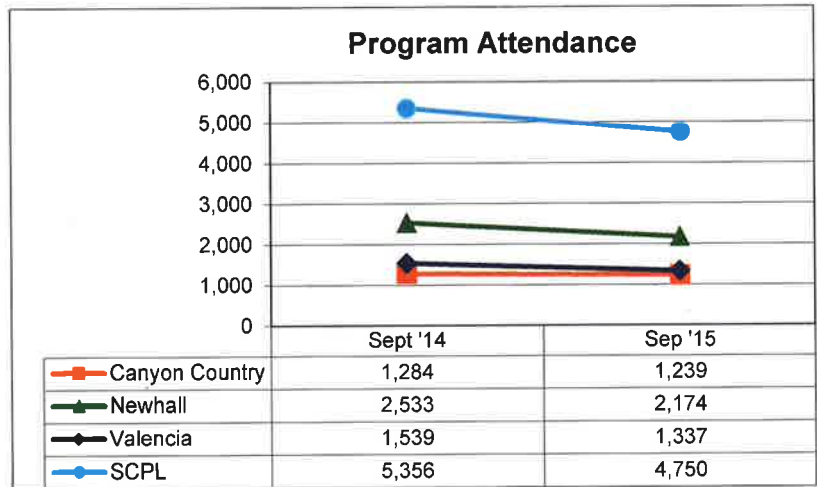
3,980 holds were filled in the Canyon Country Library, 3,740 in Newhall Library, and 5,929 in Valencia Library.



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

In September 2015, a total of 4,750 attendees participated in a program.

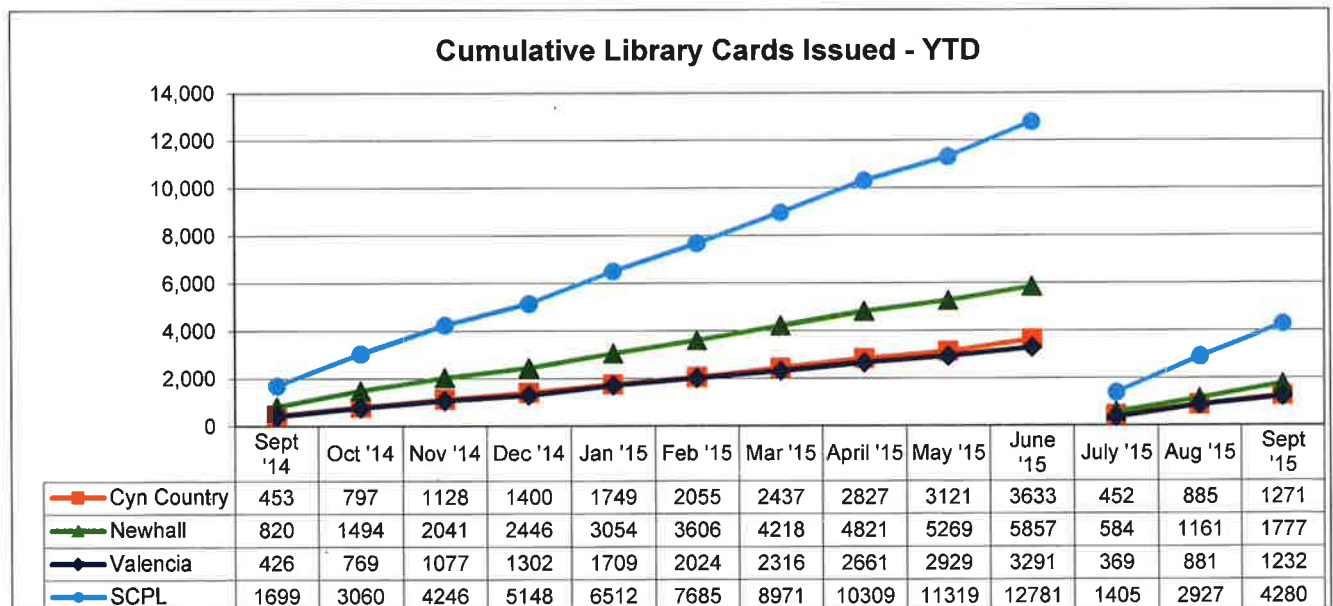
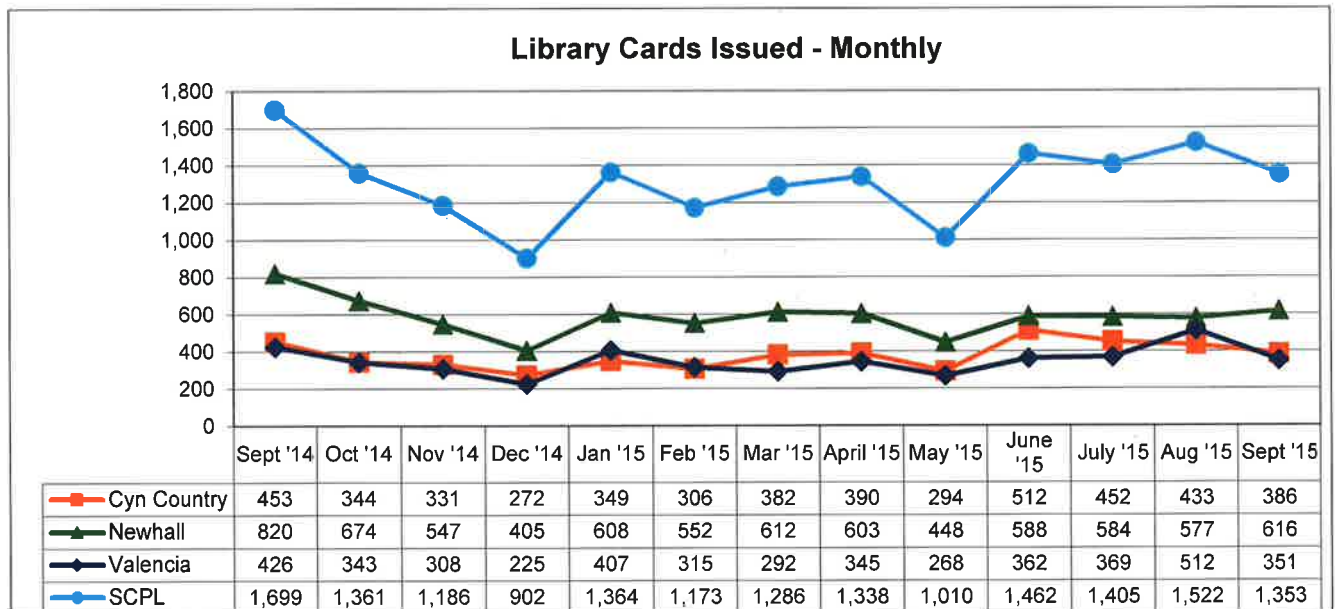
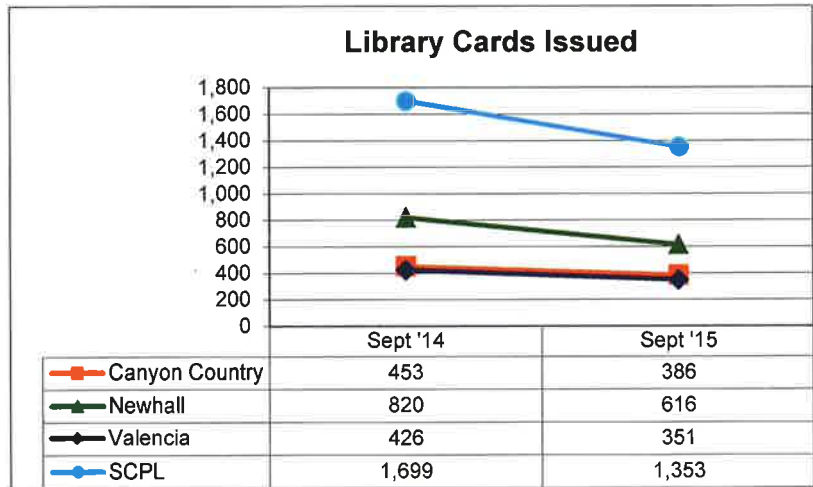
1,239 attended a Library program at the Canyon Country Library, 2,174 at Newhall Library, and 1,337 at Valencia Library.



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

In September 2015, a total of 1,353 new Library cards were issued.

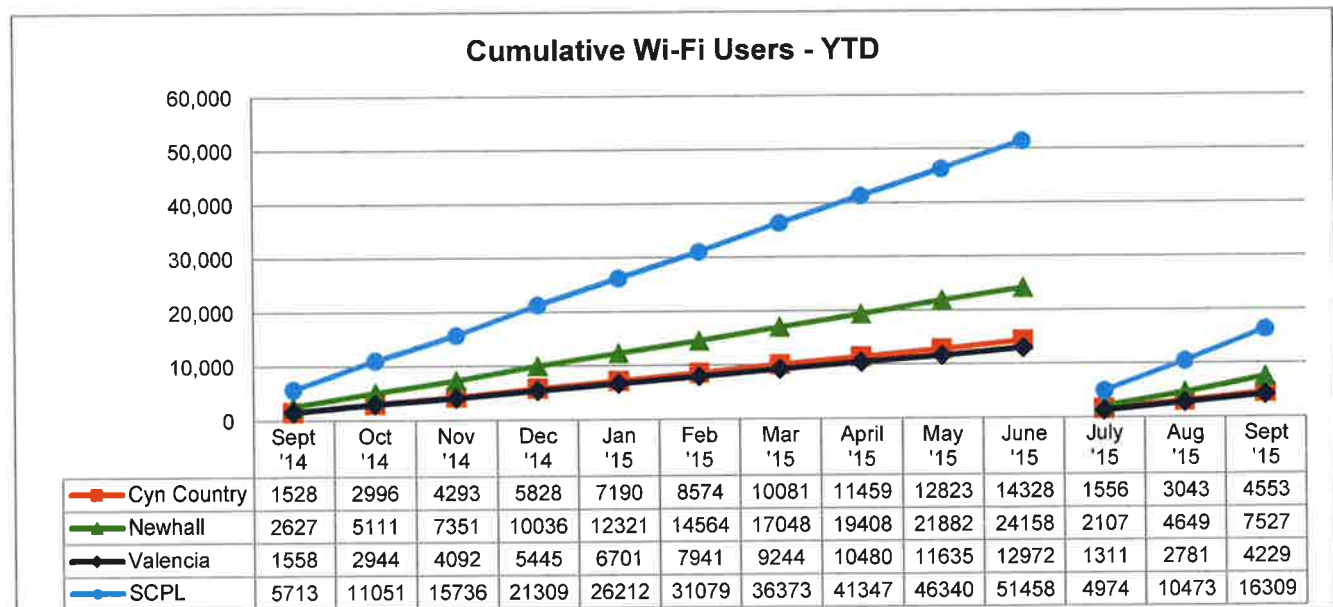
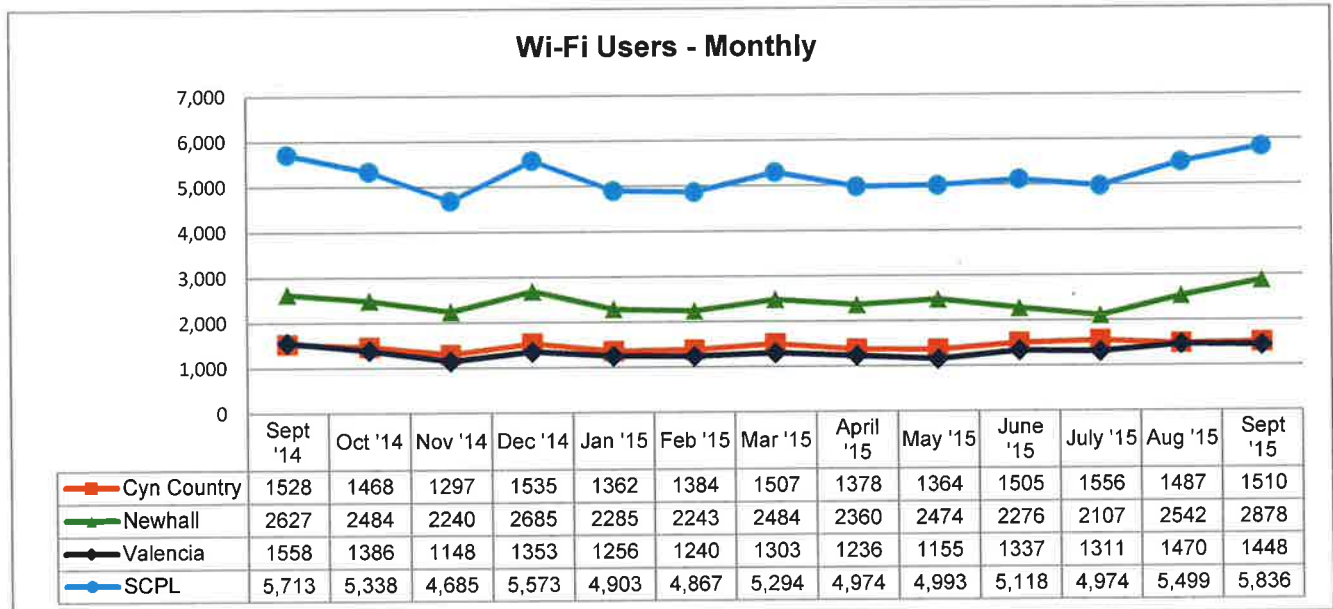
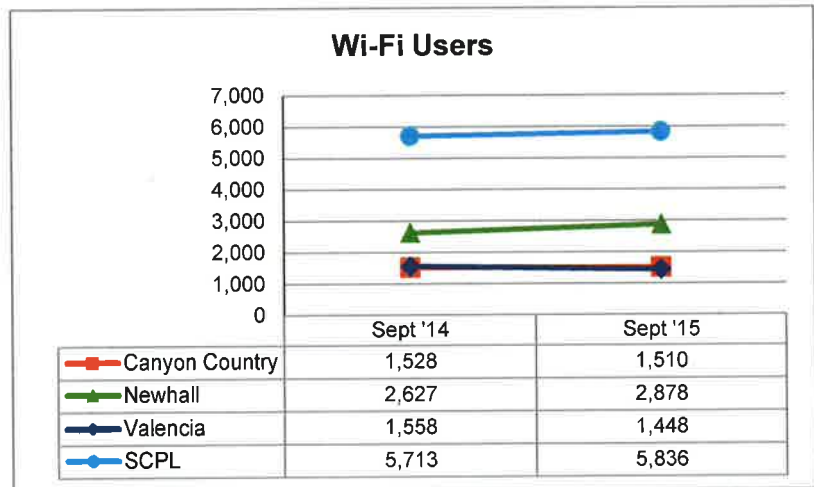
386 new Library cards were issued at the Canyon Country Library, 616 at Newhall Library, and 351 at Valencia Library.



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

In September 2015, a total of 5,836 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,510 Wi-Fi users were at the Canyon Country Library, 2,878 at Newhall Library, and 1,448 at Valencia Library.



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

In September 2015, the Library's website received a total of 54,841 visits.

29,450 were returning visitors and 25,391 were new visitors to the Library website.

Visitors to the Santa Clarita Public Library website viewed 89,319 website pages during the month of September 2015.

