CITY OF SANTA CLARITA

INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: August 14, 2015

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JULY 2015

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

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

- 75,388 patrons visited the Libraries, 1,405 new Library cards were issued, and 4,784 patrons attended a Library program.
- 140,976 books and materials were circulated, and 14,131 holds were filled.
- 17,232 patrons reserved and used a public computer, while 4,974 patrons used the Library's free Wi-Fi.
- The Library's website received 57,503 visits, comprising 25,103 new visitors and 31,950 returning visitors. Together they viewed 94,505 website pages on the Library website.

JULY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	July 2015	July 2014	July 2015	July 2014	July 2015	July 2014	July 2015	July 2014
Patron Traffic	27,227	26,408	26,454	30,673	21,707	28,135	75,388	85,216
Circulation	39,593	39,065	31,941	43,575	58,179	66,884	140,976	149,524
PC Reservations	6,233	6,501	6,908	8,492	4,091	4,597	17,232	19,590
Volunteer Hours	860	1,124	744	1,070	423	477	2,027	2,671
Holds Filled	4,365	3,942	3,635	3,870	6,131	6,169	14,131	13,981
Number of Programs	32	33	58	67	35	36	125	136
Program Attendance	1,271	1,499	2,008	2,459	1,285	1,709	4,784	5,667
Library Cards Issued	452	483	584	787	369	376	1,405	1,646
Wi-Fi Users	1,556	1,470	2,107	2,234	1,311	1,355	4,974	4,658
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	57,503	43,009

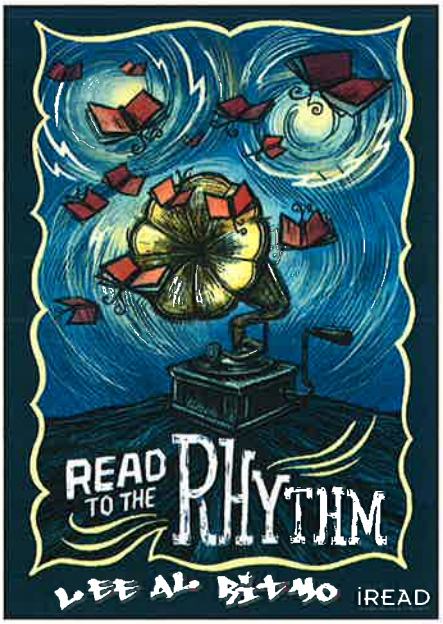
Santa Clarita Public Library July 2015 Programs and Highlights

During July, all three branches continued to offer scheduled Baby and Toddler, School Readiness, and Bilingual storytime programs and continued the 2015 Summer Reading Program. The following are a few additional programs and highlights that took place in July:

- **Summer Reading Program Recap –** The 2015 Summer Reading program, *"Read to the Rhythm,"* continued through July 25 and offered events for all ages, including specially themed storytimes and literary character programs, DIY crafts, dance classes, and musical performances. In addition, families participated in the program **Rusty presents Let's Go Save the Butterflies**, a special "Rhythm Round' the City" off-site event, on July 17 at West Ranch High School Auditorium. Performed by Christopher Yates, the interactive educational program taught the audience about the science-related environmental challenges of the great Butterfly Migration.

The following is a breakdown of the 2015 Summer Reading Program:

- **838** Babies, toddlers, and preschoolers used early learning activity logs (36% increase in activity from 2014).
- **2,629** Kindergarten – 6th graders read and reviewed **11,182** books (33% increase in books read from 2014).
- **621** Teens read and reviewed **1,163** books (79% increase in books from 2014).
- **1,160** adults read and **164** completed the California State Library "5 Book Challenge."
- Kids read an average of **4.25** books over the summer.
- **7,967** People attended **141** family and children Library events.
- **262** Teens attended **21** teen programs.
- **237** Adults attended **18** adult programs.



- **$25,000** was donated to the Summer Reading Program by the Friends of the Santa Clarita Public Library, which paid for many programs and performers.

- **Music Jamboree Finale** – SCPL held the 2015 Summer Reading Program Music Jamboree Finale at Newhall Park on July 25. It featured prize drawings, sponsor booths, an award ceremony, and live performances from The Wacko Show, The Terns, and Nathalia Palis. Children and families also had the chance to meet Library staff at the Bash and pick up their prizes.

- **Digital Library Branch** – The foot traffic at the three Library buildings has increased by 75% when visits to the Library's website are considered. The website traffic and use of digital services and resources comprise such a significant portion of its interactions with customers that Library staff has decided to elevate them to the status of a Library branch. Shannon Vonnegut, previously Digital Services Coordinator, is now the Digital Services Manager.

If you have any questions, please contact me.

DH:BI:RB:hds
S:\FIN\MA\Library\Statistics - Library\FY 15-16 Library Stats\2015 July/Memo Library Stats – July 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

July 2015

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16

Statistical Summary

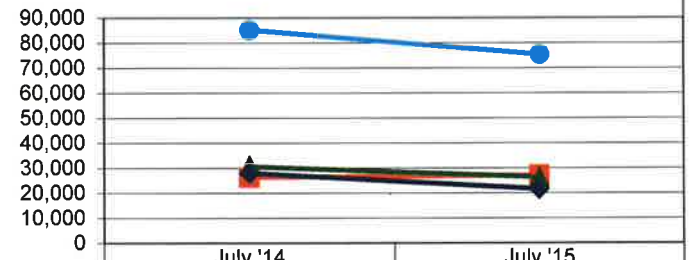
Month-to-Date

JULY 2015	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	July 2015	July 2014	July 2015	July 2014	July 2015	July 2014	July 2015	July 2014
Patron Traffic	27,227	26,408	26,454	30,673	21,707	28,135	75,388	85,216
Circulation	39,593	39,065	31,941	43,575	58,179	66,884	129,713	149,524
PC Reservations	6,233	6,501	6,908	8,492	4,091	4,597	17,232	19,590
Volunteer Hours	860	1,124	744	1,070	423	477	2,027	2,671
Holds Filled	4,365	3,942	3,635	3,870	6,131	6,169	14,131	13,981
Number of Programs	32	33	58	67	35	36	125	136
Program Attendance	1,271	1,499	2,008	2,459	1,285	1,709	4,564	5,667
Library Cards Issued	452	483	584	787	369	376	1,405	1,646
Wi-Fi Users	1,556	1,470	2,107	2,234	1,311	1,355	4,974	5,059
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	57,503	43,009

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

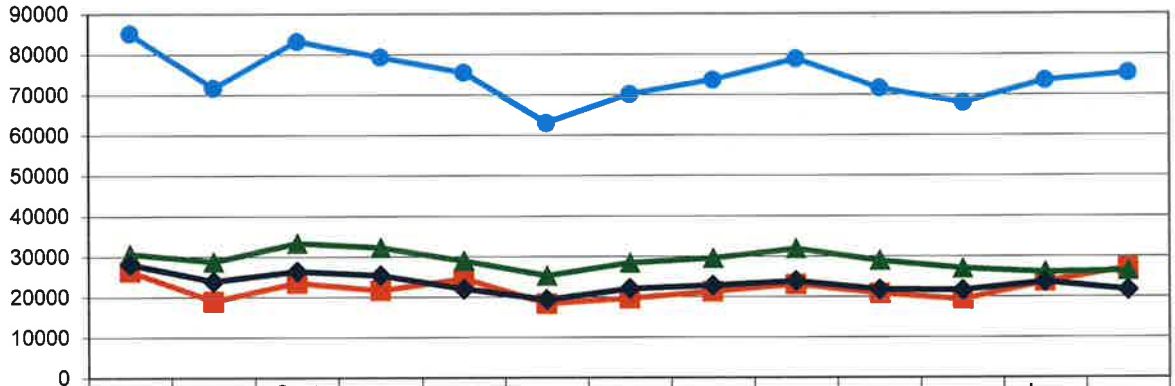
In July 2015, a total of 75,388 patrons visited the Santa Clarita Public Library, with 27,227 visitors at Canyon Country, 26,454 at Newhall, and 21,707 at Valencia.

Patron Visits



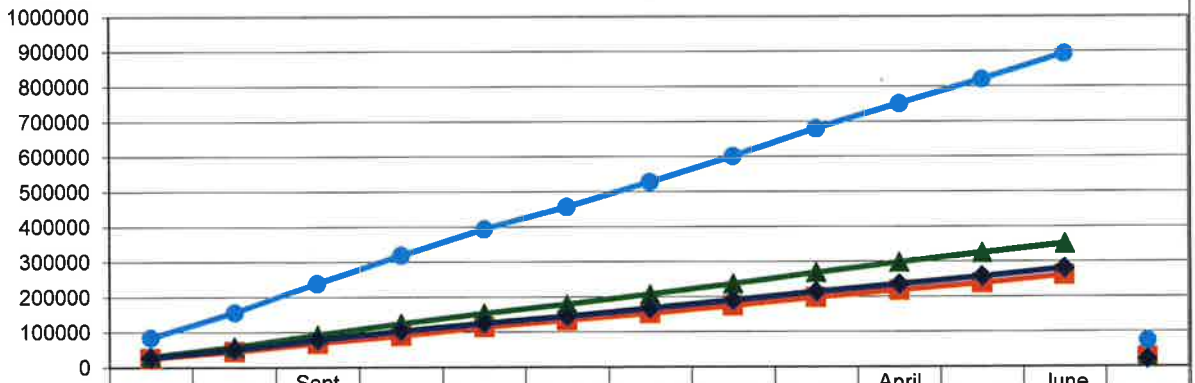
	July '14	July '15
Cyn Country	26,408	27,227
Newhall	30,673	26,454
Valencia	28,135	21,707
SCPL	85,216	75,388

Patron Traffic/Visits - Monthly



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	26408	19035	23528	21702	24555	18405	19660	21311	23049	20853	19399	23757	27227
Newhall	30673	28766	33380	32240	28986	25302	28473	29553	31905	28960	27023	26134	26454
Valencia	28135	23939	26387	25413	22033	19375	22091	22846	23918	21788	21644	23703	21707
SCPL	85,216	71,740	83,295	79,355	75,574	63,082	70,224	73,710	78,872	71,601	68,066	73,594	75,388

Cumulative Patron Traffic/Visits - YTD

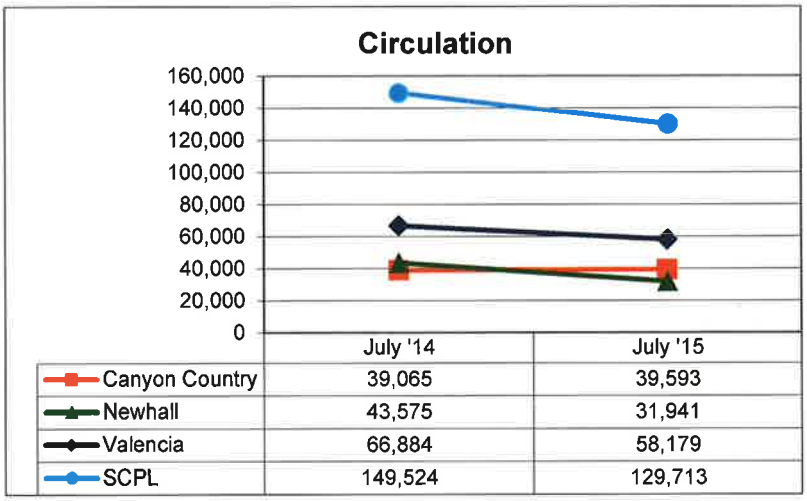


	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	26408	45443	68971	90673	115228	133633	153293	174604	197653	218506	237905	261662	27227
Newhall	30673	59439	92819	125059	154045	179347	207820	237373	269278	298238	325261	351395	26454
Valencia	28135	52074	78461	103874	125907	145282	167373	190219	214137	235925	257569	281272	21707
SCPL	85216	156956	240251	319606	395180	458262	528486	602196	681068	752669	820735	894329	75388

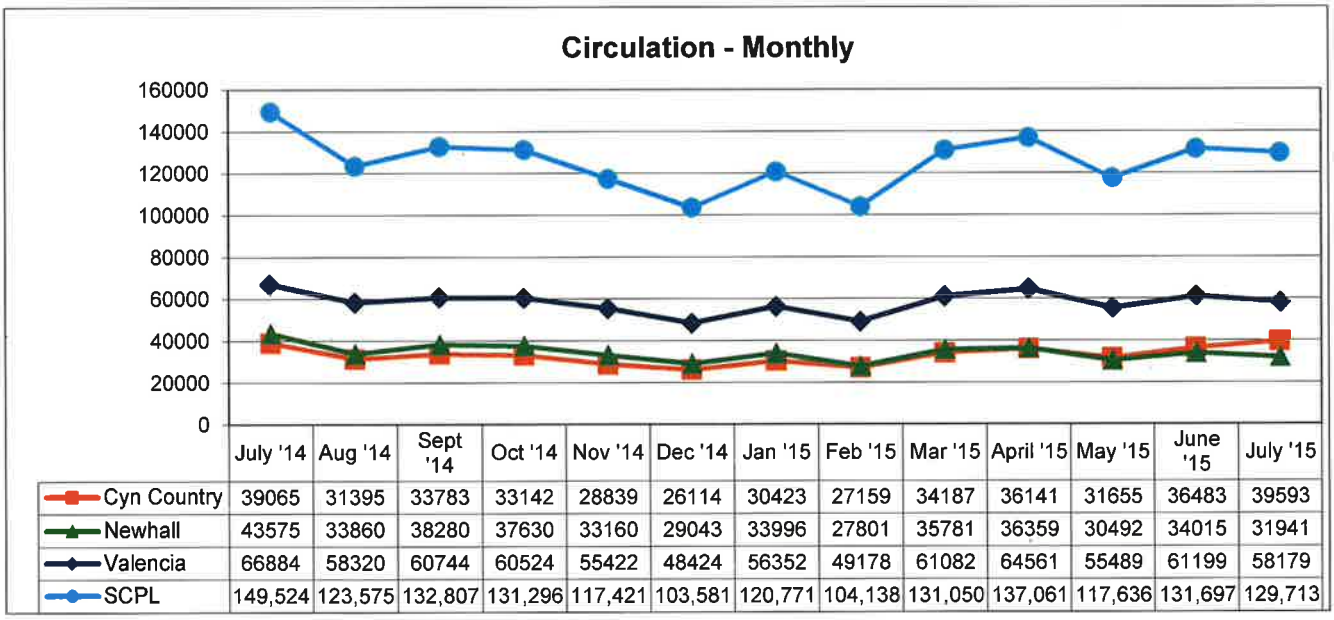
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
CIRCULATION

In July 2015, a total of 129,713 books and materials were circulated in the Santa Clarita Public Library.

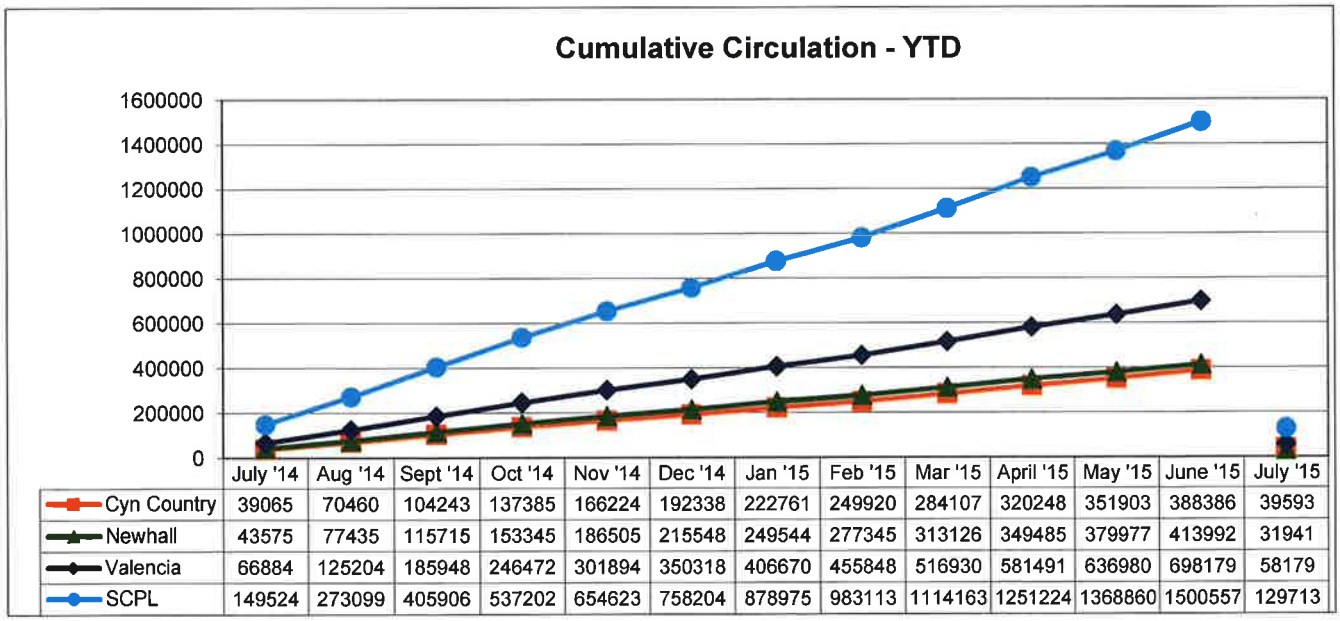
39,593 books and materials were circulated at the Canyon Country Library, 31,941 at Newhall Library, and 58,179 at Valencia Library.



	July '14	July '15
Canyon Country	39,065	39,593
Newhall	43,575	31,941
Valencia	66,884	58,179
SCPL	149,524	129,713



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	39065	31395	33783	33142	28839	26114	30423	27159	34187	36141	31655	36483	39593
Newhall	43575	33860	38280	37630	33160	29043	33996	27801	35781	36359	30492	34015	31941
Valencia	66884	58320	60744	60524	55422	48424	56352	49178	61082	64561	55489	61199	58179
SCPL	149,524	123,575	132,807	131,296	117,421	103,581	120,771	104,138	131,050	137,061	117,636	131,697	129,713



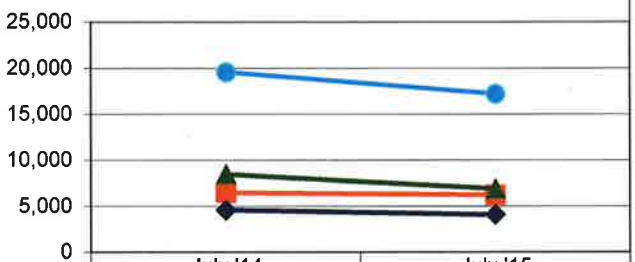
	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	39065	70460	104243	137385	166224	192338	222761	249920	284107	320248	351903	388386	39593
Newhall	43575	77435	115715	153345	186505	215548	249544	277345	313126	349485	379977	413992	31941
Valencia	66884	125204	185948	246472	301894	350318	406670	455848	516930	581491	636980	698179	58179
SCPL	149524	273099	405906	537202	654623	758204	878975	983113	1114163	1251224	1368860	1500557	129713

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

In July 2015, a total of 17,232 patrons reserved and used a public computer.

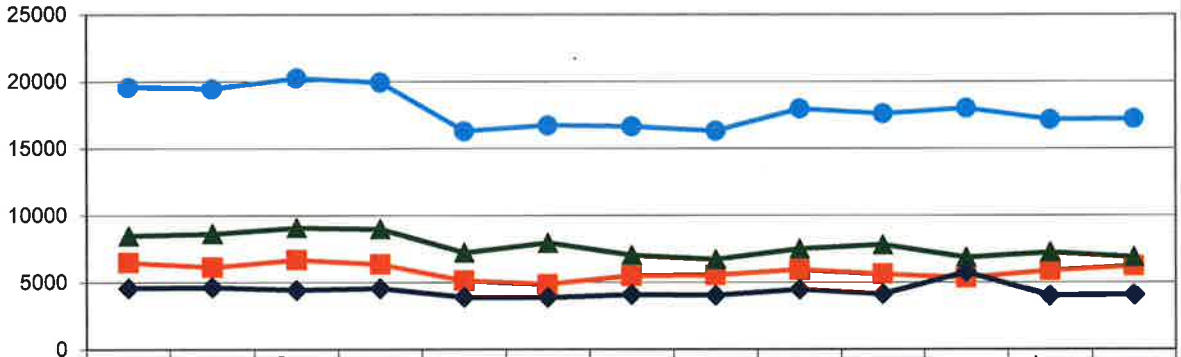
6,233 patrons used public computers in the Canyon Country Library, 6,908 in Newhall Library, and 4,091 in Valencia Library.

Public Computer Reservations



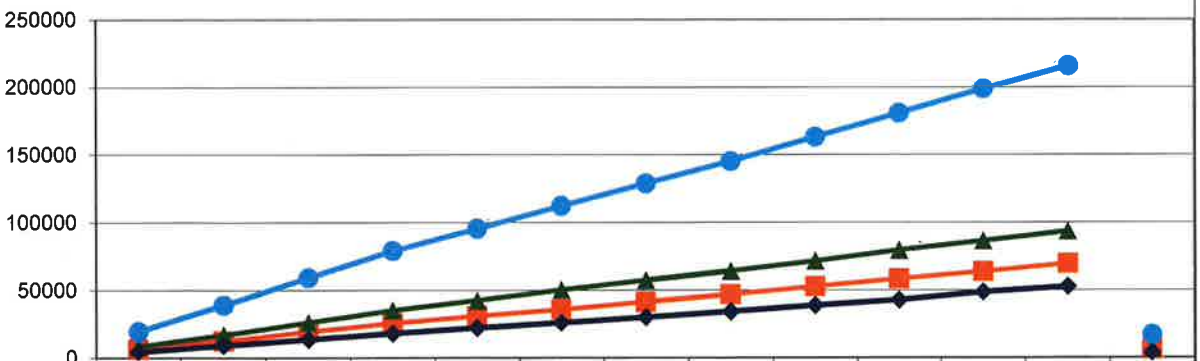
	July '14	July '15
Canyon Country	6,501	6,233
Newhall	8,492	6,908
Valencia	4,597	4,091
SCPL	19,590	17,232

Public Computer Reservations - Monthly



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	6501	6166	6714	6383	5162	4887	5507	5549	5965	5641	5358	5899	6233
Newhall	8492	8651	9102	9013	7240	7968	7054	6726	7518	7827	6886	7258	6908
Valencia	4597	4656	4458	4572	3919	3895	4106	4050	4492	4155	5780	4026	4091
SCPL	19,590	19,473	20,274	19,968	16,321	16,750	16,667	16,325	17,975	17,623	18,024	17,183	17,232

Cumulative Public Computer Reservations - YTD

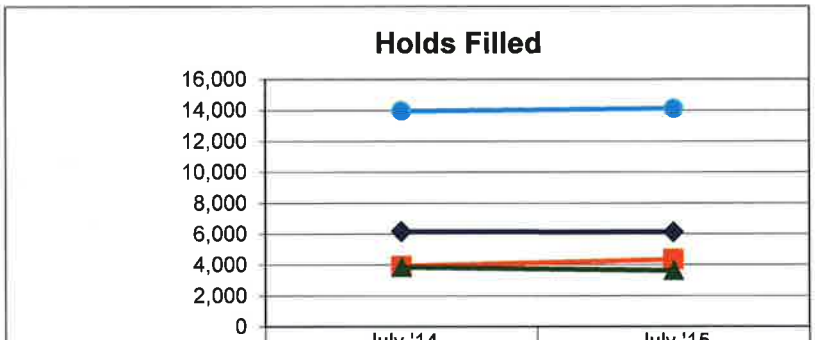


	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	6501	12667	19381	25764	30926	35813	41320	46869	52834	58475	63833	69732	6233
Newhall	8492	17143	26245	35258	42498	50466	57520	64246	71764	79591	86477	93735	6908
Valencia	4597	9253	13711	18283	22202	26097	30203	34253	38745	42900	48680	52706	4091
SCPL	19590	39063	59337	79305	95626	112376	129043	145368	163343	180966	198990	216173	17232

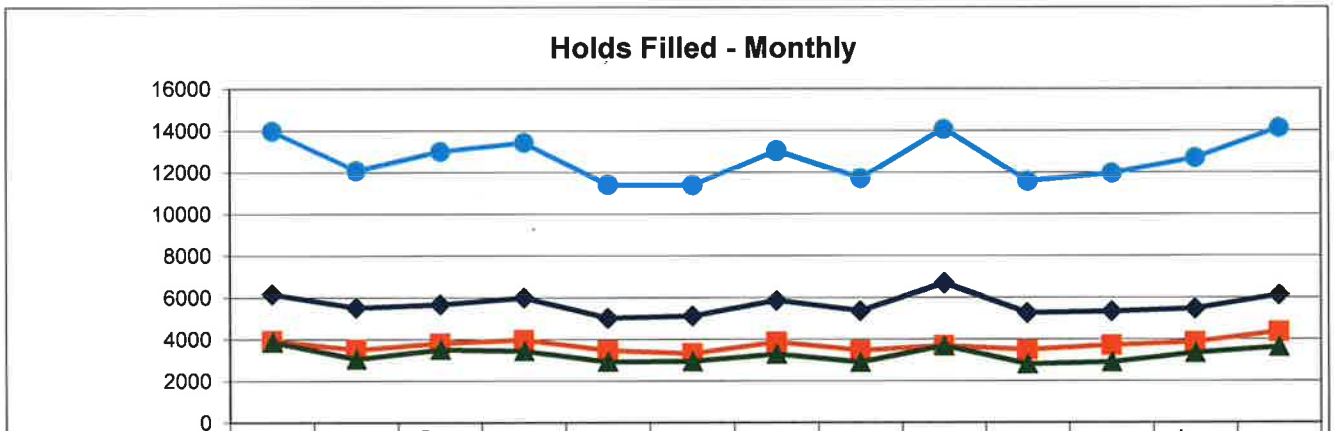
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
HOLDS FILLED

In July 2015, a total of 14,131 holds were filled in the Santa Clarita Public Library.

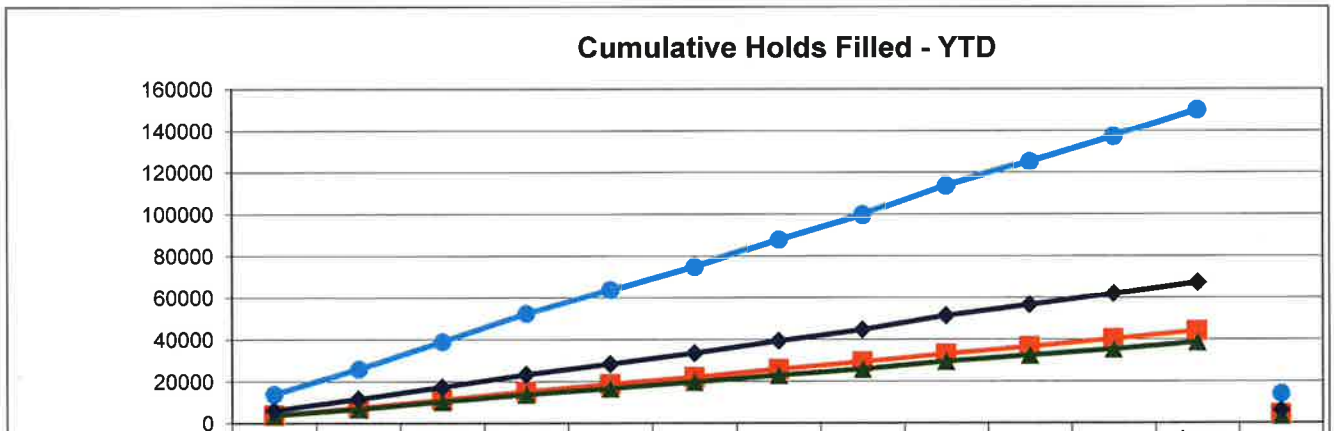
4,365 holds were filled in the Canyon Country Library, 3,635 in Newhall Library, and 6,131 in Valencia Library.



	July '14	July '15
Canyon Country	3,942	4,365
Newhall	3,870	3,635
Valencia	6,169	6,131
SCPL	13,981	14,131



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	3942	3508	3813	3981	3474	3324	3880	3475	3698	3504	3718	3871	4365
Newhall	3870	3062	3514	3450	2927	2952	3294	2902	3690	2824	2911	3350	3635
Valencia	6,169	5,527	5,680	6,003	5,021	5,126	5,866	5,359	6,683	5,269	5,341	5,472	6,131
SCPL	13,981	12,097	13,007	13,434	11,422	11,402	13,040	11,736	14,071	11,597	11,970	12,693	14,131

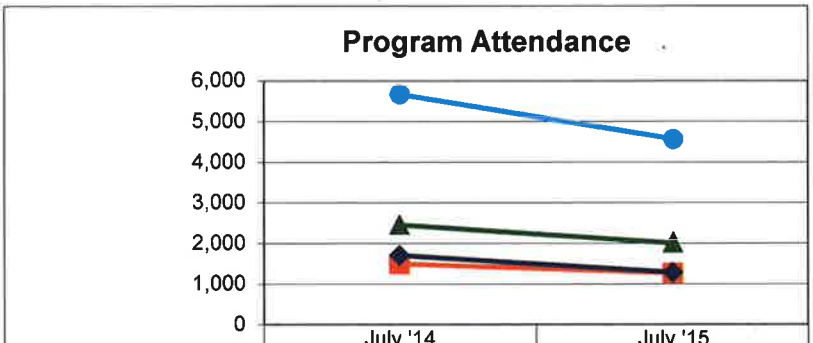


	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	3942	7450	11263	15244	18718	22042	25922	29397	33095	36599	40317	44188	4365
Newhall	3870	6932	10446	13896	16823	19775	23069	25971	29661	32485	35396	38746	3635
Valencia	6169	11696	17376	23379	28400	33526	39392	44751	51434	56703	62044	67516	6131
SCPL	13981	26078	39085	52519	63941	75343	88383	100119	114190	125787	137757	150450	14131

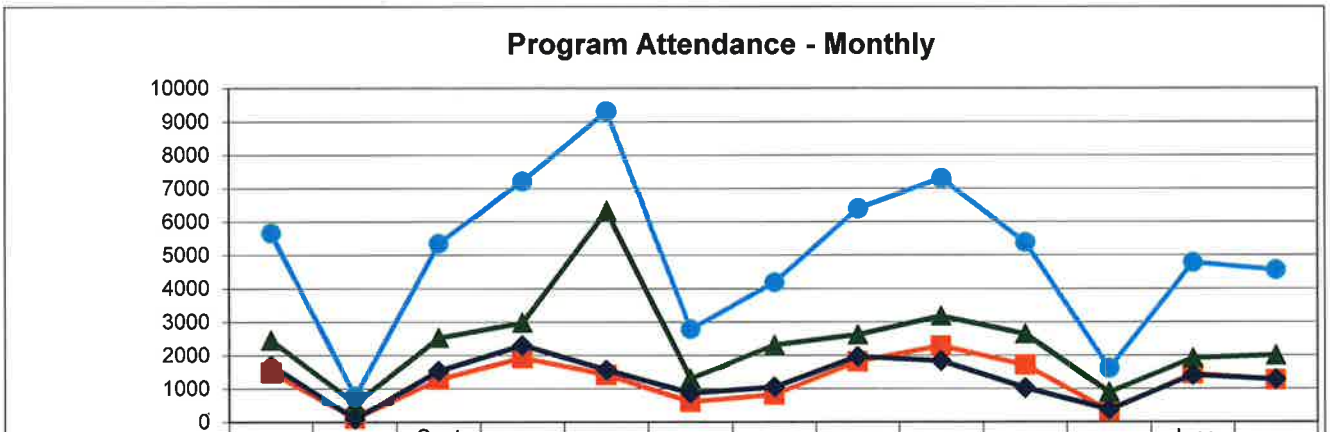
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
PROGRAM ATTENDANCE

In July 2015, a total of 4,564 attendees participated in a program.

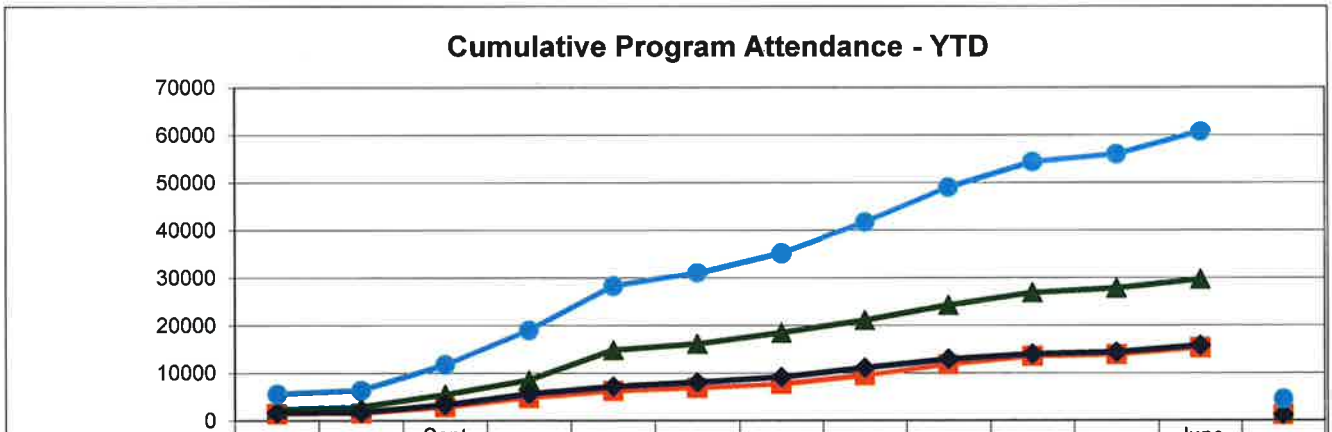
1,271 attended a Library program at the Canyon Country Library, 2,008 at Newhall Library, and 1,285 at Valencia Library.



	July '14	July '15
Canyon Country	1,499	1,271
Newhall	2,459	2,008
Valencia	1,709	1,285
SCPL	5,667	4,564



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	1499	124	1284	1932	1424	612	829	1817	2286	1715	339	1451	1271
Newhall	2459	558	2533	2982	6324	1306	2317	2624	3181	2646	899	1919	2008
Valencia	1709	108	1539	2305	1567	873	1052	1967	1841	1031	382	1414	1285
SCPL	5,667	790	5,356	7,219	9,315	2,791	4,198	6,408	7,308	5,392	1,620	4,784	4,564

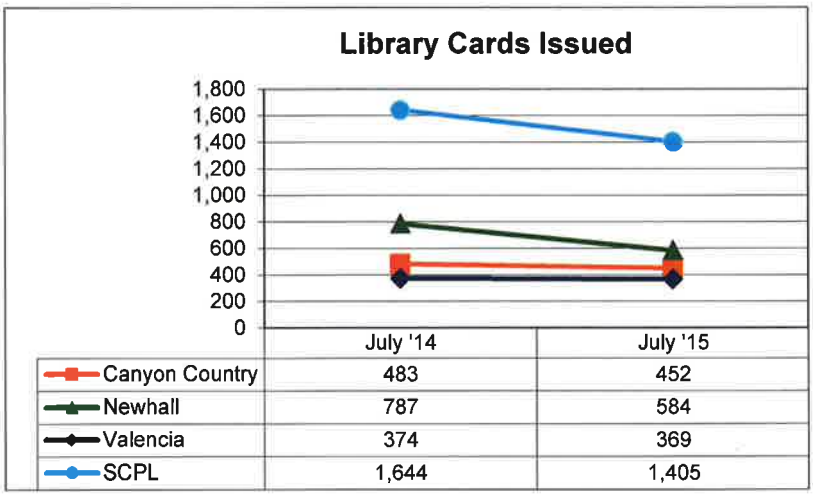


	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	1499	1623	2907	4839	6263	6875	7704	9521	11807	13522	13861	15312	1271
Newhall	2459	3017	5550	8532	14856	16162	18479	21103	24284	26930	27829	29748	2008
Valencia	1709	1817	3356	5661	7228	8101	9153	11120	12961	13992	14374	15788	1285
SCPL	5667	6457	11813	19032	28347	31138	35336	41744	49052	54444	56064	60848	4564

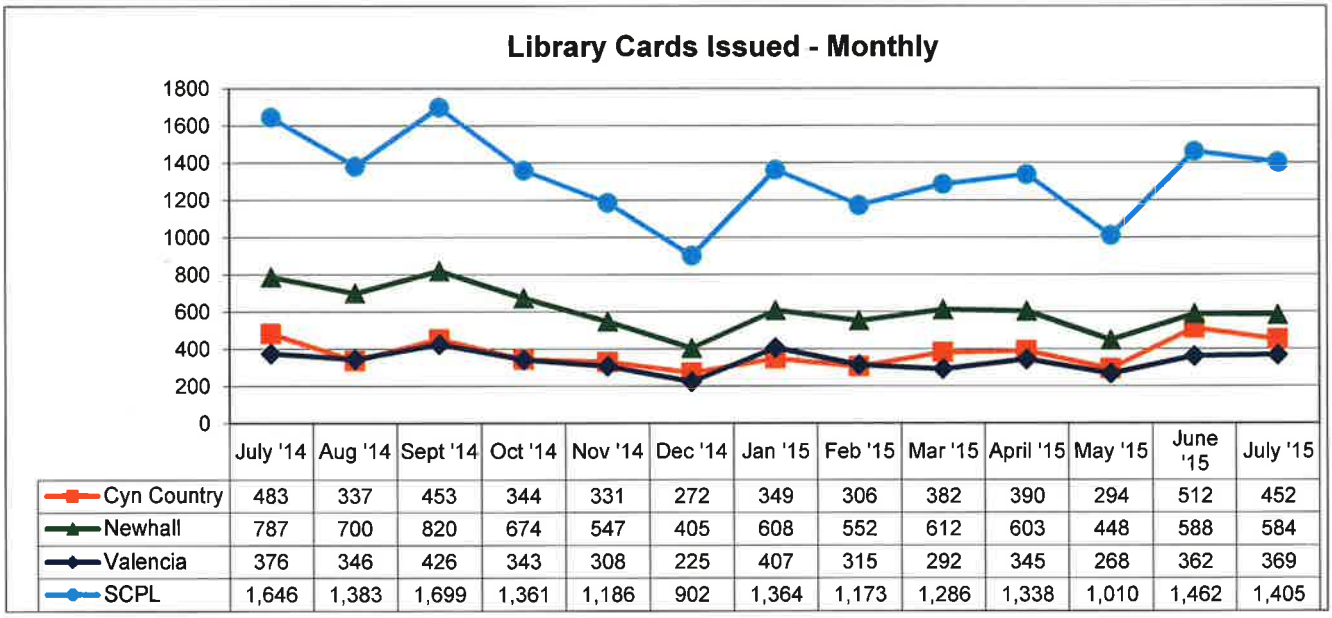
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY CARDS ISSUED

In July 2015, a total of 1,405 new Library cards were issued.

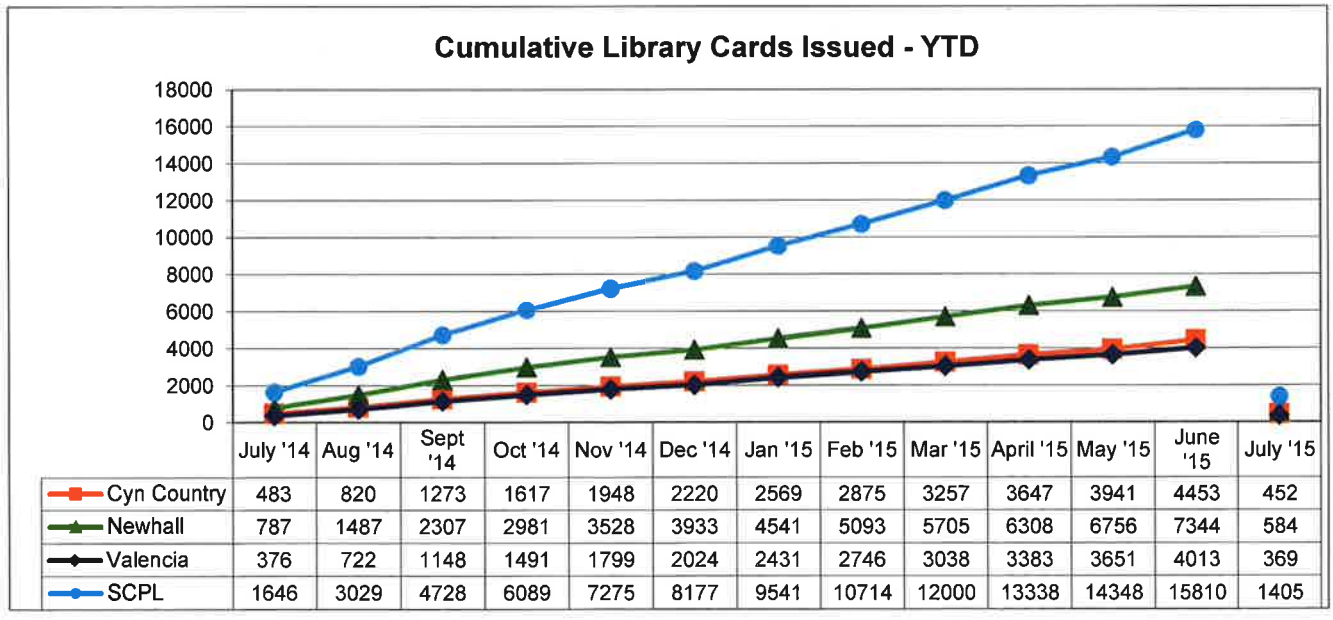
452 new Library cards were issued at the Canyon Country Library, 584 at Newhall Library, and 369 at Valencia Library.



	July '14	July '15
Canyon Country	483	452
Newhall	787	584
Valencia	374	369
SCPL	1,644	1,405



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	483	337	453	344	331	272	349	306	382	390	294	512	452
Newhall	787	700	820	674	547	405	608	552	612	603	448	588	584
Valencia	376	346	426	343	308	225	407	315	292	345	268	362	369
SCPL	1,646	1,383	1,699	1,361	1,186	902	1,364	1,173	1,286	1,338	1,010	1,462	1,405



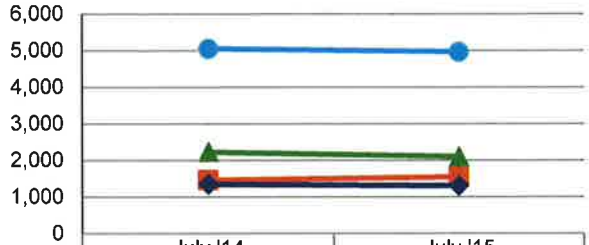
	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	483	820	1273	1617	1948	2220	2569	2875	3257	3647	3941	4453	452
Newhall	787	1487	2307	2981	3528	3933	4541	5093	5705	6308	6756	7344	584
Valencia	376	722	1148	1491	1799	2024	2431	2746	3038	3383	3651	4013	369
SCPL	1646	3029	4728	6089	7275	8177	9541	10714	12000	13338	14348	15810	1405

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

In July 2015, a total of 4,974 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

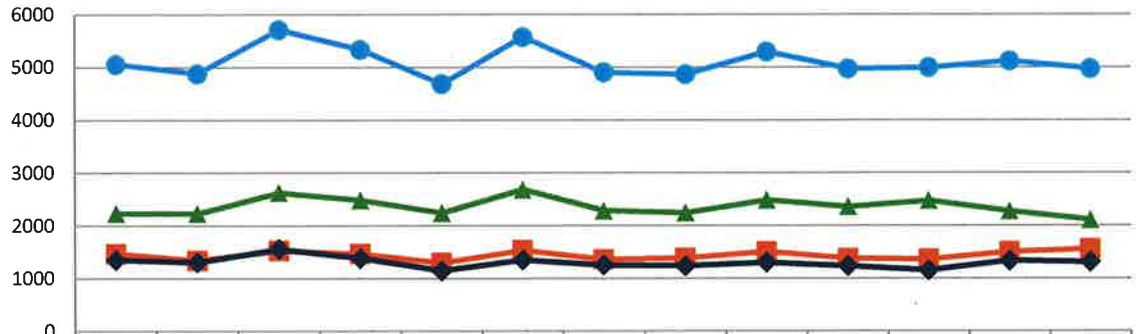
1,556 Wi-Fi users were at the Canyon Country Library, 2,107 at Newhall Library, and 1,311 at Valencia Library.

Wi-Fi Users



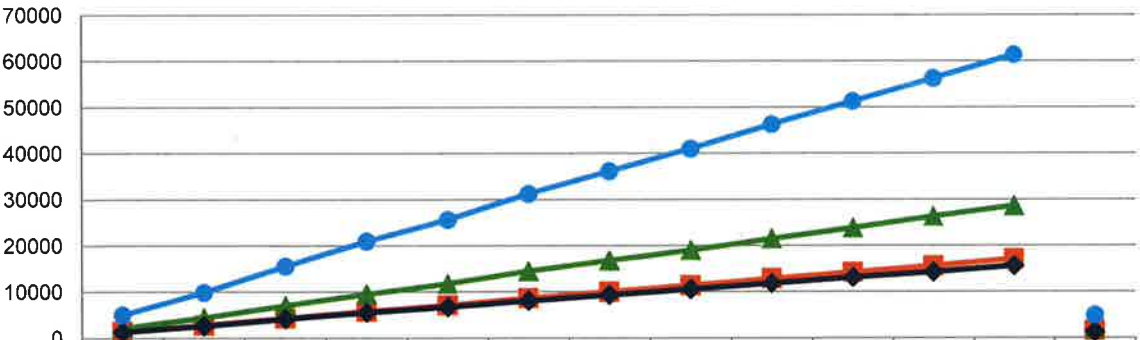
	July '14	July '15
Canyon Country	1,470	1,556
Newhall	2,234	2,107
Valencia	1,355	1,311
SCPL	5,059	4,974

Wi-Fi Users - Monthly



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	1470	1343	1528	1468	1297	1535	1362	1384	1507	1378	1364	1505	1556
Newhall	2234	2231	2627	2484	2240	2685	2285	2243	2484	2360	2474	2276	2107
Valencia	1355	1309	1558	1386	1148	1353	1256	1240	1303	1236	1155	1337	1311
SCPL	5,059	4,883	5,713	5,338	4,685	5,573	4,903	4,867	5,294	4,974	4,993	5,118	4,974

Cumulative Wi-Fi Users - YTD



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Cyn Country	1470	2813	4341	5809	7106	8641	10003	11387	12894	14272	15636	17141	1556
Newhall	2234	4465	7092	9576	11816	14501	16786	19029	21513	23873	26347	28623	2107
Valencia	1355	2664	4222	5608	6756	8109	9365	10605	11908	13144	14299	15636	1311
SCPL	5059	9942	15655	20993	25678	31251	36154	41021	46315	51289	56282	61400	4974

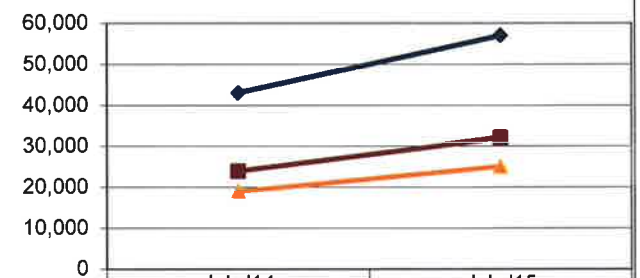
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2015-16
LIBRARY WEBSITE

In July 2015, the Library's website received a total of 57,053 visits.

31,950 were returning visitors and 25,103 were new visitors to the Library website.

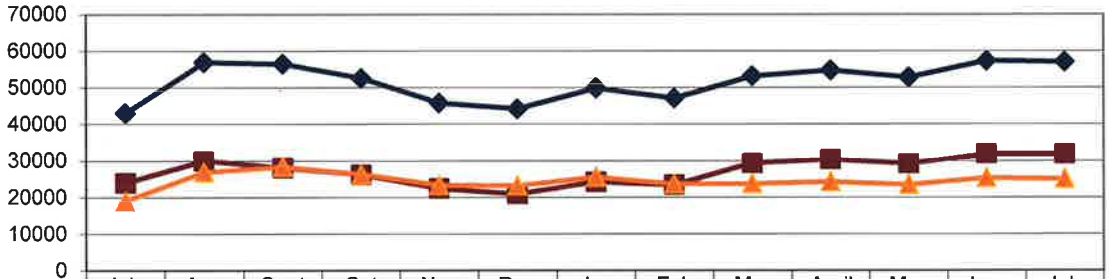
Visitors to the Santa Clarita Public Library website viewed 94,505 website pages during the month of July 2015.

Library Website Visits



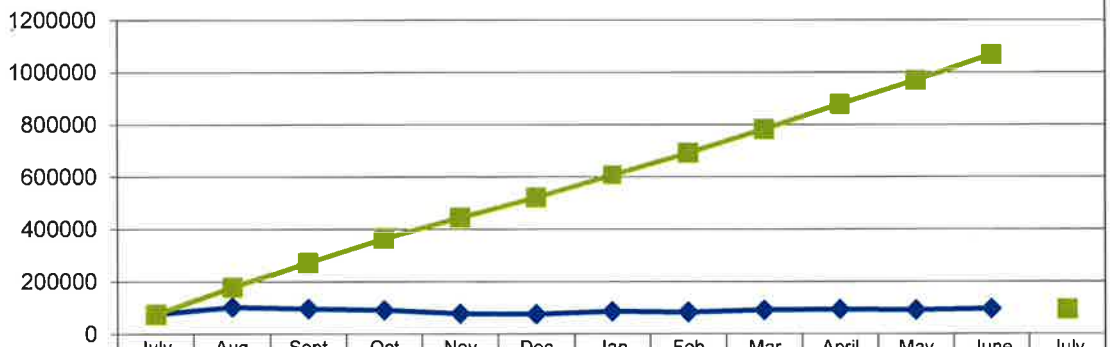
	July '14	July '15
Website Visits	43,009	57,053
Returning Visitors	23,999	31,950
New Visitors	19,010	25,103

Library Website Visits - Monthly



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Website Visits	43009	56956	56523	52613	45841	44221	49870	47126	53201	54754	52811	57343	57053
Returning Visitors	23999	30016	28092	26254	22462	20961	24237	23422	29420	30443	29310	31997	31950
New Visitors	19010	26940	28431	26359	23379	23260	25633	23704	23781	24311	23501	25346	25103

Library Web Pages Viewed -YTD



	July '14	Aug '14	Sept '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	April '15	May '15	June '15	July '15
Webpages Viewed - Monthly	75758	102845	96840	91636	78409	76248	86495	83776	91225	94272	91940	96639	94505
Webpages Viewed - YTD	75758	178603	275443	367079	445488	521736	608231	692007	783232	877504	969444	1066083	94505