

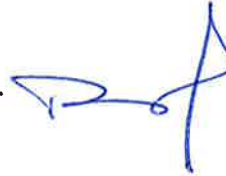
CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager

DATE: January 20, 2017

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – DECEMBER 2016



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

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

- 50,790 patrons visited the Libraries, 771 new Library cards were issued, and 1,675 patrons attended a Library program.
- 93,294 books and materials were circulated, and 9,241 holds were filled.
- 9,082 patrons reserved and used a public computer, while 4,541 patrons used the Library’s free Wi-Fi.
- The Library’s website received 40,514 visits, comprising 20,986 new visitors and 19,528 returning visitors. Together they viewed 58,993 website pages on the Library website.

DECEMBER 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Dec. 2016	Dec. 2015	Dec. 2016	Dec. 2015	Dec. 2016	Dec. 2015	Dec. 2016	Dec. 2015	Dec. 2016	Dec. 2015
Circulation	23,254	25,524	19,200	22,611	40,210	42,565	10,630	10,877	93,294	101,577
Patron Traffic	14,110	15,672	19,997	23,010	16,683	17,983			50,790	56,665
PC Reservations	3,230	4,092	3,370	5,234	2,482	3,156			9,082	12,482
Volunteer Hours	459	339	226	364	177	186			862	889
Holdings Filled	2,790	2,932	2,429	2,530	4,022	7,569			9,241	13,031
Number of Programs	32	24	34	39	19	21			85	84
Program Attendance	612	386	510	678	553	296			1,675	1,360
Library Cards Issued	206	224	356	374	209	190			771	788
Wi-Fi Users	1,232	1,202	2,207	2,237	1,102	1,108			4,541	4,547
Homework Help: Students Assisted	0	34	0	52	2	3	n/a	n/a	2	89
Databases							16,590	19,917	16,590	19,917
Website Visits									40,514	43,238
Outreach Events									5	6
Outreach Attendance									155	154

Santa Clarita Public Library December 2016 Programs and Highlights

Holiday programming for the Santa Clarita Public Library in December included: Holiday storytimes, Homework Help, Senior Creative Writing, Digital Drop In, and Youth Chess Club.

In addition, the following special programs took place in December:

- **Senior Center Drop In** – The Santa Clarita Public Library (SCPL) partners with the Santa Clarita Valley (SCV) Senior Center to offer digital assistance to the community. On the second Thursday of every month, from 9:00-11:00am, a library staff member is onsite at the SCV Senior Center to offer Digital Drop In, a service to help individuals with their mobile devices. Participants can bring in tablets, iPads, e Readers and smartphones and have the opportunity to ask questions and receive assistance. In addition, Digital Drop In is offered at all 3 SCPL branch locations.



- **Elf Ball** – The Canyon Country Library celebrated the first ever Elf Ball with approximately 200 people in attendance. Library staff promoted the event by hiding the Library Elf Jo Jo throughout the children’s section of the library during the days of December leading up to the event. At the party, kids enjoyed making elf hats, giant pretend lightbulbs, fishing for candy canes, making marshmallow and toothpick creations, and more.



- **Gingerbread House Contest** - On Saturday, December 3 and Sunday, December 4, the Friends of the Santa Clarita Public Library hosted the Fourth Annual Gingerbread House Contest at the Valencia Library. This free event was open to people of all ages, and was a great way for residents to showcase their creativity during the holiday season.

Upcoming Library Events:

- **LEGO® Party** – Kids are welcome to play with the Library’s thousands of LEGO's. This is an unguided program where kids are free to build whatever they want.
 - Old Town Newhall Library – January 27 at 2:00 p.m.
 - Valencia Library – February 4 at 11:00 a.m.
 - Canyon Country Library – February 4 at 1:00 p.m.

- **Saturday Family Storytime** – This new storytime is for all families interested in reading stories, singing songs, crafting and playing.
 - Canyon Country Library – January 28 at 10:30 a.m. (also occurs every Saturday in February)

- **“Up for Discussion” Readers Group** – This readers’ group is a free book club for those 18 years of age and older. This month’s selection is Did You Ever Have a Family by Bill Clegg.
 - Valencia Library – February 2 at 7 p.m.

- **4th Annual Antique Appraisal Day** – Bring in your family heirloom or collectible to be appraised by professional and experienced appraisers. Cost is \$8.00 per item and \$28.00 for 4 items. There is a 4 item per person limit.
 - Old Town Newhall Library – February 11 at 10:00 a.m.

If you have any questions, please contact me.

DH:RW: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

