


**CITY OF SANTA CLARITA**  
**INTEROFFICE MEMORANDUM**

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: November 18, 2016

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – OCTOBER 2016

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

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

- 66,795 patrons visited the Libraries, 1,180 new Library cards were issued, and 7,276 patrons attended a Library program.
- 109,730 books and materials were circulated, and 11,751 holds were filled.
- 11,394 patrons reserved and used a public computer, while 5,430 patrons used the Library's free Wi-Fi.
- The Library's website received 48,383 visits, comprising 25,449 new visitors and 22,934 returning visitors. Together they viewed 71,267 website pages on the Library website.

OCTOBER 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Oct. 2016	Oct. 2015	Oct. 2016	Oct. 2015	Oct. 2016	Oct. 2015	Oct. 2016	Oct. 2015	Oct. 2016	Oct. 2015
Circulation	27,717	29,993	23,982	29,328	46,662	51,932	11,369	10,745	109,730	121,998
Patron Traffic	19,475	20,912	26,964	30,421	20,356	28,962			66,795	80,295
PC Reservations	4,041	5,363	4,271	7,060	3,082	3,784			11,394	16,207
Volunteer Hours	433	465	495	676	248	292			1,176	1,433
Holdings Filled	3,628	3,871	3,156	3,302	4,967	5,653			11,751	12,826
Number of Programs	107	80	111	109	76	68			294	257
Program Attendance	2,029	1,609	3,029	2,882	2,218	1,739			7,276	6,230
Library Cards Issued	363	347	514	536	303	304			1,180	1,187
Wi-Fi Users	1,247	1,556	2,601	2,584	1,582	1,347			5,430	5,487
Homework Help: Students Assisted	132	168	233	283	9	16	n/a	n/a	374	467
Databases							22,453	25,385	22,453	25,385
Website Visits									48,383	53,228
Outreach Events									10	14
Outreach Attendance									1,210	1,701

***Santa Clarita Public Library October 2016 Programs and Highlights***

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

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

- **Library Halloween Celebration** – At the Old Town Newhall Library, teens celebrated Halloween by painting pumpkins inspired by their favorite books, television shows, and more. Over 25 tweens and teens gathered in the Teen Area to participate in this program as a part of the monthly Fandom Friday series, which takes place every third Friday of every month at the Newhall and Canyon Country branches.



- **Astronomy Day** – The Santa Clarita Public Library partnered with the Local Group Astronomy Club to present the annual Astronomy Day at the Valencia Library. Patrons of all ages learned about stars, planets, and the universe through telescopes, books and presentations. The presentations brought books and articles to life by providing opportunities to learn through telescopes.
- **All Staff Day** – Santa Clarita Public Library staff members gathered for the annual All Staff Day, with this year's theme being Customer Service. Panel presentations included entry-to-exit customer experience and roving customer service. Training was also provided about telephone customer service, in addition to guest speakers.

**SANTA CLARITA PUBLIC LIBRARY STATISTICS**

**November 18, 2016**

**Page 3**

**If you have any questions, please contact me.**

**DH:RW:cjp**

S:\NSMA\Library\Statistics - Library\FY 16-17 Library Stats\2016 (July-December)\2016 October\Memo Library Stats - October 2016

**Attachment**

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

