

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JULY 2016

- 70,460 patrons visited the Libraries, 1,635 new Library cards were issued, and 5,580 patrons attended a Library program.
- 124,161 books and materials were circulated, and 11,343 holds were filled.
- 12,113 patrons reserved and used a public computer, while 5,432 patrons used the Library's free Wi-Fi.
- The Library's website received 52,416 visits, comprising 27,099 new visitors and 25,317 returning visitors. Together they viewed 77,471 website pages on the Library website.

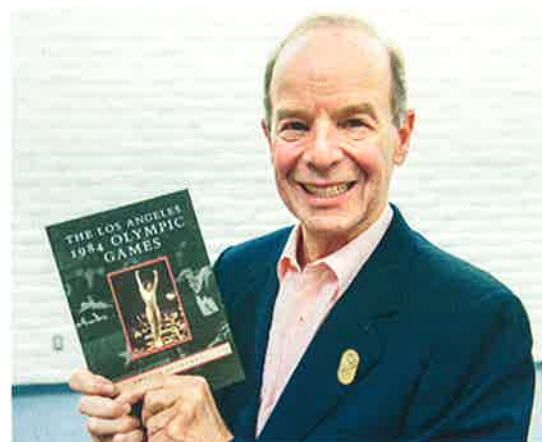
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Santa Clarita Public Library July 2016 Programs and Highlights

Regularly scheduled storytimes for July included: Baby and Toddler, Just 2s and 3s, School Readiness, and Bilingual/Cuenta Cuentos.

In addition, the following programs also took place in July:

- **Summer Reading Program Recap** – The 2016 Summer Reading Program (SRP), “*Read for the Win*,” continued through July 30 and offered events for all ages, including family movies, hiking in SCV, summer study hall, Wii bowling, performances, guest speakers, and games. With the “*Read for the Win*” theme aligning with the upcoming Summer Olympics, one of the program’s SRP offered was an engaging talk and book signing at the Valencia Library with **Barry Sanders**, President of the Southern California Committee for the Olympic Games. Sanders shared an inside look at the bid to bring the Olympics back to Los Angeles in 2024, as well as historical information about past games in Los Angeles. Another program that aligned with the sports and Olympic theme was a **Tae Kwon Do** demonstration offered at Canyon Country Library. Children and adults learned about improving confidence and fitness with martial arts in this demonstration provided by Gold Medal ATA Martial Arts.



The following is a breakdown of the 2016 Summer Reading Program:

- ❖ 793 Babies, toddlers, and preschoolers logged 4,997 books.
- ❖ 2,368 Kindergarten – 6th graders read and reviewed 12, 298 books.



- ❖ 440 Teens read and reviewed 1,607 books.
- ❖ 1,141 Adults read and 1,663 completed the California State Library “5-Book Challenge.”
- ❖ Kids read an average of 5 books over the summer.
- ❖ 8,298 People attended 167 family and children Library events.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

August 16, 2016

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- ❖ **588** Teens attended **42** teen programs.
- ❖ **108** Adults attended **72** 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.
- **Field Day Finale** – On July 30, the SRP Field Day Finale at the Newhall Library featured a Twinkle Time performance. Twinkle Time had 200 kids jumping and singing along to the bilingual, educational rock music. Prizes ranged from cell phone cases, pencil pouches and notebooks to e-readers and movie nights.



If you have any questions, please contact me.

DH:RB: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



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT
Fiscal Year 2016-17

July 2016

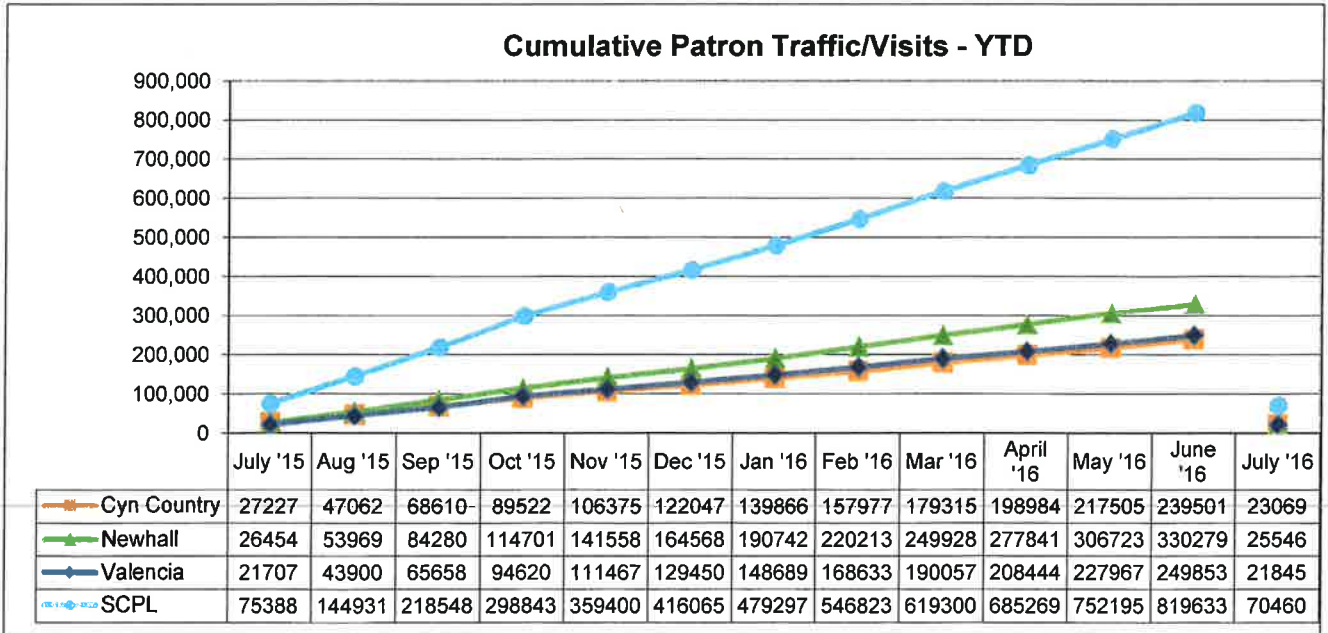
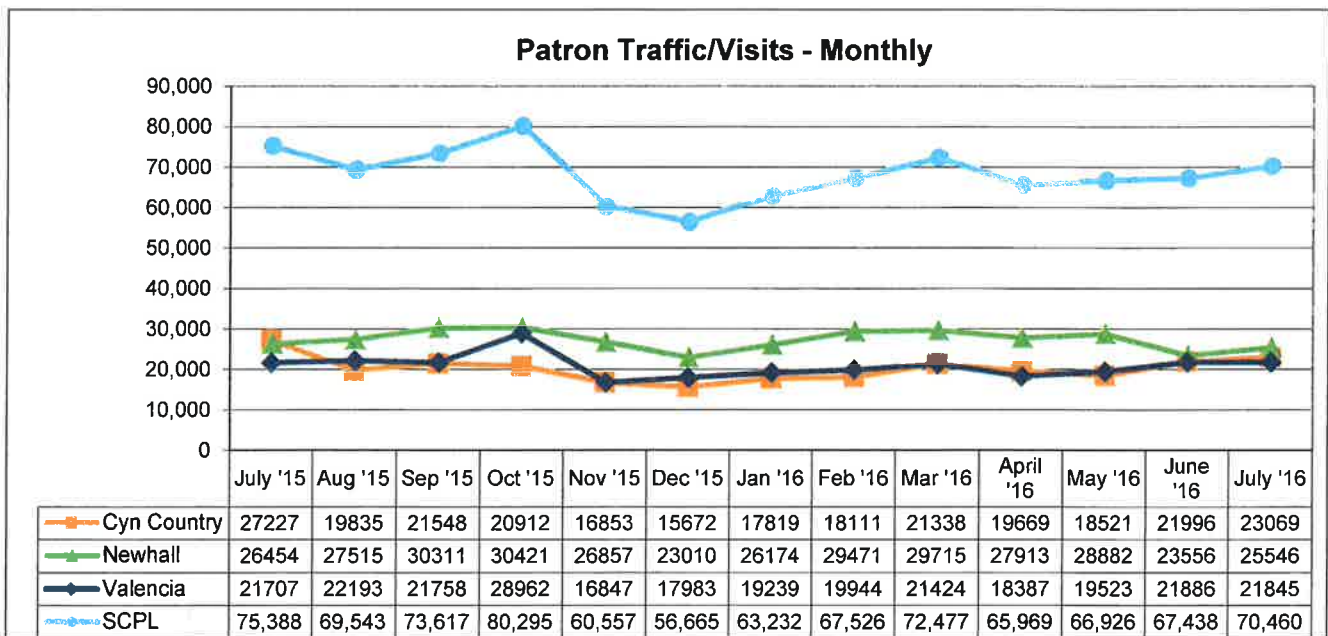
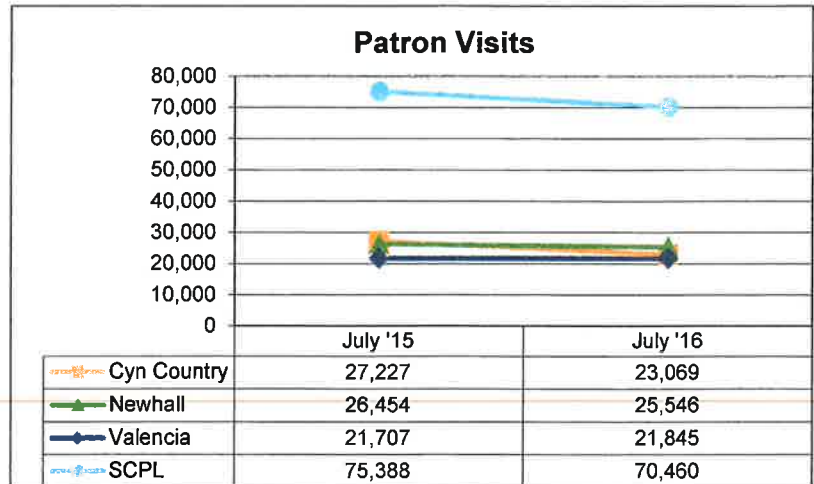
SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17

Statistical Summary

Month-to-Date										
JULY 2016	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	July 2016	July 2015	July 2016	July 2015	July 2016	July 2015	July 2016	July 2015	July 2016	July 2015
Circulation	34,474	39,593	26,743	31,941	50,974	58,179	11,970	11,263	124,161	140,976
Patron Traffic	23,069	27,227	25,546	26,454	21,845	21,707			70,460	75,388
PC Reservations	4,512	5,902	4,318	6,656	3,283	3,939			12,113	16,497
Volunteer Hours	867	860	665	744	411	423			1,943	2,027
Holds Filled	3,399	4,365	3,022	3,635	4,922	6,131			11,343	14,131
Number of Programs	43	32	62	58	50	35			155	125
Program Attendance	1,189	1,271	2,823	2,008	1,568	1,285			5,580	4,564
Library Cards Issued	430	452	526	584	679	369			1,635	1,405
Wi-Fi Users	1,700	1,556	2,401	2,107	1,331	1,311			5,432	4,974
Homework Help: Students Assisted	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Databases							21,088	27,432	21,088	27,432
Website Visits									52,416	57,053
Outreach Events									5	
Outreach Attendance									70	

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
PATRON VISITS

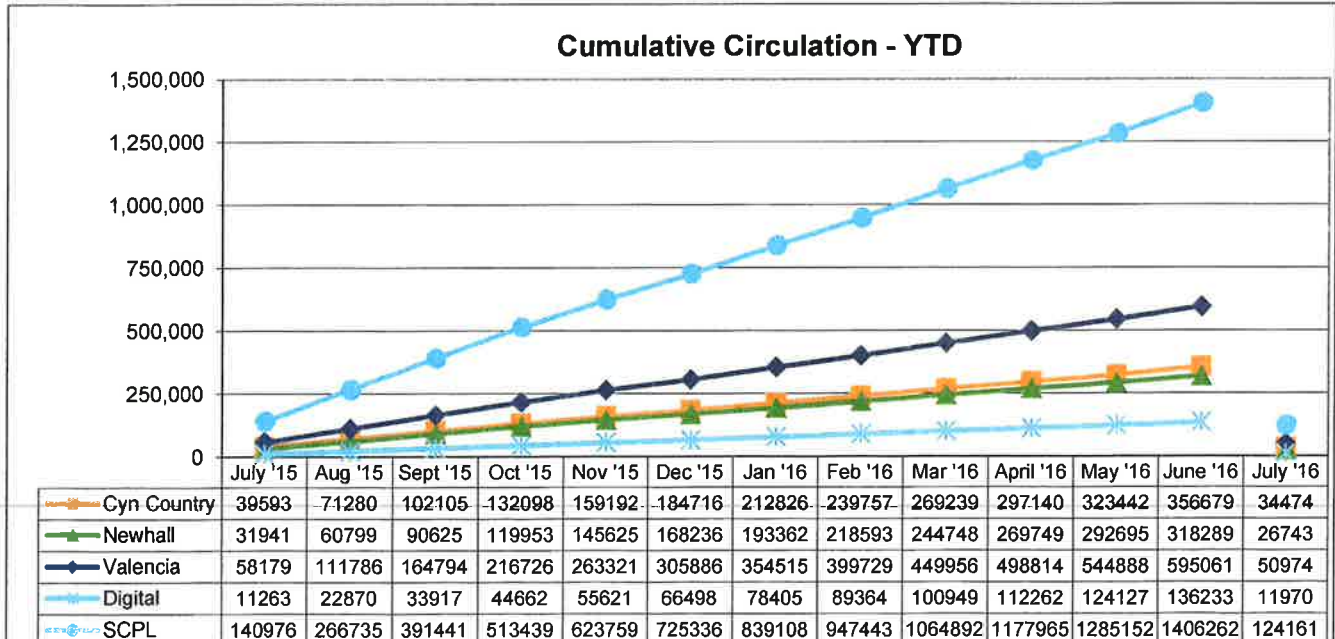
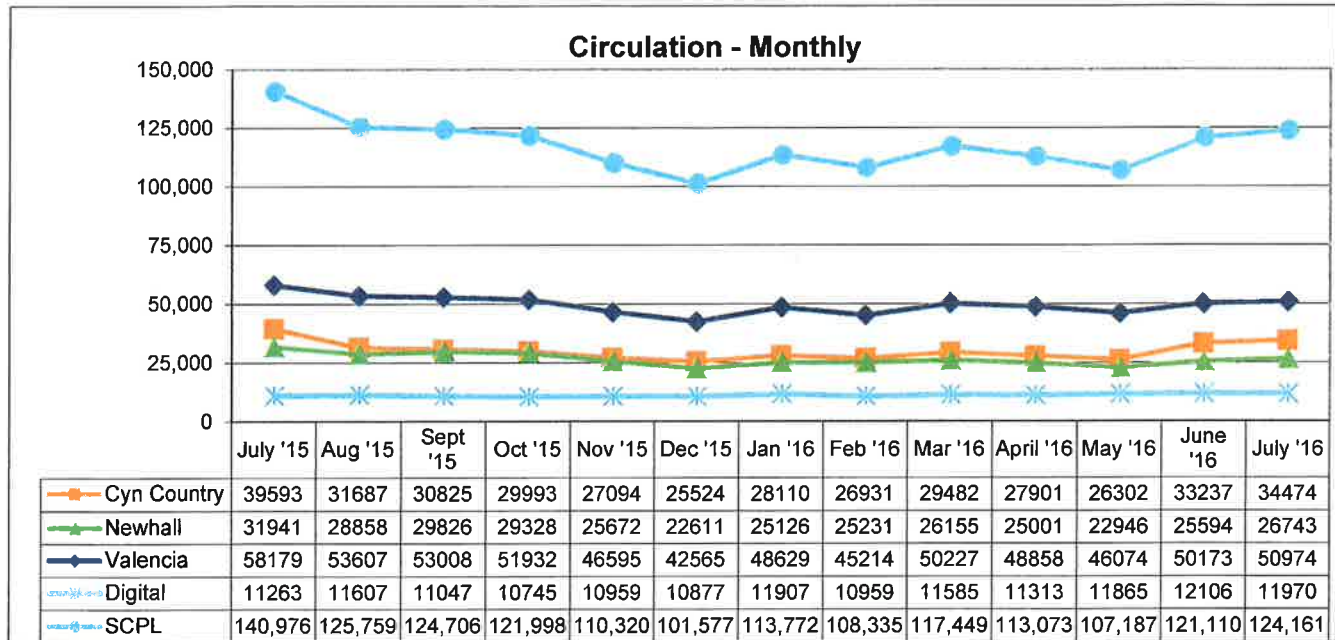
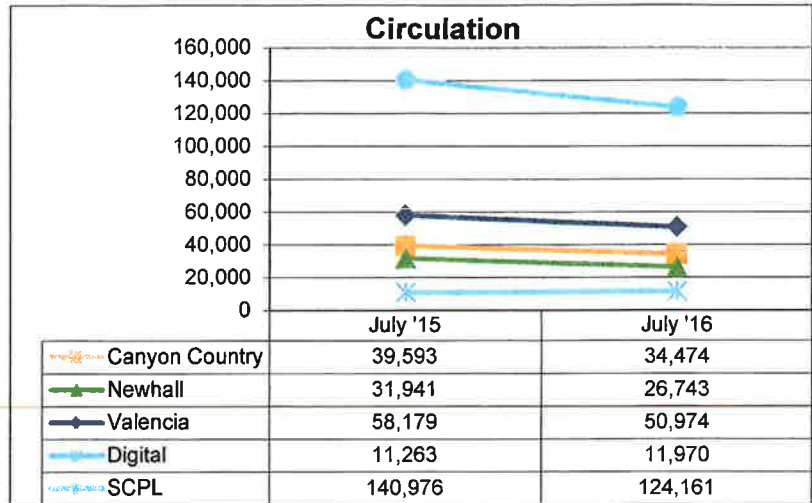
In July 2016, a total of 70,460 patrons visited the Santa Clarita Public Library, with 23,069 visitors at Canyon Country, 25,546 at Newhall, and 21,845 at Valencia.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
CIRCULATION

In July 2016, a total of 124,161 books and materials were circulated in the Santa Clarita Public Library.

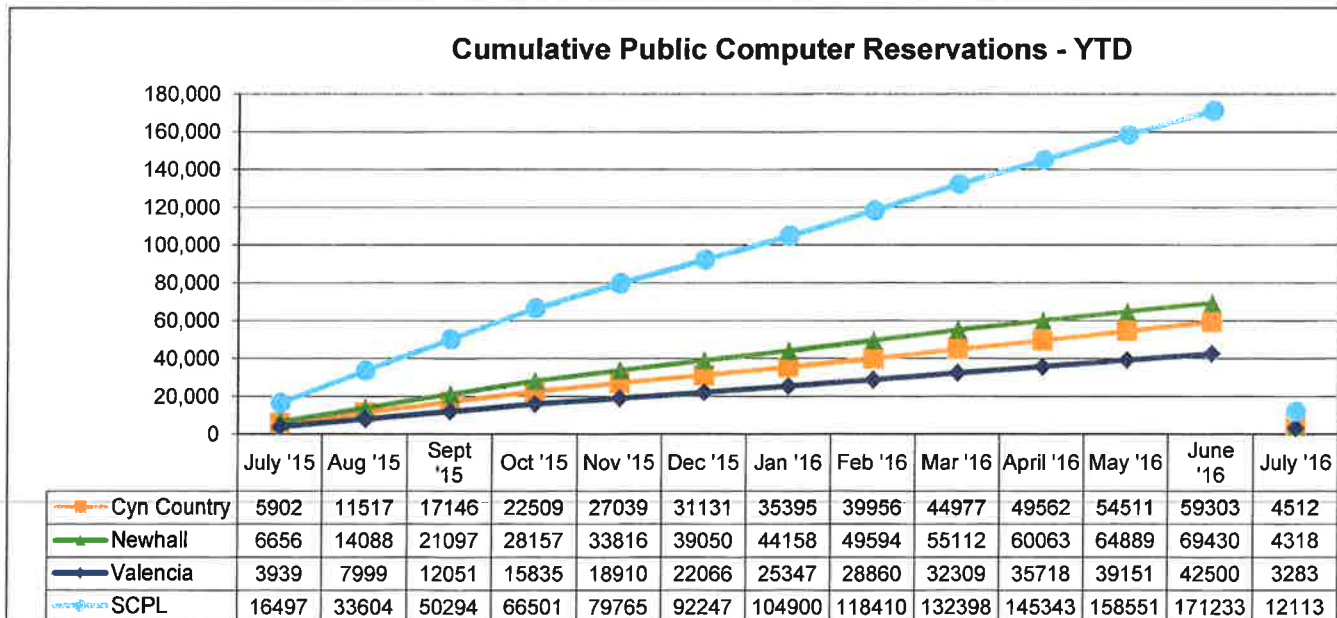
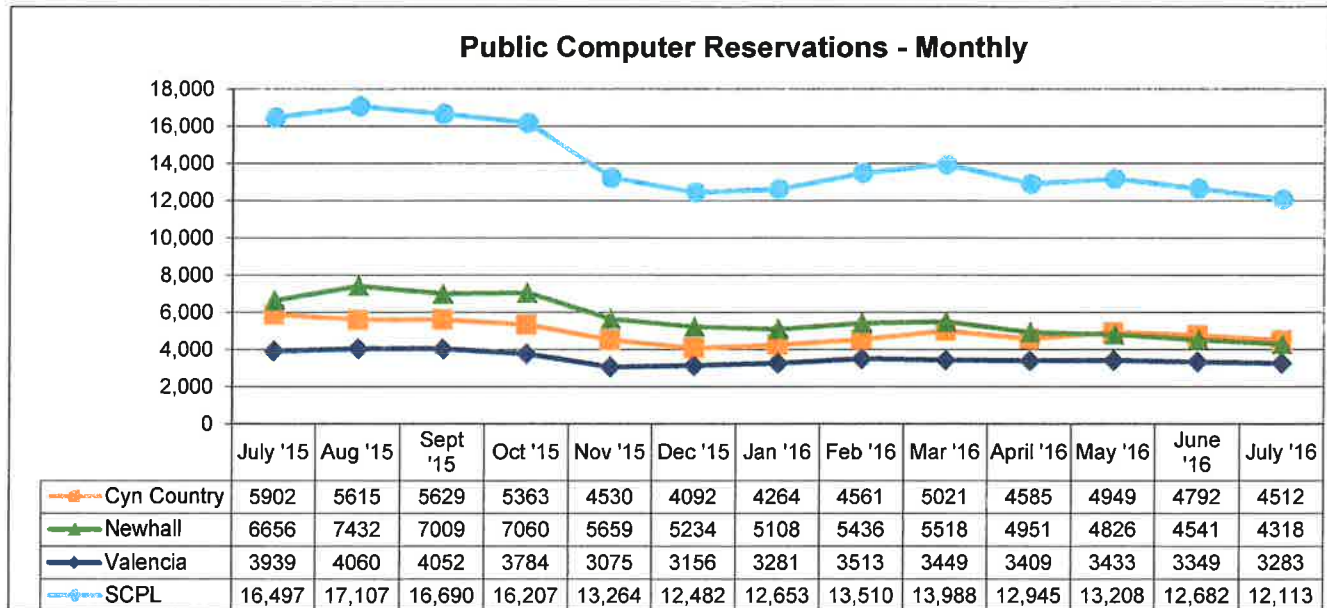
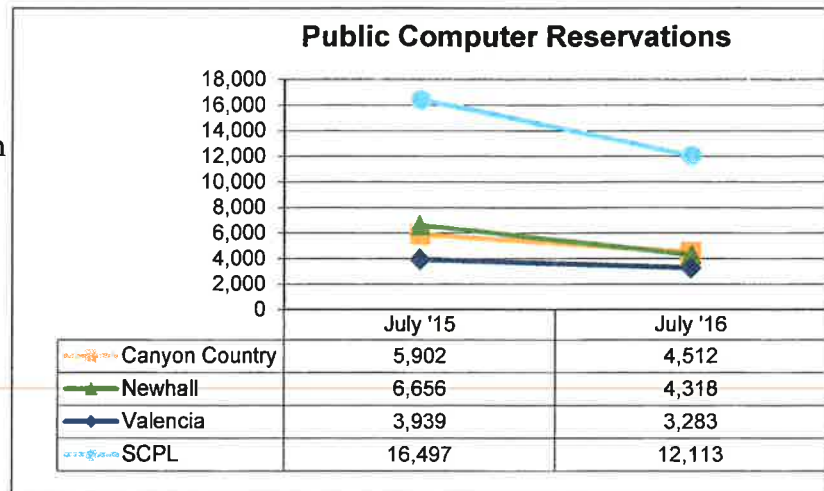
34,474 books and materials were circulated at the Canyon Country Library, 26,743 at Newhall Library, 50,974 at Valencia Library, and 11,970 at the Digital Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
PUBLIC COMPUTER RESERVATIONS

In July 2016, a total of 12,113 patrons reserved and used a public computer.

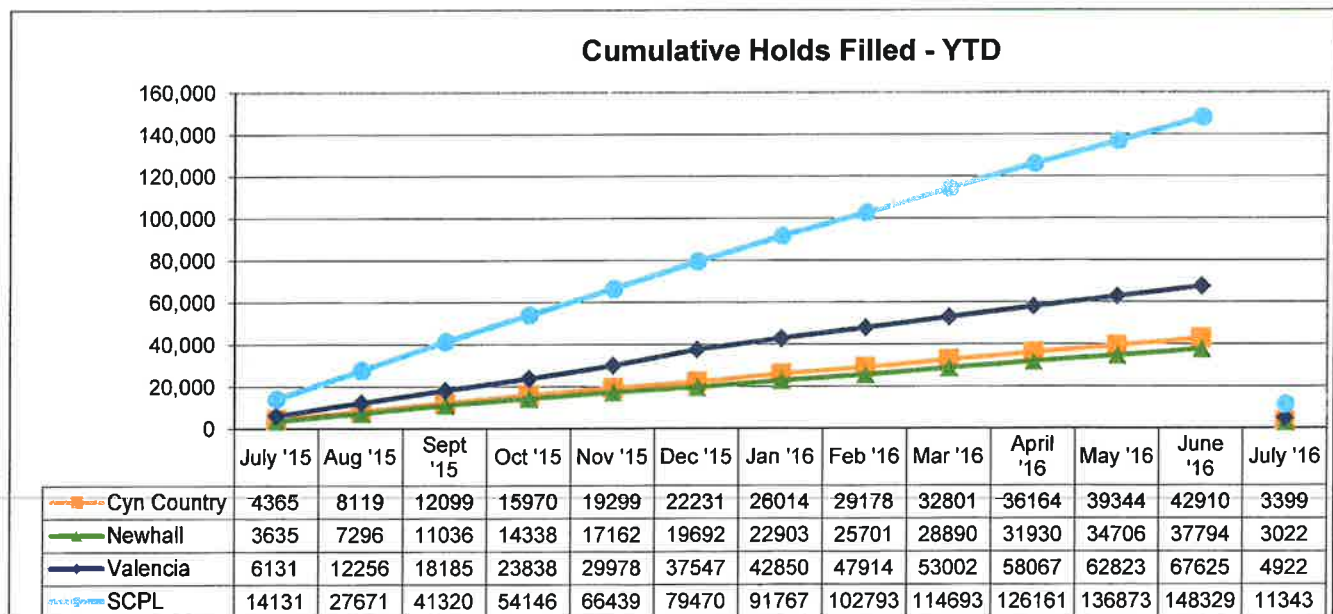
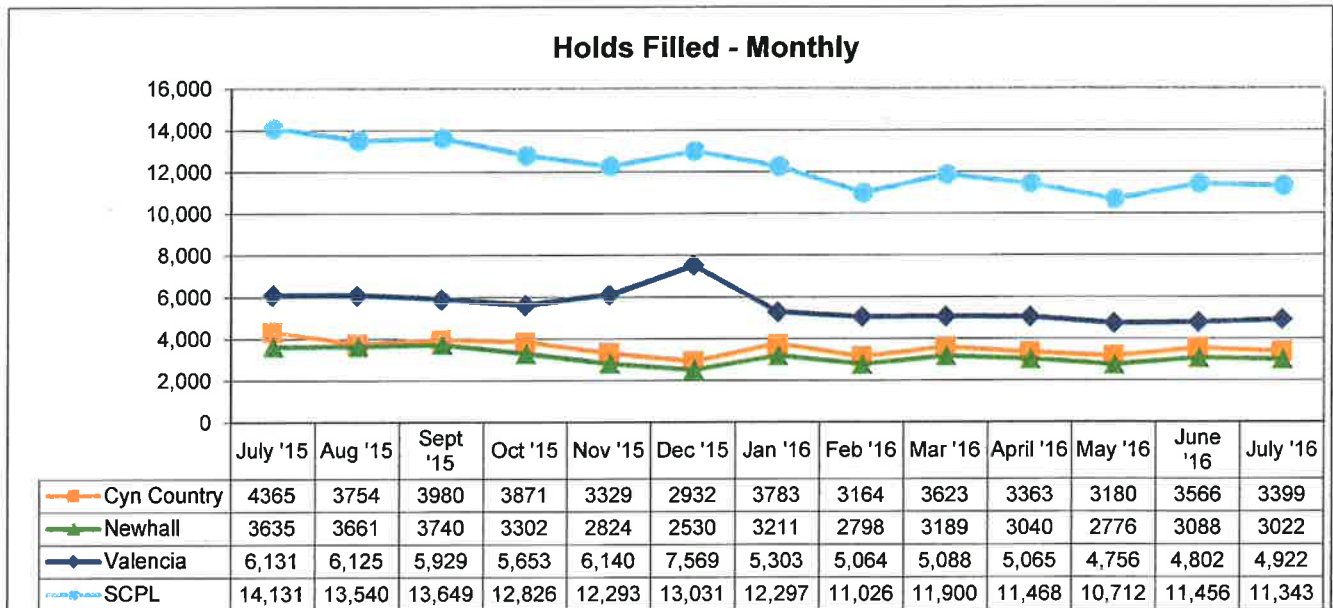
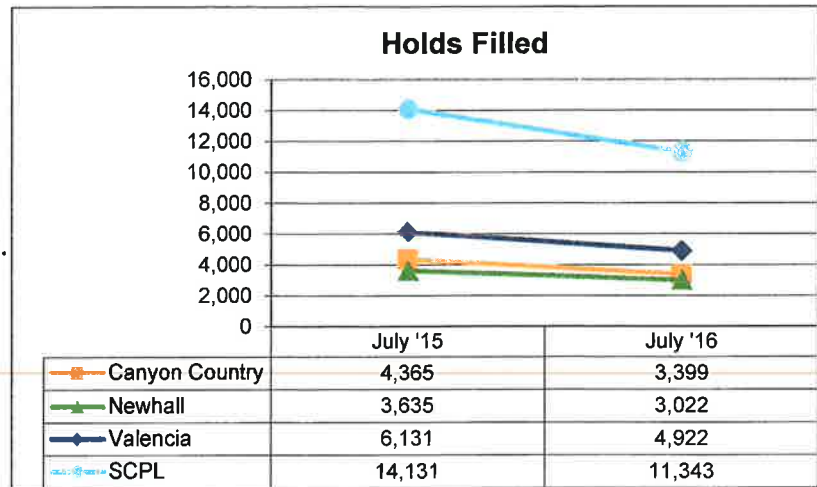
4,512 patrons used public computers in the Canyon Country Library, 4,318 in Newhall Library, and 3,283 in Valencia Library.



**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
HOLDS FILLED**

In July 2016, a total of 11,343 holds were filled in the Santa Clarita Public Library.

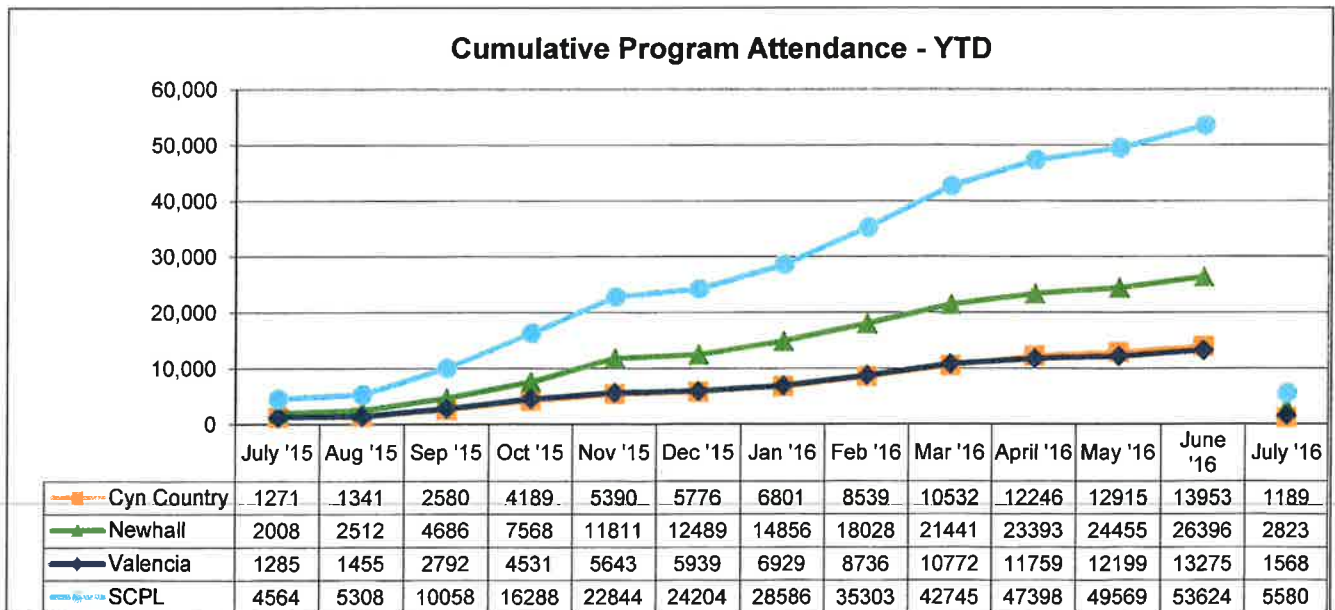
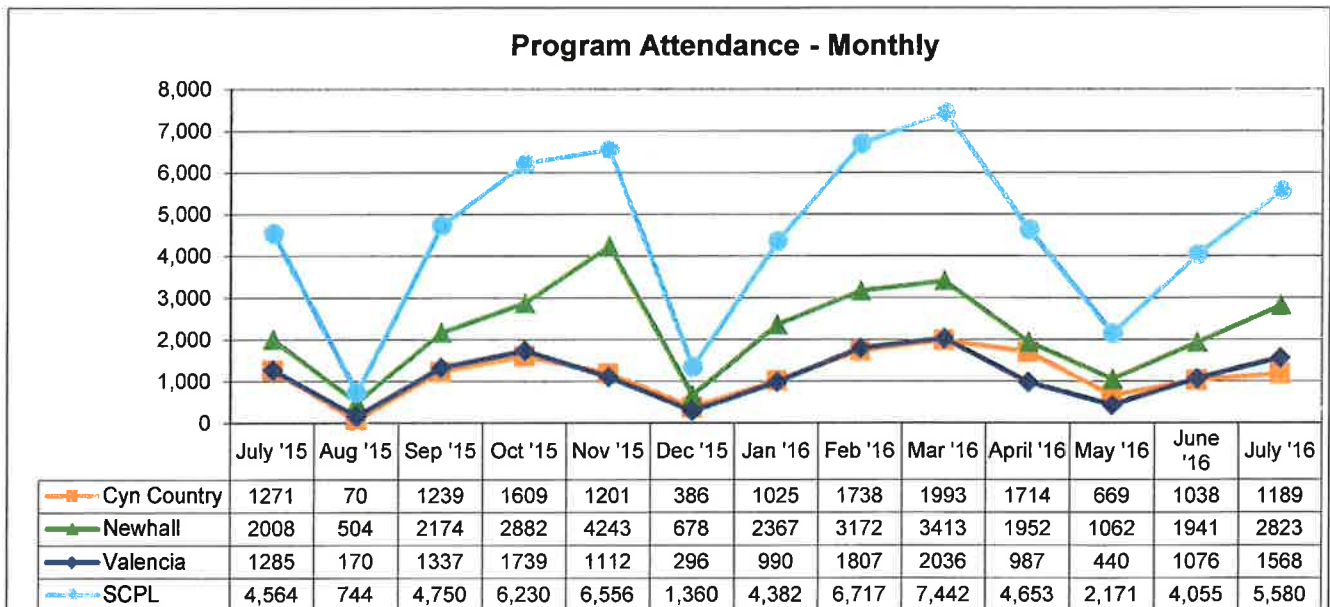
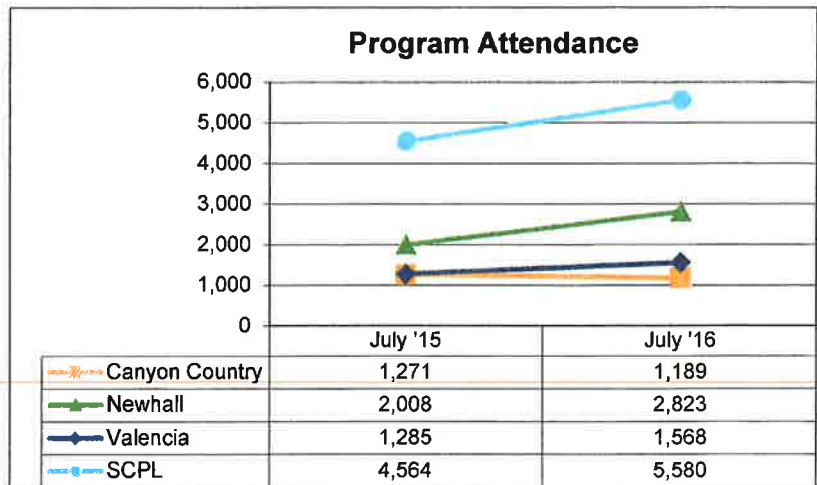
3,399 holds were filled in the Canyon Country Library, 3,022 in Newhall Library, and 4,922 in Valencia Library.



**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
PROGRAM ATTENDANCE**

In July 2016, a total of 4,055 attendees participated in a program.

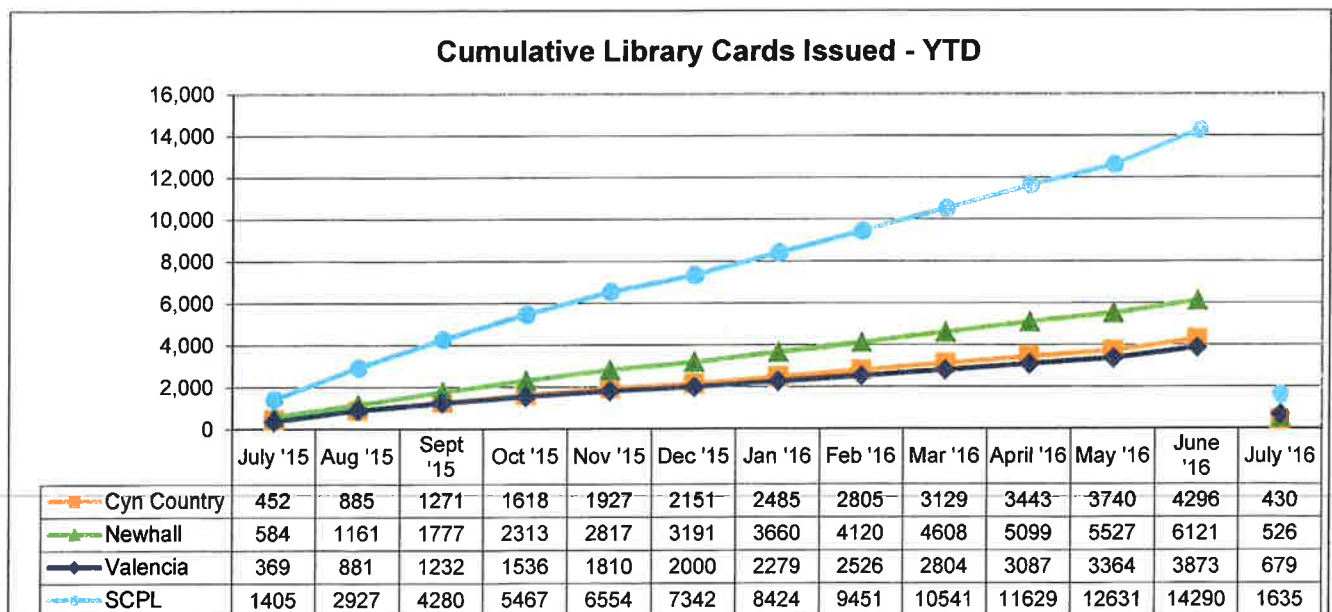
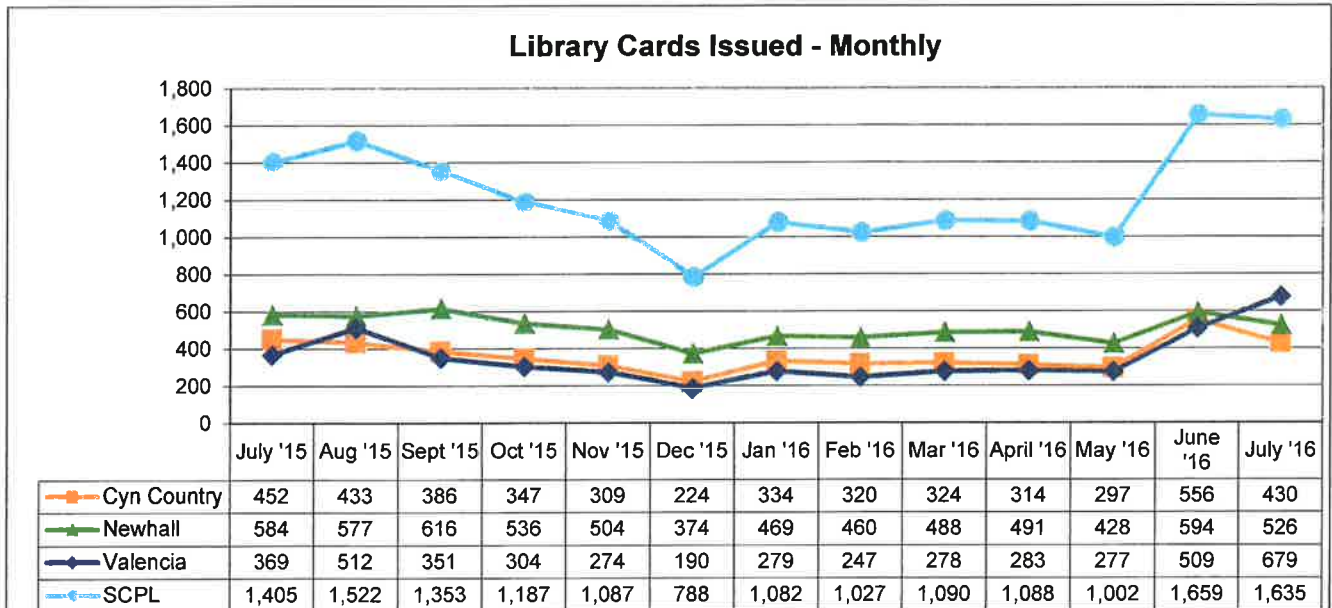
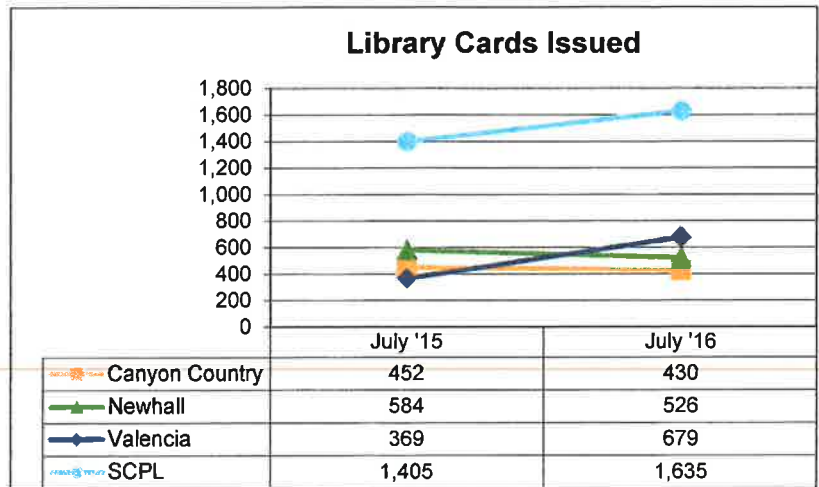
1,189 attended a Library program at the Canyon Country Library, 2,823 at Newhall Library, and 1,568 at Valencia Library.



SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
LIBRARY CARDS ISSUED

In July 2016, a total of 1,635 new Library cards were issued.

430 new Library cards were issued at the Canyon Country Library, 526 at Newhall Library, and 679 at Valencia Library.

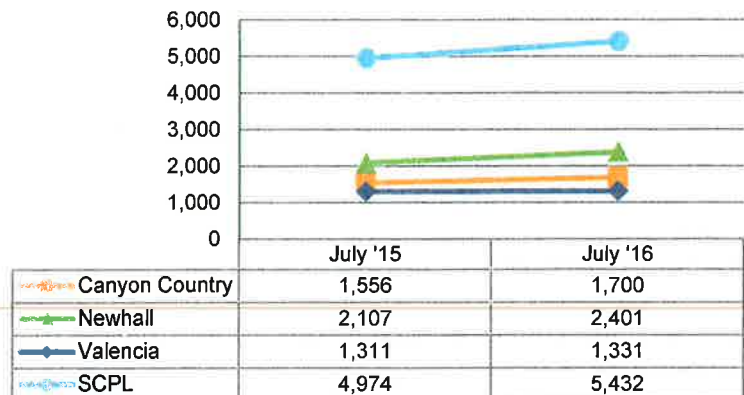


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
WI-FI USERS

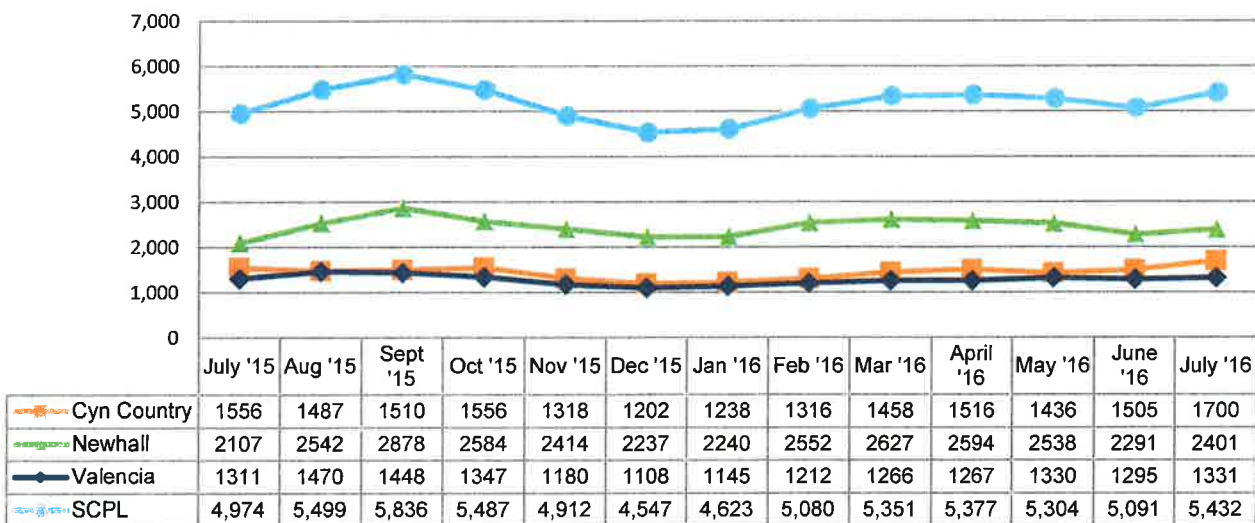
In July 2016, a total of 5,432 Library patrons used the Santa Clarita Public Library's free wireless internet (Wi-Fi).

1,700 Wi-Fi users were at the Canyon Country Library, 2,401 at Newhall Library, and 1,331 at Valencia Library.

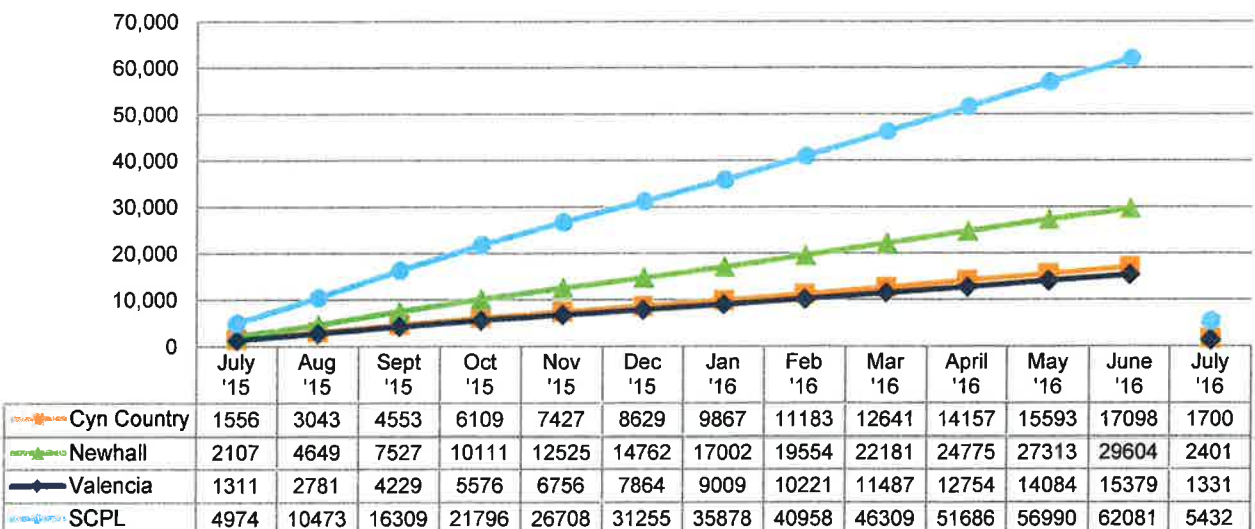
Wi-Fi Users



Wi-Fi Users - Monthly



Cumulative Wi-Fi Users - YTD



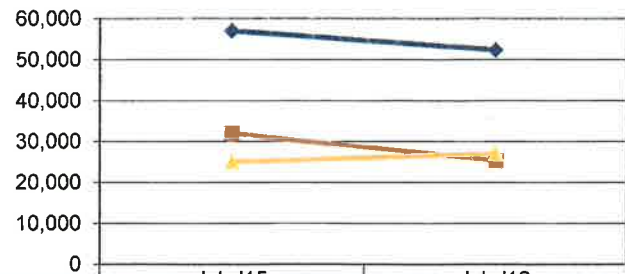
**SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2016-17
LIBRARY WEBSITE**

In July 2016, the Library's website received a total of 52,416 visits.

25,317 were returning visitors and 27,099 were new visitors to the Library website.

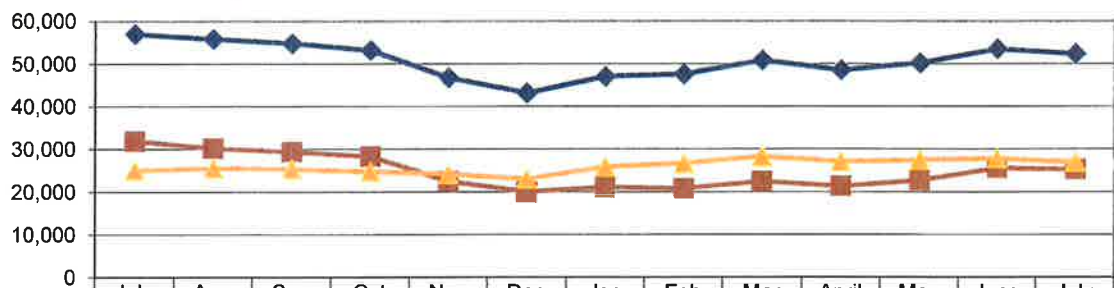
Visitors to the Santa Clarita Public Library website viewed 77,471 website pages during the month of July 2016.

Library Website Visits



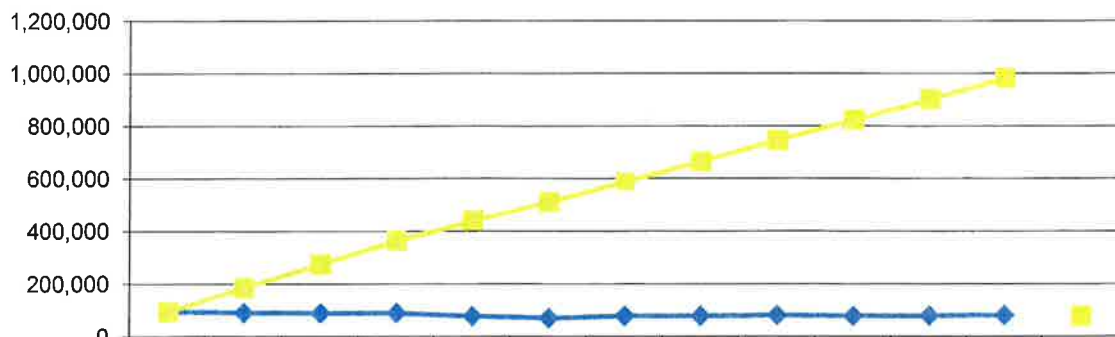
	July '15	July '16
Website Visits	57,053	52,416
Returning Visitors	31,950	25,317
New Visitors	25,103	27,099

Library Website Visits - Monthly



	July '15	Aug '15	Sep '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16	July '16
Website Visits	57053	55879	54841	53225	46779	43238	47118	47648	50923	48591	50290	53529	52416
Returning Visitors	31950	30286	29450	28422	22547	20106	21156	20870	22559	21429	22731	25640	25317
New Visitors	25103	25593	25391	24803	24232	23132	25962	26778	28364	27162	27559	27889	27099

Library Web Pages Viewed -YTD



	July '15	Aug '15	Sept '15	Oct '15	Nov '15	Dec '15	Jan '16	Feb '16	Mar '16	April '16	May '16	June '16	July '16
Webpages Viewed - Monthly	94505	90815	89319	88604	76901	70207	77616	77262	80515	77570	78307	80206	77471
Webpages Viewed - YTD	94505	185320	274639	363243	440144	510351	587967	665229	745744	823314	901621	981827	77471