

CITY OF SANTA CLARITA
INTEROFFICE MEMORANDUM

TO: Kenneth W. Striplin, City Manager

FROM: Darren Hernández, Deputy City Manager 

DATE: February 15, 2018

SUBJECT: SANTA CLARITA PUBLIC LIBRARY STATISTICS – JANUARY 2018

JANUARY STATISTICS SUMMARY

57,112
visitors



Canyon Country Branch: 15,240 visitors
Newhall Branch: 23,991 visitors
Valencia Branch: 17,881 visitors



99,136

books and materials circulated

Canyon Country: 24,989
Newhall: 20,733
Valencia: 41,589
Digital: 11,825

43,560 website visits



21,127 returning visitors
and 22,433 new visitors
64,835 website pages viewed

10,034 patrons reserved
and used a public computer
3,820 at Canyon Country
3,522 at Newhall
2,692 at Valencia

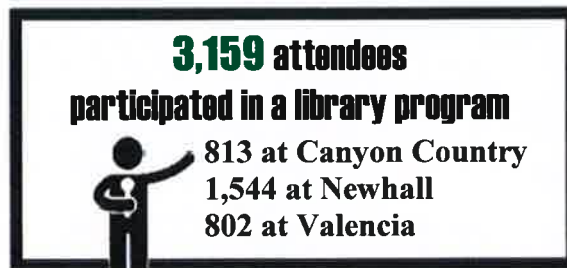


4,237 patrons used the Library's Wi-Fi

1,196 at Canyon Country
1,980 at Newhall
1,061 at Valencia



9,106
holds filled
2,769 in Canyon
Country
2,277 in Newhall
4,060 in Valencia



3,159 attendees
participated in a library program

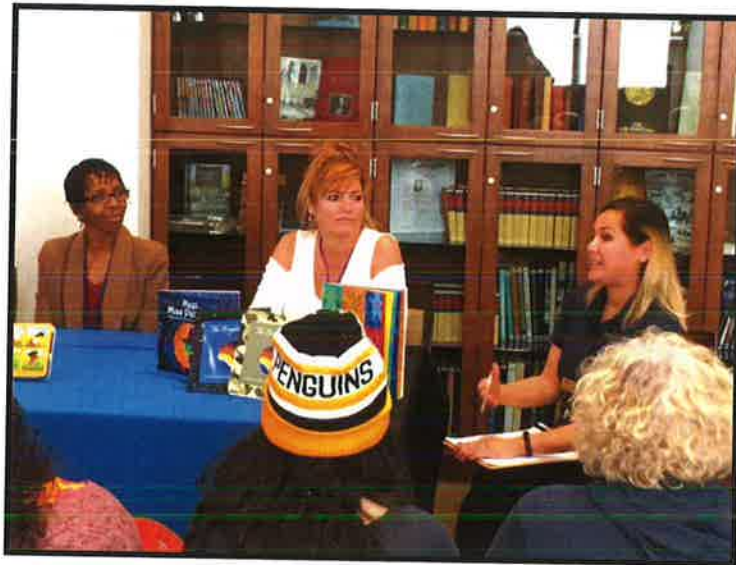
813 at Canyon Country
1,544 at Newhall
802 at Valencia



1,046
library cards issued
290 at Canyon
Country
476 at Newhall
280 at Valencia

PROGRAMS AND HIGHLIGHTS

Regularly scheduled programs for January included: Homework Help, Just 2's and 3's Storytime, Afternoon at the Movies, Ayuda con tareas Para Padres/Homework Help for Parents, and Unwind and Color for Adults. In addition, the following programs also took place in January:



- **Celebration of Local Authors** – On Saturday, January 13, the Old Town Newhall Library (OTNL) hosted the 5th Annual Celebration of Local Authors, sponsored by the Friends of the Santa Clarita Public Library. Approximately 40 authors from different book genres gathered to share their latest literary works and have discussions with the public as well as sell their books. The library also hosted genre specific panels, moderated by librarians, to create conversation about being an author and answer audience questions.

- **Diary of a Wimpy Kid Party** – On January 20, A Diary of a Wimpy Kid party was thrown for children in grades K-6. The children had fun learning how to draw their favorite characters and participated in a Jeopardy game based on the very popular children's book series by Jeff Kinney. A drawing was held and every child who came to the event left with a prize. The prizes included Wimpy Kid posters drawn by an artist, the jeopardy game, and other fun items related to themes from the humorous book series!

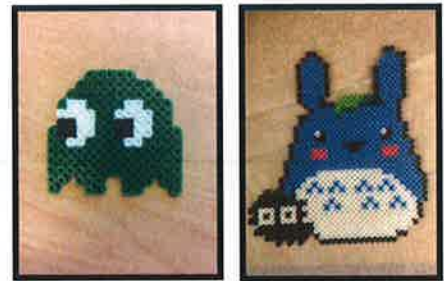


SANTA CLARITA PUBLIC LIBRARY STATISTICS

February 12, 2018

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- **Pixel Pals** – On January 10, the OTNL hosted a Pixel Pals Program. Teens enjoyed using their imagination and creativity in a social setting. In addition, teens also created drawings, colored pages, wrote poetry and did pattern braiding, all of which are great outlets during their afterschool hours.



- **Ayuda con Tareas Para Padres/Homework Help for Parents Program (Ayuda)** – On January 16, the OTNL started the Spring 2018 session of Ayuda for Parents program. The program runs 3 sessions a year, with each session being 7 weeks. This session will run Tuesdays and Thursdays and has 23 parents signed up. The program emphasizes three main ideas: basic computer skills, parenting, and English as a Second Language (ESL) assistance. All three components are taught with the goal of helping parents with their children's homework and improving communication with teachers and schools.

- **Quest Toastmasters, "Opioids: Seeking Solutions for Pain Relief"** – The Valencia Branch Library, in partnership with Quest Toastmasters, recently presented a program entitled "Opioids: Seeking Solutions for Pain Relief". Guest speakers and healthcare specialists, including Cary Quashen, the



Executive Director of the Henry Mayo Newhall Memorial Hospital Behavioral Health Unit, discussed this national crisis. Approximately 60 patrons attended to hear first-hand from a guest speaker affected by these dangerous drugs and those like Quashen. Other guest speakers living with chronic physical pain shared recommendations of how to cope drug-free.

DH:RW:PR:AL:cjp

S:\NS\Library Operations & Maintenance\FY 17-18 Library Stats\January 2018\Memo Library Stats – January 2018

Attachment

cc: Matt Hortt, City Librarian
City Leadership Team

February



2018

Main Events

Hour of Code – On Friday, February 9, patrons can learn the basic of coding with an easy-to-follow one hour module.

Anti Valentine's Day Bash – Come celebrate being anti-romance at this Anti-Valentine's Bash for teens. There will be unromantic craft making and the movie *10 Things I Hate About You* will be playing.

Oscar Showcase – Join library staff for their Annual Oscar Showcase where there will be a free screening of an Academy Award nominated film.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7 Anime Club 3:30 PM-6:00 PM Old Town Newhall	8	9 Hour of Code: Program, Explore, Innovate 4:00 PM-5:30 PM Valencia	10	11
12	13	14 Anti-Valentine's Day Bash 4:00 PM-6:00 PM Canyon Country	15	16	17	18
19 Newhall Teen Art Contest Inauguration 3:30 PM-5:00 PM Old Town Newhall	20	21	22 Oscar Showcase 1:00 PM-3:30 PM Canyon Country	23	24	25
26	27	28				



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT
Fiscal Year 2017-18
January 2018

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18

Statistical Summary

January 2018

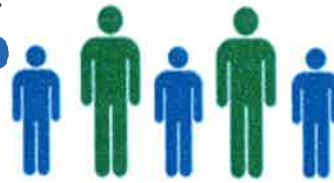
	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Jan 2018	Jan 2017	Jan 2018	Jan 2017	Jan 2018	Jan 2017	Jan 2018	Jan 2017	Jan 2018	Jan 2017
Circulation	24,989	26,230	20,733	22,414	41,589	44,318	11,825	10,824	99,136	103,786
Patron Traffic	15,240	17,285	23,991	23,664	17,881	18,550			57,112	59,499
PC Reservations	3,820	3,811	3,522	3,691	2,692	2,649			10,034	10,151
Volunteer Hours	294	456	328	451	269	213			891	1,120
Holds Filled	2,769	3,377	2,277	2,878	4,060	4,582			9,106	10,837
Number of Programs	57	91	61	75	39	49			157	215
Program Attendance	813	1,423	1,544	2,415	802	1,434			3,159	5,272
Library Cards Issued	290	340	476	446	280	288			1,046	1,074
Wi-Fi Users	1,196	1,398	1,980	2,360	1,061	1,096			4,237	4,854
Homework Help: Students Assisted	91	106	170	78	27	5			288	189
Databases									2,834	20,936
Website Visits									43,560	47,465
Outreach Events									6	10
Outreach Attendance									262	366

Year-to-Date	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		DIGITAL		TOTALS	
	Jan Y-T-D 2018	Jan Y-T-D 2017	Jan Y-T-D 2018	Jan Y-T-D 2017	Jan Y-T-D 2018	Jan Y-T-D 2017	Jan Y-T-D 2018	Jan Y-T-D 2017	Jan Y-T-D 2018	Jan Y-T-D 2017
Circulation	183,606	194,523	156,486	164,401	293,904	323,578	81,408	78,187	715,404	760,689
Patron Traffic	116,520	130,058	163,495	179,455	130,207	139,270			410,222	448,783
PC Reservations	28,099	27,219	26,773	28,216	19,997	20,791			74,869	76,226
Volunteer Hours	1,887	3,380	2,272	3,222	1,842	1,783			6,001	8,385
Holds Filled	22,137	23,562	16,423	20,167	27,292	33,148			65,852	76,877
Number of Programs	466	484	436	487	289	321			1,191	1,292
Program Attendance	8,138	9,078	11,934	15,898	7,674	8,872			27,746	33,848
Library Cards Issued	2,507	2,487	3,366	3,454	2,009	2,634			7,882	8,575
Wi-Fi Users	9,563	10,020	16,169	17,474	8,880	9,145			34,612	36,639
Homework Help: Students Assisted	410	621	505	619	129	51			1,044	1,291
Databases									30,264	149,980
Website Visits									313,143	337,589
Outreach Events									38	67
Outreach Attendance									4,706	6,098

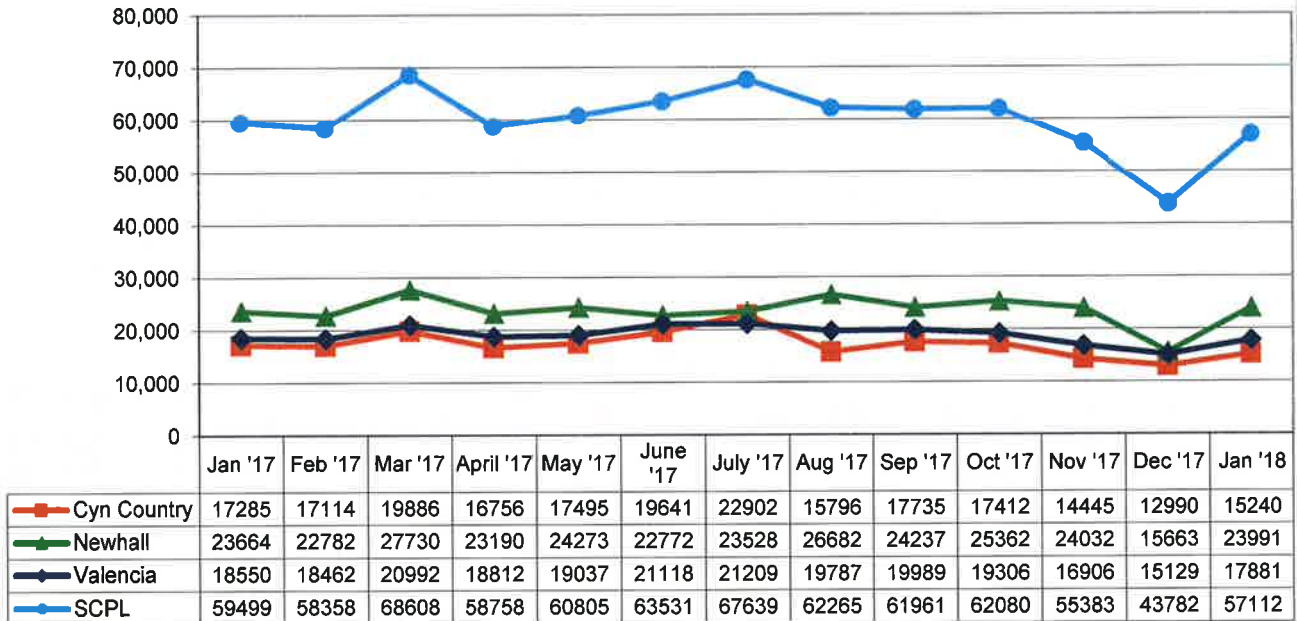
*Note: Database usage statistics are significantly lower than last year due to Ebsco's recent removal of the NovelList Select feature from their reports.

SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
PATRON VISITS

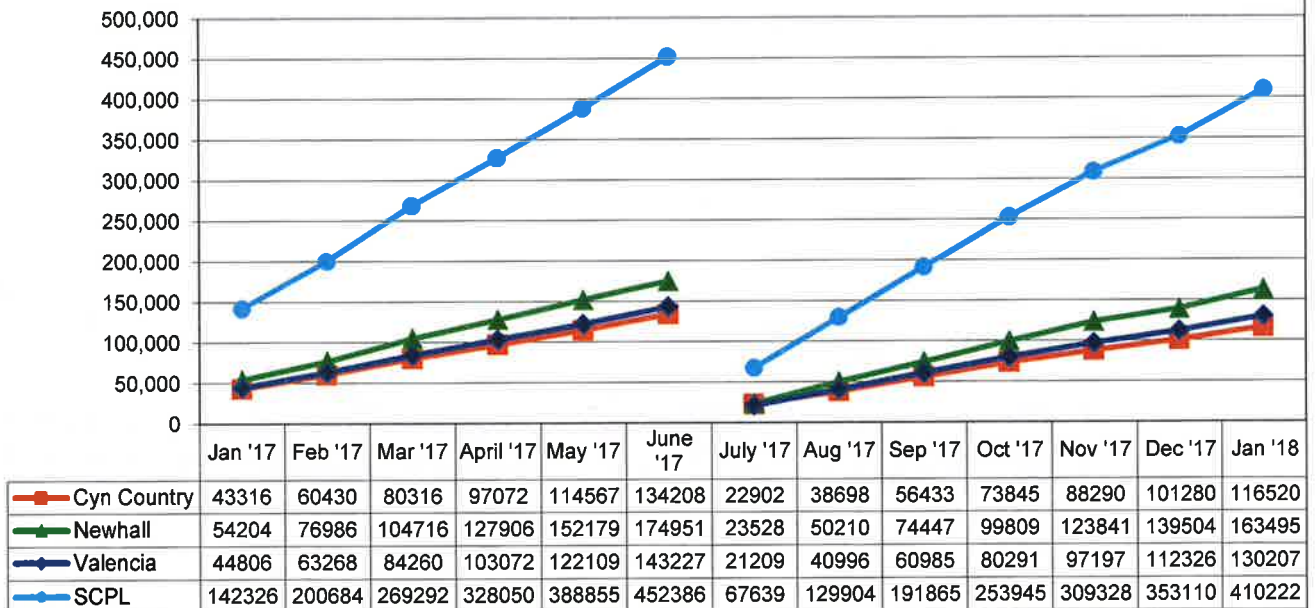
A total of **57,112** patrons visited the Santa Clarita Public Library (SCPL), with **15,240** visitors at Canyon Country, **23,991** at Newhall, and **17,881** at Valencia.



Patron Traffic/Visits - Monthly



Cumulative Patron Traffic/Visits - YTD

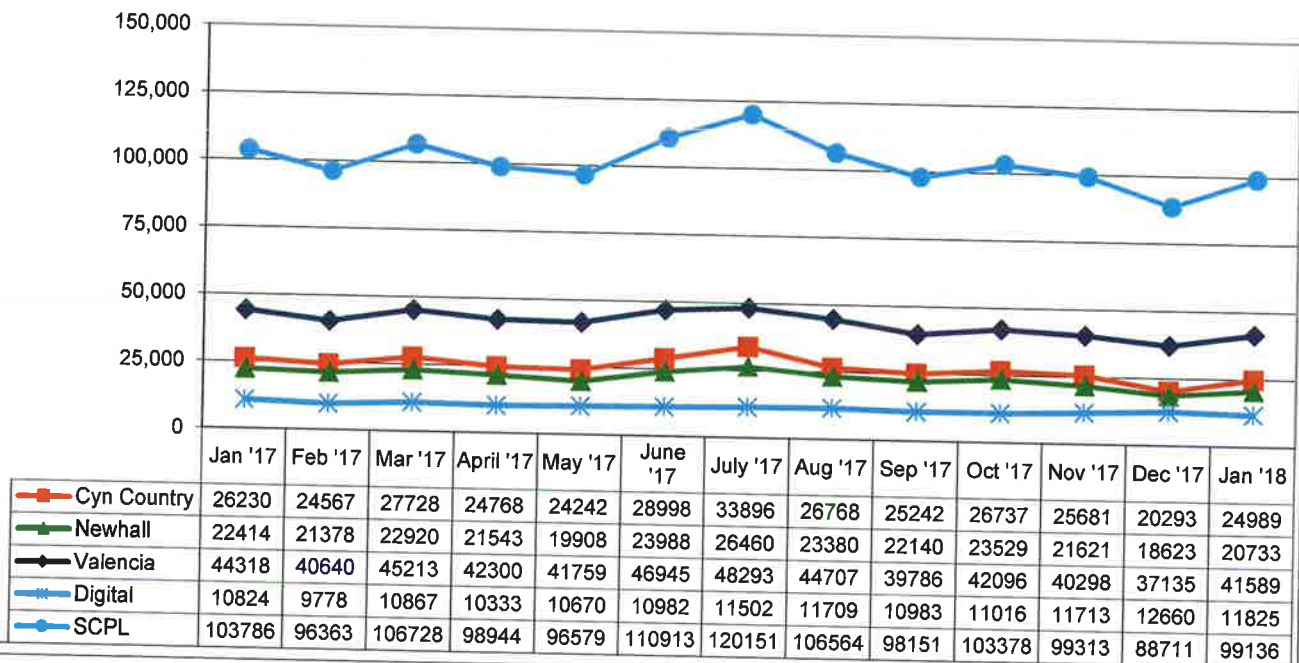


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
CIRCULATION

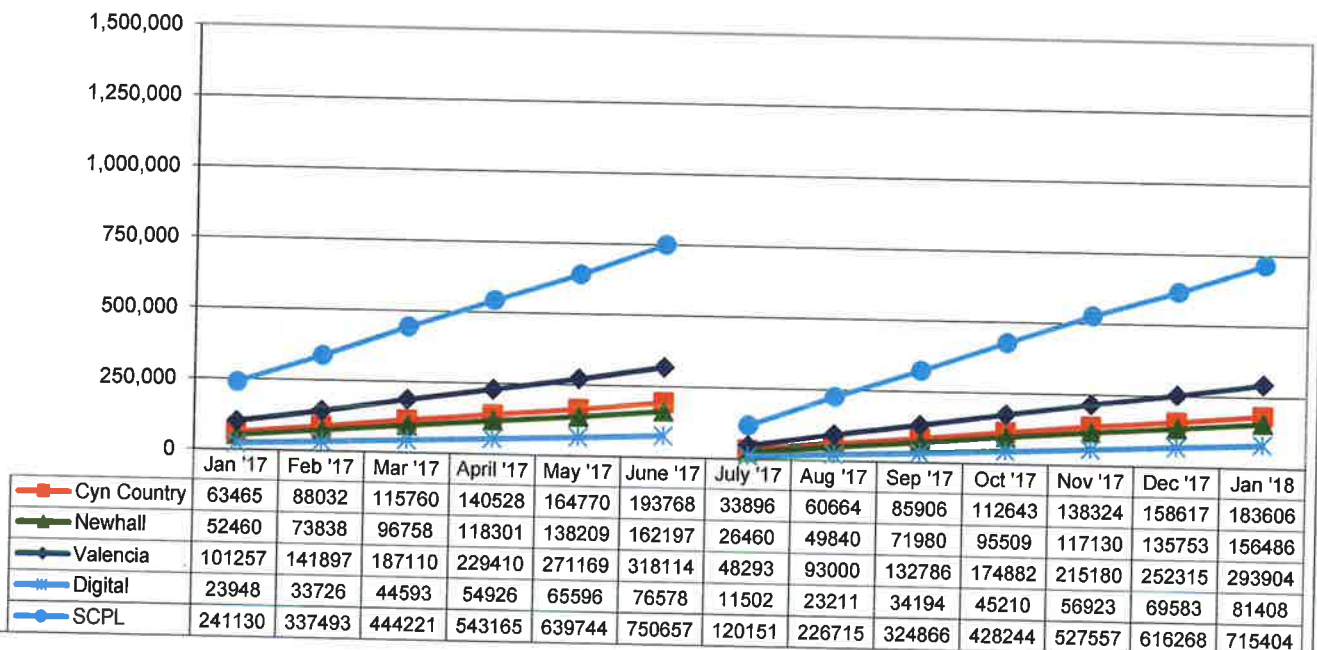
A total of **99,136** books and materials were
circulated in the SCPL, with
24,989 books and materials at Canyon Country,
20,733 at Newhall, **41,589** at Valencia, and
11,825 at the Digital Library.



Circulation - Monthly



Cumulative Circulation - YTD

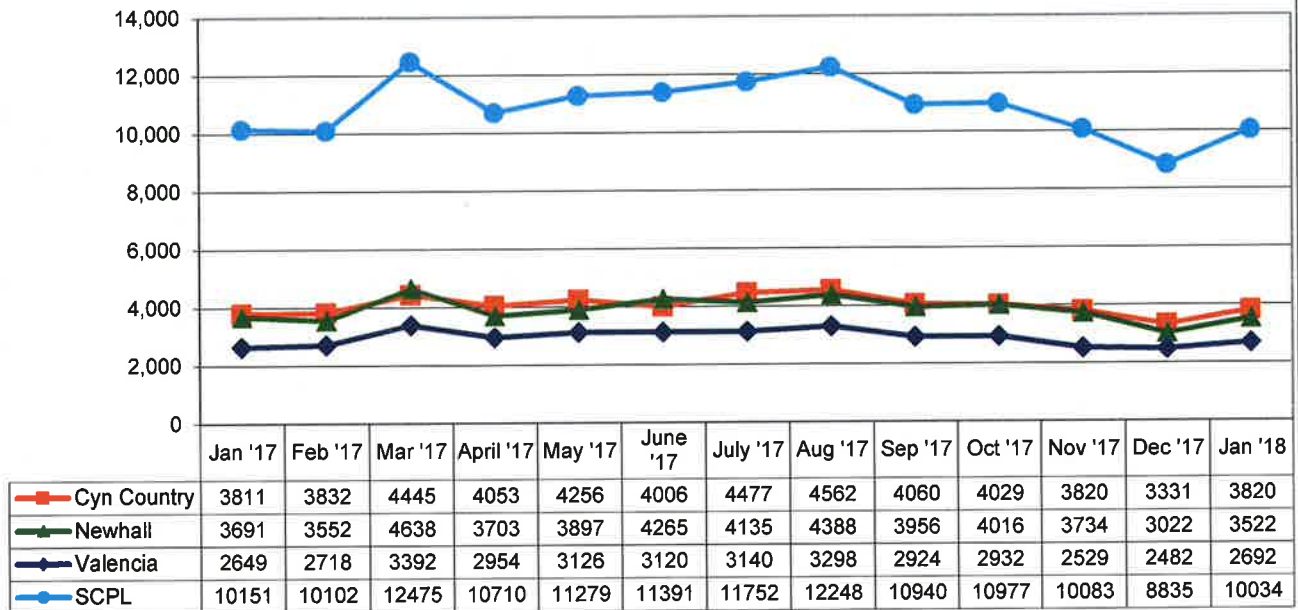


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
PUBLIC COMPUTER RESERVATIONS

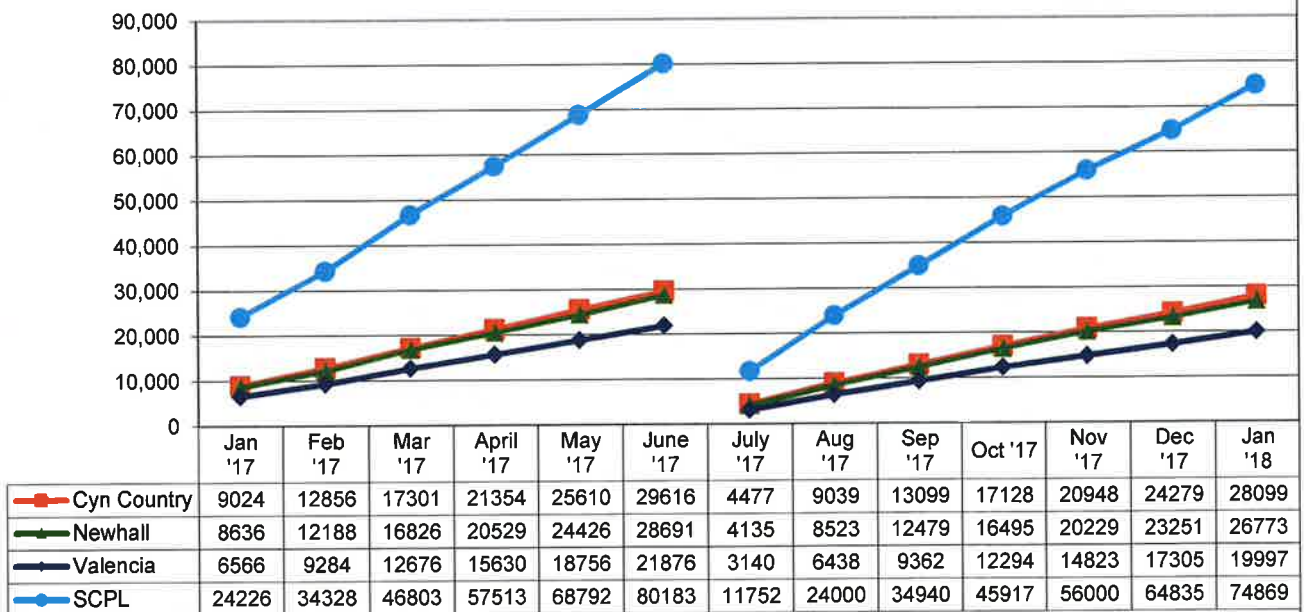


A total of **10,034** patrons reserved and used a public computer in the SCPL. **3,820** patrons used public computers in the Canyon Country Library, **3,522** in Newhall Library, and **2,692** at Valencia Library.

Public Computer Reservations - Monthly

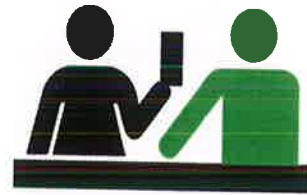


Cumulative Public Computer Reservations - YTD

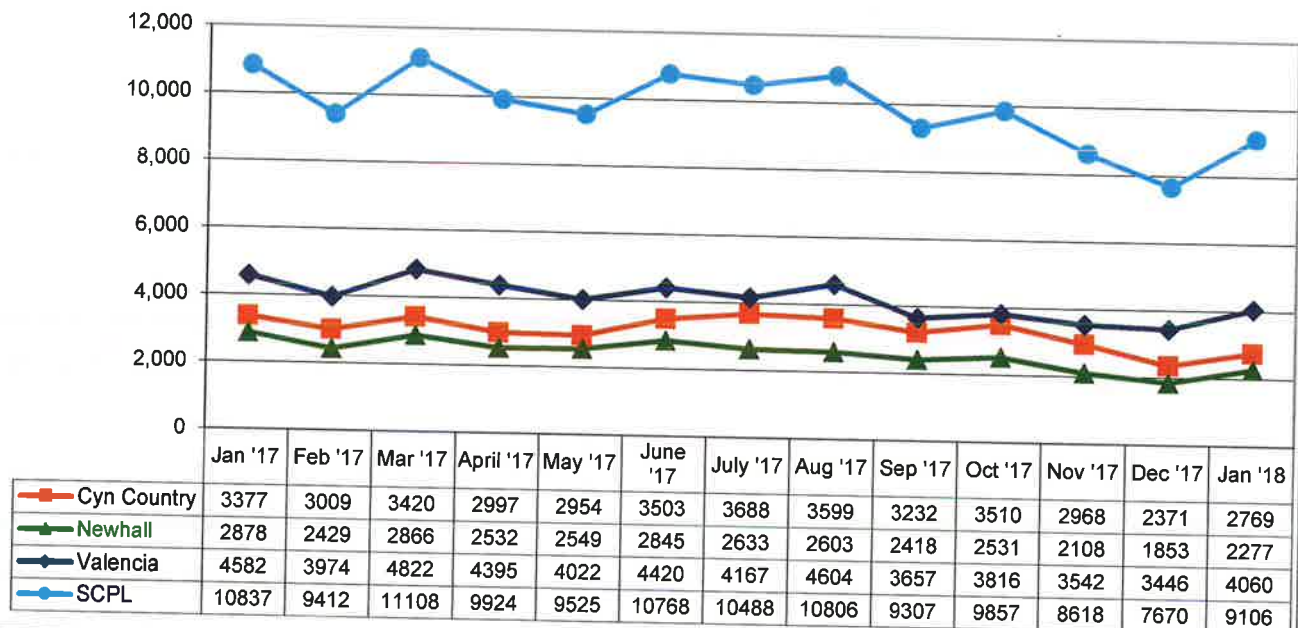


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
HOLDS FILLED

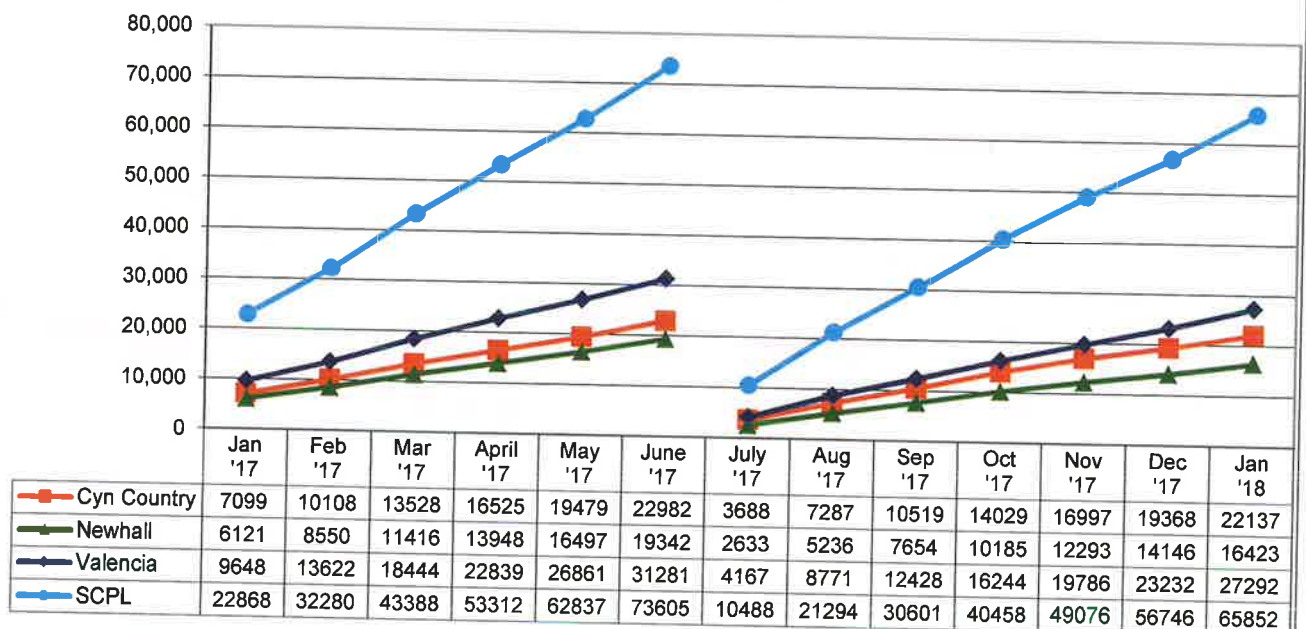
A total of **9,106** holds were filled in the SCPL. **2,769** holds were filled in the Canyon Country Library, **2,277** in Newhall Library, and **4,060** in Valencia Library.



Holds Filled - Monthly

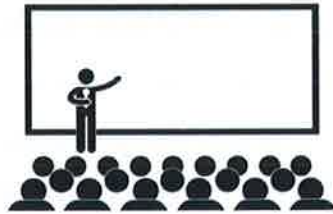


Cumulative Holds Filled - YTD

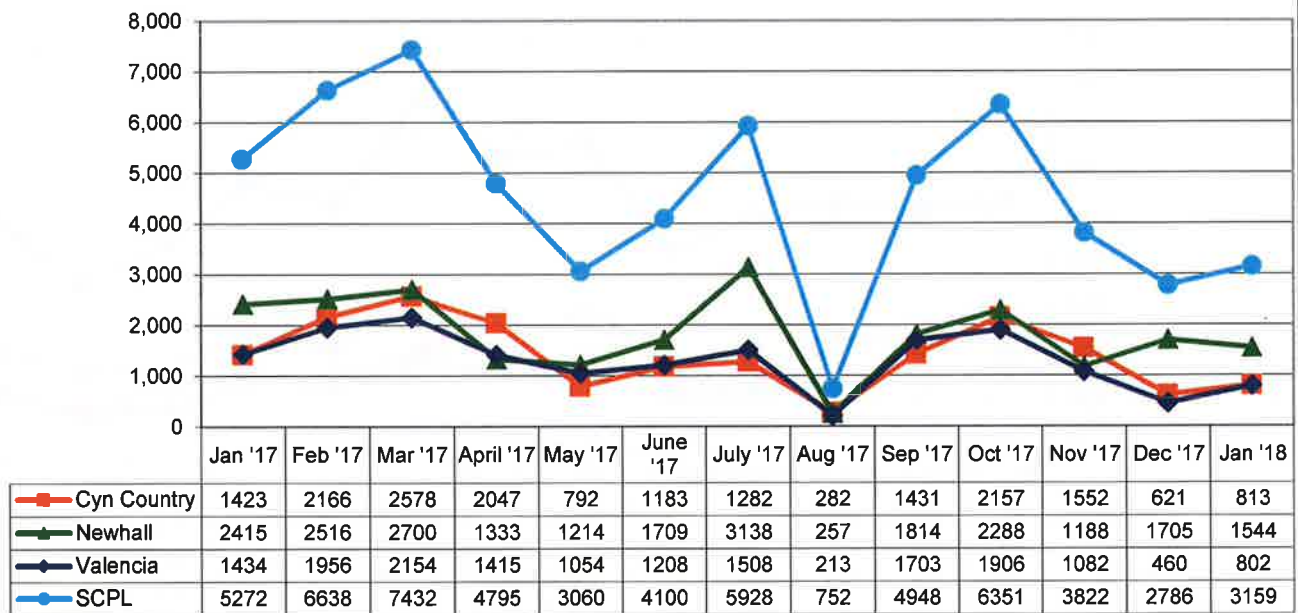


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
PROGRAM ATTENDANCE

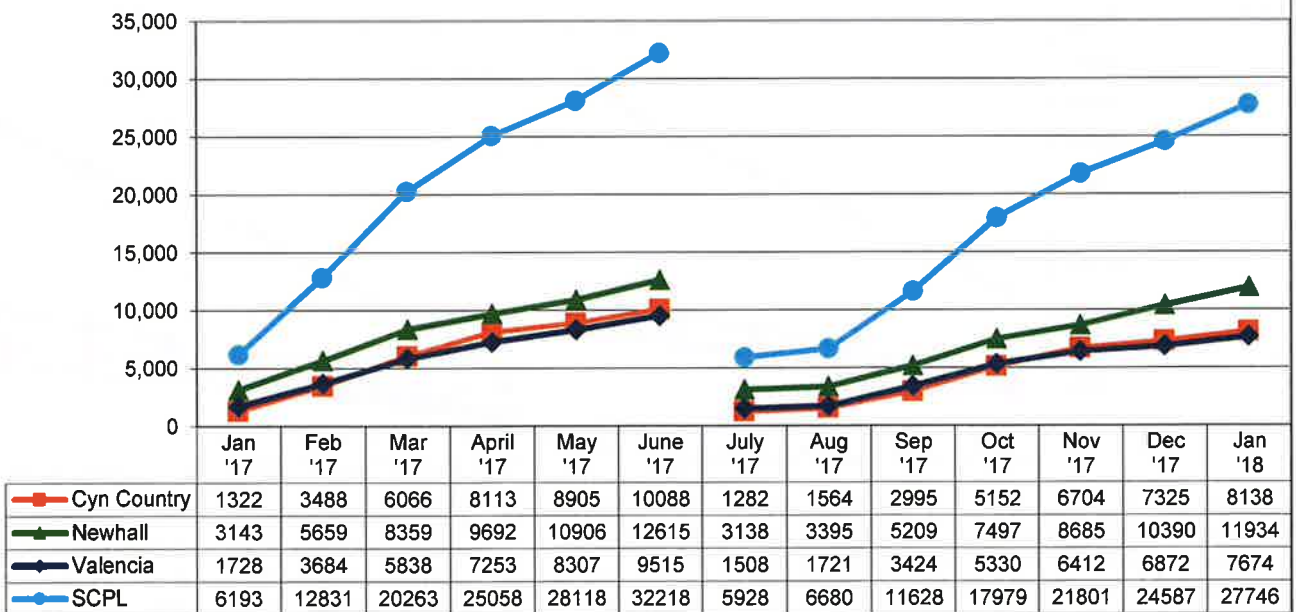
A total of **3,159** attendees participated in a program at the SCPL. **813** attendees at the Canyon Country Library, **1,544** at Newhall Library, and **802** at Valencia Library.



Program Attendance - Monthly



Cumulative Program Attendance - YTD

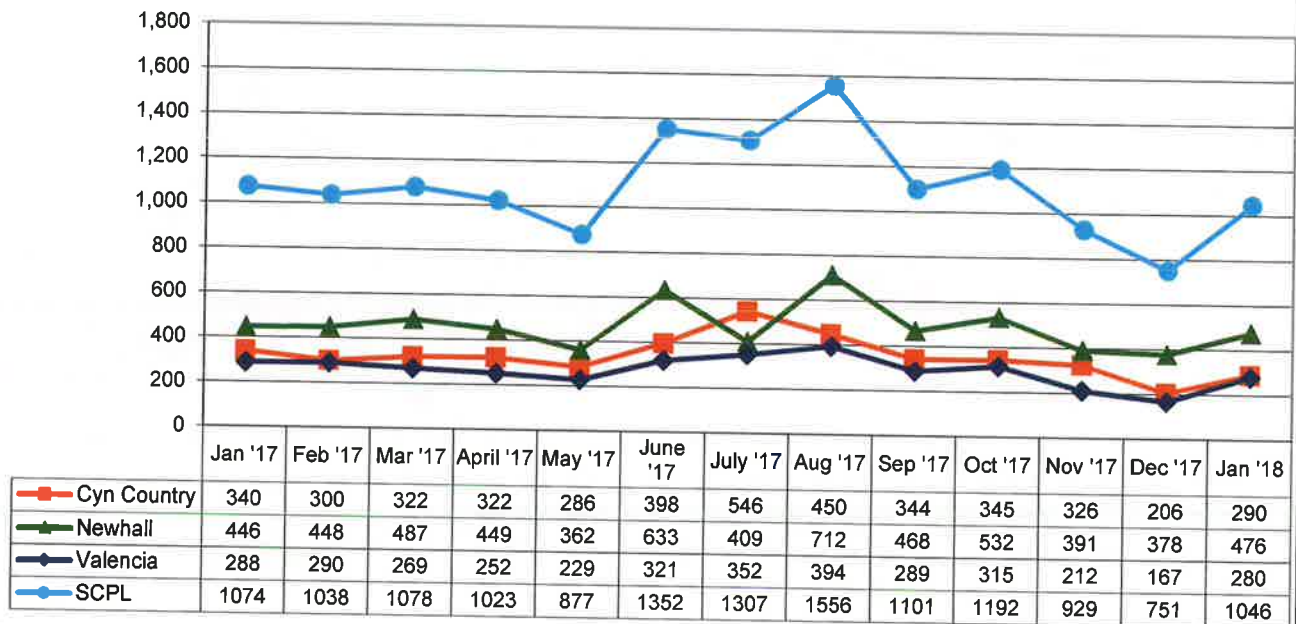


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
LIBRARY CARDS ISSUED

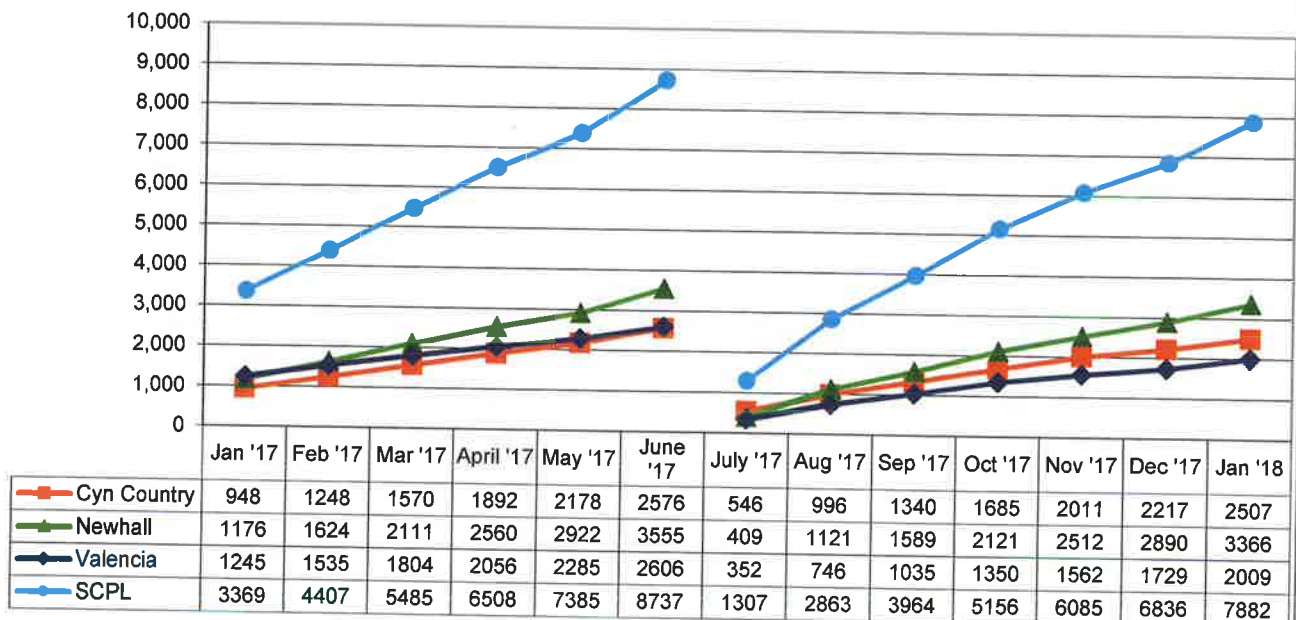
A total of **1,046** new Library cards were issued at the SCPL. **290** new cards were issued at the Canyon Country Library, **476** at Newhall Library, and **280** at Valencia Library.



Library Cards Issued - Monthly



Cumulative Library Cards Issued - YTD

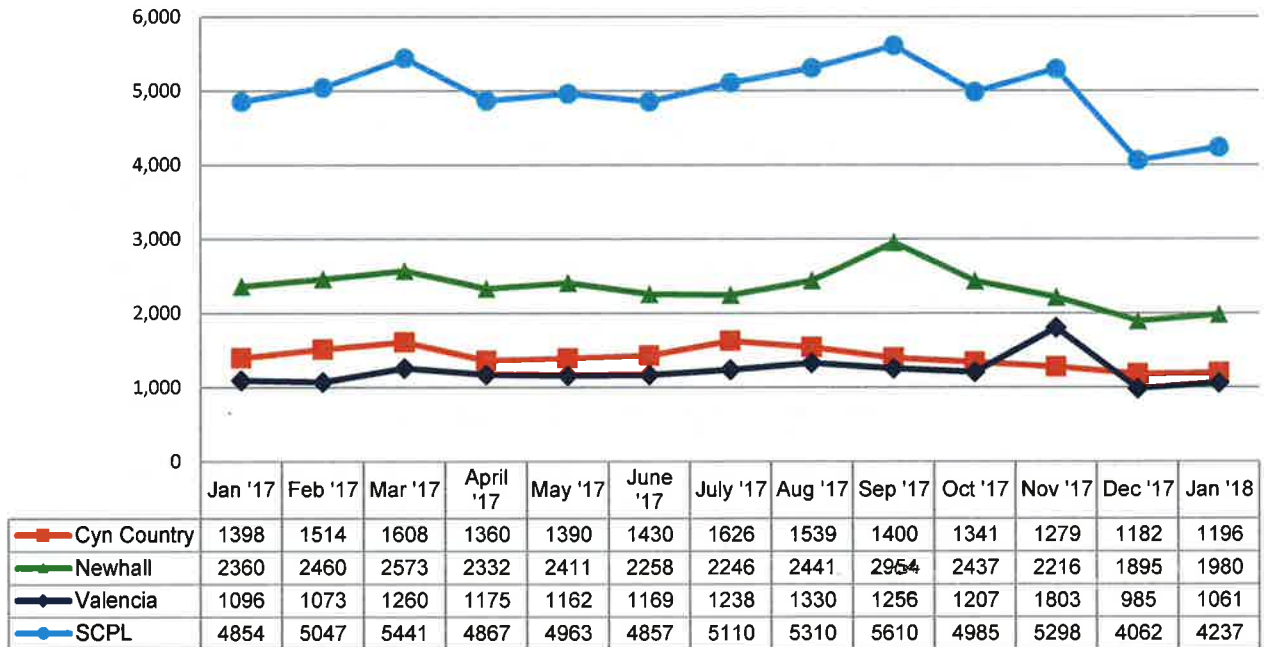


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
WI-FI USERS

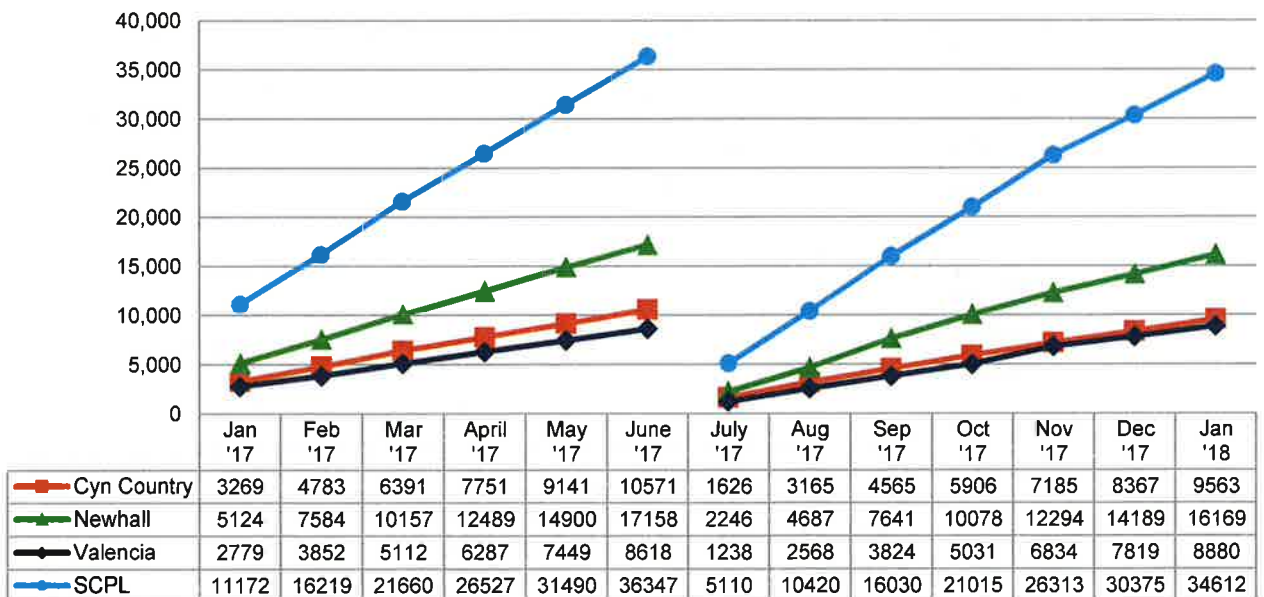
A total of **4,237** Library patrons used the SCPL's free wireless internet (Wi-Fi). **1,196** Wi-Fi users were at the Canyon Country Library, **1,980** at Newhall Library, and **1,061** at Valencia Library.



Wi-Fi Users - Monthly



Cumulative Wi-Fi Users - YTD

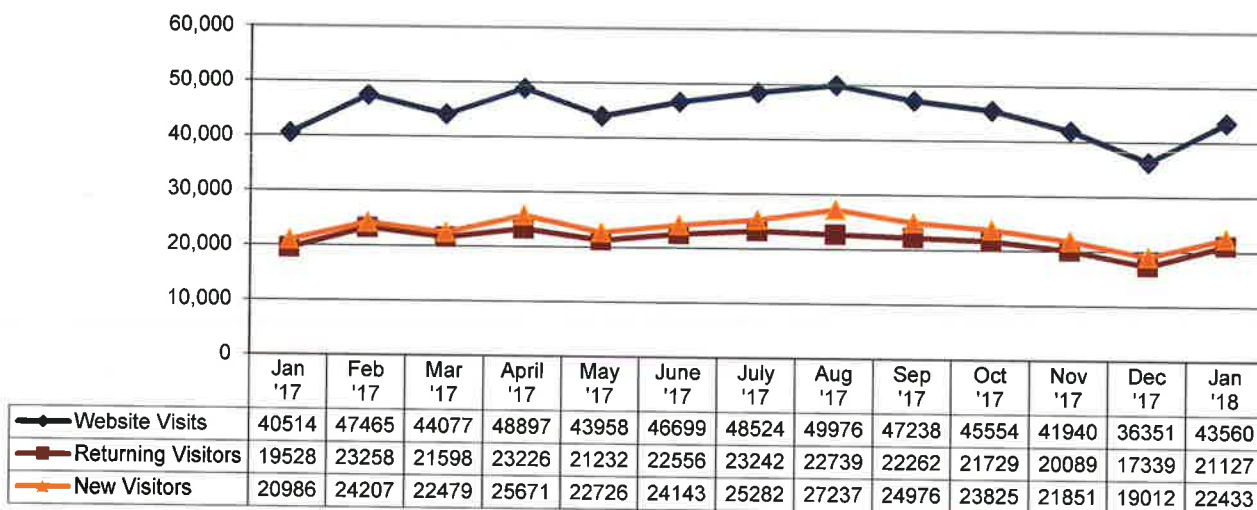


SANTA CLARITA PUBLIC LIBRARY STATISTICS
FISCAL YEAR 2017-18
WI-FI USERS

The SCPL's website received a total of **43,560** visits. **21,127** were returning visitors and **22,433** were new visitors to the Library website. Visitors to the SCPL website viewed **64,835** website pages this month.



Library Website Visits - Monthly



Library Web Pages Viewed -YTD

