Date: February 13, 2016
To: RCPL Board of Trustees
From: Sam Slocum, Lisa DaSilva, and Danielle Reynolds – Librarian I's
Re: Pennington County Library Use – 2016 Review

Summary:

County residents made up 18% of the total library card holders of the Rapid City Public Library in 2016.

In 2017, there are a number of factors expected to increase the value of library services for Pennington County users.
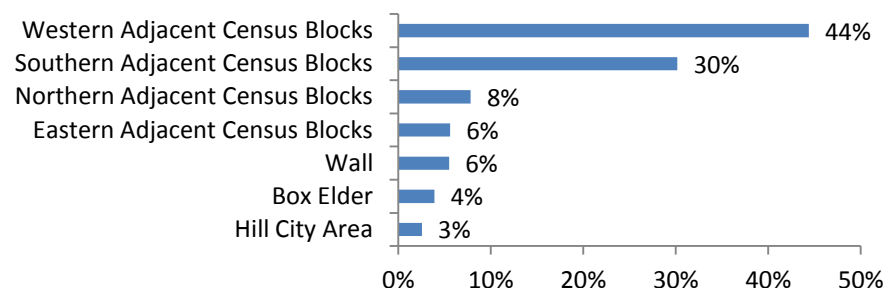
- County patrons digital usage increased to over 18% of all the digital checkouts. The collection is being developed and expanded for all formats.
- The C.H.A.O.S. Makerspace will be adding the following services in 2017: programmable robots, a laser cutter, a large format printer, and a kids only building area.
- Experience bags will be added as a new collection and the new video game and board game collections are being expanded.

Background:

The following table shows comparative data on use of the Rapid City Public Library by Pennington County residents since 2015.
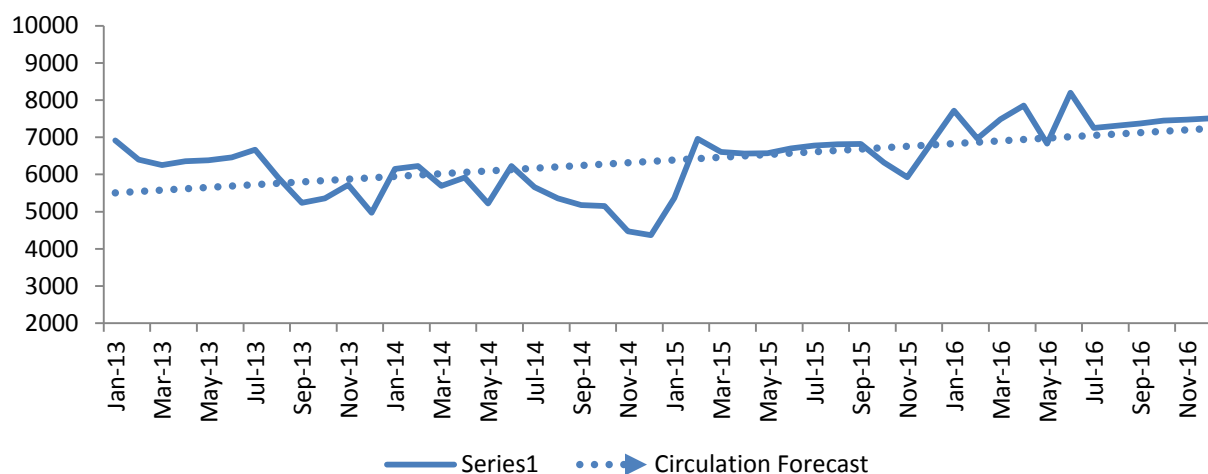
	2015	% of Total	2016	% of Total
Rapid City Patrons	32,574	81.2%	31,806	80.3%
Out of County Patrons	495	1.2%	525	1.3%
Pennington County (PC) patrons	7,033	17.6%	7,262	18.4%
New PC patrons added each year	675	15.3%	675	15.8%
Materials Used by PC patrons	124,459	18.9%	132,968	19.2%

Percentage of Pennington County Users by Area (based on 2012 census tracts)

Western Adjacent Census Blocks — 44%
Southern Adjacent Census Blocks — 30%
Northern Adjacent Census Blocks — 8%
Eastern Adjacent Census Blocks — 6%
Wall — 6%
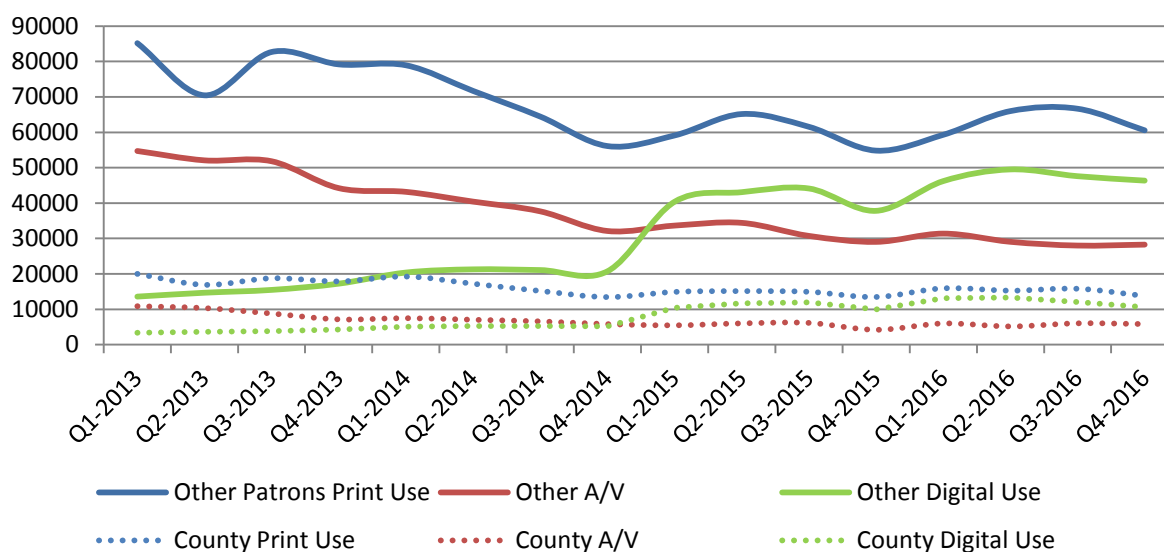Box Elder — 4%
Hill City Area — 3%

The graphs below show circulation patterns over the last four years. In 2014, the statistics definitions for digital circulations were changed to be more in line with traditional definitions of a circulation.

Pennington County Circulations 2013-2016

Series1 ·····▶ Circulation Forecast

Circulation by Patron & Material Type

——— Other Patrons Print Use ——— Other A/V ——— Other Digital Use

····· County Print Use ····· County A/V ····· County Digital Use

Type	Definition	Statistics Tracked
Subscription Databases	Organized collections of information to which the library subscribes and patrons have access to search and view. For example, RCPL databases include magazines and journals, automotive repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader's advisory resources, and technology training classes. Popular databases in 2016: Valueline – 20,667 uses,	Individual User Sessions or Logons

	Tumblebooks – 152,017 uses, and Biblioboard – 1,834 uses.	
Downloadable Materials	Downloadable and/or eBooks, audiobooks, and videos accessed via specialized e-readers, computers, smartphones, or other mobile devices. RCPL's downloadable titles & streaming titles are among the most heavily-used and growing collections. 127,419 eBooks, eAudio, digital videos, music albums, and magazines were streamed or downloaded in 2016.	Individual Material Downloads
Social Networking	An online community which creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Pinterest, Facebook, YouTube. RCPL uses these networks as tools to provide information about library programs, events, and services. Examples are book lists and recommendations on Pinterest, programming announcements on Twitter, videos of storytimes and other programs on YouTube, and hard-to-find local community information on the Black Hills Knowledge Network. In 2016 the library was able to engage with over 82,000 individuals through Facebook, Instagram, and Pinterest.	Individual page hits or views of a social network