



DOWNTOWN LIBRARY
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NORTH PARTNER LIBRARY
10 VAN BUREN ST. | RAPID CITY, SD 57701 | 605.716.4098

RAPIDCITYLIBRARY.ORG



Date: November 14, 2018
To: Rapid City Public Library Board of Trustees
From: Lisa DaSilva, Librarian I
Re: 3rd Quarter Statistics

Summary

During the third quarter of 2018, the number of library accounts and the overall circulation of physical and digital materials increased. Additional increases were seen in drive thru use, visits to the North Library, and computer use at both library locations. Decreases were seen in entry to the Downtown library, patron contacts, and circulation of print material at the Downtown library.

Material Use

Overall, circulation was up 10% in the third quarter of 2018. Checkout of physical library materials was up 3% and use of digital materials increased by 23% over the same period in 2017. The library circulated 18% more downloadable audiobooks but 25% fewer physical audiobooks during the third quarter.

Circulation of print material was down 5%, but eBook circulation increased by 5%. Growth was also seen in DVD checkouts (+14%) and streaming and downloadable videos (+66%); these increases follow expanded digital titles offered by vendors and the addition of television series DVDs to the library's collections.

Interlibrary loans continued to increase due to material sharing within the Black Hills Library Consortium. 4,118 items were borrowed from other libraries and 2,911 items were loaned to other libraries during the third quarter.

Library Access

The total number of library borrowers increased by 9% during the third quarter. Rapid City residents with library cards increased by 7%, Pennington County residents increased by 10%, and out of county borrowers increased by 70%. Growth in the number of Pennington County residents with library cards can be attributed to successful marketing during Library Card Sign-up Month in September. The increase in out of county borrowers reflects the vouchers provided by Ellsworth Air Force Base.

Downtown library entry decreased by 9%, while entry to the North Library increased 21%. Drive thru use was up 93%. Patrons asked 465 fewer reference questions during the third quarter, a 22% decrease in reference contacts. Directional questions and other patron contacts decreased by 40%. Online reference contacts via instant message, text, and email increased by 12%.

Use of databases increased by 13%. Total use of library computers increased 1% and the library's WiFi was used for more than 56,000 hours during the third quarter. At the North library, computer use increased 20%.