

DOWNTOWN LIBRARY
 610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

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

RAPIDCITYLIBRARY.ORG

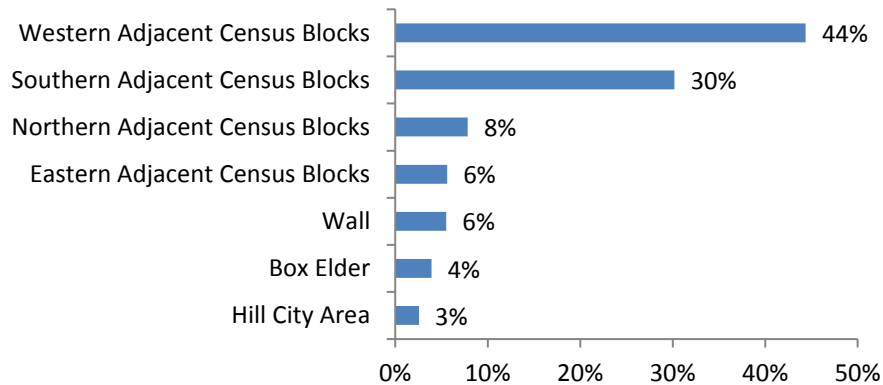


Date: November 14, 2018
 To: Jay Alderman
 From: RCPL Board of Trustees
 Re: Pennington County library use, Third Quarter 2018

Registered Borrowers, July 1 - September 30, 2018:

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	33,779	78.9%
Pennington County Borrowers	8,003	18.7%
Out-of-County Borrowers	1,006	2.4%
TOTAL	42,788	100%

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



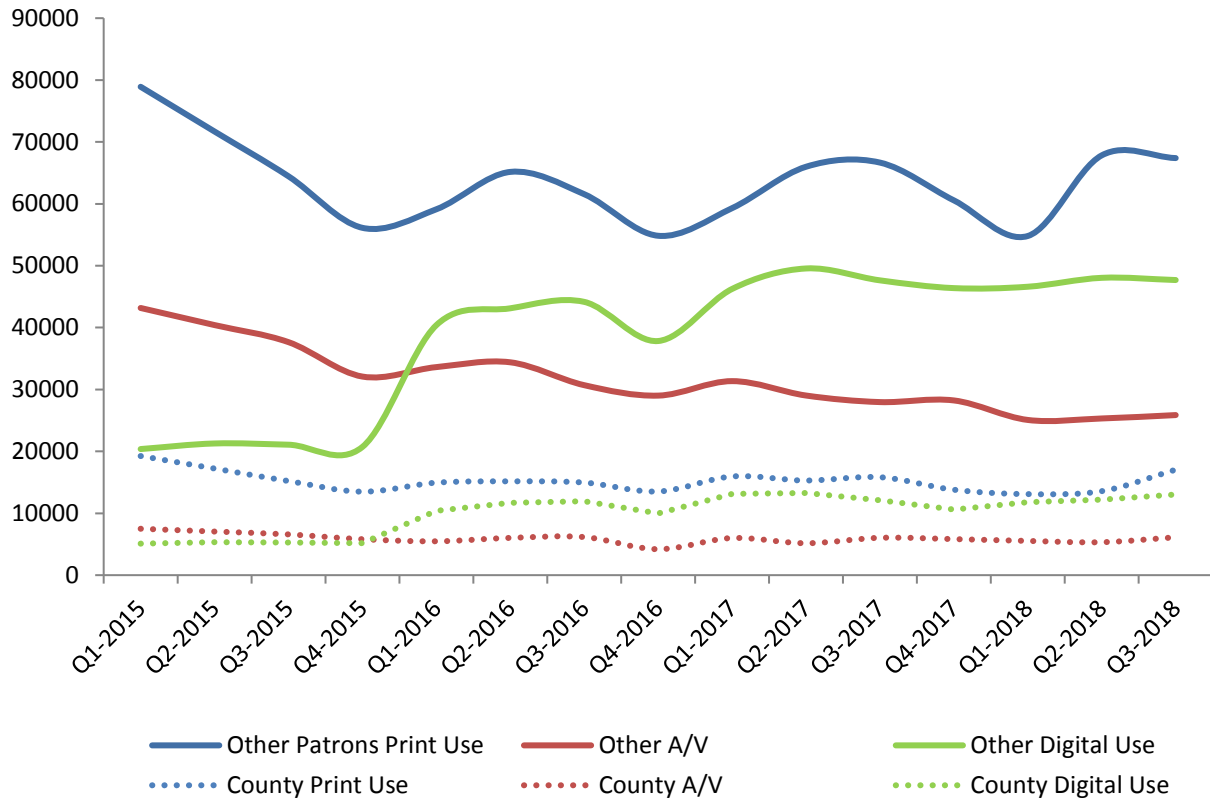
3rd Quarter Uses, July 1 - September 30, 2018:

	Number of Uses	Percentage of Total
Rapid City Borrowers	93,966	76.2%
Pennington County Borrowers	25,049	20.3%
Out-of-County Borrowers	4,343	3.5%
TOTAL	123,358	100%

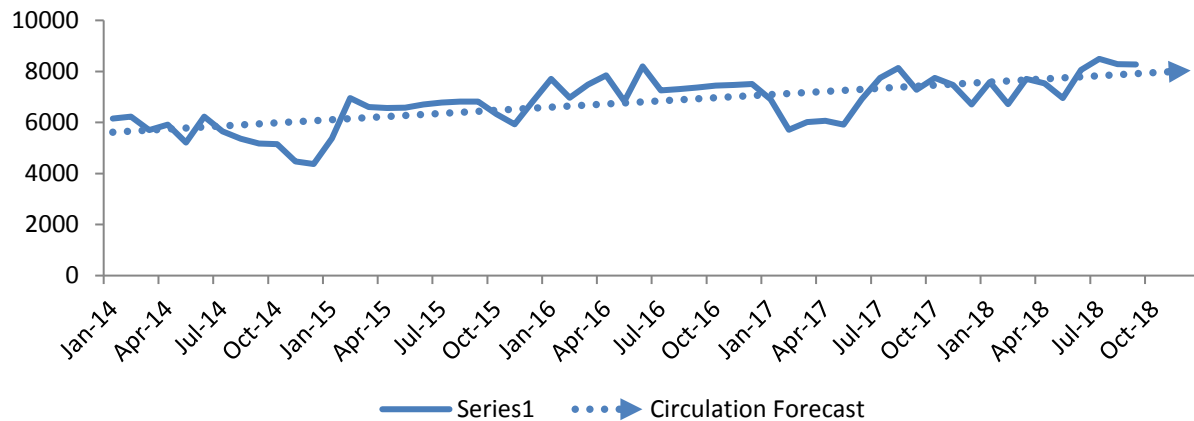


EQUAL OPPORTUNITY EMPLOYER

Circulation by Patron and Material Type



Pennington County Circulation 2015-2018



EQUAL OPPORTUNITY EMPLOYER

Type	Definition	Statistics Tracked
Subscription Databases	<p>Organized collections of information to which the library subscribes and patrons have access to search and view.</p> <p>For example, RCPL databases include magazines and journals, Automotive Repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and software and technology training classes.</p> <p>Popular databases during the third quarter were: AtoZ Reference-1,237 uses, Universal Class-289 uses, and Valueline-5,145 uses.</p>	Individual User Sessions or Logons
Downloadable and Streaming Materials	<p>Downloadable and/or eBooks, audiobooks, and videos accessed via specialized e-readers, computers, smartphones, or other mobile devices.</p> <p>RCPL’s downloadable titles and streaming titles are among the most heavily-used and growing collections. 40,860 eBooks, eAudio, digital videos, digital magazines, and music albums were streamed or downloaded in the third quarter.</p>	Individual Material Downloads
Social Media	<p>An online community which creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Pinterest, Facebook, YouTube.</p> <p>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 story times and other programs on YouTube, and hard-to-find local community information on the Black Hills Knowledge Network.</p> <p>For example, during the third quarter there were 5,157 views of RCPL’s video content on Vimeo and YouTube. 410 new followers began engaging with the library on social media sites.</p>	Individual page hits or views of a social media site



EQUAL OPPORTUNITY EMPLOYER