

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: February 11, 2019
 To: RCPL Board of Trustees
 From: Lisa DaSilva and Sam Slocum, Librarian Is
 Re: Pennington County Library Use – 2018 Review

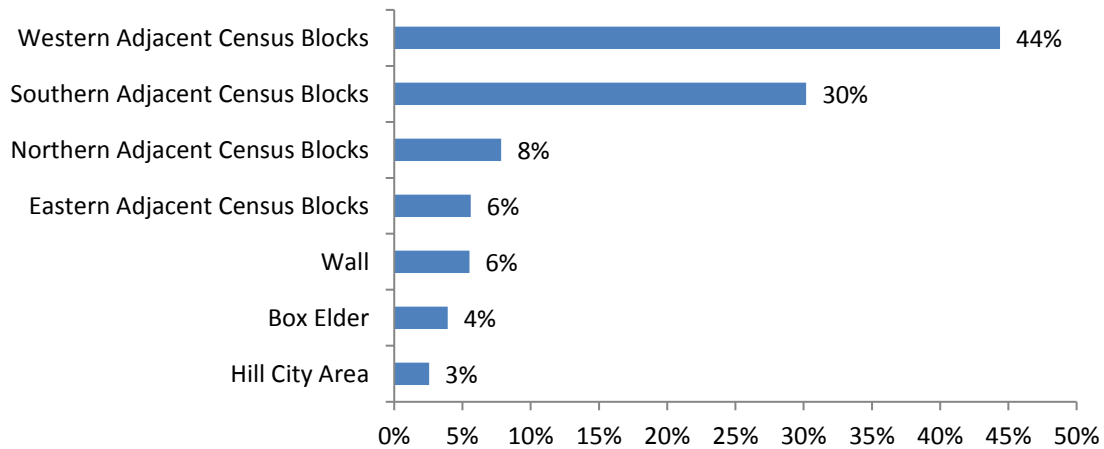
Summary

In 2018, Pennington County residents made up 20.4% of checkout activity and 18.9% of the total library card holders.

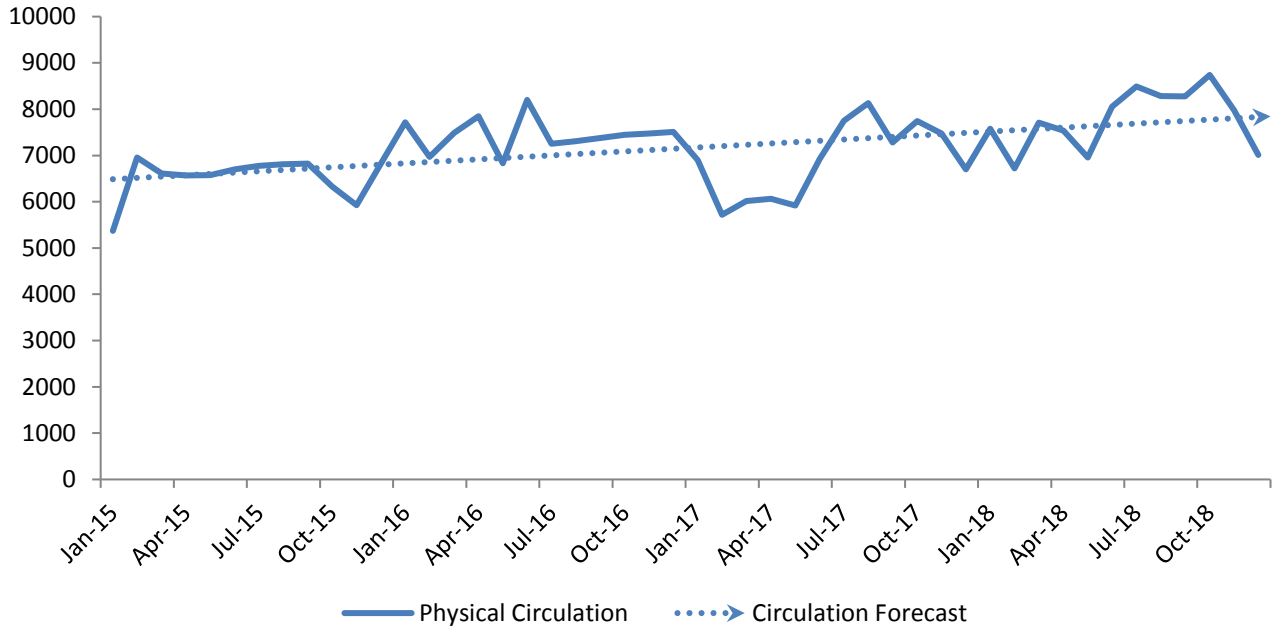
Background

	2017	% of Total	2018	% of Total
Rapid City Patrons	32,916	80.4%	34,935	78.8%
Pennington County (PC) Patrons	7,407	18.1%	8,362	18.9%
New PC Patrons	688	15.3%	529	13.1%
Out of County Patrons	612	1.5%	1,025	2.3%
Materials Used by PC Patrons	133,987	19.8%	152,946	20.4%

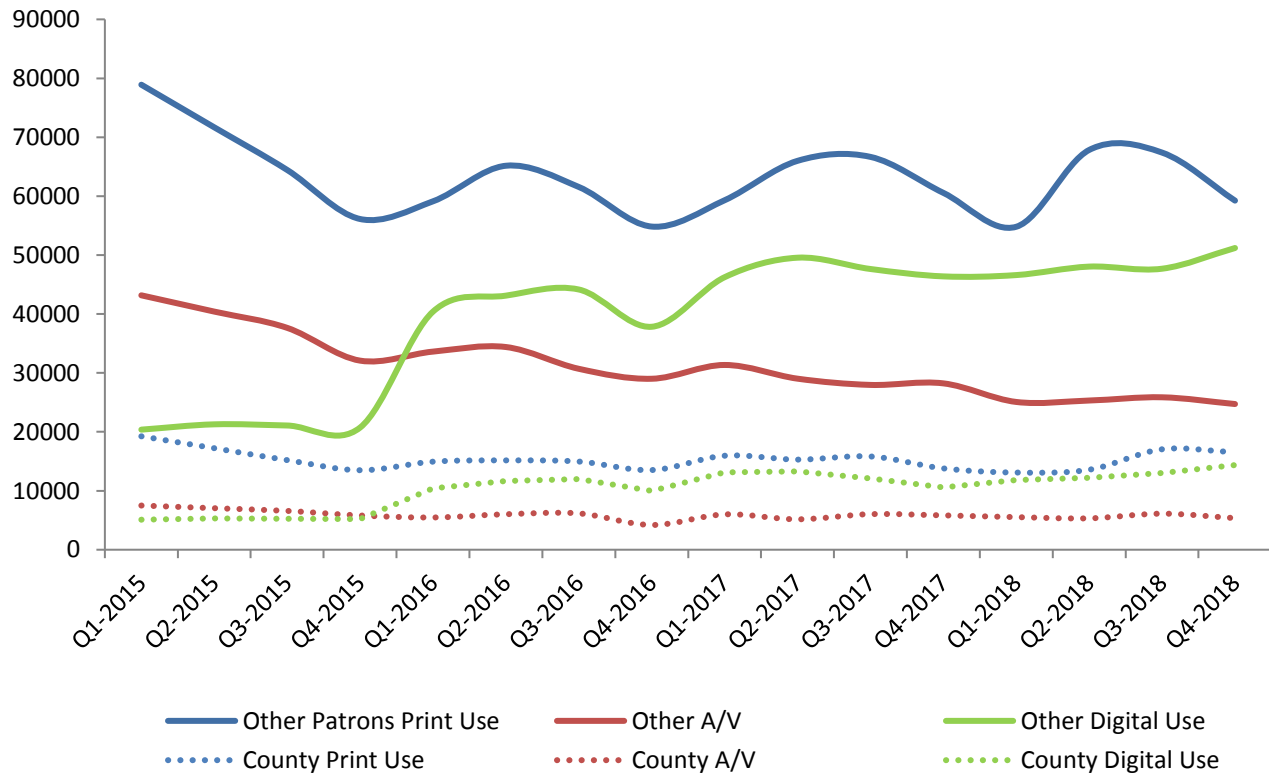
Percentage of Pennington County Users by Area (based on 2012 census tracts)



Pennington County Circulation 2015-2018



Circulation by Patron and Material Type



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, library databases include magazines and journals, automotive repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and technology training classes.</p> <p>Popular databases in 2018: Valueline – 22,646 uses; A to Z Reference – 8,390 uses; Universal Class – 1,520 uses; and A to Z World Food – 764 uses.</p>	Individual User Sessions or Logons
Downloadable Materials	<p>Downloadable and/or eBooks, audiobooks, and videos accessed via e-readers, computers, smartphones, or other mobile devices.</p> <p>Downloadable titles and streaming titles are among the most used collections at the library. 162,232 eBooks, eAudio, digital videos, music albums, and magazines were downloaded or streamed in 2018.</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, Instagram, and YouTube.</p> <p>The library uses these networks as tools to provide information about library services. Examples are book lists and recommendations on Pinterest, event announcements on Twitter, videos of storytimes and other activities on YouTube.</p> <p>In 2018, library staff engaged with people through social media more than 91,275 times.</p>	Individual page hits or views of a social media site