



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: May 13, 2019
To: Rapid City Public Library Board of Trustees
From: Sam Slocum, Librarian I
Re: 1st Quarter Statistics

Summary: During the first quarter of 2019, there were increases in library use, circulation, interlibrary loans, borrowers, drive-thru use, reference questions, database access, event attendance, and home deliveries as compared to the same period in 2018. Decreases were seen in website visits, number of library events, social networking, and patron contacts.

Operations/Library Services

The total number of library borrowers increased by 8%. The number of Rapid City residents with library cards increased by 6%, Pennington County residents increased by 12%, and out of county borrowers increased by 66%. The increase in the number of out of county library borrowers follows continued use of vouchers provided by Ellsworth Air Force Base.

Entry to the North Library increased by 15%; our after-school activities for children continue to draw consistent audiences. Drive thru use was up 107%, largely due to improved data collection. Patrons asked over 300 more reference questions during the first quarter, an 18% increase. Directional questions and other patron contacts decreased by 45% and online reference contacts via instant message, text, and email decreased by 20%. We are currently researching more efficient ways of tracking patron contacts to increase consistent reporting.

Use of library databases increased by 8% during the first quarter. Website visits dropped by 17%; a website re-design is planned to create more user-friendly online access.

Collections

Overall, circulation was up 11% in the first quarter which amounted to over 17,000 more items being checked out. Checkout of physical materials was up 8% and use of digital materials increased by 27%. Interlibrary loans increased 15% due to material sharing within the Black Hills Library Consortium.

Public Awareness and Customer Relations

The number of events decreased by 12% due to weather cancellations, but event attendance was over 7,000, an increase of 14%.

Home deliveries increased by 7% which amounted to over 270 more visits. Social networking engagement decreased by 63%, demonstrating continued success in reaching the community through these media.