



**DOWNTOWN LIBRARY**  
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[RAPIDCITYLIBRARY.ORG](http://RAPIDCITYLIBRARY.ORG)



Date: February 10, 2020  
To: RCPL Board of Trustees  
From: Sam Slocum and Lisa DaSilva, Librarian Is  
Re: 2019 Statistics Summary

**Summary:** In 2019 the library experienced increases in new borrowers, computer use, reference contacts, entry, circulation, and database use. There were decreases in website visits and events.

### Operations/Library Services

- New borrowers increased by 5%, with a total of 39,548 borrowers at the end of the year
- Community members spent over 350,000 hours using library computers and Wi-Fi, an 8% increase over 2018
- Library staff engaged with 26,566 individuals, for a 63% increase
  - Nearly 14,000 of those patrons requested reference and research services
- 44,000 more people visited the libraries than the previous year, for a 12% increase
  - Visits exceeded 100,000 during each quarter of 2018
- Expanded hours for the drive-thru met community needs
  - There was a 56% increase in use, or almost 2,000 more drive-thru users
- Website visits declined by 1%
  - The new website in 2020 has the opportunity to result in increased use

### Collections

- Physical checkouts of books, DVDs, audiobooks, and magazines, held steady from 2018 to 2019.
- Digital material circulation, which includes downloadable audiobooks, ebooks, streaming content, and electronic magazines, increased by 6% or almost 10,000 more uses
- Research database use increased by 9%
  - Previously low performing databases were discontinued, new databases such as Mango Languages, Newspapers.com, and Indian Claims Insight were added, and targeted databases were promoted monthly

### Public Awareness and Customer Relations

- The number of library-hosted events decreased by 15% in 2019, which is 111 fewer programs than 2018. Event attendance also decreased 12% with 5,423 fewer people attending library events
  - Both of these are partially attributable to reduced staffing through a vacancy and maternity leave
- Social networking engagement reached 167,844 individuals on sites such as Facebook, Instagram, and Pinterest