



DOWNTOWN LIBRARY
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NORTH PARTNER LIBRARY
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RAPIDCITYLIBRARY.ORG



Date: May 11, 2020
To: Rapid City Public Library Board of Trustees
From: Sam Slocum, Librarian I
Re: 1st Quarter Statistics

Summary: During the first quarter of 2020, there were increases in drive-thru use, website visits, social networking, and reference questions. Decreases were seen in borrowers, database access, and library events.

Operations/Library Services

Due to the school district's response to the Coronavirus (COVID-19) pandemic, the partner library at General Beadle Elementary was closed as of March 13 and the downtown library building closed to the public on March 16. As a result, entry to the libraries decreased 23% over the same period in 2019, however, drive-thru use increased 97%.

The total number of library borrowers decreased by 11% during the first quarter of 2020. This change is due to a focus in 2019 on updating existing accounts so that the database is as accurate as possible. Temporary online card registrations were implemented April 20 and allow patrons to register for an account online, and then verify in person; we anticipate this may lead to an increase in new borrowers.

Patrons asked over 700 more reference questions during the first quarter, a 36% increase in reference contacts. Directional questions and other patron contacts decreased by 44% but downtown patron interactions increased by 5% overall.

Use of library databases decreased by 6% during the first quarter but visits to the library's website increased by 17%.

Collections

Checkouts of physical library materials increased 1% and downloads of digital materials such as eBooks, eAudio, and streaming video increased by 4% over the same period in 2019.

Public Awareness and Customer Relations

The number of events the library hosted decreased by 54% and event attendance decreased 69%. These decreases can be attributed to the discontinuation of the after-school program at General Beadle partner library and cancellation of community events.

The library had almost 40,000 social networking engagements using our various platforms for promotion and education – YouTube, Facebook, Instagram, and Pinterest.