

DOWNTOWN LIBRARY
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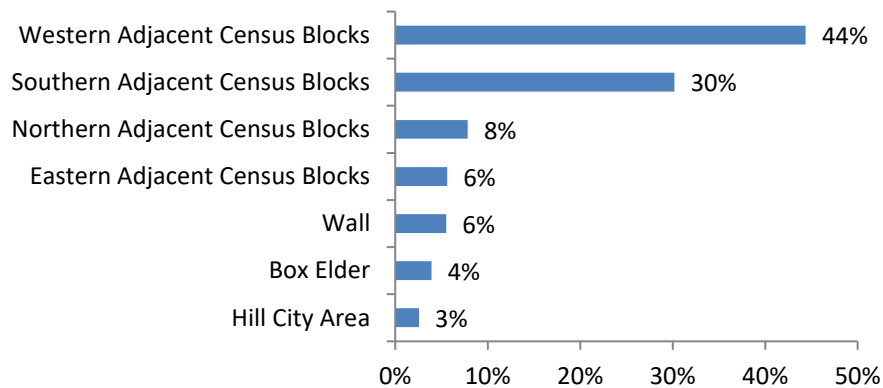
Date: August 10, 2020
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Librarian I
 Re: Pennington County Library Use – 2nd Quarter 2020

Library use declined during April and May due to COVID-19, although users continued to borrow material at the drive-thru and use digital collections. Library use and checkouts began to rebound after the building re-opened on June 1; however, although use is steadily increasing, it has not yet reached pre-COVID levels.

Registered Borrowers, April 1-June 30, 2020

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	31,393	77.8%
Pennington County Borrowers	7,884	19.5%
Out of County Borrowers	1,079	2.7%
Total	40,356	100%

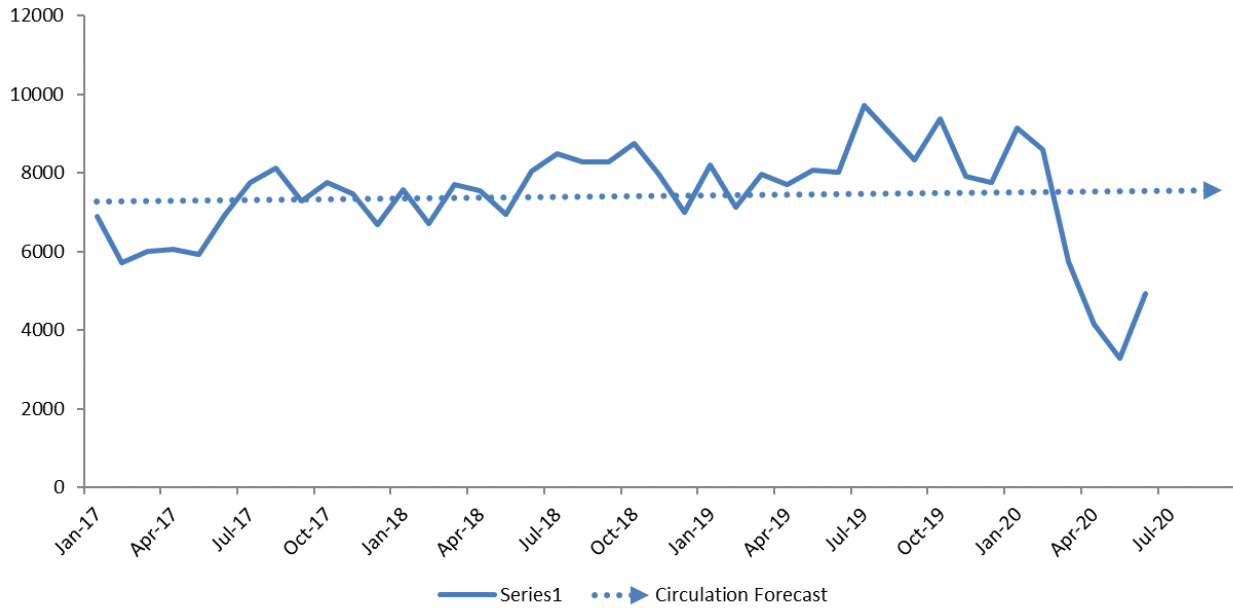
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



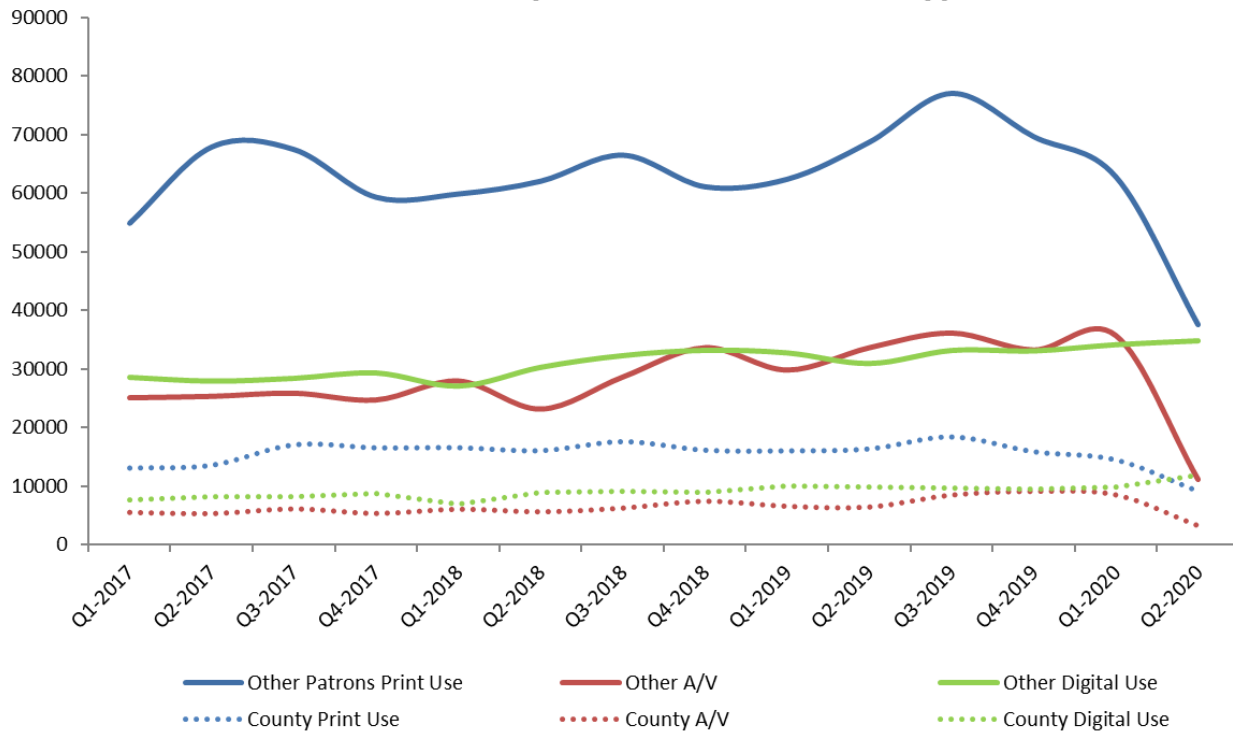
Physical Material Uses, April 1-June 30, 2020

	Number of Uses	Percentage of Total
Rapid City Borrowers	47,868	77.5%
Pennington County Borrowers	12,364	20%
Out of County Borrowers	1,564	2.5%
Total	61,796	100%

Pennington County Circulation 2017-2020



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 Q2: Valueline – 3,706 uses, Novelist – 1,864 uses, and Mango Languages – 415 uses.</p> <p>The library’s digital archives were accessed 4,021 times in Q2.</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 are among the most used collections at the library.</p> <p>Library users downloaded or streamed 46,386 digital items in Q2.</p>	Individual Material Downloads
Social Networking	<p>An online community that 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 story times and other activities on YouTube.</p> <p>In Q2, the library engaged with people 40,243 times with social networking tools.</p>	Individual page hits or views of a social networking site