

DOWNTOWN LIBRARY
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

RAPIDCITYLIBRARY.ORG



Date: February 8, 2021
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: Pennington County 2020 Annual Report

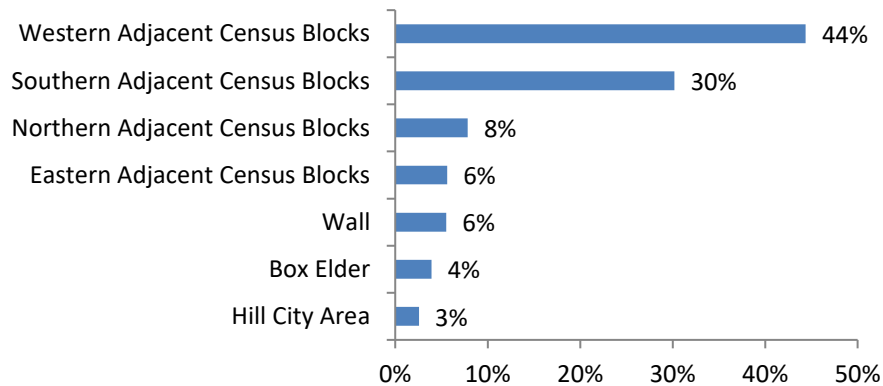
Summary:

In 2020, Pennington County residents made up 21.4% of library use and 19.7% of the total number of library card holders. Library use by County residents decreased somewhat due to the Covid-19 pandemic, but use has been recovering since July.

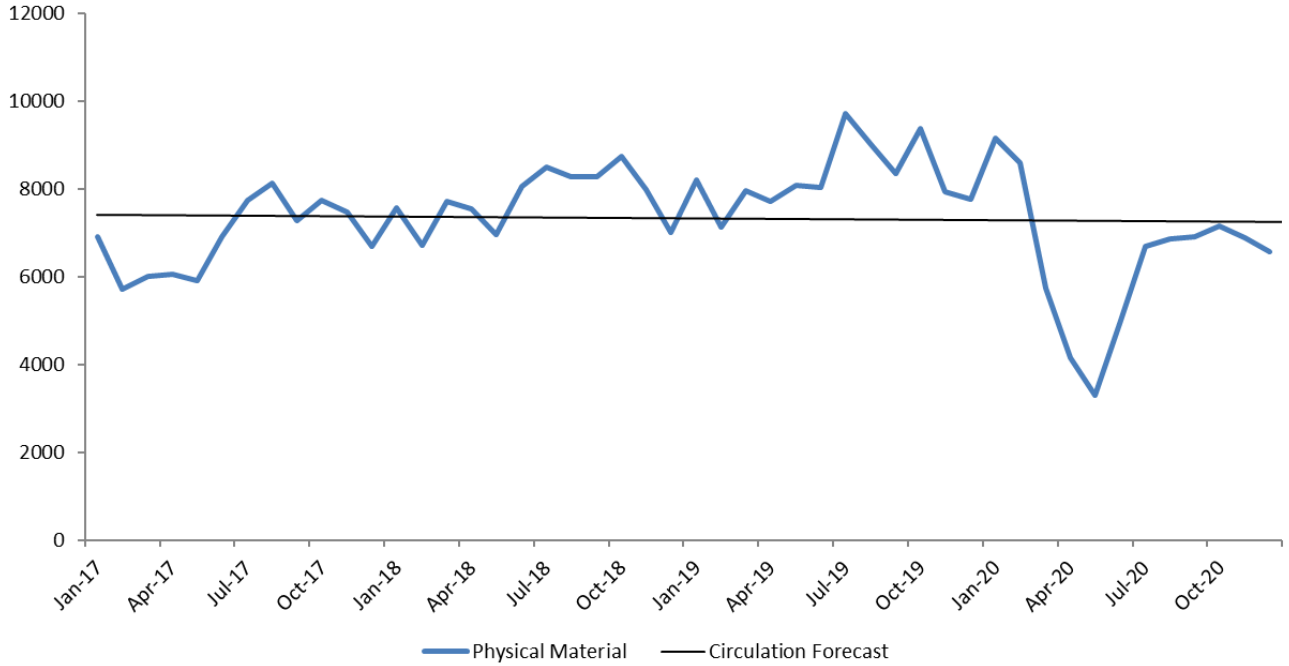
Registered Borrowers and Material Use

	2019	% of Total	2020	% of Total
Rapid City Borrowers	30,893	78.1%	28,990	77.5%
Pennington County Borrowers	7,677	19.4%	7,389	19.7%
Out of County Borrowers	978	2.5%	1,041	2.8%
New Pennington County Borrowers	668	15.8%	392	17.1%
Material Use by Pennington County Borrowers	135,479	20.1%	119,512	21.4%

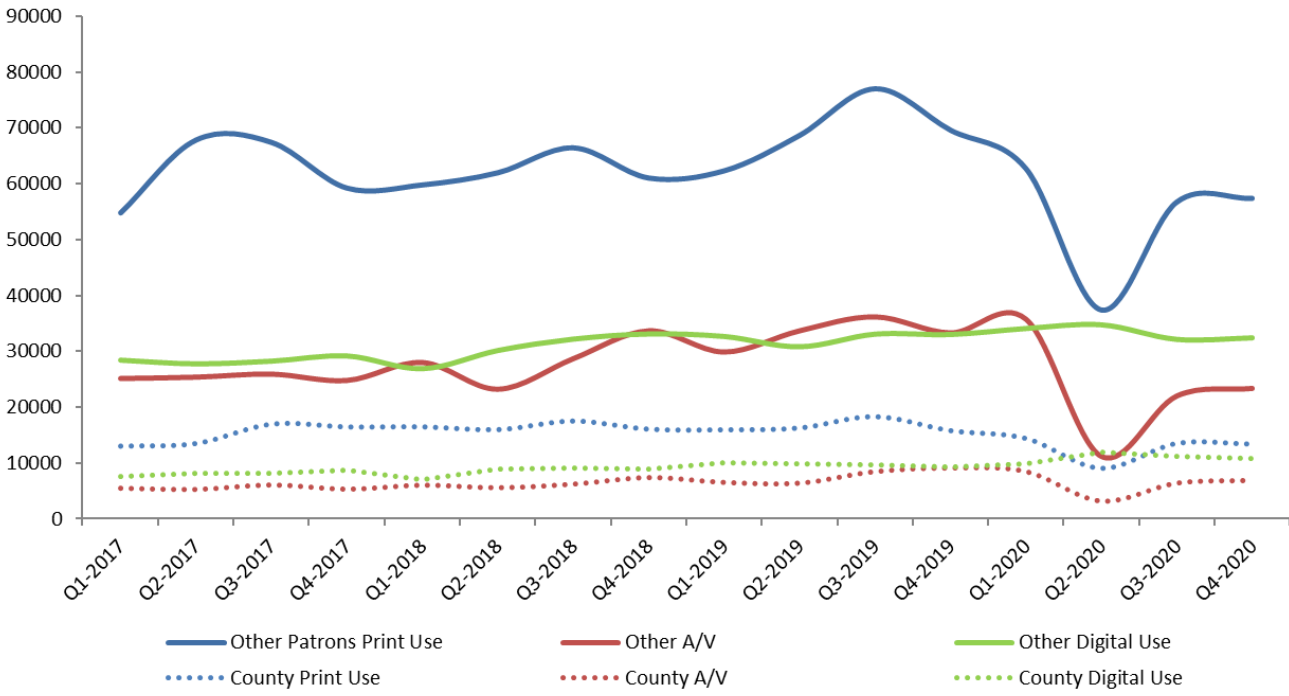
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



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 2020: Valueline – 14,093 uses, AtoZ Databases – 2,167 uses, Novelist – 4,920 uses, and Mango Languages – 1,257 uses.</p>	Individual User Sessions or Logons
Downloadable Materials	<p>Downloadable and/or eBooks, audiobooks, videos, and magazines 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 177,048 digital items in 2020.</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 2020, the library engaged with people 153,656 times with social networking tools.</p>	Individual page hits or views of a social networking site