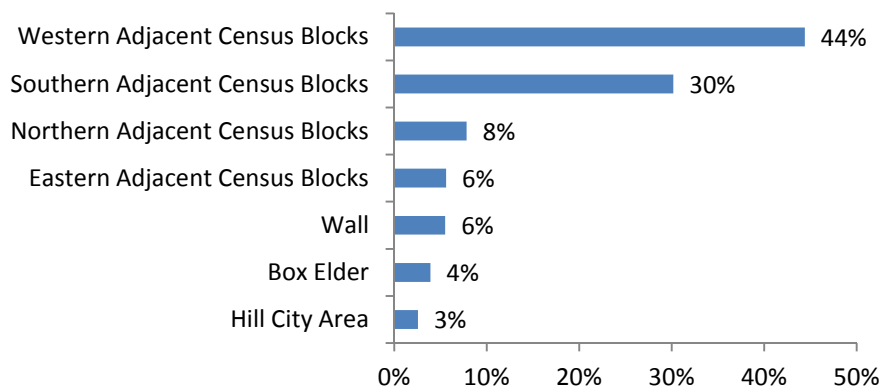


Date: August 8, 2016
 To: Jay Alderman
 From: RCPL Board of Trustees
 Re: Pennington County library use, 2nd Quarter 2016

Registered borrowers, April 1st – June 30th, 2016:

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	31,526	80.5%
Pennington County Borrowers	7,181	18.25%
Out-of-County Borrowers	504	1.25%
TOTAL	39,211	100%

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



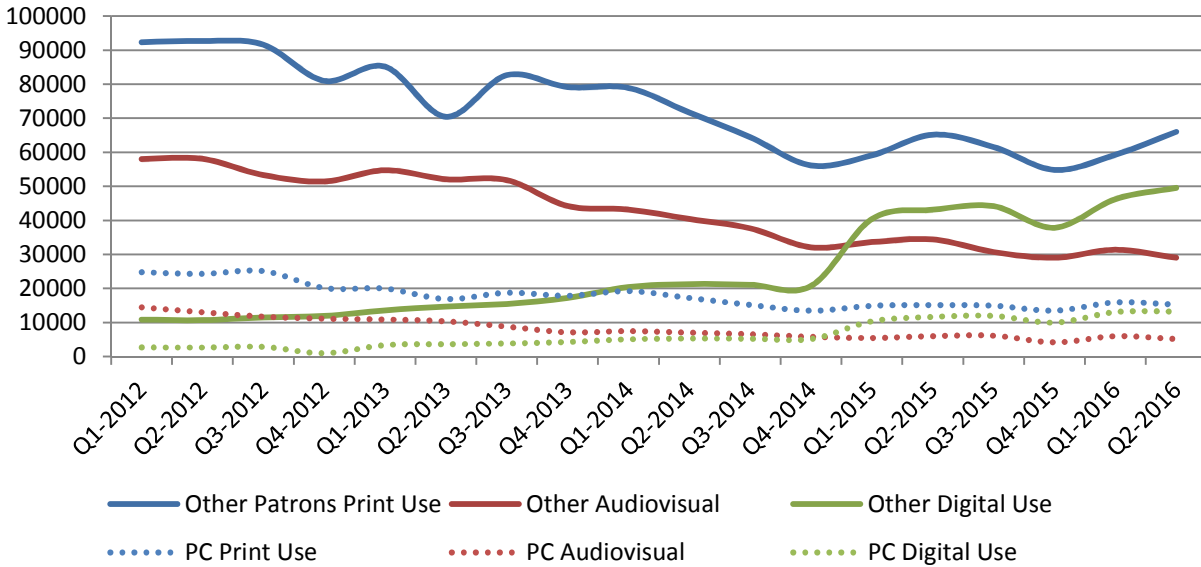
2nd Quarter Uses, April 1st - June 30th, 2016:

	Number of Uses	Percentage of Total
Rapid City Borrowers	86,622	77%
Pennington County Borrowers	22,878	20%
Out-of-County Borrowers	3,051	3%
TOTAL	112,551	100%

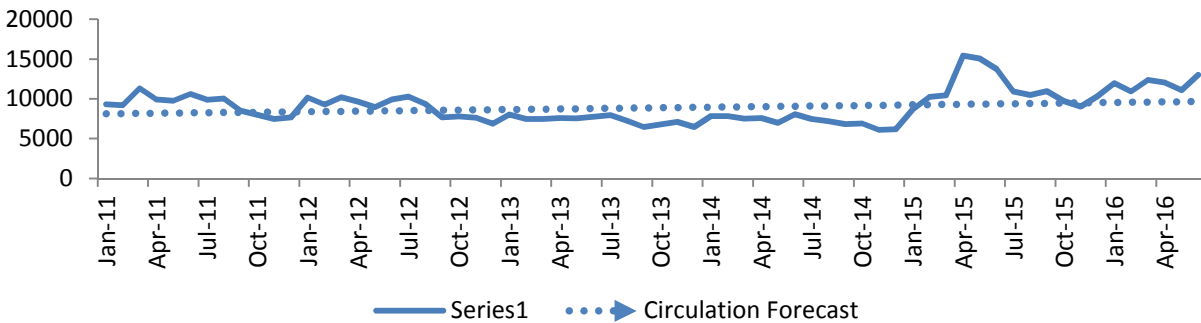


EQUAL OPPORTUNITY EMPLOYER

Circulation by Patron & Material Type



Pennington County Circulations 2012-2016



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, RCPL databases include magazines and journals, Automotive Repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and software and technology training classes.</p> <p>Popular databases during the 2nd quarter were: Valueline – 6,421 uses, Tumblebooks – 20,468 uses, and Biblioboard – 714 uses.</p>	Individual User Sessions or Logons
Downloadable & Streaming Materials	<p>Downloadable and/or eBooks, audiobooks, and videos accessed via specialized e-readers, computers, smartphones, or other mobile devices.</p> <p>RCPL’s downloadable titles & streaming titles are among the most heavily-used, and growing collections. 17,643 eBooks,</p>	Individual Material Downloads



EQUAL OPPORTUNITY EMPLOYER

	and 11,180 eAudio were downloaded; 458 digital videos and 232 music albums streamed or downloaded in the 2 nd quarter.	
Social Networking	<p>An online community which creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Pinterest, Facebook, YouTube.</p> <p>RCPL uses these networks as tools to provide information about library programs, events, and services. Examples are book lists and recommendations on Pinterest, programming announcements on Twitter, videos of storytimes and other programs on YouTube, and hard-to-find local community information on the Black Hills Knowledge Network.</p> <p>For example, there were 24 videos created for Vimeo and YouTube during the 2nd quarter, with 4,175 views of video content for these two sites. Additionally, this quarter the Black Hills Knowledge Network received 26,828 page visits.</p>	Individual page hits or views of a social network



EQUAL OPPORTUNITY EMPLOYER