

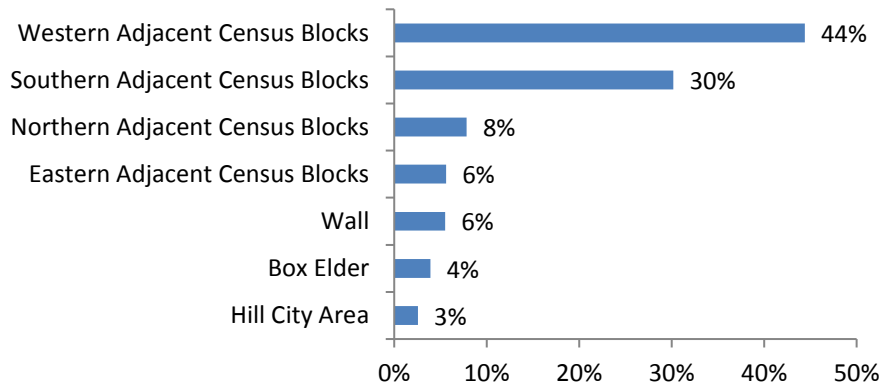


Date: November 14, 2016  
 To: Jay Alderman  
 From: RCPL Board of Trustees  
 Re: Pennington County library use, 3rd Quarter 2016

Registered borrowers, July 1<sup>st</sup> – September 30<sup>th</sup>, 2016:

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	32,226	80.3%
Pennington County Borrowers	7,375	18.4%
Out-of-County Borrowers	548	1.3%
<b>TOTAL</b>	<b>40,149</b>	<b>100%</b>

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



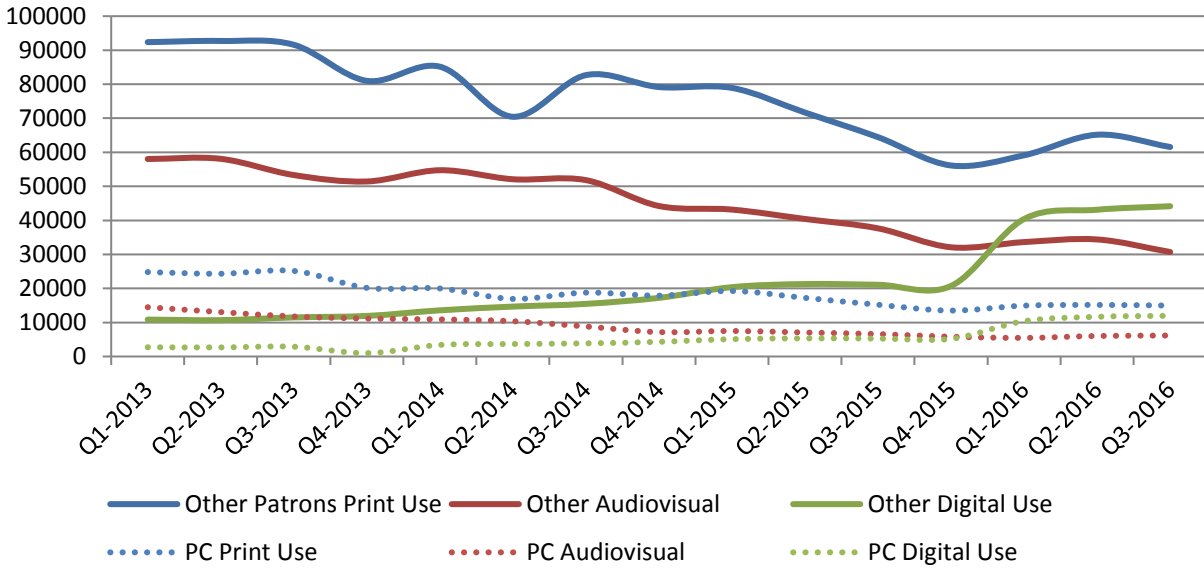
3<sup>rd</sup> Quarter Uses, July 1<sup>st</sup> - September 30<sup>th</sup>, 2016:

	Number of Uses	Percentage of Total
Rapid City Borrowers	86,886	77%
Pennington County Borrowers	21,985	19.5%
Out-of-County Borrowers	3,656	3.5%
<b>TOTAL</b>	<b>112,527</b>	<b>100%</b>

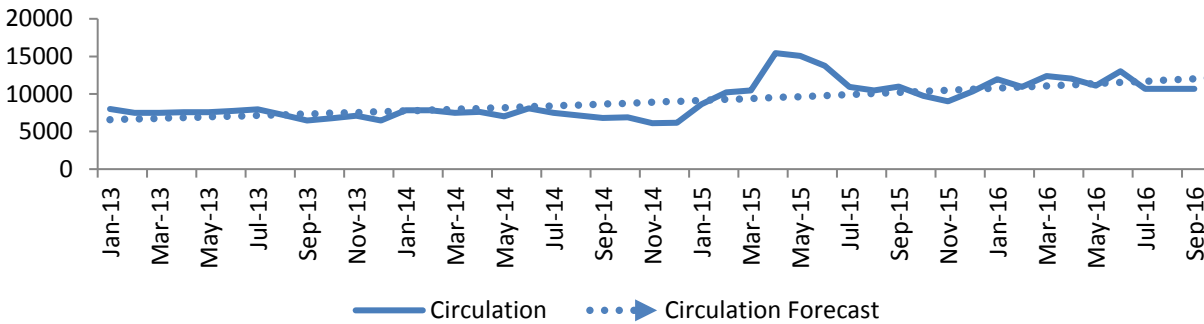


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### Circulation by Patron & Material Type



### Pennington County Circulations 2013-2016



Type	Definition	Statistics Tracked
Subscription Databases	Organized collections of information to which the library subscribes and patrons have access to search and view.  For example, <a href="#">RCPL databases</a> include magazines and journals, Automotive repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and software and technology training classes.	Individual User Sessions or Logons



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	Popular databases during the 3 <sup>rd</sup> quarter were: Valueline – 5,515 uses, Tumblebooks – 19,531 uses, and Biblioboard – 416 uses.	
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 <a href="#">downloadable titles</a> &amp; <a href="#">streaming titles</a> are among the most heavily-used and growing collections. 19,596 eBooks, and 12,622 eAudio were downloaded; 594 digital videos, 260 music albums, and 407 magazines streamed or downloaded in the 3<sup>rd</sup> quarter.</p>	Individual Material Downloads
Social Networking	<p>An online community which creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, <a href="#">Pinterest</a>, <a href="#">Facebook</a>, <a href="#">YouTube</a>.</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 <a href="#">Twitter</a>, videos of storytimes and other programs on YouTube, and hard-to-find local community information on the <a href="#">Black Hills Knowledge Network</a>.</p> <p>For example, on Pinterest, 584 items were shared and the library's posts had 6,924 views during the 3<sup>rd</sup> quarter. The 1972 Flood page had 913 views in this quarter. Staff created 9 videos on Vimeo and YouTube and had a combined 3,049 views between the two sites. Additionally, this quarter the Black Hills Knowledge Network received 10,709 page visits.</p>	Individual page hits or views of a social network



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