Date: February 13, 2016  
To: RCPL Board of Trustees  
From: Lisa DaSilva, Danielle Reynolds, Sam Slocum- Librarian I’s  
Re: 2016 Statistics Summary

Summary
In 2016 the library saw increases to entry count, circulation, the number of library programs, programming attendance, total borrowers, and social networking engagement. There were decreases in the number of website visits, computer use hours, database usage, new borrowers, and patron contacts.

Facilities
Several statistical categories increased in 2016. Entry count rose in general, stemming from the 13% increase in entry to the Downtown library. Entry at the North library decreased by 11% due in part to the adjusted operating hours and enforcement of the unattended children policy after school. Together, the libraries witnessed an average of over 31,000 people entering per month.

Overall, total borrowers increased by 2% in 2016. Each month an average of over 350 patrons came in to register for a library card. Nearly 85,000 hours were used on the computers. Additionally, the library received nearly 45,000 questions which included reference and readers advisory services.

Collections
Circulation increased by 5% in 2016, which includes a 2% increase of print and AV material and a 20% increase in RCPL created digital content (BHKN posts and YouTube videos). Further, for the second year in a row audiobooks continued to be popular with patrons. Circulation of books on CD increased by 4% and digital audiobook circulation increased by 26%. Popularity of the digital collection continued in 2016, increasing 11%. Most of the increase was due to digital audiobook checkouts, but increases were also seen in ebooks and streaming video.
This year we saw a large increase in the number of renewals issued for print and audiovisual materials. Library policy was changed in 2016 to allow extended renewals up to 6 times per item instead of 3. This prompted a 31% increase in total renewals.

In 2016, video games and board games were added into the collection, receiving a combined total of 2,226 checkouts.

**Public Awareness and Customer Relations**

Hands-On and CHAOS related programming continued to be a strong focus throughout 2016. Overall, the number of programs the library hosted increased by 29% with a similar increase in attendance of 30%. The 2nd Annual CHAOS Maker Festival was held in July and brought in 700 attendees to the event.

In 2016, the CHAOS Makerspace continued to grow and provide more STEM and hands-on making experiences within the community. 3D Printing was the most used service of CHAOS. In 2016, the library provided 876 prints for patrons, bringing in $1,710 in revenue.

In 2016 engagement on social media increased an outstanding 106%. Engagement includes the number of comments, shares, and likes the library’s social media account receives. The library was able to engage over 82,000 times with community individuals through Facebook, Instagram, and Pinterest. Social media continues to be an effective marketing tool for the library.