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Date: February 12, 2018
 To: RCPL Board of Trustees
 From: Lisa DaSilva and Sam Slocum, Librarian Is
 Re: Pennington County Library Use – 2017 Review

Summary:

In 2017, Pennington County residents made up 19.8% of use and 18.1% of the total number of library card holders.

Anticipated changes to increase the value of library services in 2018 include:

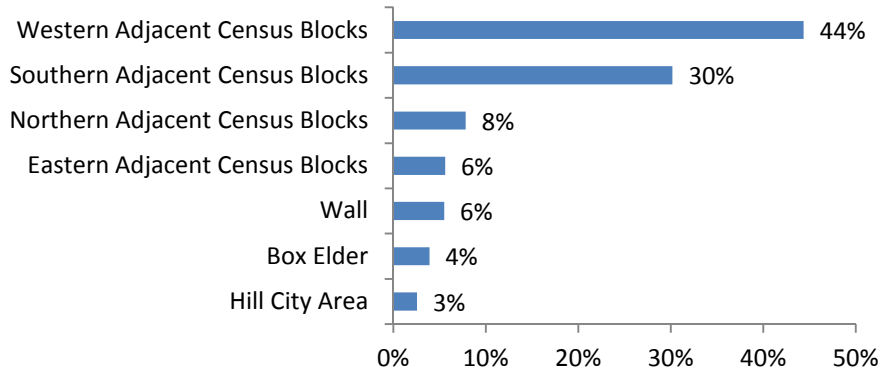
- An expanded collection of eBooks, downloadable audiobooks, and downloadable videos through a partnership with the Black Hills Library Consortium.
- Events and activities provided through the STAR Net grant to inspire creative learning and play in support of STEM learning. The exhibit will help the library reach groups historically underrepresented in STEM fields, including Native Americans and women in science.
- Public fax services in response to public demand.
- New collections and expanded offerings in current collections such as Adventure and Experience Bags.

Background:

The following table shows comparative data on use of the Rapid City Public Library by Pennington County residents since 2016.

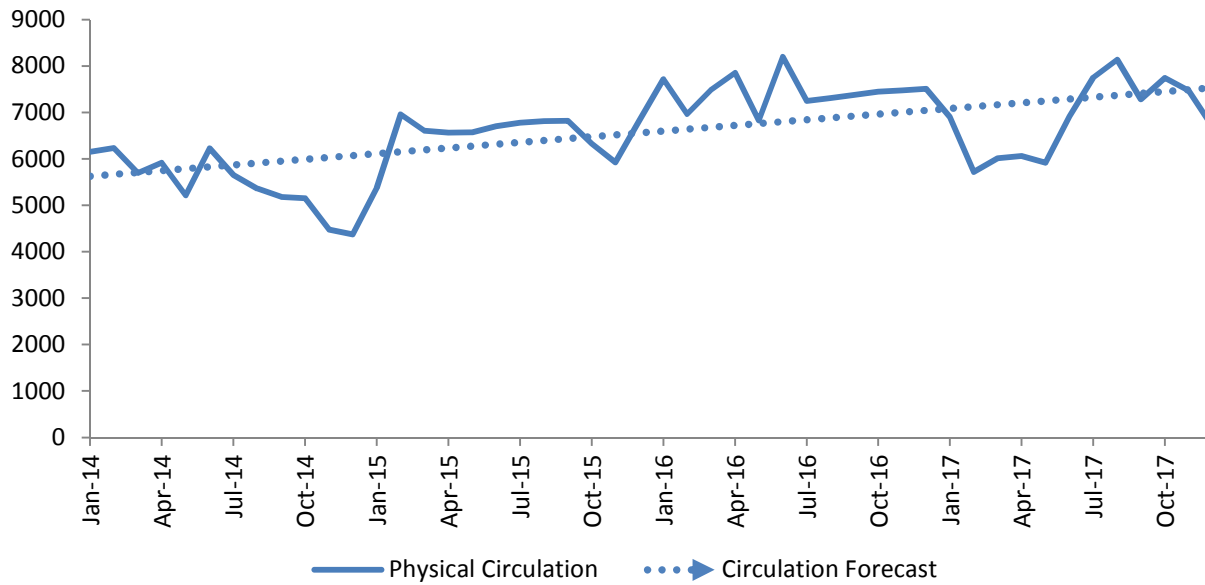
	2016	% of Total	2017	% of Total
Rapid City Patrons	31,806	80.3%	32,916	80.4%
Out of County Patrons	525	1.3%	612	1.5%
Pennington County (PC) patrons	7,262	18.4%	7,407	18.1%
New PC patrons added each year	675	15.8%	688	15.3%
Materials Used by PC patrons	132,968	19.2%	133,987	19.8%

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

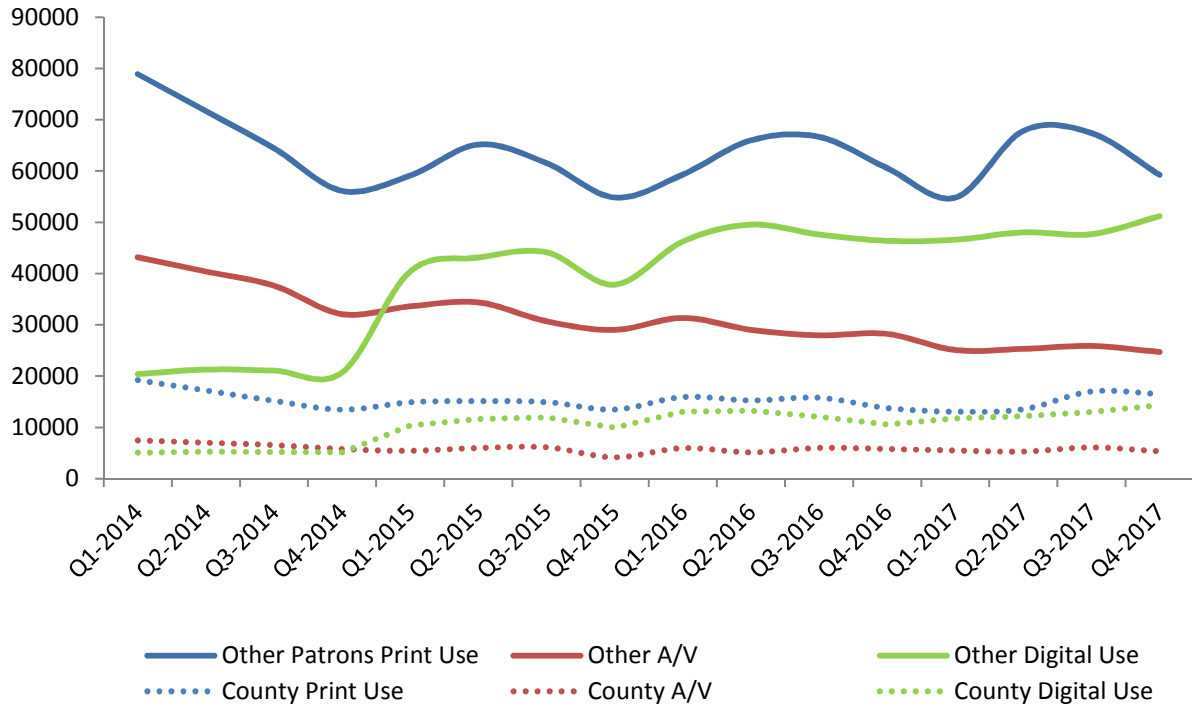


The graphs below show circulation patterns over the last four years. In 2014, the statistics definitions for digital circulations were changed to be more in line with traditional definitions of a circulation.

Pennington County Circulation 2014-2017



Circulation by Patron & 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, RCPL 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 2017: Valueline – 25,041 uses, A to Z Reference – 8,325 uses, and Foundation Center – 1,243 uses.</p>	Individual User Sessions or Logons
Downloadable 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 and streaming titles are among the most heavily-used and growing collections. 146,386 eBooks, eAudio, digital videos, music albums, and magazines were streamed or downloaded in 2017.</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, 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>In 2017, the library engaged with over 77,500 individuals through Facebook, Instagram, and Pinterest.</p>	Individual page hits or views of a social network