



# CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

January 21, 2025  
Agenda Item No. 9

**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Melissa Hartson, Library Services Director  
(949) 717-3801, [mhartson@newportbeachca.gov](mailto:mhartson@newportbeachca.gov)

**PREPARED BY:** Melissa Hartson, Library Services Director

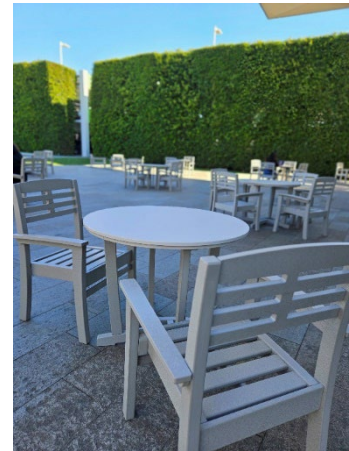
**TITLE:** Report of November Library Activities – January 21, 2025 Meeting

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## **MELISSA HARTSON, LIBRARY SERVICES DIRECTOR**

### **Patio Furniture**

In November, the City replaced the patio furniture at the second floor entrance of the Central Library. The new furniture offers more seating and tables in a variety of styles. The material was chosen for its durability to withstand the outdoor elements and high usage among the public. These same furniture styles and material have served a variety of uses by the public at both Marina Park and the OASIS Senior Center for the past nine years.



## **WHEELHOUSE LIST FOR LIBRARY TRUSTEES**

- Library Holiday Hours  
Tuesday, December 24, all locations close at 1 p.m.  
Wednesday, December 25, all locations closed  
December 26, 27 & 30, all locations close at 6 p.m.  
Tuesday, December 31, all locations close at 1 p.m.  
Wednesday, January 1, all locations closed
- Board of Library Trustees Meeting  
Tuesday, January 21, 2025, 5 p.m.  
City Council Chambers, Civic Center

## **REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER**

### **Literacy**

All learner-/tutor matches have been finalized, so all our learners have been matched with tutors and are actively meeting. We have a total of 46 matched learners/tutors.

Reservations for the upstairs Literacy Lab are now virtual. This new reservation system is easier, more efficient, and less confusing for staff. By streamlining and simplifying this reservation process, it allows tutors to schedule their tutoring sessions in advance and at the click of a button.

Prepare for the upcoming Annual Literacy Holiday Potluck on December 7, where the entire Project Adult Literacy community is invited to come and celebrate PAL's successes over the past year.

### **Programming**

In November, the Library continued the twice-a-month Writers Workshop (which was recently renamed The Writers Group). It has proved to be a success, offering writers a place to bounce ideas off each other and sharpen skills. It continues to hit capacity each week. Feedback has been enthusiastic with many participants repeatedly mentioning that no other library offers such high caliber writing instruction.

The Library also had the pleasure of hosting a Meet the Author event featuring, Michael Cannivet and his book *The Four-Minute Retirement Plan*. The educational presentation was engaging, informative and thoughtful. Many in the audience were fervently taking notes and pictures of the slides. Mr. Cannivet fielded several questions during Q&A and was very generous and sensitive in his responses. He somehow was able to make what could be a dry and intimidating topic, heartfelt. We received many comments on how great the presentation was from attendees on their way out.

November's Sunday Musicale featured solo pianist Victor Shlyakhtenko. He gave a beautiful performance and received a standing ovation. There were 176 in attendance.

### **ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR**

#### **Branch Activities**

At Mariners Branch (Mariners), *Library Bingo*, storytime, and *LEGO Wednesdays* were popular. The Seed Library continues to see significant use, with November bringing total checkouts for the new collection to over 1,000 since launching in April 2024. The Balboa Branch hosted *Outer Space Crafts* for kids and *BARK: Read to a Dog*, the latter predominantly attended by Newport Elementary students. And this month's *Sensory Play* at Corona del Mar Branch (CdM) featured jingle bells; baking instruments; and ice cream cones mixed into a variety of sensory materials including rice; oatmeal; and cotton balls.

#### **Youth Services**

November's *Crafternoon* and *STEAM Lab* programs at the Central Library (Central) were well-attended. *Crafternoon* celebrated fall with an owl craft; a thankful sunflower; a paper bag scarecrow; and a paper caramel apple, and *STEAM Lab* kicked off the holiday season early by using engineering skills to construct pop-up greeting cards.

#### **Class Visits**

At Central, 70 first graders from Newport Heights visited for a tour. In two groups, they were shown different sections of the children's area and the book return conveyor belt; learned the rules of the library; listened to a story; received library cards; and checked out books. CdM hosted three first-grade classes from Eastbluff Elementary. Each class rotated through an interactive discussion and storytime with the librarian; a tour of the Library and Fire Station 5.

#### **Outreach**

The Library Mayor's Youth Council mentee, Alex Denisova, attended the November Board of Library Trustees meeting and dutifully led the Pledge of Allegiance. Staff also prepared a PowerPoint presentation to be readily available for future offsite parent group presentations.

**Special Programs**

November marked the conclusion of the highly anticipated In-N-Out *Cover to Cover* reading program. Upon completion of reading five books or 300 minutes, each child participant earned a free hamburger or cheeseburger, with the option to earn three total awards. A record 872 patrons registered this year (compared to 623 in 2023), and staff issued 1,675 achievement awards.

**Personnel**

Sara Bert joined the Mariners staff as a Library Page this month. Also at Mariners, Library Clerk Piers Brown, Senior Library Clerk Liz McKibbin, and Library Clerk Mikaela Malsy completed online trainings related to their positions. CdM Branch Librarian Nadia Dallstream completed a City sponsored training: *LCW - Maximizing Performance Through Documentation, Evaluation and Corrective Action*.

**ANDREW KACHATURIAN, ADULT SERVICES COORDINATOR****Teen Services**

Thirteen members of the current Young Adult Advisory Council met on November 13. They discussed books that they are currently reading, films that they are interested in, and topics from English classes such as a discussion on Shakespeare's *MacBeth*. There were refreshments and a trivia game that they found engaging and worked together in groups on. They also participated in a thoughtful Red Cross campaign to create holiday cards for military personal and veterans called *Holidays for Heroes*.

**Staffing**

Current recruitments include two part-time Library Assistant positions, one full-time Library Assistant, and four Library Pages. Interviews for all seven positions are scheduled for December.

**Facilities**

Issues with the exterior lighting at Mariners have been resolved and all lights are once again operating correctly. We are working with the City to have a technician investigate one remaining issue with the lighting control systems for any future programming needs.

Public Works began remodeling the Central Library kitchenette. It will be under construction through December. We look forward to the completion of this project.

**Proquest Articles Retrieved 2024-2025**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	1279	1530	1636	1740	1907								1618
Newspapers--Current	1285	1161	1426	1277	1671								1364
Newspapers--Historical	3576	2019	1982	2675	2151								2481
Magazines	17	56	44	82	18								43

Database FY Comparisons	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	YTD 24/25
<b>Tracked by #searches</b>													
A to Z Databases	684	644	411	436	972								3147
Alexander Street	730	168	478	664	93								2133
Ancestry	588	514	290	249	201								1842
AskART	14	18	15	12	11								70
Brainfuse JobNow/VetNow	158	79	15	55	13								320
Britannica School Edition	1	119	1979	50	57								2206
Exploring Race in Society	2	5	29	32	30								98
Gale Archives Unbound	284	236	143	284	29								976
Gale Directory Library	16	36	78	75	16								221
Gale in Context: Biography	14	5	316	286	56								677
Gale in Context: Elementary	3	3	63	2	2								73
Gale in Context: Environmental	0	0	20	74	12								106
Gale in Context: Opposing View	1	2	343	233	765								1344
Gale Interactive: Science	0	0	0	0	0								0
Gale Literature Resource Center	20	18	50	89	64								241
Gale Virtual Reference Library	19	29	51	154	186								439
HeritageQuest	150	50	121	55	114								490
Legal Information Ref Center	103	86	68	44	39								340
National Geographic	14	26	60	143	60								303
National Geographic Kids	8	13	30	150	35								236
NewsBank	770	1638	1939	1159	1092								6598
NoveList Plus	81	23	64	31	45								244
NoveList K-8 Plus	41	6	22	26	22								117
ProQuest	3058	3526	4107	4074	4783								19548
Proquest eLibrary	4	34	39	18	8								103
Reference Solutions Business	325	359	366	211	274								1535
Reference Solutions Residential	33	9	17	5	37								101
SIRS Discoverer	2	16	120	283	410								831
SIRS Issues Researcher	856	740	1317	1884	549								5346
World Book Online	34	19	187	90	99								429
<b>Tracked by #page views</b>													
Artist Works	3	4	2	1	5								15
Consumer Reports	2442	2585	1928	2089	2527								11571
CultureGrams	23	48	183	12	108								374
Morningstar	5545	4471	3207	9879	5902								29004
RealQuest	57	29	12	32	38								168
Tumblebooks	3	126	7	10	5								151
Value Line	12179	10816	12942	14370	11729								62036
<b>Tracked by courses</b>													
LinkedIn Learning	291	257	332	405	312								1597
<b>Tracked by books logged</b>													
Beanstack	9161	3189	3875	3256	2728								22209
<b>Tracked by Hours Used</b>													
ABC Mouse	45.00	46.23	42.58	12.72	16.93								163.46
Beanstack	5385	445	280	265	144								6519
Rosetta Stone	58.01	53.38	63.06	25.70	7.23								207.38

**NBPL Website Usage 2024-2025**

Metric	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	31175	32341	28123	25891	24631								28432	142161
New Users	23890	24747	20174	17388	16099								20460	102298
Sessions	49426	50616	47008	44470	40519								46408	232039
Pageviews	106254	111503	106163	105742	92678								104468	522340
Sessions Per User	2	2	2	2	2								2	--
Pages Per Session	2	2	2	2	2								2	--
Avg. Session Dur. (min)	5	6	6	6	6								6	--
Bounce Rate (%)	60	62	59	56	61								60	--

**Today's Business Solutions Wireless (TBS): Total Data Transferred (GB) 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	152	125	155	147	132								142	710
CdM	190	131	160	245	132								172	858
Mariners	2000	1640	1900	1870	1570								1796	8980
Central	12550	13050	12600	13180	10860								12448	62240
<b>Total</b>	<b>14892</b>	<b>14946</b>	<b>14815</b>	<b>15442</b>	<b>12694</b>								<b>14558</b>	<b>72789</b>

**Today's Business Solutions Wireless (TBS): Total Unique Patrons 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	385	323	280	292	262								308	1542
CdM	406	308	320	403	279								343	1716
Mariners	1343	1286	1420	1464	1333								1369	6846
Central	8624	8913	9314	9920	8539								9062	45310
<b>Total</b>	<b>10758</b>	<b>10830</b>	<b>11334</b>	<b>12079</b>	<b>10413</b>								<b>11083</b>	<b>55414</b>

**Today's Business Solutions Wireless (TBS): Average Number of Patrons Per Day 2024-2025**

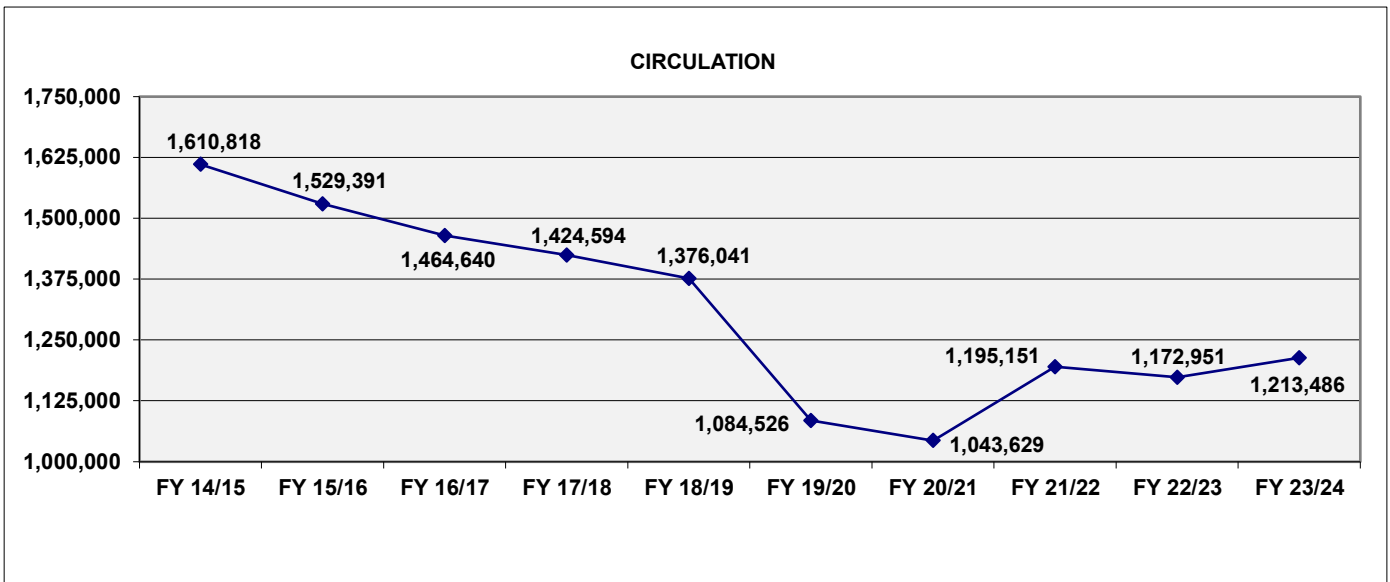
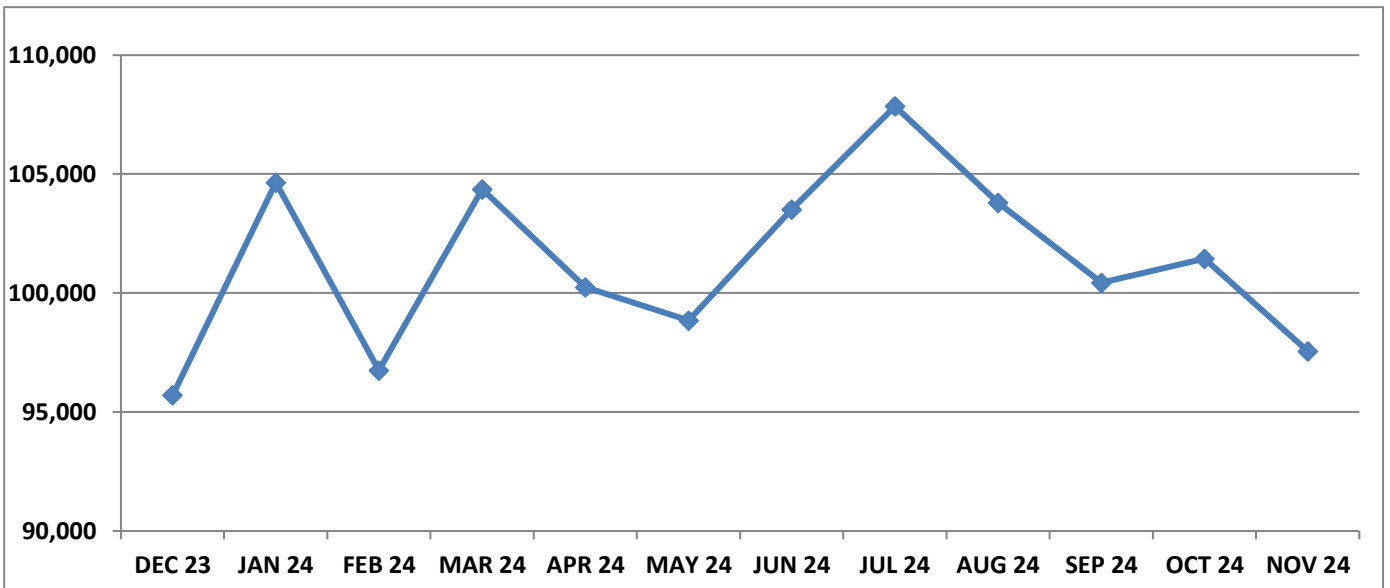
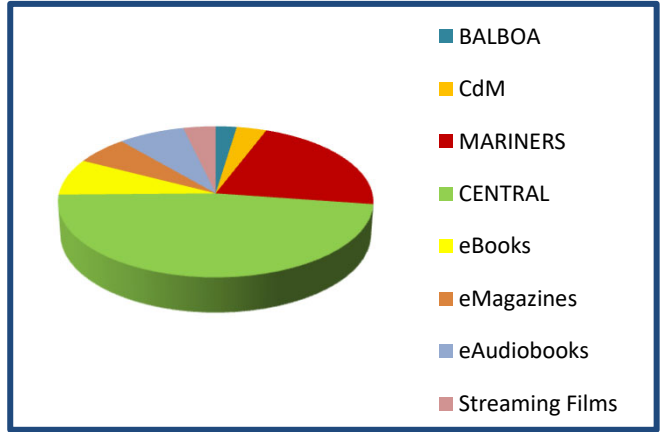
Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	36	28	25	26	24								28	139
CdM	24	20	20	26	19								22	109
Mariners	110	102	124	138	107								116	581
Central	665	628	673	692	549								641	3207
<b>Total</b>	<b>835</b>	<b>778</b>	<b>842</b>	<b>882</b>	<b>699</b>								<b>807</b>	<b>4036</b>

**Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	404	397	566	514	516								479	2397
CdM	479	436	513	623	483								507	2534
Mariners	1520	1300	1370	1310	1200								1340	6700
Central	1490	1500	1380	1360	1300								1406	7030
<b>Total</b>	<b>3893</b>	<b>3632</b>	<b>3829</b>	<b>3807</b>	<b>3499</b>								<b>3732</b>	<b>18661</b>

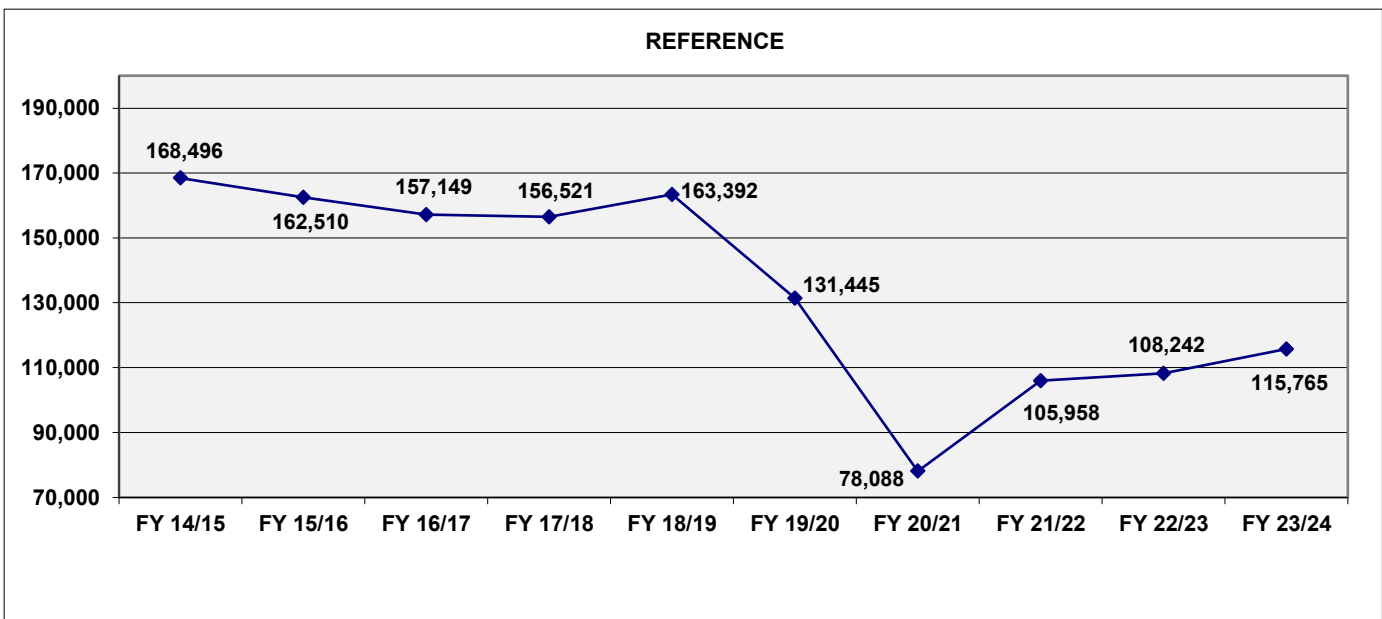
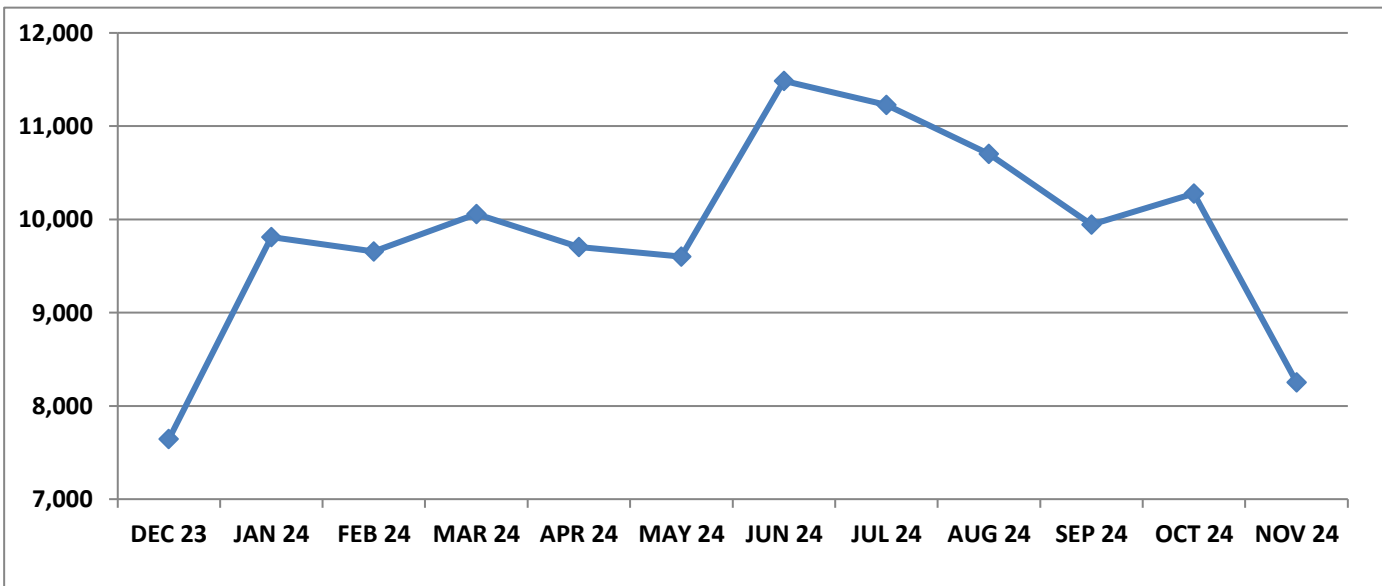
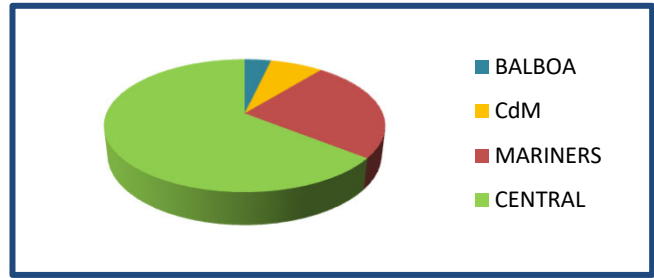
## NEWPORT BEACH PUBLIC LIBRARY - NOVEMBER 2024 CIRCULATION

	NOV 24	YTD 24/25	YTD 23/24
BALBOA	2,338	13,727	11,268
CdM	3,340	19,030	19,128
MARINERS	20,930	106,060	109,368
CENTRAL	46,286	252,088	272,980
eBooks	7,650	39,748	38,613
eMagazines	5,944	25,702	18,683
eAudiobooks	7,453	37,560	31,418
Streaming Films	3,604	17,157	7,972
<b>TOTAL</b>	<b>97,545</b>	<b>511,072</b>	<b>509,430</b>



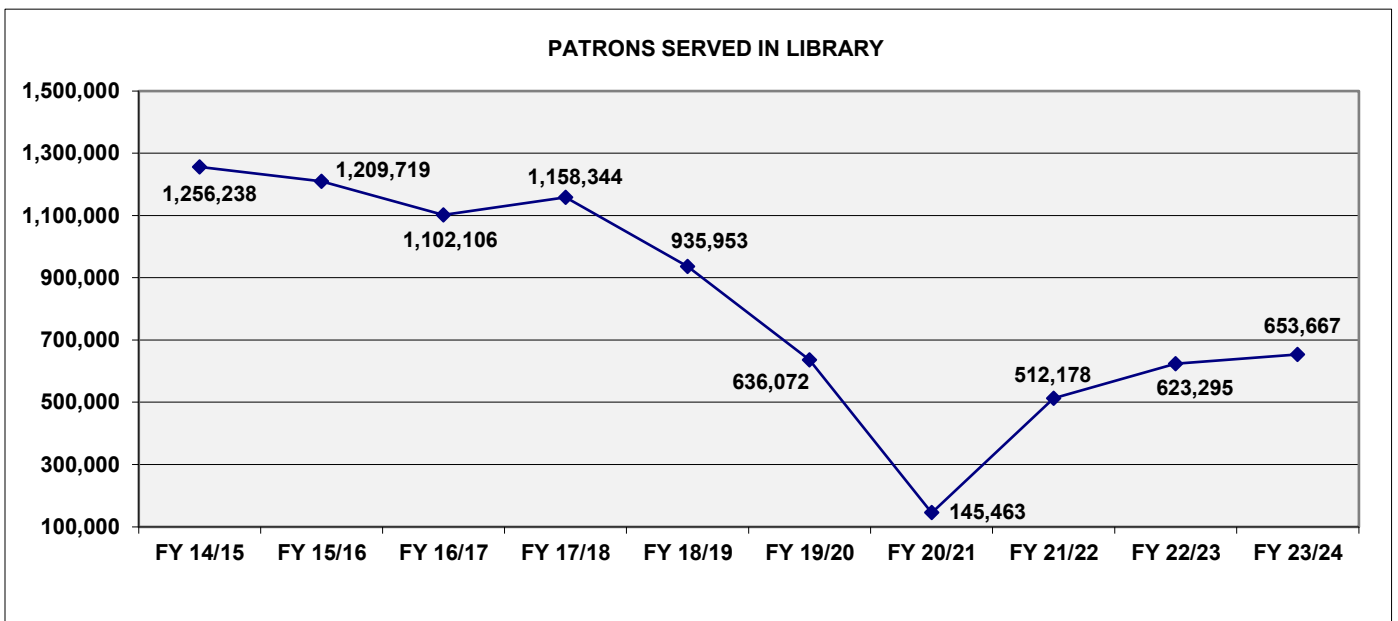
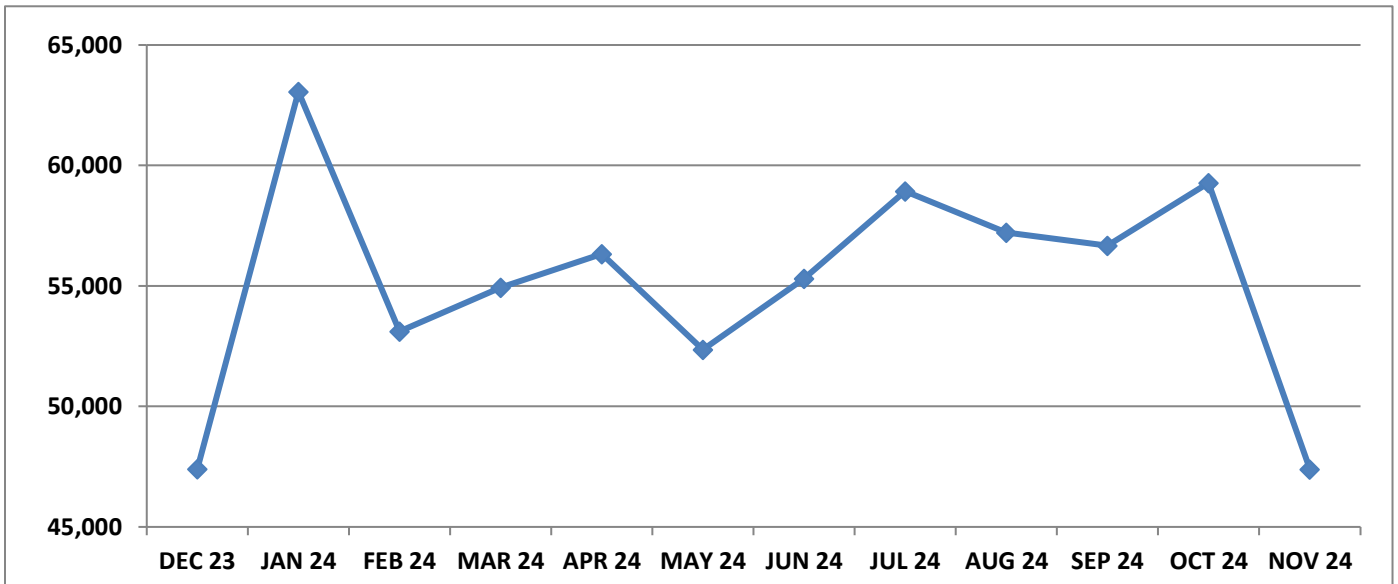
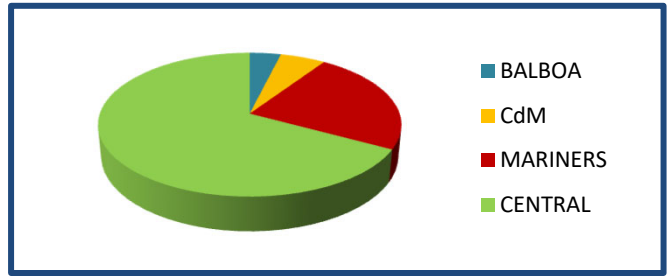
## NEWPORT BEACH PUBLIC LIBRARY - NOVEMBER 2024 REFERENCE

	NOV 24	YTD 24/25	YTD 23/24
BALBOA	299	1,918	1,948
CdM	600	3,653	3,076
MARINERS	2,042	10,551	10,192
CENTRAL	5,311	34,280	32,591
<b>TOTAL</b>	<b>8,252</b>	<b>50,402</b>	<b>47,807</b>



## NEWPORT BEACH PUBLIC LIBRARY - NOVEMBER 2024 PATRONS SERVED

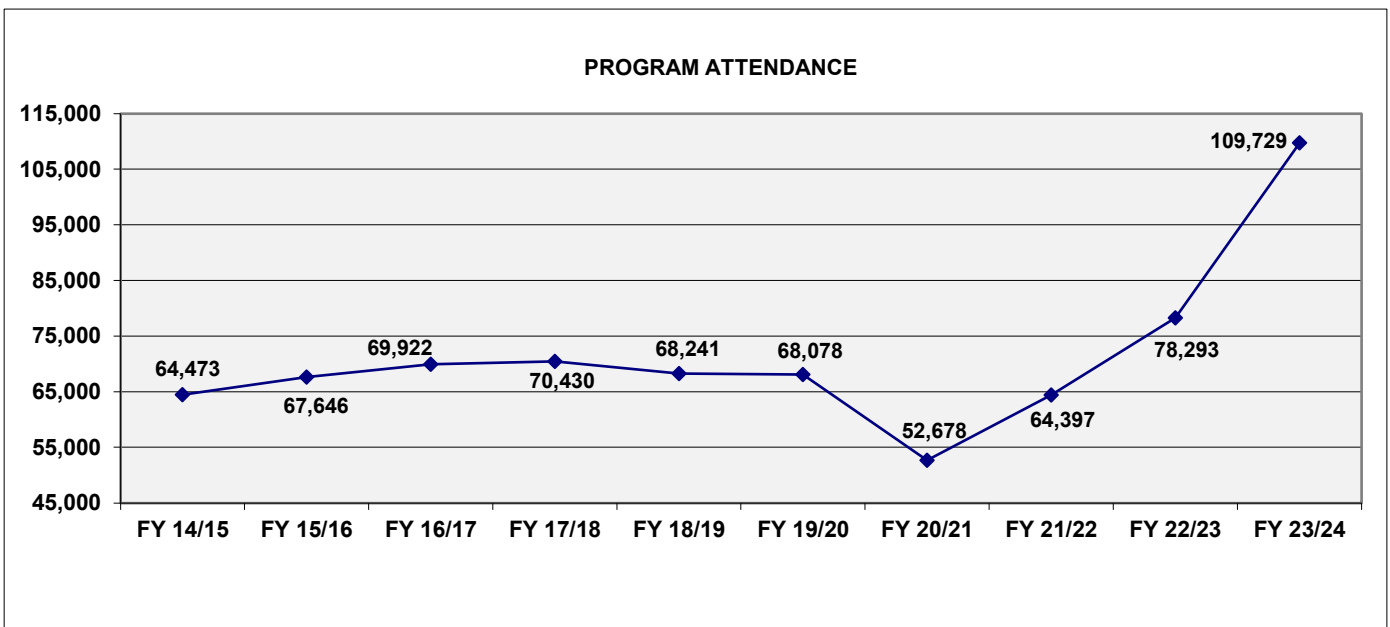
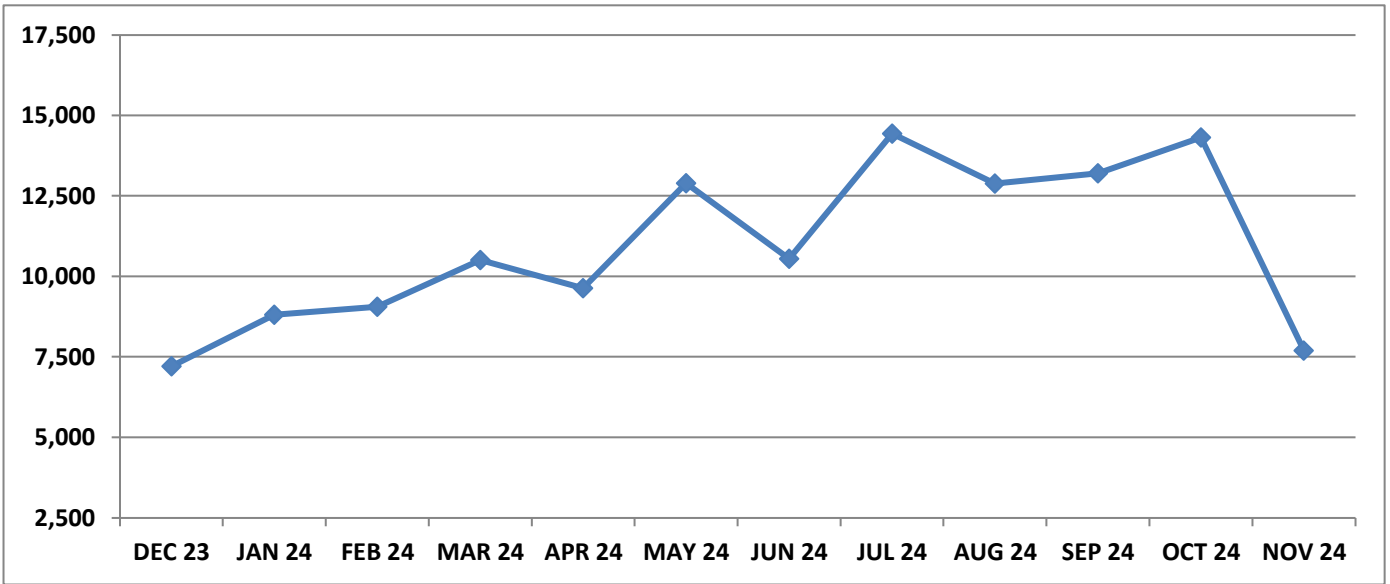
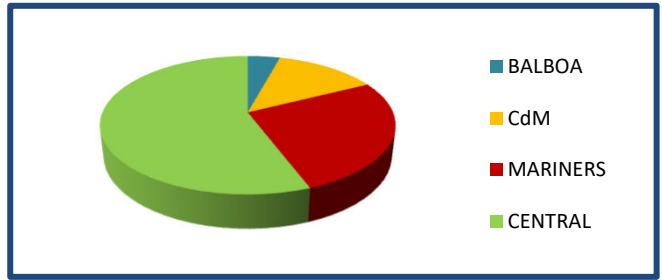
	NOV 24	YTD 24/25	YTD 23/24
BALBOA	1,825	11,500	10,466
CdM	2,653	16,452	15,154
MARINERS	11,095	62,250	61,184
CENTRAL	31,815	189,272	184,396
<b>TOTAL</b>	<b>47,388</b>	<b>279,474</b>	<b>271,200</b>





## NEWPORT BEACH PUBLIC LIBRARY - NOVEMBER 2024 PROGRAM ATTENDANCE

	NOV 24	YTD 24/25	YTD 23/24
BALBOA	324	2,024	979
CdM	1,026	6,223	3,678
MARINERS	2,051	11,005	4,838
CENTRAL	4,288	43,274	31,596
<b>TOTAL</b>	<b>7,689</b>	<b>62,526</b>	<b>41,091</b>





# CITY OF NEWPORT BEACH BOARD OF LIBRARY TRUSTEES STAFF REPORT

January 21, 2025  
Agenda Item No. 9

**TO:** BOARD OF LIBRARY TRUSTEES

**FROM:** Library Services Department  
Melissa Hartson, Library Services Director  
(949) 717-3801, [mhartson@newportbeachca.gov](mailto:mhartson@newportbeachca.gov)

**PREPARED BY:** Melissa Hartson, Library Services Director

**TITLE:** Report of December Library Activities – January 21, 2025 Meeting

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## **MELISSA HARTSON, LIBRARY SERVICES DIRECTOR**

### **2024 Year in Review**

The Library had an eventful 2024. Here is a review highlighting some of the accomplishments from the past year.

- The Central Library celebrated its 30th anniversary in July. The Library hosted an Open House and saw over 650 patrons celebrate with us, sharing their appreciation of the importance and impact the Library has had on their lives.
- Mariners Branch introduced the *Seed Library* with a special seed planting program. To introduce the program, families were invited to start growing with seeds, soil, and containers provided at potting stations set up on the grass behind the branch. The event was well attended, and the *Seed Library* continues to generate interest. From April to December, a total 1,064 seed packets were checked out.
- Corona del Mar Branch's annual *Fire Station Storytime* was another tremendous success with almost 240 in attendance. In partnership with Fire Station 5, patrons enjoyed a storytime with Fire personnel followed by a station tour and presentation of the fire truck and equipment.
- Balboa Branch launched a new program, *Toy Train Thursdays*. Offered weekly, *Toy Train Thursdays* is a creative building program where the Library supplies wooden trains, tracks, and other building pieces. Participation totaled 427 for the year.
- In August, the Central Library offered the first *STEAM Lab* which gave participants the opportunity to learn about the visible light spectrum and saturation. Other themes included engineering mazes and roads; plant life cycles; and constructing pop-up greeting cards.
- A record 872 patrons registered for the 2024 In-N-Out *Cover to Cover* reading program (compared to 623 in 2023), and staff issued 1,675 achievement awards.
- In response to the numerous requests for a writers' working group, the Library introduced *The Writers Group*. It is designed for participants who completed the popular *Storytellers Writing Workshop* to foster the continued exchange of feedback and accountability in their writing projects.

- The Newport Beach Public Library Foundation donated \$55,000 to fund the *Seed Library*, continue the State Parks Pass lending program, provide database subscriptions to LinkedIn Learning and VetNow/HelpNow, expand children's program offerings providing funds for a projector and screen, and fund a new catalog stand for patrons' use.
- The Friends of the Library contributed \$200,000 to support the purchase of materials in a variety of formats for all age groups and provide funding for mainstay programs such as storytimes, craft programs, college-prep workshops, Summer Reading Program, Meet the Author, and Sunday Musicales.
- Project Adult Literacy (PAL) transitioned to the America Learns platform for data management, helping to streamline the annual California State Library reporting process, and allowing tutors and volunteers to report their service hours in an efficient manner. Tutors and volunteers served over 2,000 hours. PAL hosted more than 210 classes and events helping nearly 60 active learners.
- Outreach totaled an over 90% increase over the previous year, reaching 12,022 community members over 49 total outreach events (compared to 36 in 2023). Newly attended events included the *Spirit Run*; the City's *Touch a Truck* event; the *CdM Scenic 5k*; the Newport-Mesa Unified School District's *Back to School Resource Fair*; and Big Newport's *Kids Day* for the release of *The Wild Robot*.
- The City Arts Commission proposed moving from a two-year display to a three-year display for ongoing phases of the Sculpture Exhibition. City Council approved the proposal, which included extending the exhibition period for the existing sculptures currently in Civic Center Park.
- The Library added a new mobile app in April. The app is user friendly and has a strong visual interface with greater customization capabilities.
- Launched online passport appointment reservations allowing for convenient scheduling, streamlined oversight of appointments, and automated reminders with links to helpful information. Similarly, reservations for the PAL Lab are now virtual allowing tutors to schedule their learner-tutor sessions in advance.
- September was *Library Card Sign-up Month*, which is held annually at the beginning of the school year. This year's initiative saw the addition of 1,136 new library card registrations, a 27% increase over last September's 897 new registrations.
- The Library opened 9,235 new library card accounts and checked out 1,212,986 items in 2024!
- Looking back at 2024 also provides a glimpse for an exciting future. In February, the City held a groundbreaking ceremony for Witte Hall, and in May, City Council approved a design concept for the new Balboa Branch Library and Fire Station No. 1 replacement project.

## **WHEELHOUSE LIST FOR LIBRARY TRUSTEES**

- Sunday Musicale: Duo Duoro  
Sunday, January 19, 3 p.m.  
Friends Room, Central Library
- Friends Used Book Sale  
Friday, February 7, 1 – 4 p.m. (Members Only)  
Saturday, February 8, 9 a.m. – 2 p.m.  
Friends Room, Central Library
- Witte Lecture: Bret Stephens  
Friday, January 24, 7 p.m.  
Saturday, January 25, 2 p.m.  
Friends Room, Central Library
- Sunday Musicale: Yuki Shibamoto  
Sunday, February 16, 3 p.m.  
Friends Room, Central Library
- Medicine in Our Backyard: Integrative Health  
Monday, January 27, 7 p.m.  
Friends Meeting Room, Central Library
- Board of Library Trustees Meeting  
Tuesday, February 18, 5 p.m.  
City Council Chambers, Civic Center

## **REBECCA LIGHTFOOT, LIBRARY SERVICES MANAGER**

### **Catalog Enhancements**

Based on patron and staff suggestions, the library added a “Add to Lists” button to the results display in the catalog. We are hopeful that having the button in a more prominent location will bring more awareness about this valuable feature.

### **Literacy**

Project Adult Literacy hosted its Annual Literacy Holiday Potluck on December 7. Over 60 volunteers, tutors, learners, board members, family and friends enjoyed the food, conversation, and fun door prizes.

## **ANNIKA HELMUTH, BRANCH AND YOUTH SERVICES COORDINATOR**

### **Branch Activities**

At the Mariners Branch Library (Mariners), a popular drop-in fall leaf decorating activity concluded with 181 children participating. The Balboa Branch offered *Winter Wonderland* crafts with holiday cards, festive bookmarks, and colorful winter trees. And December test proctoring requests were high at the Corona del Mar Branch (CdM) with end of semester exams.

### *Special Events*

CdM hosted a Holiday Open House event with 600 patrons visiting during the annual Corona del Mar Christmas Walk. The library was decorated for the holidays and offered a wide assortment of cookies, pastries, coffee, hot cocoa, tea, chocolates, and candies for patrons. Fun activities for adults and children included games, contests, crafts, a photo area, and two Holiday Storytimes. Board of the Library Trustee Vice Chair Antonella Castro and her daughter Palomma were guest readers during the afternoon Holiday Storytime. Many patrons were happy to have a family-friendly spot to relax amidst the hustle and bustle of the main event.

### **Youth Services**

Five festively dressed dogs visited the Central Library (Central) during December's Read to a Dog program. With so many dogs, several participants were able to practice reading with each of the different dogs. And

a highlight of the month was Central's December *Crafternoon* event. The *Winter Treats* themed Crafternoon included gingerbread house making, mug and gingerbread man crafts, and candy cane creations. Patrons also enjoyed candy cane treats and hot cocoa packets to take home.

At the end of the month, Youth Services took a programming break for the holidays. This break allows staff time to catch up on other projects.

#### *Class Visits*

Fifty first graders from Lincoln Elementary visited Central for a tour. In two groups, they were shown different sections of the children's area and the circulation workroom. This behind the scenes look included a demonstration of the book return conveyor belt. Students also learned the rules of the library and listened to a story.

#### *Outreach*

Library Mayor's Youth Council mentee, Alex Denisova, attended the December City Council meeting, getting a first-hand view of the certification of general municipal election results and the annual City Council reorganization process.

#### **Personnel**

Mariners part-time Clerk Mikaela Malsy accepted a promotion to part-time Library Assistant. Mikaela joins the Balboa Branch team following a vacancy at the branch in October.

#### **ANDREW KACHATURIAN, CIRCULATION AND TECHNICAL PROCESSING COORDINATOR**

#### **Teen Services**

Members of the Young Adult Advisory Council met on December 11. With the holidays looming, there was a smaller group of seven teens for this meeting. They discussed new movie releases that they were looking forward to as well as books that they were reading. They played games and participated in a book exchange. There was also a discussion about preferred times for the Teen Snack and Study event held across three days at the Central Library in December.

The Teen Snack and Study was held in the Sword Room on the second floor of the Central Library on Thursday 12/12, Saturday 12/14, and Sunday 12/15 with a total of 45 students participating. The collective study space is proving to be popular with teens. There are light refreshments offered to those attending.

#### **Staffing**

Part-time Library Assistant Melinda Moss, who started with the library in 2018, was promoted to full-time Library Assistant. She will move into her new role in January. She has been a valuable member of the Reference department, and we look forward to her additional contributions.

Anthony Duhamel was promoted from Library Page to part-time Library Assistant and relocated from Corona del Mar Branch to Central Library where he will join the Reference department. We are still recruiting for one more part-time Library Assistant, one part-time Library Clerk, and five Library Pages.

#### **Facilities**

The Central Library kitchenette work has been progressing as expected and we expect to see this completed in early January.

**Proquest Articles Retrieved 2024-2025**

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	AVG.
Business Databases	1279	1530	1636	1740	1907	4548							2107
Newspapers--Current	1285	1161	1426	1277	1671	1266							1348
Newspapers--Historical	3576	2019	1982	2675	2151	1601							2334
Magazines	17	56	44	82	18	13							38

Database FY Comparisons	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	YTD 24/25
<b>Tracked by #searches</b>													
A to Z Databases	684	644	411	436	972	419							3566
Alexander Street	730	168	478	664	93	296							2429
Ancestry	588	514	290	249	201	453							2295
AskART	14	18	15	12	11	8							78
Brainfuse JobNow/VetNow	158	79	15	55	13	10							330
Britannica School Edition	1	119	1979	50	57	8							2214
Exploring Race in Society	2	5	29	32	30	4							102
Gale Archives Unbound	284	236	143	284	29	209							1185
Gale Directory Library	16	36	78	75	16	8							229
Gale in Context: Biography	14	5	316	286	56	62							739
Gale in Context: Elementary	3	3	63	2	2	8							81
Gale in Context: Environmental	0	0	20	74	12	1							107
Gale in Context: Opposing View	1	2	343	233	765	37							1381
Gale Interactive: Science	0	0	0	0	0	0							0
Gale Literature Resource Center	20	18	50	89	64	49							290
Gale Virtual Reference Library	19	29	51	154	186	18							457
HeritageQuest	150	50	121	55	114	58							548
Legal Information Ref Center	103	86	68	44	39	12							352
National Geographic	14	26	60	143	60	42							345
National Geographic Kids	8	13	30	150	35	43							279
NewsBank	770	1638	1939	1159	1092	1137							7735
NoveList Plus	81	23	64	31	45	30							274
NoveList K-8 Plus	41	6	22	26	22	41							158
ProQuest	3058	3526	4107	4074	4783	19420							38968
Proquest eLibrary	4	34	39	18	8	10							113
Reference Solutions Business	325	359	366	211	274	294							1829
Reference Solutions Residential	33	9	17	5	37	15							116
SIRS Discoverer	2	16	120	283	410	180							1011
SIRS Issues Researcher	856	740	1317	1884	549	1646							6992
World Book Online	34	19	187	90	99	29							458
<b>Tracked by #page views</b>													
Artist Works	3	4	2	1	5	1							16
Consumer Reports	2442	2585	1928	2089	2527	2319							13890
CultureGrams	23	48	183	12	108	78							452
Morningstar	5545	4471	3207	9879	5902	7052							36056
RealQuest	57	29	12	32	38	59							227
Tumblebooks	3	126	7	10	5	38							189
Value Line	12179	10816	12942	14370	11729	13208							75244
<b>Tracked by courses</b>													
LinkedIn Learning	291	257	332	405	312	252							1849
<b>Tracked by books logged</b>													
Beanstack	9161	3189	3875	3256	2728	1731							23940
<b>Tracked by Hours Used</b>													
ABC Mouse	45.00	46.23	42.58	12.72	16.93	7.75							171.21
Beanstack	5385	445	280	265	144	163							6682
Rosetta Stone	58.01	53.38	63.06	25.70	7.23	27.50							234.88

**NBPL Website Usage 2024-2025**

Metric	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Total Users	31175	32341	28123	25891	24631	24092							27709	166253
New Users	23890	24747	20174	17388	16099	14804							19517	117102
Sessions	49426	50616	47008	44470	40519	39329							45228	271368
Pageviews	106254	111503	106163	105742	92678	98196							103423	620536
Sessions Per User	2	2	2	2	2	2							2	--
Pages Per Session	2	2	2	2	2	3							2	--
Avg. Session Dur. (min)	5	6	6	6	6	8							6	--
Bounce Rate (%)	60	62	59	56	61	61							60	--

**Today's Business Solutions Wireless (TBS): Total Data Transferred (GB) 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	152	125	155	147	132	186							149	896
CdM	190	131	160	245	132	181							173	1039
Mariners	2000	1640	1900	1870	1570	1780							1793	10760
Central	12550	13050	12600	13180	10860	11340							12263	73580
<b>Total</b>	14892	14946	14815	15442	12694	13486							14379	86275

**Today's Business Solutions Wireless (TBS): Total Unique Patrons 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	385	323	280	292	262	330							312	1872
CdM	406	308	320	403	279	321							340	2037
Mariners	1343	1286	1420	1464	1333	1404							1375	8250
Central	8624	8913	9314	9920	8539	9091							9067	54401
<b>Total</b>	10758	10830	11334	12079	10413	11146							11093	66560

**Today's Business Solutions Wireless (TBS): Average Number of Patrons Per Day 2024-2025**

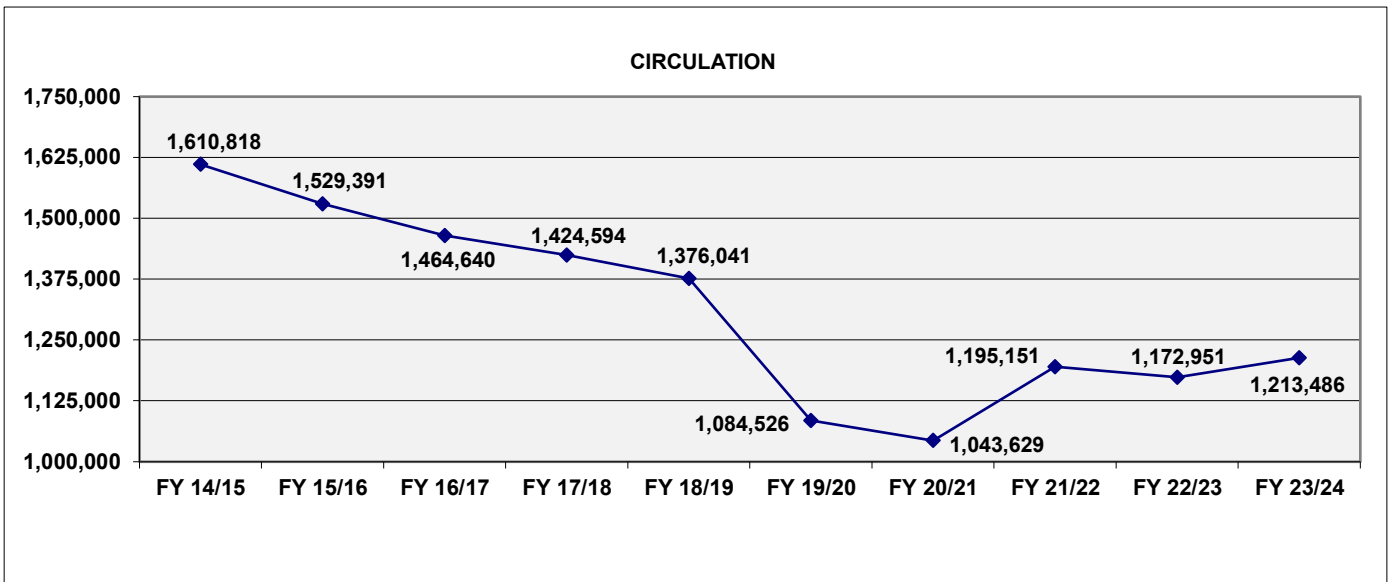
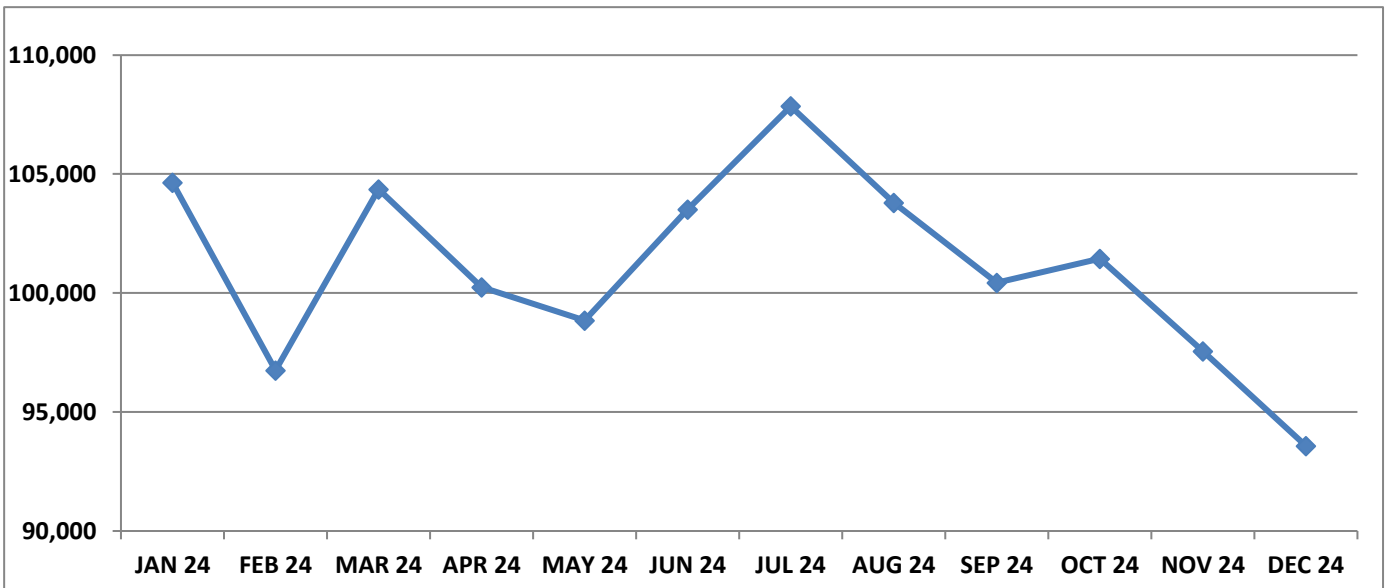
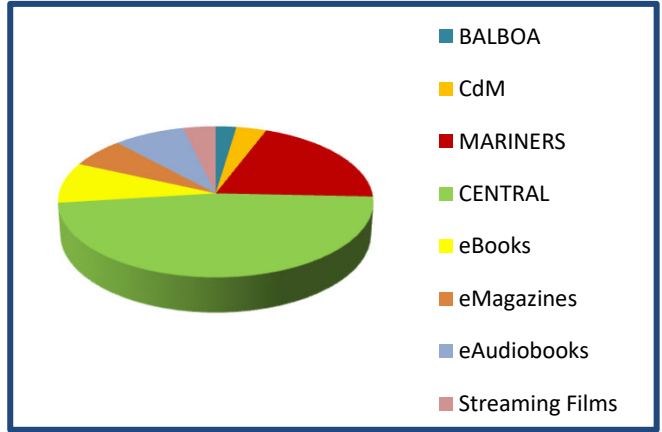
Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	36	28	25	26	24	24							27	163
CdM	24	20	20	26	19	22							22	131
Mariners	110	102	124	138	107	108							115	689
Central	665	628	673	692	549	590							633	3797
<b>Total</b>	835	778	842	882	699	744							797	4780

**Today's Business Solutions Wireless (TBS): Average Usage Per Patron (MB) 2024-2025**

Location	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Average	Total
Balboa	404	397	566	514	516	576							495	2973
CdM	479	436	513	623	483	577							518	3110
Mariners	1520	1300	1370	1310	1200	1300							1333	8000
Central	1490	1500	1380	1360	1300	1280							1385	8310
<b>Total</b>	3893	3632	3829	3807	3499	3733							3732	22393

## NEWPORT BEACH PUBLIC LIBRARY - DECEMBER 2024 CIRCULATION

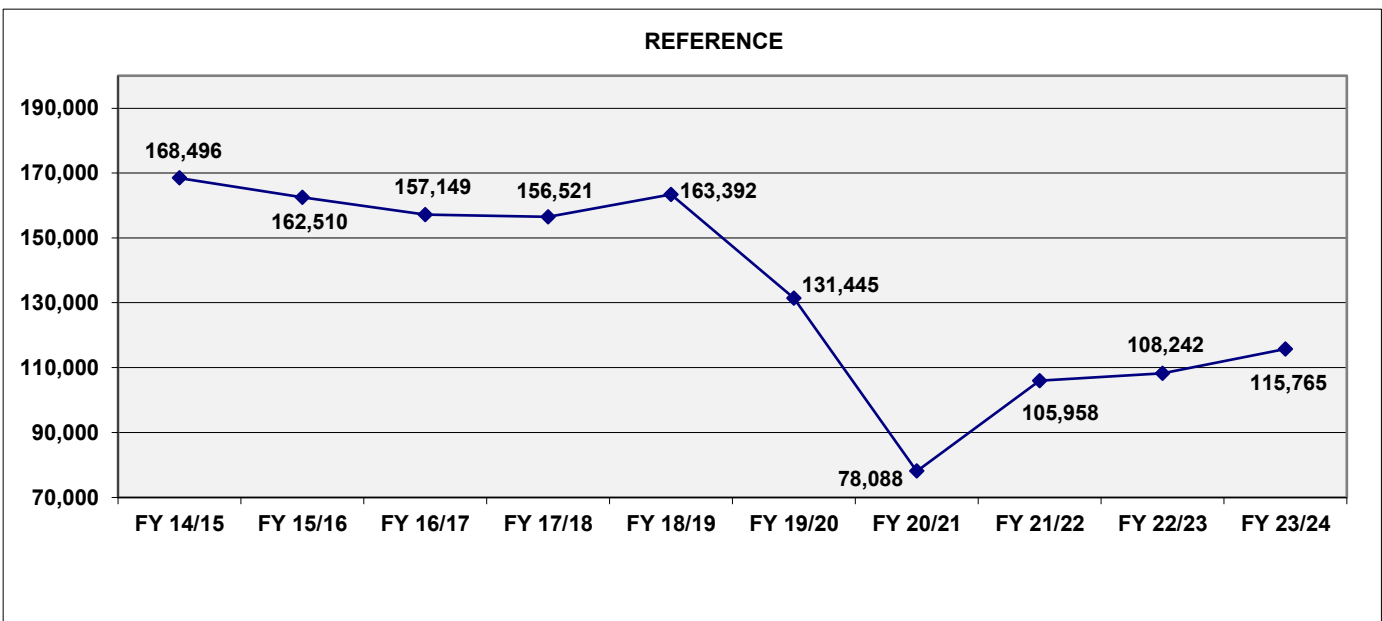
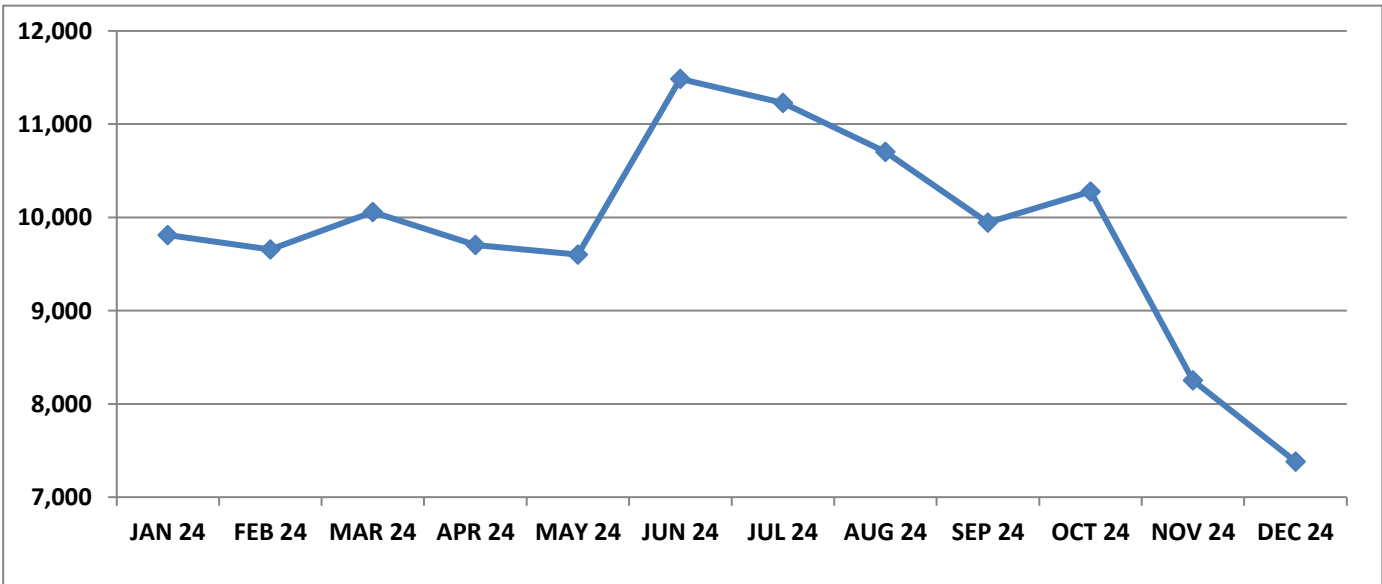
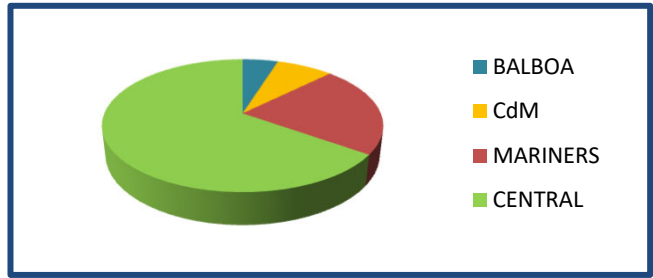
	DEC 24	YTD 24/25	YTD 23/24
BALBOA	2,213	15,940	13,390
CdM	3,231	22,261	22,562
MARINERS	18,582	124,642	127,611
CENTRAL	44,283	296,371	321,332
eBooks	8,179	47,927	46,328
eMagazines	5,945	31,647	24,851
eAudiobooks	7,654	45,214	37,588
Streaming Films	3,484	20,641	11,481
<b>TOTAL</b>	<b>93,571</b>	<b>604,643</b>	<b>605,143</b>





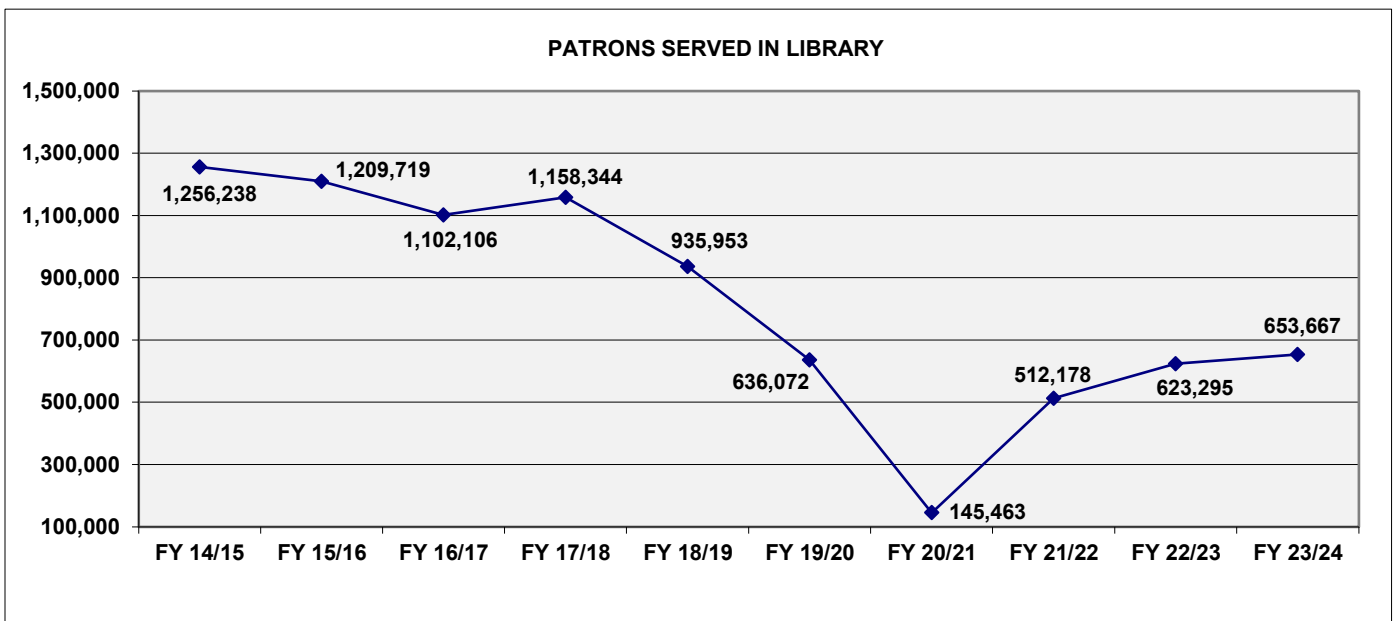
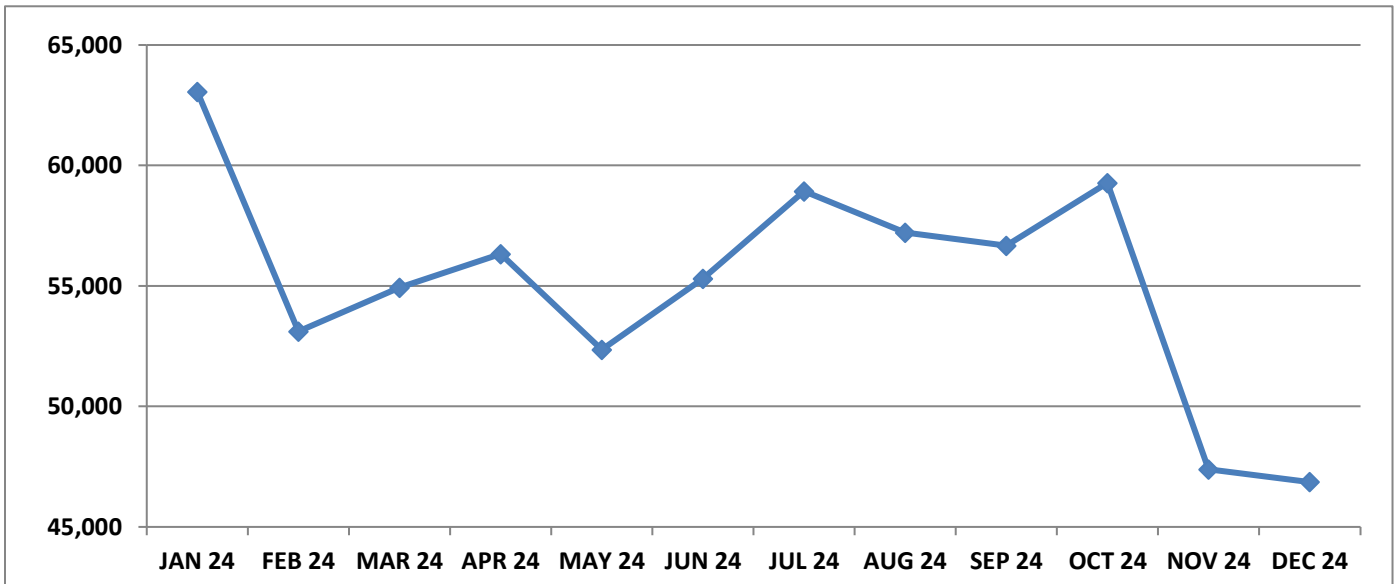
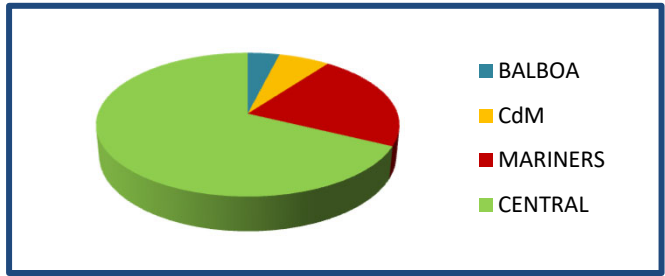
## NEWPORT BEACH PUBLIC LIBRARY - DECEMBER 2024 REFERENCE

	DEC 24	YTD 24/25	YTD 23/24
BALBOA	360	2,278	2,269
CdM	573	4,226	3,542
MARINERS	1,634	12,185	11,845
CENTRAL	4,814	39,094	37,796
<b>TOTAL</b>	<b>7,381</b>	<b>57,783</b>	<b>55,452</b>



## NEWPORT BEACH PUBLIC LIBRARY - DECEMBER 2024 PATRONS SERVED

	DEC 24	YTD 24/25	YTD 23/24
BALBOA	1,841	13,341	12,311
CdM	2,967	19,419	18,501
MARINERS	10,258	72,508	72,397
CENTRAL	31,794	221,066	215,383
<b>TOTAL</b>	<b>46,860</b>	<b>326,334</b>	<b>318,592</b>



## NEWPORT BEACH PUBLIC LIBRARY - DECEMBER 2024 PROGRAM ATTENDANCE

	DEC 24	YTD 24/25	YTD 23/24
BALBOA	217	2,241	1,132
CdM	1,431	7,654	5,395
MARINERS	1,467	12,472	6,323
CENTRAL	3,150	46,424	35,445
<b>TOTAL</b>	<b>6,265</b>	<b>68,791</b>	<b>48,295</b>

