



ROCHESTER PUBLIC LIBRARY

BRINGING THE LIBRARY TO YOUR COMMUNITY

Heather Acerro (she/her/hers)

WHY OUTREACH?

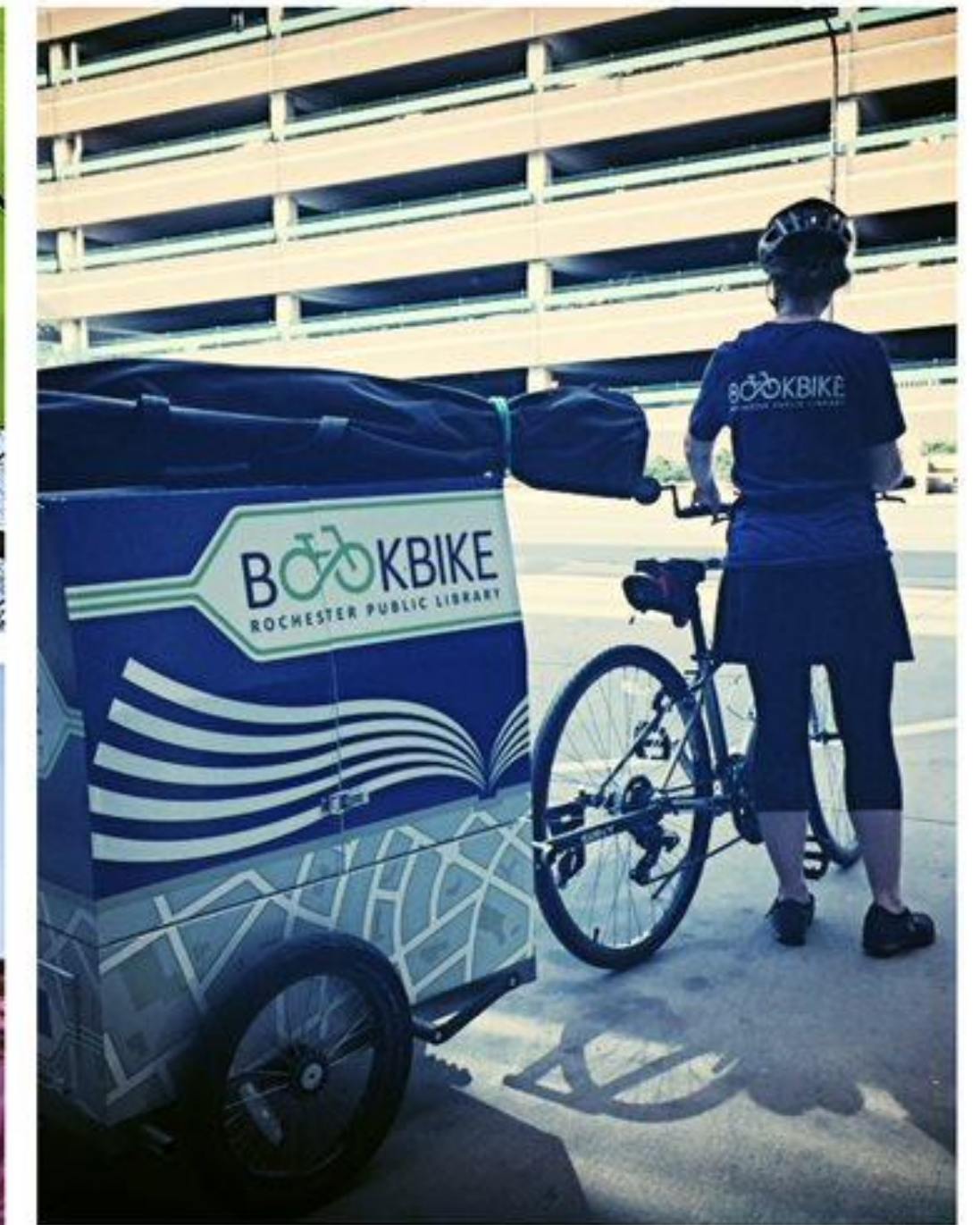


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OUTREACH AT RPL

- Bookmobile
- Homebound Delivery
- Deposit Collection
- Book Club Bags
- Youth Services Outreach
 - Summer Playlist on the Road
 - Neighbors Read
 - BookBike & ArtCart



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BOOKBIKE PROJECT

- Grant funded
- Launched 2015
- Winner City Category: Local Government Innovation Award from Humphrey School of Public Affairs at the University of Minnesota





ARTCART PROJECT

- \$5000 Bush Foundation Grant
- Launched 2017



BOOKBIKE & ARTCART: WHAT DO WE DO?

- Increase access
- Engage youth & adults
- Foster conversations
- Answer questions
- Build relationships
- Improve equity
- Create art
- Connect people to RPL



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BOOKBIKE & ARTCART: WHAT DO WE CARRY?

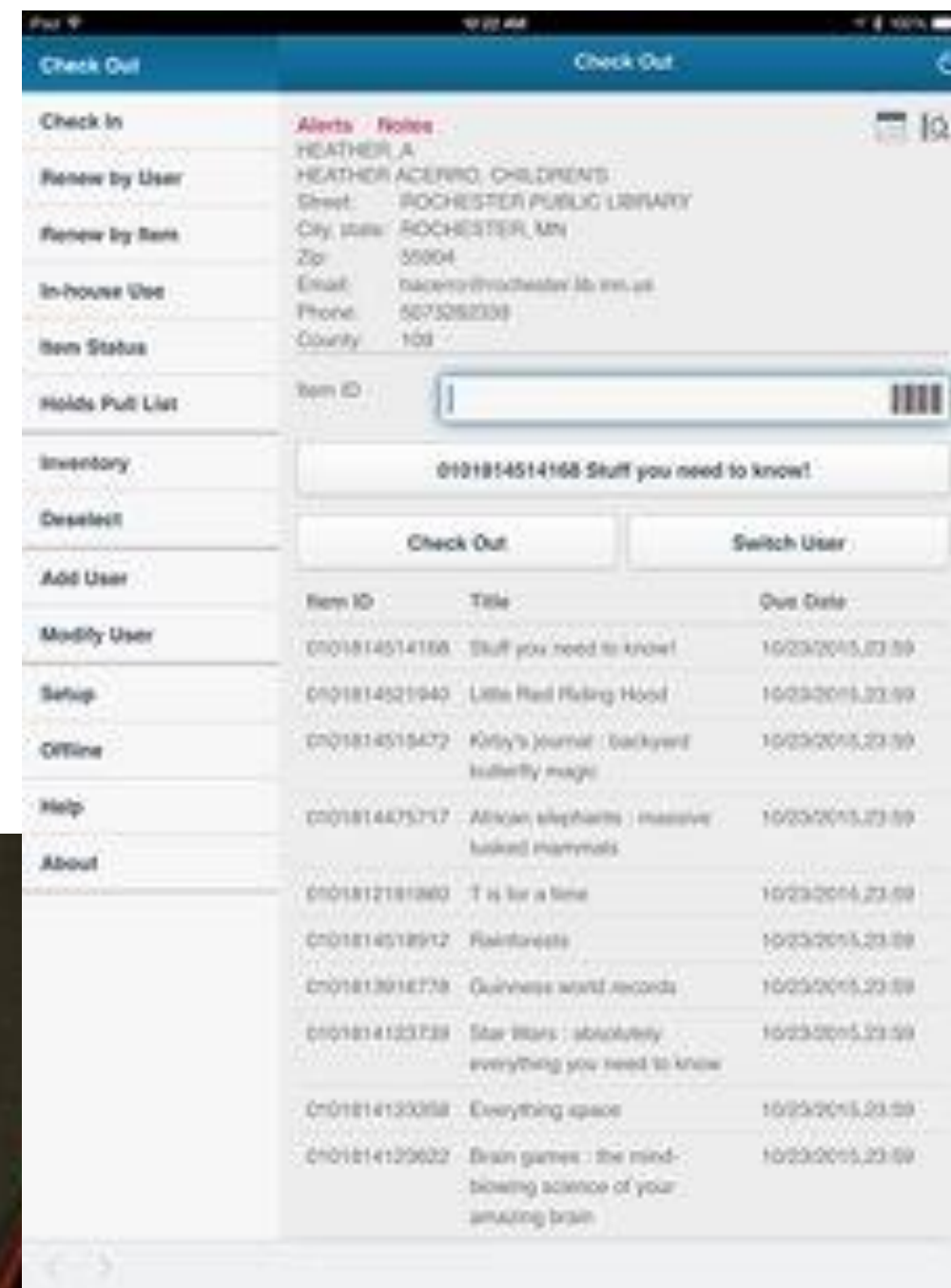
- Collection of popular items
- Library card applications
- Flyers & library info
- Bike repair & safety equipment
- Umbrellas
- Technology for staff
- Giveaways
- Display holders
- Donation envelopes
- Letterbox
- Art project & supplies



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TECHNOLOGY

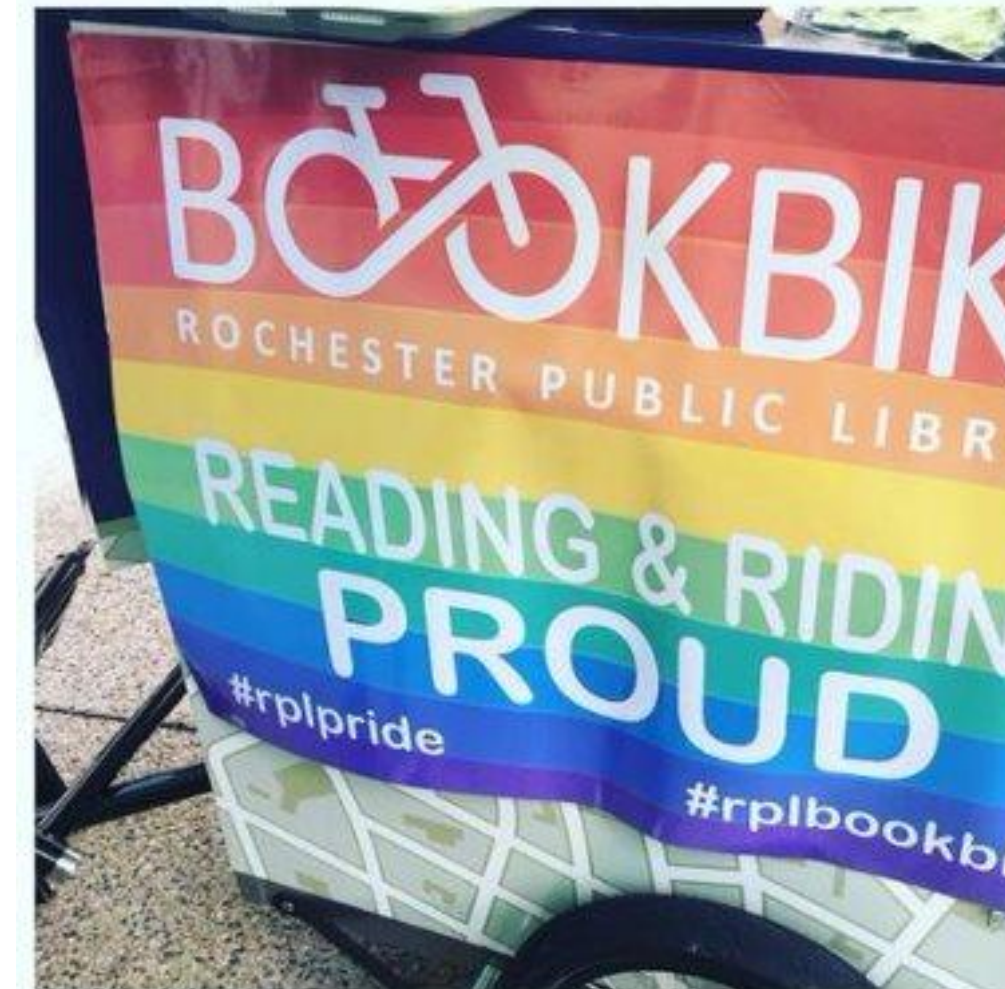
- Connected iPad
- Scanner
- Mobile Circulation application





STAFF

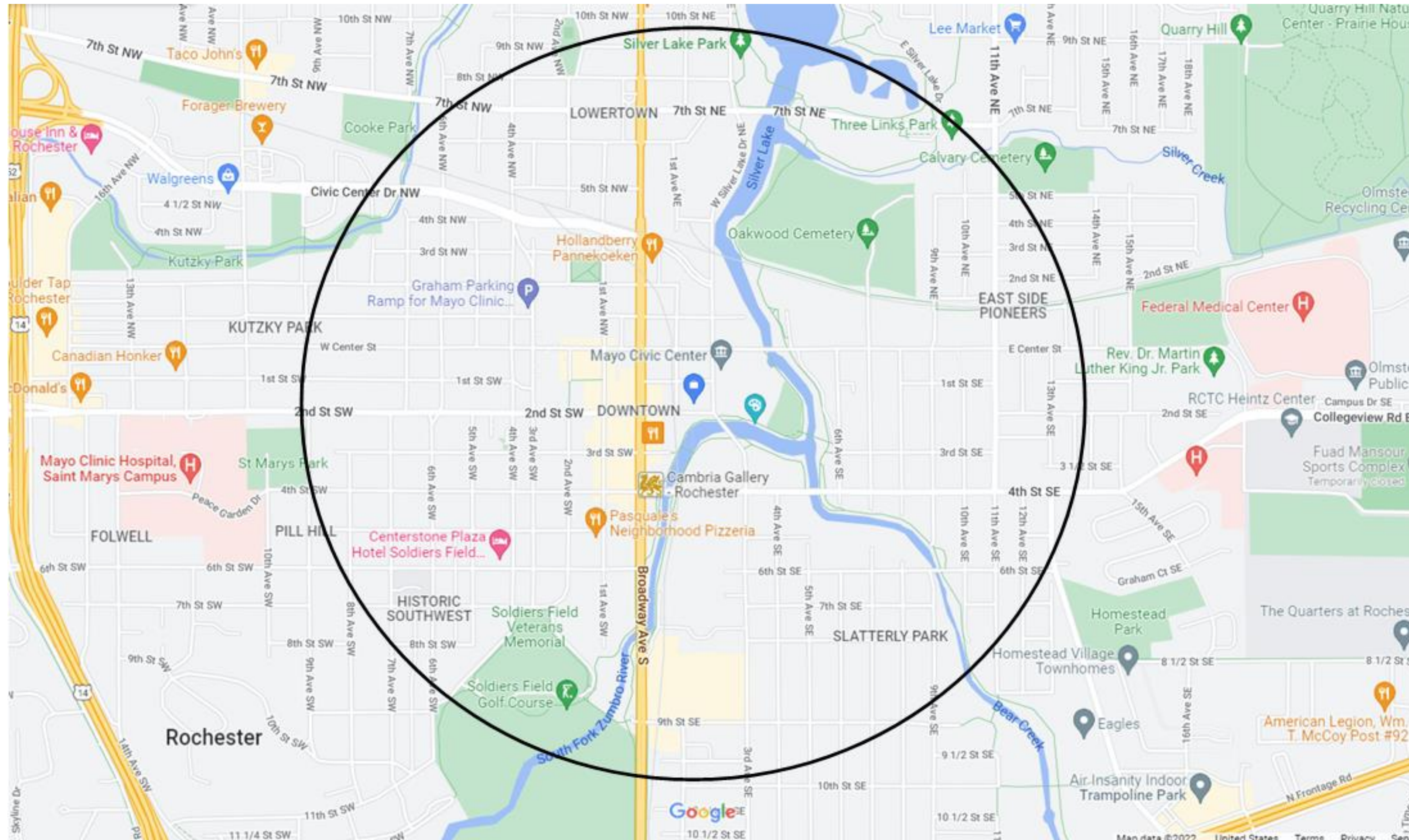
- Who rides?
- How did we find the time?
- What do we need to know?



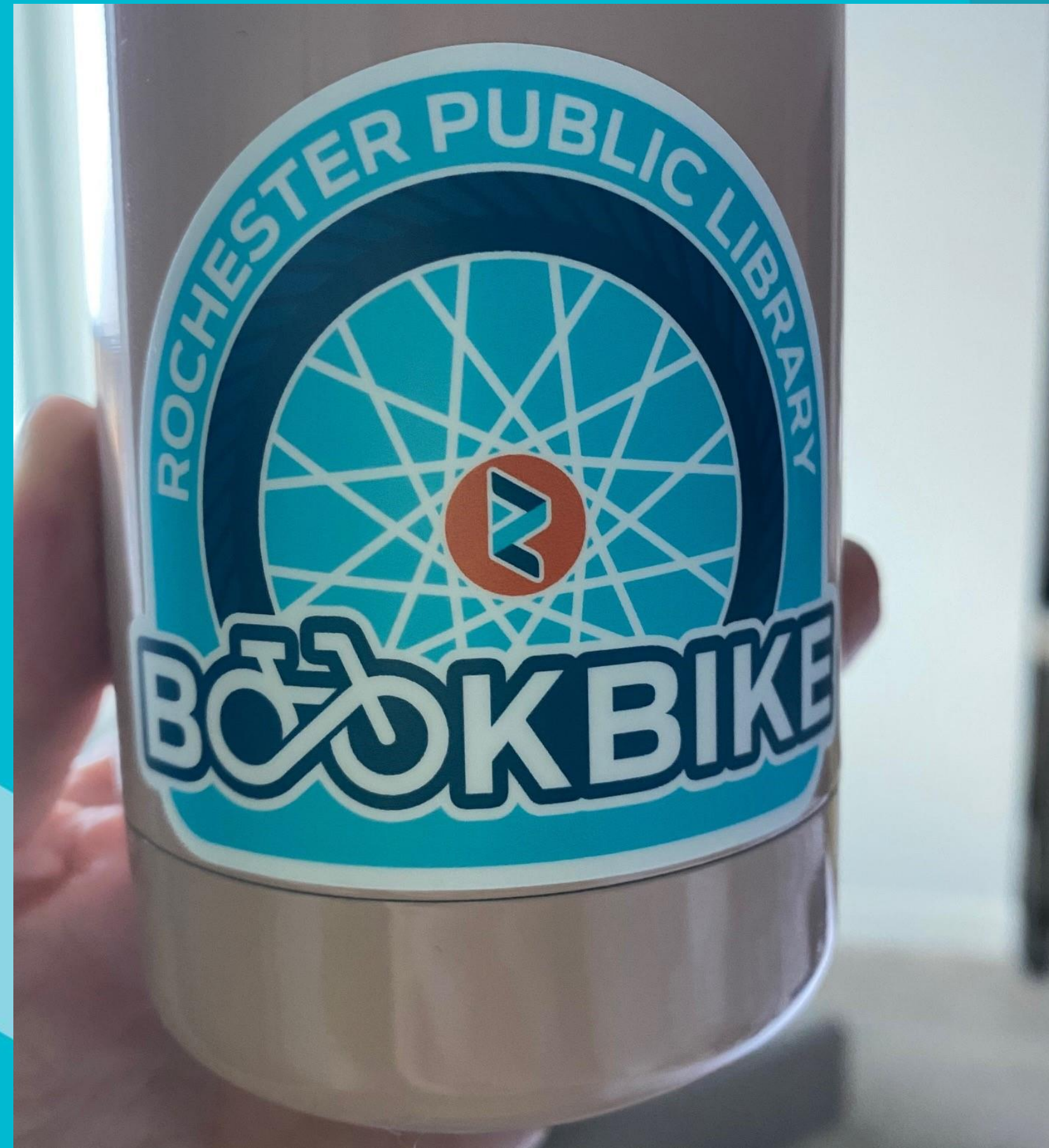
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SCHEDULE



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MARKETING

- Name
- Logo
- Wrap design
- Tagline (first year)
- Press release
- Posters, bookmarks, business cards
- T-shirts
- Stickers
- Incentives & giveaways
- Webpage
- Community calendars
- Social media



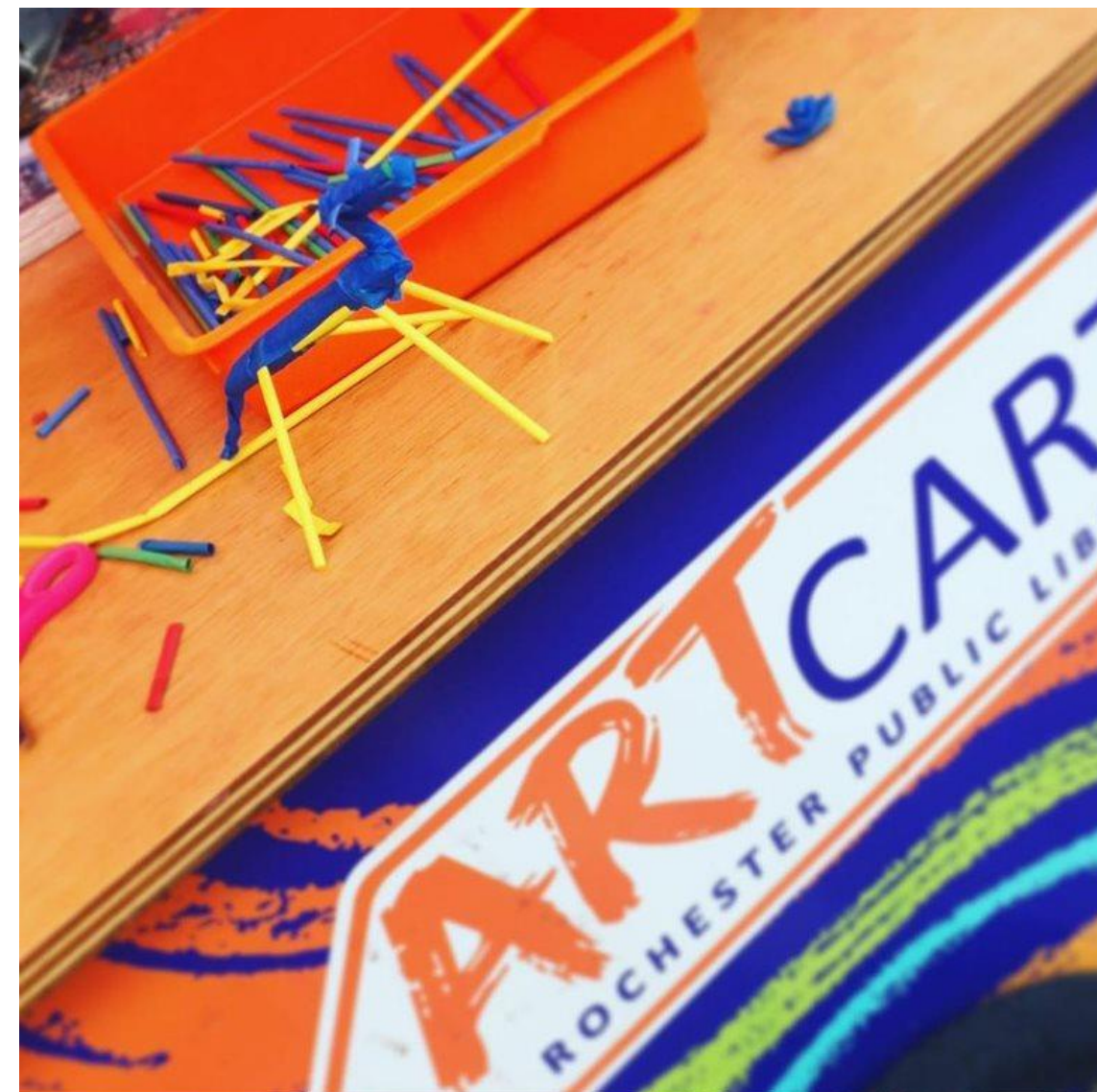
WINTER SERVICE



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ARTCART PROJECTS

- Community mural
- Chalk art
- Pointillism
- Solar prints
- Kazoos
- Paper sculptures



CHALLENGES

- Mechanical issues
- Accidents
- 3rd bike
- Bad press
- Weather
- Technology



"IT'S A FUN THING TO DO DURING THE SUMMER. LIKE THE CREATIVITY THAT IT SPARKS. LOVE THE FRIENDLY PEOPLE RUNNING THE ART CART AND BOOK BIKE. A NICE CHANGE OF PACE."



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2019 OUTPUTS & OUTCOMES

- 78 events
- 8,617 visitors
- 721 reference questions
- 1,388 items circulated
- 100% of survey respondents reported a positive or very positive experience with the BookBike & ArtCart
- 92% of survey respondents reported an increase in access to library materials
- 51% of survey respondents reported learning something new about the library
- 95% of survey respondents reported that they felt creative while participating at the ArtCart

FUTURE PLANS

- New & expanded collection
- Stop locations
 - Elementary school
 - Parks
- Regular 2-week schedule
- Special events
 - Storytime
 - Art
 - Games
- Marketing Plan
- Partnerships
 - Adaptive Recreation
 - Parks & Rec Mobile Playground
- Measurement

SUMMER 2022



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RPL OUTREACH

- Bookmobile
- Homebound Delivery
- Deposit Collection
- Book Club Bags





YOUTH SERVICES OUTREACH

- Neighbors Read
- Summer Playlist on the Road
- Special events
 - Performers
 - Storytimes
 - STEAM activities
 - Social Justice Sewing Academy
 - Zine Fest
 - Science projects
- Fourth grade outreach
- Embedded librarians/liaisons



SCALABLE OUTREACH

- Outreach Kits
 - Library card creation
 - Material circulation
- Activities
 - Outdoor games & activities
 - STEM projects
 - Art projects
 - Legos



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QUESTIONS?



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