



Date: **July 27, 2012**  
To: **Steve Albers and members of the Board of Trustees**  
From: **Mary Getchell, Marketing & Community Relations Director**  
Subject: **Bookmobile Services 2012 Communications Plan**

At the August 8th Pierce County Library System Board of Trustees meeting, Library System managers will propose a new way to serve children, in low-income neighborhoods, which the Library has been serving with bookmobiles. If the Board of Trustees accepts the proposal, the Explorer Kids' Bookmobile will stop going to schools and after school programs as of August 31, 2012 and the Explorer Kids' Bookmobile and Family Bookmobiles would stop going to communities in mid-November.

Following careful and thoughtful research and analysis managers reached this recommendation. Last year the Library significantly reduced family bookmobile service to rural and remote areas, retaining high use stops and keeping all Explorer Kids' Bookmobile service to low-income neighborhoods. At that time managers said they would continue to evaluate services, and rigorously examine Explorer Kids' Bookmobile.

Less than 1 percent of the Library's 256,000 card holders use the bookmobiles. The bookmobiles have primarily been serving low-income neighborhoods in central Pierce County—Frederickson, Graham, Waller, Midland, Summit, Parkland, Spanaway, Fife, and Lakewood. People that have been getting their books from bookmobiles may continue to get them in library buildings and online.

In addition, managers are proposing to bring books and movies to children in Bethel, Clover Park, and Franklin Pierce School Districts with book carts directly in schools and after school programs. The Library hopes to serve even more children in schools with its new way to deliver service than it did with the bookmobiles.

Bringing books and movies to communities via libraries on wheels is a way to deliver service that the Library System can no longer afford, when the 555,000 residents the Library serves have access to 18 libraries and an online library, which people can get to directly from their homes or on mobile devices.

The Bookmobile Services 2012 Communications Plan outlines the approach the Library System will use to communicate how it will provide services to current bookmobile customers. The plan emphasizes how customers who currently use bookmobiles will continue to have access to library services, while acknowledging that the Library will no longer offer this incredible personalized service.

The strategy is to communicate this service delivery change with staff, the Board of Trustees, current bookmobile customers, affected schools, the media and other residents in the Library's service area, and other key audiences. Current bookmobile customers may access services at library buildings and online. The Library will employ a multi-month communications strategy, using a variety of iterative communications tools.