

M E M O

Date: October 10, 2011

To: Chair J.J. McCament and Members of the Board

From: Sally Porter Smith, Branch Experience Director

Subject: Bookmobile Services

Following careful and thoughtful research and analysis, Pierce County Library System will significantly reduce its traditional bookmobile service beginning in January 2012. After considering multiple factors, PCLS will eliminate 11 bookmobile stops in places with low usage.

As part of the evaluation, we reviewed:

1. The number of people using the bookmobile;
2. The number of items people checked out on bookmobiles;
3. Bookmobile customers using branch libraries in addition to the bookmobile;
4. Schedules and times allocated to bookmobile stops (see attached bookmobile schedule) and how the schedule meets the needs of residents in the community; and
5. The effectiveness, efficiency of book mobile service delivery for residents in specific communities.

Pierce County Library system began offering bookmobile service in 1947; one year after the Library System was established, with seven library locations. At that time 37% of the books, records, and magazines that people checked out were from the bookmobile. Today, less than 1% of all checkouts are from the family bookmobiles.

Through the years, the Library System has continually reviewed how best to serve people in rural and remote areas and added and changed bookmobile stops and services.

Attachment B, Bookmobile Customers' Use Patterns provides statistical data that identifies low usage in 10 locations. While Brown's Point is the most heavily used bookmobile stop, it is also a stop located within 8 miles of the soon to open Fife Library. Noteworthy is the information gathered through a more in depth look (Attachment D) at how Brown's Points residents choose library service. Of the 780 residents in the Brown's Point area holding a Pierce County Library System card, 504 individuals have chosen to use PCLS branches.

In the same way, many Ashford and Greenwater residents are going to branches instead of the bookmobile stop. Of the 332 Ashford cardholders, 85 are registered through the bookmobile, while 220 other residents use the Eatonville Library. Of the 369 Greenwater residents who have PCLS cards, 255 go to the Buckley Library, 35 to Bonney Lake, and 31 choose to use the bookmobile (see Attachment D). The same pattern is seen in other areas served by the bookmobile.

In 2009, as part of Pierce County Library 2030, a facilities master planning process, the Library conducted a survey of people living in outlying areas of the county. The purpose of the survey was to learn how residents use library services and what they value in services. The Library mailed the survey to approximately 2,000 households, and 317 households returned the completed survey, a 13% response rate. Thomas V. Galdabini Research and Planning conducted the survey and stated that the response rate was adequate for statistical analysis. The primary findings included:

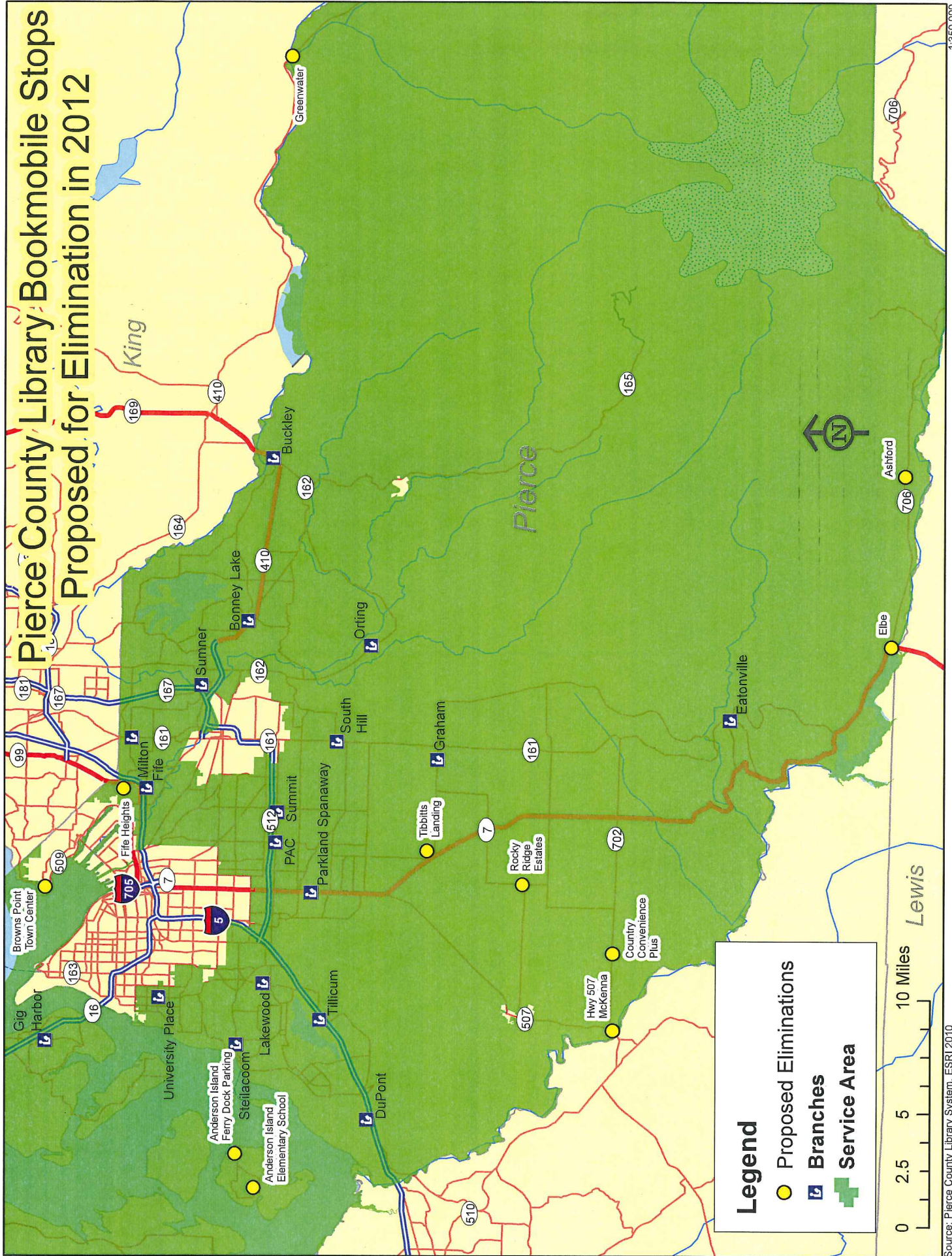
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- 67% had visited a library in the past year,
 - 5% had visited a bookmobile in the past year,
 - 66% of the respondents said the Internet was their primary source for books and information,
 - 3 in 4 respondents, overall, have high speed Internet access, and nearly all of them have access from their homes;
 - 29% of 83 respondents stated inconvenient locations (referring to branches and bookmobiles) prevented them from using a library;
 - 18% of 83 respondents stated inconvenient hours prevented them from using a branch or bookmobile.

Online access, databases, downloadable e-books, recorded books, and music is providing some alternative service options.

The reduction in bookmobile service will result in a \$140,000. savings to the Library. Two Outreach staff from the bookmobile will be reassigned to fill positions at the new Fife Library. One bookmobile driver will also be impacted by this decision and result in a significant reduction in that employee's hours beginning January 2012.

The elimination of these bookmobile stops will impact an estimated 401 to 496 customers (Attachment A). Staff will meet with customers and assess service options for these customers. The Library will continue to monitor self service kiosks as well as look at creative service delivery options in rural locations.

Pierce County Library Bookmobile Stops Proposed for Elimination in 2012



Legend

- Proposed Eliminations
- Branches
- + Service Area



A	B	C	D	E	F	G
1	Bookmobile Customers: Use Patterns					
2	Statistics based on operations from January 1 to October 3, 2011					
3						
4	Stop	Unique Users	Average # of Unique Users Served Per Month	Average Circulation Per Month	Bookmobile customers registered at this stop using other PCLS libraries (library/# customers)	Comments regarding status of bookmobile stop
5	1	Country Convenience Plus	16	267	Parkland (5); Eatonville (4); Summit (2) Graham (1); South Hill (1);	
6	2	Hwy 507 McKenna	26	363	Parkland (6); Graham (3); Summit (2) Eatonville (1); South Hill (1)	
7	3	Rocky Ridge Estates	16	260	Parkland (13); Graham (6); South Hill (5); Summit (3)	
8	6	Cottonwood	29	416	South Hill (4); Milton (3); Sumner (2); Gig Harbor (1); Lakewood (1); Summit (1);	
9	16	Fife Heights	14	137	Milton (13); UP (2); Eatonville (2); Bonney Lake (1); Graham (18); Parkland (9); South Hill (4), Summit (1); Lakewood (1)	Discontinue when Fife Library Opens
10	17	Tibbett's Landing	11	114	Eatonville (37); South Hill (13); Graham (3); Parkland (3); Bonney Lake (1); Milton (1); Orting (1); Steilacoom (1)	
11	18	Ashford	20	346	Eatonville (8); South Hill (5); Parkland (1); Summit (1)	
12	19	Elbe Post Office	3	30	Buckley (8); Summit (1); Sumner (1)	
13	21	Greenwater	11	172	Milton (7); Graham (3); Lakewood (3); Orting (1); Parkland (1); South Hill (1); Summit (1)	Discontinue when Fife Library Opens
14	25	Brown's Point	59	1,018	Steilacoom (2); UP (1)	
15	201	Anderson Island Elem & Ferry Dock stops	22	153	Steilacoom (63); Lakewood (31); UP (24); DuPont (8); Gig Harbor (3); South Hill (2); Key Center (1); Milton (1); Sumner (1);	
16	200	Anderson Island Club House	159	2,495		
17	306	Woodmark Apts	18	325	Lakewood (9); Parkland (7); UP (2); Gig Harbor (1); Graham (1); Milton (1); South Hill (1); Summit (1);	
18		Total:	731	6,096		
19	Definitions:					
20	Bookmobile Stop is the service delivery location for the bookmobile. See attached schedule for days and hours of service.					
21						
22	Unique user is an individual who has used the specific stop during the time period covered: 1/1/2011 to 9/23/2011					
23						
24	Average # of Unique Customers Served Per Month counts the average number of individuals who used this service during the 9 month reporting period.					
25						
26						
27	Number of Stop's Unique Users, specific to this stop who used PCLS libraries in addition to this specific bookmobile stop during the 9 month reporting period.					

BOOKMOBILE BRANCH DISTANCES

Attachment C

Anderson Island Elementary	8.0 miles from Steilacoom
Country Convenience Plus	14 miles from Eatonville 19.1 miles from Parkland/Spanaway 17.5 miles from Graham
Highway 507, McKenna	25.8 miles from Eatonville 28 miles from Graham 20.5 miles from DuPont 19.9 miles from Processing and Admin Bldg
Rocky Ridge Estates	10 miles from Parkland/Spanaway 9.3 miles from Graham 15.1 miles from Eatonville
Browns Point Town Center	9.9 miles from Milton/Edgewood 7.7 miles from Fife (Rainier Point)
Ashford (Whittaker's Bunkhouse)	20.8 miles from Eatonville 45.3 miles from Processing and Admin Bldg
Greenwater	22 miles from Buckley 42.9 miles from Processing and Admin Bldg
Tibbitt's Landing	8.8 miles from Parkland/Spanaway 4.2 miles from Graham 11.57 miles from Processing and Admin Bldg
Fife Heights	1.5 miles from Fife 3.5 miles from Milton/Edgewood 11.19 miles from PAC