

Date: December 5, 2011  
To: Chairperson J.J. McCament and Members of the Board of Trustees  
From: Sally Porter Smith  
Subject: Bookmobile Customers

On December 6, 2011 a follow-up letter was sent to customers impacted by the elimination of 11 bookmobile stops effective January 2012. The letter extended an invitation to library open houses at Eatonville, Fife, Buckley, Graham and Parkland/Spanaway libraries.

At bookmobile stops in December, customers will receive information about a range of online library services including online homework help, downloadable music, e-books and audiobooks as well as information about homebound service. A map showing the locations and open hours of PCLS libraries as well as Yelm Timberland library and Federal Way King County libraries will be provided.

Mary Getchell will visit the Rocky Ridge bookmobile stop on Tuesday, December 6<sup>th</sup> and Sally Porter Smith will visit the Ashford bookmobile stop on Saturday, December 17<sup>th</sup>. Mary Getchell spoke with a representative of the Dash Point Social and Improvement Club and the Browns Point Improvement Club and extended an invitation to come and speak with Club members about library services.

Date: December 5, 2011  
 To: Chair J.J. McCament and members of the Board of Trustees  
 From: Mary Getchell, Communications Director  
 Subject: Children's Museum of Tacoma Play Pass

In January 2012, the Children's Museum of Tacoma is opening in a new location at 1501 Pacific Avenue. People will be admitted by Pay as You Will, which will allow individuals to pay what they can during a visit in hopes this will ensure that every child gets a chance to play. The Play Pass with Pierce County, Puyallup, and Tacoma Public Libraries will no longer be needed.

After December 19, the libraries will no longer check out Play Passes as the museum closes to prepare for its move and new admission program. In preparation for the museum's move and Pay as You Will, Children's Museum asked the libraries to stop issuing passes December 20, 2011.

I am working with Pierce County Library System's Site Location Supervisors, other managers, and our Marketing & Community Relations Department to prepare for and communicate this direction. Communications activities include talking points for all staff, information on our website, listserv message, mass media, social media, and updating our museum pass poster. In conjunction with news coverage announcing the new offering of the Museum of Glass Pass, I've confirmed three news stories which included information about the change to the Play Pass.

The Play Pass was well received by customers. With data from June 15, 2006 through October 31, 2011, people checked out the passes 7,443 times with each year showing gaining popularity.

| <b>Year</b>                 | <b>Checkout</b> |
|-----------------------------|-----------------|
| 2006                        | 646             |
| 2007                        | 1,094           |
| 2008                        | 1,043           |
| 2009                        | 1,363           |
| 2010                        | 1,537           |
| Up to 10/31/2011            | 1,760           |
| <b>6/15/2006-10/31/2011</b> | <b>7,443</b>    |

# M E M O



Date: December 1, 2011

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Library's 2011 Card Drive Put 7,050 Cards into People's Wallets

People poured into the libraries and online and students at local schools got in line and GOT THE CARD! during Pierce County Library System's fifth annual library card drive in October. In all, the Library welcomed 7,050 people with new cards. The number is significant during the card drive month, compared with typical months when approximately 4,500 people sign up for cards. As of October 31, 2011, 262,082 people had Pierce County Library cards.

The card drive increased public awareness and knowledge of library services and promoted the use of the Library's offerings. Our card drive team of Lynne Hoffman, Judy Nelson, Jami Schwarzwald, and me coordinated and managed four main strategies to reach and engage new card holders.

**Communicated with People Where They Live:** Developed a direct mail postcard to a selected target demographic in the Library's service area. The postcard included a library card and directions for people to activate the card at their nearby library. We selected an area with three demographic criteria: ratio of high population to corresponding low percentage of card holders and households with an adult female. This resulted in zip codes and mail carrier routes primarily in the Bonney Lake, Midland, and South Hill areas, for a total of 13,384 households. The verified activation rate of the cards, and thus the direct mail, was good. A total of 367 people responded to the mailing (273 got new cards; 92 already had cards and entered a drawing to win an iPad2; 2 entered the drawing). The mailing yielded a 2.6% response rate. According to the Direct Mail Association direct mail campaigns that produce a 2% response rate are successful.

**Earned and paid media:** Conducted mass media, with 13 print and TV news stories verified. Conducted numerous social media postings on Facebook and Twitter. Ran ads in local newspapers, Facebook, and Google, garnering 2,812,830 impressions and 622 clicks on Facebook and 2,117,376 impressions and 2,399 clicks on Google.

**Library Card Liaisons:** The liaisons were advocates for the drive. Individually the liaisons conducted 124 communication points by displaying posters and bookmarks throughout communities, getting organizations to broadcast GET THE CARD! on readerboards, and making presentations to various groups.

**Ninth Grade Students:** Youth Services Librarians staff reached students in the Bethel, Clover Park, Dieringer, Orting, Peninsula, Steilacoom Historical, and White River school districts. Staff issued library cards and promoted services.

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# M E M O



Date: November 15, 2011

To: Chair J.J. McCament and members of the Board of Trustees

From: Mary Getchell, Communications Director

Subject: Pierce County Library System's Service Area Population Update

Upon further study and analysis of data about Pierce County Library System's service area population and information from the 2010 U.S. Census we now conclude that our service area population is 551,157 for 2011. Interestingly this is much closer to Pierce County and the Office of Financial Management's projection of an estimated 559,561.

In further study of the data we realized two primary factors: we had not included Joint Base Lewis McChord with 16,252 people or the portions of the cities of Auburn (7,419 people) and Pacific (92 people).

When Mike McKenney, a Software Engineer, looked at the finer granularity of Census Blocks the numbers totaled 552,331, for a difference of 1,174 people. The attached spreadsheet that uses Census Designated Places to tally population shows 551,157. Mike believes the Census Blocks number of 552,331 is more accurate due to its specificity; although the location of nearly 1,200 people cannot be determined.

Both numbers are far more accurate than the original 2010 U.S. Census population number believed to be 527,394. At this point we plan to use 551,157 for the Library's service area population for 2011, which rounds to 551,000. This number matches with geographic locations in our service area.

**Population Projections for Cities and Towns**

**Served By Pierce County Library System**

|                  | <b>2010 Estimate*</b> | <b>2010 Census Results</b> | <b>2015 Projection</b> | <b>2022 Projection</b> |
|------------------|-----------------------|----------------------------|------------------------|------------------------|
| Bonney Lake      | 16,406                | 17,374                     | 17,525                 | 18,830                 |
| Buckley          | 4,607                 | 4,354                      | 4,890                  | 5,200                  |
| DuPont           | 7,512                 | 8,199                      | 8,245                  | 9,100                  |
| Eatonville       | 2,404                 | 2,758                      | 2,577                  | 2,780                  |
| Edgewood         | 9,888                 | 9,387                      | 11,647                 | 13,700                 |
| Fife             |                       | 9,173                      |                        |                        |
| Gig Harbor       | 7,188                 | 7,126                      | 8,855                  | 10,800                 |
| JBLM             |                       | 16,252                     |                        |                        |
| Lakewood         | 59,724                | 58,163                     | 65,390                 | 72,000                 |
| Milton (Part)    | 5,802                 | 6,137                      | 6,355                  | 7,000                  |
| Orting           | 6,205                 | 6,746                      | 6,986                  | 7,900                  |
| South Prairie    | 468                   | 434                        | 635                    | 830                    |
| Steilacoom       | 6,301                 | 5,985                      | 6,576                  | 6,900                  |
| Sumner           | 9,288                 | 9,451                      | 10,655                 | 12,250                 |
| University Place | 31,623                | 31,144                     | 32,655                 | 34,000                 |
| Wilkeson         | 471                   | 477                        | 507                    | 550                    |
| *Unincorporated  | 378,525               | 357,997                    | 383,720                | 389,780                |
| <b>TOTAL</b>     | <b>546,412</b>        | <b>551,157</b>             | <b>567,283</b>         | <b>591,620</b>         |

\* Added in Auburn and Pacific