

SANTA CLARA CITY LIBRARY

BOOKMOBILE REVITALIZATION



SANTA CLARA CITY LIBRARY BOOKMOBILE

THE BACKGROUND

1215

Bookmobile service retired

2003

\$250K pledged from Irvine
Company for New
Bookmobile

2017

MAR
Design & Order Bookmobile from LDV

AUG
Hire Rasteroids & Genevieve Santos for wrap

DEC
Bookmobile Arrives

2018

JAN
Bookmobile
Hits the Road

FEB
1000 Circ

MAY
10,000 Circ

DEC
32,333 Circ
15,000 Visits

2019

OCT
PR Excellence

THE PLAN

Where People Live, Learn, Work & Play

Schools & Neighborhoods
Senior Housing
Businesses & Corporate stops
Special Events

Build a Talented Team
Find Committed Partners
Hit the Road

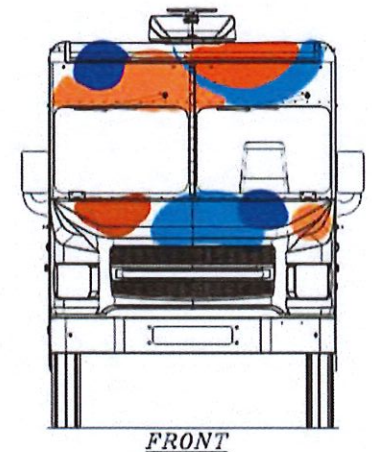
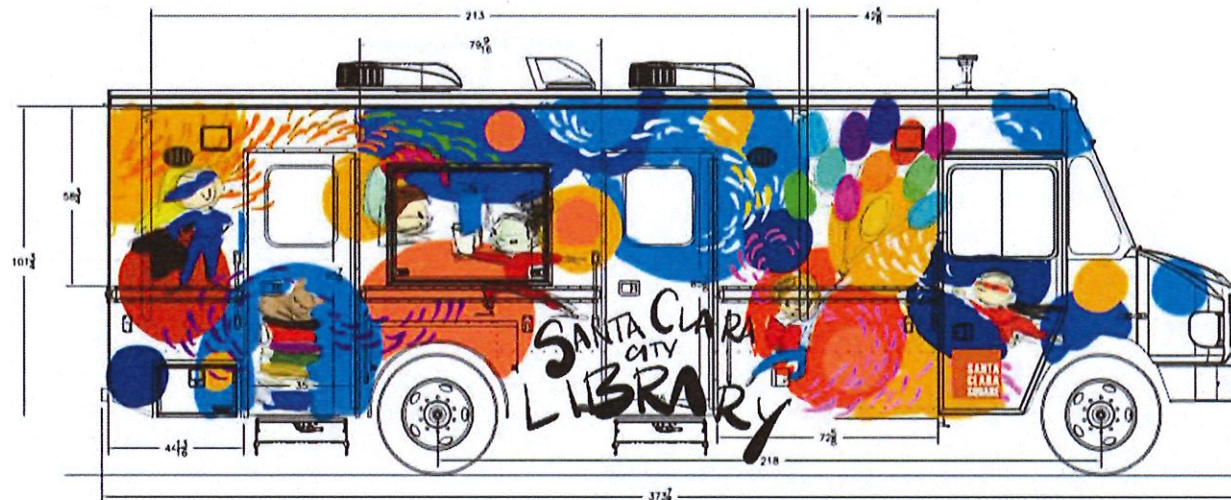


THE SANTA CLARA CITY
LIBRARY FOUNDATION
AND FRIENDS



THE DESIGN CONCEPT

welcoming
kid friendly
reflects diversity of our community
whimsy
connects with books & reading



LOCAL ARTISTS



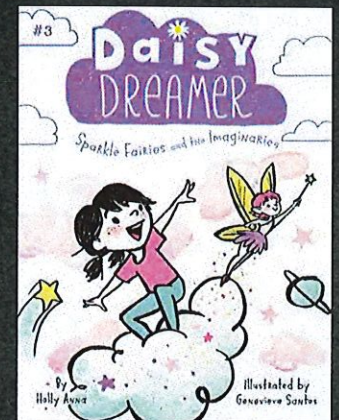
Tamiko Rast

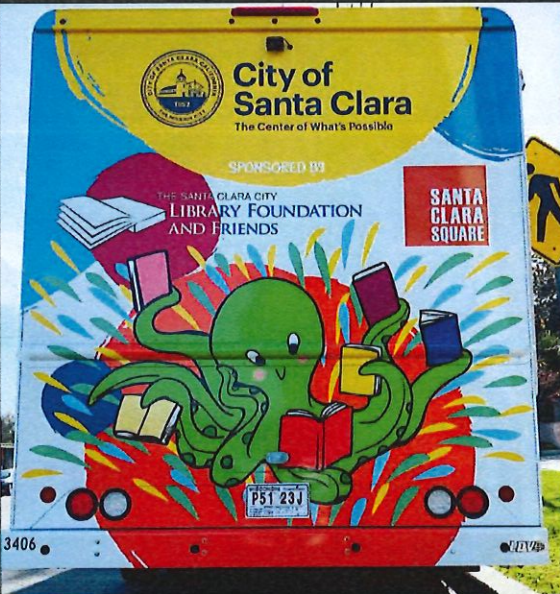
Graphic Designer, Tattooer , Web Designer



Genevieve Santos

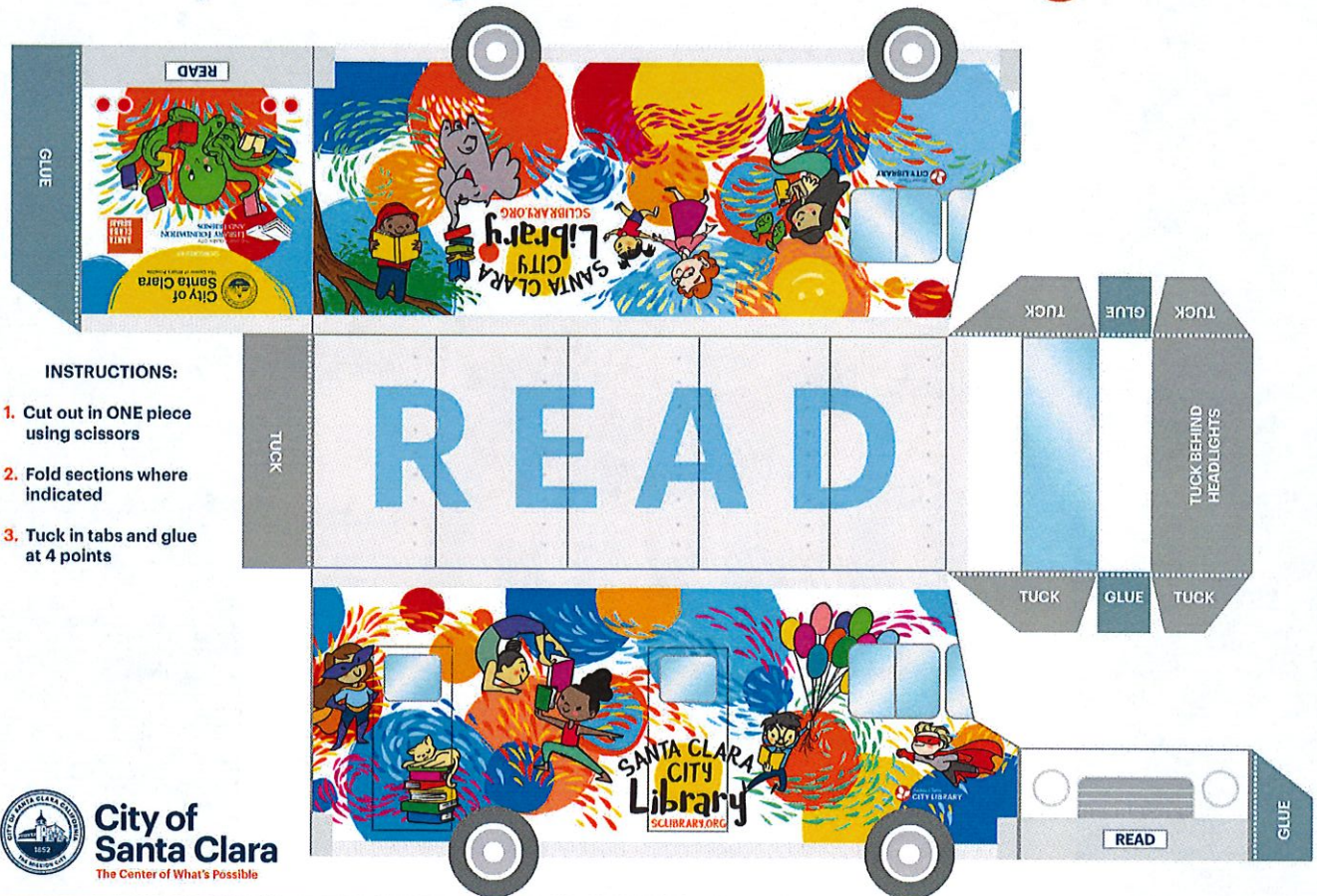
Illustrator for Daisy Dreamer Series





CRAFTY COLLATERAL

Build your very own Bookmobile!



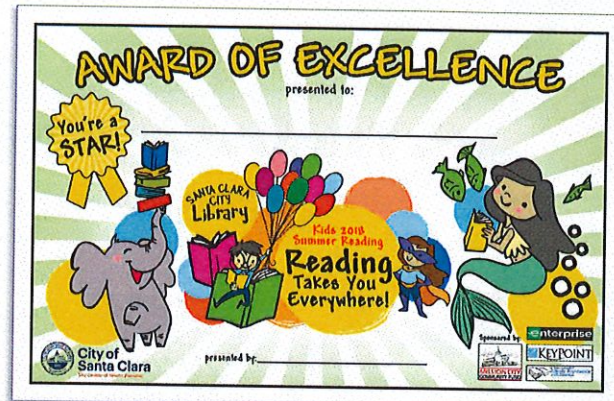
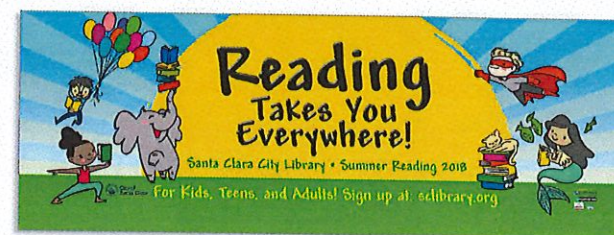
**City of
Santa Clara**
The Center of What's Possible

sclibrary.org

LIBRARY CARD TIE-IN



SUMMER READING



SPECIAL EVENTS



BOOKMOBILE KARAOKE

Bookmatch - Book Recommendation Service
ESL Conversation Club
Mission Library Renovation & Grand Reopening
Holiday Tree Lighting
Harry Potter Day
Cinco de Mayo
National Bookmobile Day
Writing Club / NaNoWriMo
... and more





THANK
YOU