

12/2/2019

ITEM 2

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

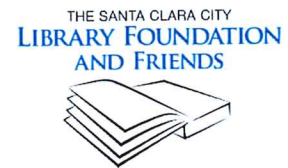
POST MEETING MATERIAL

THE PLAN

Where People Live, Learn, Work & Play

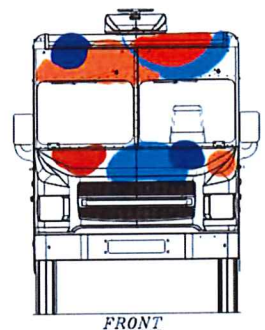
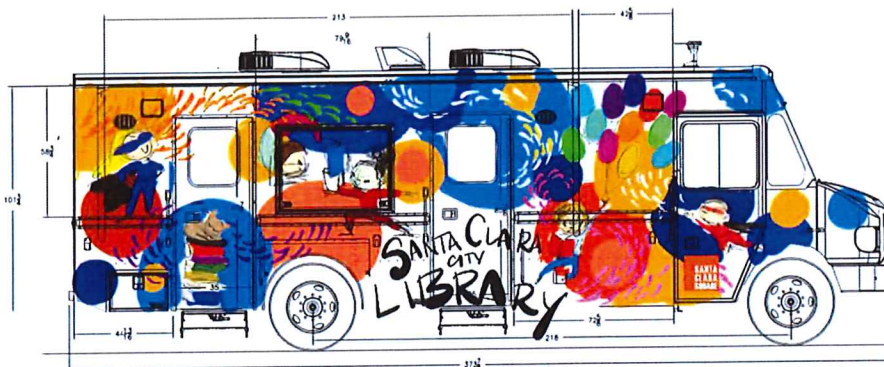
Schools & Neighborhoods
Senior Housing
Businesses & Corporate stops
Special Events

Build a Talented Team
Find Committed Partners
Hit the Road



THE DESIGN CONCEPT

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

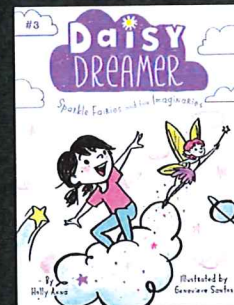


LOCAL ARTISTS



Tamiko Rast

Graphic Designer, Tattooer , Web Designer



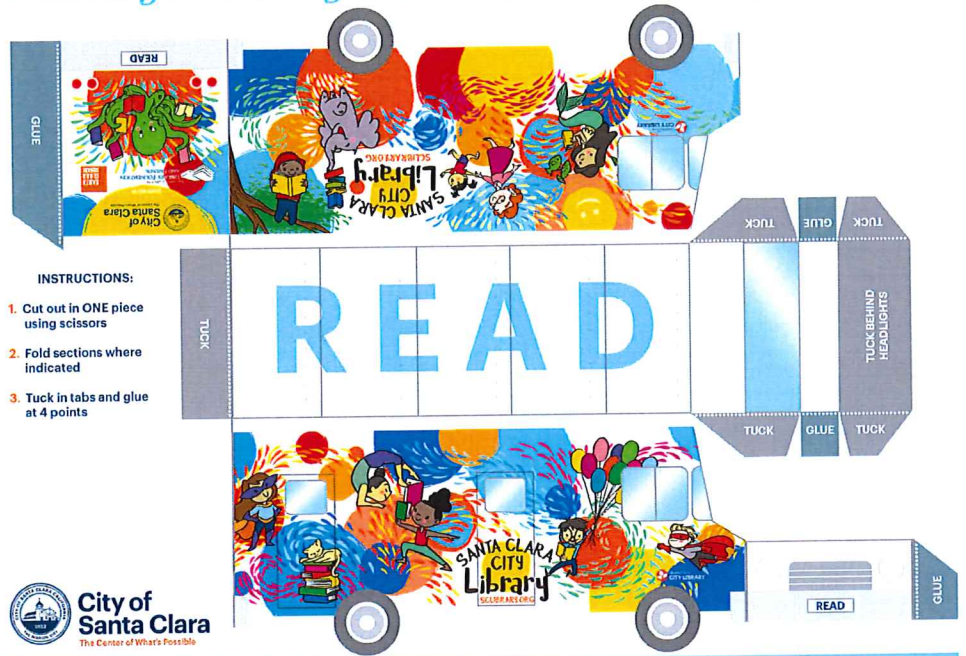
Genevieve Santos

Illustrator for Daisy Dreamer Series



CRAFTY COLLATERAL

Build your very own Bookmobile!  Santa Clara
CITY LIBRARY



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

Bookmobile Service in Santa Clara

SUMMARY

In 2003, due to budget reductions, a changing population, and an underperforming service model, the library retired its Bookmobile Service.

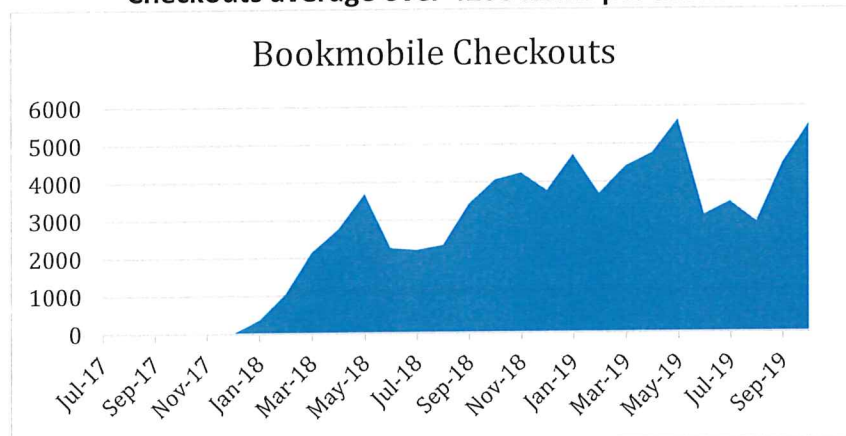
In October 2016, the Irvine Company donated \$250,000 to the City to purchase a Bookmobile to restart and update bookmobile to the City.

The former service model relied on neighborhood stops and schools. The new re-envisioned bookmobile service will meet the changing community needs and serve people where they live, learn, work and play.

Bookmobile service provides critical access to books and resources that promote early childhood literacy, enrich the lives of our seniors, and is a gateway for low income residents and new immigrants to a world of reading, learning and information. The bookmobile not only extends the reach of the library but provides a platform to communicate and strengthen access to city services.



Checkouts average over 4200 items per Month



Current Bookmobile Stops

- Elementary Schools : 4 per week,
- Senior Living & Services: 2-3 per week,
- Corporate & Neighborhood stops 2 per week

Mondays Sutter Elementary (tri-weekly) 2:15 – 4:00

Tuesdays

Pacific Gardens (Seniors) 10:00 - 10:30

Valley Village (Seniors)

City Hall & Neighborhood 11:30 - 12:30

Montague Elementary 2:15 – 3:30

Wednesdays

Senior Center 10:00 - 10:30

Santa Clara Square (Corporate) 11:30 - 12:30

Bowers Elementary 1:10 – 2:10 The Westmont (Seniors) 3:00-3:30

Thursdays

Scott Lane Elementary 2:00-3:30

Fridays

Hughes Elementary 1:45 – 3:00

Santa Clara City Library's Bookmobile Karaoke on Facebook

<https://tinyurl.com/usb8aeh>