Slide #1 – LEAP and the OPTL Bookbike: A great partnership!!!

* Hi! I’m Anne Barnard and this is Shannon Schmidt.
* We’re from the Orion Township Public Library in Michigan.
* I’m the Polaris system administrator at the library.
* Our presentation is “LEAP and the OTPL Bookbike: A great partnership”. I want to let you know up front that Shannon and I aren’t bookbike riders.
* The library serves the Charter Township of Orion and the Village of Lake Orion.
* The official motto of the township and village is “Where living is a vacation”.
* The township has a total area of 36 square miles, 7% of which is covered by lakes. It also has 4 township parks, an outdoor amphitheater and a county park which includes a dog park. The parks range in size from 25 acres to 916 acres. The population is 35,394.
* The village is 839 acres, 43% of which is made up of lakes. It has 6 small parks. The population is 3,046.
* Orion Township has a number of bike paths and walking trails so this seemed a natural fit for us. We even have a trailhead to the Polly Ann trail at the back of our parking lot. People walking or biking the trail park their cars at the back of our lot.
* Leap and the Bookbike came about when the head of adult services attended both online and in-person presentations about library bookbikes.
* Being an avid bicyclist she was very excited about this. In the past we tried to take a laptop with the Polaris Staff Client loaded on it to events, but we never quite got it to work the way we wanted.
* Staff saw a way to offer these services using Leap.

Slide #2 – CONSIDERING A BOOKBIKE?

In this presentation we intend to cover:

(READ SLIDE)

* How we raised funding for the bike
* Getting staff involved
* Using volunteers
* How and why we used the Bookbike
* Bookbike appearances
* Items needed for a successful ride
* Transporting the bike to major events
* Emergency procedures

Slide #3 – This is a timeline for the bookbike project.

Slide #4 – RAISING FUNDS

* We knew we wouldn’t be able to fund this out of the regular library budget.
* We created a Go Fund Me account for the Bookbike and also created a wish on our Dear Reader’s Library Wishlist site which we’ve used for other projects.
* The Michigan Library Association has a Library SOUP competition at the annual conference. We entered the competition and came in 2nd. The first place library (East Lansing public) was establishing a pantry of nonperishable food items and personal hygiene products at the library. That’s pretty hard to beat.
* $800 was raised from small donations to our Go Fund Me and Library Wishlist accounts.
* Then one of our patrons got excited about the idea and wrote a check for $2500 so we could go ahead with the project.
* The $3,270 raised paid for the Bookbike from Icicle Tricycle, the graphics on the bike, all accessories for the bike and T-shirts for staff and Volunteers.

Slide #5 – GETTING STAFF INVOLVED

* We knew that to be successful we had to get staff participation.
* We started with signup sheets to gauge staff interest.
* Then we did a presentation at a staff-in service to get more staff excited about the bookbike.
* We had staff from many departments sign up to ride the bike.
* Besides librarians, they included the library director, the bookkeeper, the IT network coordinator and support staff. Most staff rode the bookbike during their regularly schedule hours, but a few hourly librarians got extra hours to ride the bookbike.
* We did training for staff on riding the bike and how to use Leap.
* When the bike is fully loaded it can be hard to ride.
* T-shirts were ordered for staff and volunteers to advertise the bookbike. The green and blue bicycle shirts worn in the following pictures are what we ordered. Shannon and I are wearing a different version.

Slide #6 – VOLUNTEERS!!!

We have a very active group of volunteers who were excited to help out with this service.

* Pictured are Karen Knox, the Library Director and Allan, one of our volunteers.

(READ SLIDE)

* The “Bookbike Wingmen” ride their own bike alongside the staff member on each ride, in case of an emergency. They also watch out for vehicles and other road hazards.
* Volunteers also interact with the public at the event by handing out freebies and promoting the library.
* The Wingman was also given a Bookbike T-shirt for volunteering.
* Sometimes volunteers were family members who got to spend time with the rider and enjoy the events.
* If a volunteer wasn’t available a second employee rode along.

Slide #7 – HOW AND WHY WE USE THE BOOKBIKE

* We use the bookbike as a “pop-up library”.
* It is a way to market our library and its services.
* The bookbike also allowed us to bring our library outside to our patrons.
* It has also made appearances in local parades.

Slide #8 – OTPL BOOKBIKE APPEARANCES 2017

* The bookbike has appeared at events both large and small.
* The first picture is of James, a youth librarian at the County Dog Park which is just down the road from the library.
* Our youth librarians were already going to Children’s Park to tell stories so the bookbike would join them.
* We also setup at the Downtown Lake Orion Flower Fair and rode in local holiday parades.

Slide #9 – POP-UP LIBRARIES

* We used the bookbike to set up Pop-Up Libraries in Friendship Park and in Downtown Lake Orion.
* These are some of the places we take the bookbike that don’t have special events happening at the time we were there.

Slide #10 - MARKETING

* For our first year we had 34 visits scheduled - 5 were cancelled due to weather
* 965 patrons were served
* We issued library cards, checked out materials, and handed out freebies and program flyers.

Slide #11 – PARADES

* The bookbike led the Halloween Parade and appeared in the local Lighted Christmas Parade.
* Monica, an outreach clerk is riding in the Halloween Parade.
* Beth, the head of adult services and the driving force behind the bookbike is riding it in the Lighted Holiday parade.
* Before we had the bookbike the library staff would build a float to appear in parades. This took much more time every year than decorating the bookbike does. Other staff members would walk alongside the float and continue to do this with the bookbike.
* The bookbike stands out from the many regular floats in parades and brings more attention to the library in the community.

Slide #12 - WHAT YOU NEED TO HAVE A SUCCESSFUL RIDE!

* Freebies were very popular wherever we went.
* We handed out water bottles, pencils, magnets, books that were donations from the Friends of the Library booksale, and program flyers.
* Other things to take on the ride included:
  + LEAP on an IPAD
  + A wireless access point from Karma Go
  + Materials related to the event to checkout.
  + A helmet, bike lock, extra bike tube, a bike pump, an umbrella, a tarp and a First Aid Kit
  + And not to be forgotten bottled water for staff; also for the parades hot chocolate was welcomed.

Slide #13 – OT FIRE DEPT TO THE RESCUE

* Getting the bookbike to some of the events was a challenge.
* For evening events or in cold weather the local fire department brought an enclosed trailer and transported the bike for us (i.e. Halloween parade and the Lighted Christmas parade).

IN CASE OF EMERGENCY

* As you can see no staff members were hurt in the taking of this picture. Shannon was able to be here to do this presentation with me.
* We developed a set of emergency procedures for the bike riders.
* All riders are given phone numbers to call if an emergency occurs.
* If needed, someone will come to get the rider and the contents of the bookbike.
* The bike itself would be locked up to the nearest pole and if not rideable arrangements made to come and get it.

Now I’m going to turn the presentation over to Shannon who will discuss how we used Leap.