



## REPORT TO THE LIBRARY BOARD

MEETING DATE: DECEMBER 17, 2008

Session:	Public Session
Subject:	LIBRO Library Road Show
Prepared By:	Kevin Moore, Terry Wilkes, LIBRO Library Road Show Team
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

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### Recommendation:

It is recommended that this report be received.

### Issue / Opportunity

This is a report on the activities of the LIBRO Library Road Show. The LIBRO Library Road Show was piloted in 2008 with two key objectives: to take services out into the community and to create awareness of the library and its services. The pilot was a success and the experience gained this year will shape the service in 2009.

### Background & Review

The members of the planning team for the LIBRO Library Road Show include:

Julie Brandl, Delilah Deane Cummings, Anna Dundas, Maria Forte, Jennifer Hesse, Lindsay Holdsworth, Beth Kinchlea, Mary McEwen, Kevin Moore, Brian Rhoden, Lindsay Sage, Arlene Thompson, Tom Travers, Beth Whitney and Terry Wilkes.

### Partners:

The two partners the LIBRO Library Road Show staff worked most closely with were the City of London's Neighbourhood and Children's Services Department, and the London Middlesex Housing Corporation's Recreation Department. Both groups embraced the mobile-library concept to enhance the offerings to their day-camp participants aged 5-12.

The LIBRO Library Road Show was also an element of the Books and Breakfast Program, offered in partnership with LUSO and Frontier College. This program offered literacy based games and activities to those making use of a breakfast program offered during the summer months on the grounds of Lord Elgin Public School.

Other groups that made use of the Library Road Show this summer were:

- Afrofesta;
- Crouch Neighbourhood Resource Centre;
- GOLs Soccer School (Recreational Soccer Day);
- LIFE\*SPIN;
- London Inter-Community Health Clinic;
- NorthWest Resource Centre; and
- South London Community Centre.

### **Road Show Stops:**

The LIBRO Library Road Show made a total of 53 stops between June 28<sup>th</sup> and October 25<sup>th</sup>. Included in these stops were 12 visits to City of London day-camps and neighbourhood playgroups, and 18 stops at family-housing sites operated by the London Middlesex Housing Corporation. The Road Show also participated in several local neighbourhood festivals, including the Canada Day Celebrations at White Oaks Park, the North-West FunFest, and the St. Julien Park Festival. The Library Road Show was also a regular feature at Storybook Gardens, making five scheduled visits throughout the summer and also participating in Storybook's Storytelling Festival.

### **Statistics:**

<b>Visits</b>	<b>Attendance</b>	<b>Average Attendance</b>
<b>61</b>	<b>5093</b>	<b>83</b>

### **Successes:**

The LIBRO Library Road Show was successful in meeting its dual role in taking services out into the community and in creating awareness of the library and its services. Outcomes included:

- Great, positive public feedback;
- Making children feel important, giving them good exposure to the library, showing them the value of reading and books.
- Service to groups of people who have no experience with the library system;
- Approximately 400 'plays' of the summer reading club game-board;
- Access to many different places (City of London day-camps / playgroups, London Middlesex Housing Corporation family sites, Storybook Gardens);
- Strengthening of existing partnerships and creation of new partnerships in the community;
- Inter-agency co-operation (LUSO, Frontier College, GOLs Soccer School); and
- Increased visibility of Library and its brand as the vehicle travelled to and from outreach sites.

### **Challenges:**

The experience of the pilot phase for the LIBRO Library Road Show provided some learnings. Most of the challenges will be resolved in the selection of a vehicle LPL will be purchasing using the \$55,000 grant from LIBRO. Challenges encountered included:

- Having a trailer reliant on Facilities staff (who were great!) had an impact on existing workflow of the department;

- Depending on the location, there were times when the allotted time could have been decreased or increased to meet levels of need but the flexibility was limited due to need to schedule in movement with other workflow;
- Loading and unloading trailer required approximately 1 hour and 20 minutes per day - a vehicle with computers / collections in place at all times would be much more efficient; and
- In some places the single axel trailer was hard to maneuver into place.

### **Testimonials:**

- "The Library Road Show is a hit! I've never seen so many kids read so many books in so little time!" Leeanne Whitely - Recreation Coordinator of London Middlesex Housing Corporation's day-camp programming.
- "When services and supports are available at the neighborhood level, we promote social inclusion and provide Londoners with ways to engage with others in a location that may be more comfortable or acceptable to them. The Library Road Show is a great example of an organization being innovative and inclusive!" Karen Oldham, Manager - Community Development, City of London
- "The Library Road Show was a great addition to our summer programs in 2008! Many of our sites are not walking distance to a branch library, but the Road Show made it possible for these children to still take part in the Summer Reading Program and experience the benefits of reading through the summer months. It was a hit! Many thanks!" Laurie Quinlan, Supervisor - Neighbourhood and Children's Services, City of London