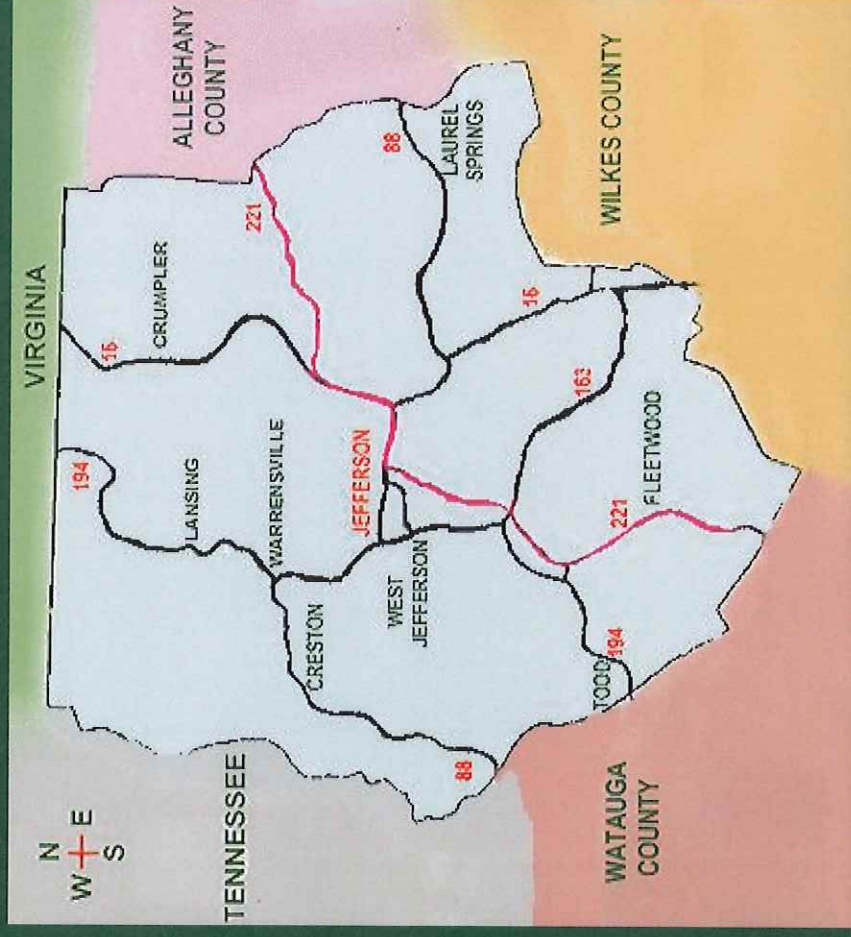


# BOOKMOBILES IN NC: THEN & NOW



# The Need



## POPULATION DISTRIBUTION

45.7% Jefferson & West Jefferson

54.3% Other communities

## GEOGRAPHIC DISTRIBUTION

24.7% Jefferson & West Jefferson

75.3% Other communities

## RESIDENTS LIVING IN POVERTY

13.5% Including 17.5% over 65  
& 16.3% under 18

## AGING RESIDENTS

20.2% Over 65



US Census 2000  
Ashe County Population  
27,281

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66%

HAD LIBRARY CARDS  
(16,446)

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65%

OF CARD HOLDERS  
BORROWED MATERIALS  
(10,659)

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Only 40% of the county's population  
checked out library materials

# Home Delivery Service

# Home Delivery Service



# BENEFITS OF MOBILE LIBRARY SERVICE

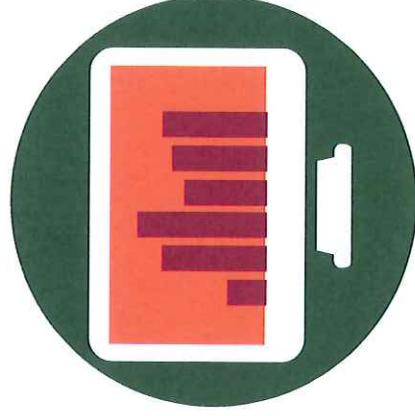
## WHY ASHE COUNTY NEEDS A BOOKMOBILE



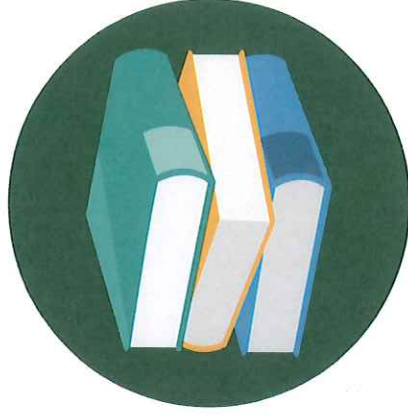
GATHERING PLACE



ONE-ON-ONE SERVICE



ACCESS TO TECHNOLOGY

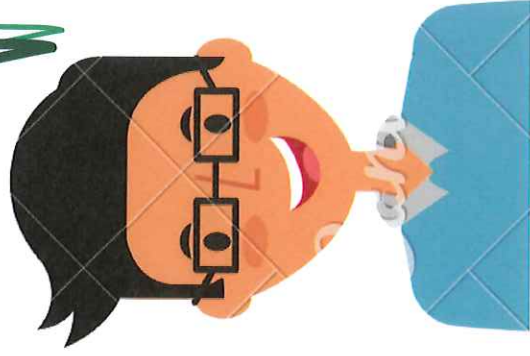


ACCESS TO COLLECTIONS

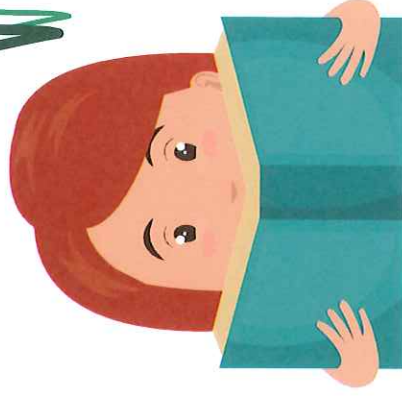
# THE PEOPLE SAY...

## WHY ASHE COUNTY NEEDS A BOOKMOBILE

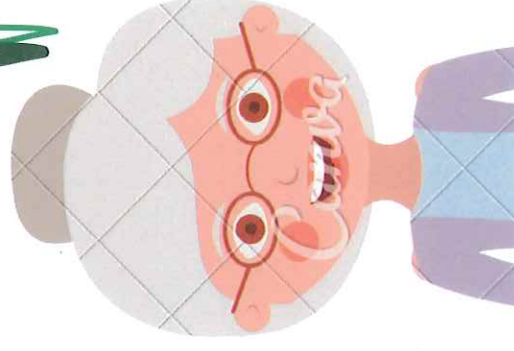
I THINK IT IS A WONDERFUL IDEA  
TO MAKE RESOURCES MORE  
ACCESSIBLE TO PEOPLE.



IT WOULD MOVE AROUND AND IT  
WOULD BE CLOSER TO WHERE PEOPLE  
NEED IT SO THEY CAN GET TO IT EASIER!



I THINK ASHE COUNTY WOULD BENEFIT FROM THE MOBILE  
LIBRARY... SO MUCH OF THE COUNTY IS RURAL AND HAS  
AN OLDER POPULATION, WHO DON'T ALWAYS HAVE EASY  
ACCESS TO THE MAIN LIBRARY, BUT STILL LOVE TO READ  
AND KEEP UP WITH CURRENT EVENTS.



# ARL Service Priorities

## LSTA GRANT PRIORITIES

Strengthening capacity  
Expanding Access  
Community Engagement

### LIFE-LONG LEARNING

Educational and  
fun programs

### LIBRARY AS PLACE

Multiple sites to  
visit the library

### READING

Checkout and  
return books &  
audio books

### TECHNOLOGY

Access to wifi,  
computers, and  
tech help



# COST TO ASHE COUNTY

## SALARY PROPOSAL FOR STAFFING A BOOKMOBILE

For the first year of bookmobile service (2019-2020), the library is prepared to fund half of the salary and benefits for one full-time Outreach Specialist and one part-time Outreach Specialist. We request that Ashe County provide the other half of the salary and benefits for these two staff members for the first year and provide full funding for staffing in subsequent years.

ANNUAL SALARY TOTAL

**\$51,454**

FIRST YEAR COST TO COUNTY

**\$25,727**



Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1 Crumpler	2	3
4 Creston	5 Warrensburg	6 Lansing	7 Fleetwood	8	9	10
11	12 Laurel Springs	13 Glendale Springs	14 Todd	15 Crumpler	16	17
18	19 Creston	20 Warrensburg	21 Lansing	22 Fleetwood	23	24
25	26 Laurel Springs	27 Glendale Springs	28 Todd	29	30	31

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1 Crumpler	2	3
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BOOKMOBILE



Ashe County Public Library

*Libraries are for  
everyone !*





### **Slide #1**

From the earliest days of library service, bookmobiles have been a necessary and economical way to bring the library to those living in rural areas. The Ashe County Library has provided outreach services for the elderly in Ashe County for many years but was recently prompted by residents to think about a larger scale mobile library service. The small incorporated town of Lansing, NC, population 158, approached the library about two years ago with a request to consider opening a branch there. Our first thought was that, several years ago, our facilities assessment consultant advised against building small branches, suggesting the use of a mobile library instead. In doing our due diligence and studying the feasibility of opening a small branch in Lansing, library administrators and board members realized the real need for multiple branches - or service points - to equalize access to residents across the whole county. One small, limited-hours branch in one community was not the answer to the whole county's need for library services. What would be? A bookmobile. Although bookmobiles hold a nostalgic place in the hearts of many Ashe County residents--you can see Mrs. Ethel Boyd in the center of the photo on the upper right of this slide and many have fond memories of Mr. Jack who drove the Ashe bookmobile for many years--bookmobiles are also modern marvels. There are currently 18 bookmobiles with paid staff operating in North Carolina, and at least 6 other libraries are considering the addition of bookmobile services. Why the sudden resurgence of interest in bookmobiles? As former State Librarian Cal Shepard said in a recent news article, "A lot of libraries thought everyone has a car. They can drive to library now. But that isn't true." To expand on Ms. Shepard's statement, libraries also thought nearly everyone would have internet access by now. But that isn't true either. Mobile libraries can help bridge many service gaps.

### **Slide #2**

Ashe County is a rural county. Its inhabitants are fairly evenly dispersed throughout the county and there is really only one population center – the two adjacent towns of West Jefferson (where the library is located) and Jefferson. These two towns account for about 46% of the county's population, and about 25% of its geographical area. Numerous small communities, making up the other 54% of the population, are located throughout the rest of the county, but none have a large enough population to support a branch. About 13.5% of Ashe County residents live in poverty. The population in the county is also aging at a greater rate than most counties in North Carolina. Both factors contribute to the need to take library services out into the county where they are more likely to be used by residents without the means, opportunity, or physical ability to drive to the center of the county. [1]

[1] A transportation authority exists in the county, but payment is required for using it.

### **Slide #3**

In 2017-2018, Ashe County's population was 27, 281. Of that number, 66% (16,446) had library cards, but only 65% (10,659) of those card holders borrowed materials from the library. This means only about 40% of the county's population checked out material from the library in West Jefferson. We would like to make public library services more accessible to some of the 17,000 non-library-card-holding residents of the county.

#### **Slide #4**

A Mobile Library for Ashe County will provide print materials for checkout, audio-visual materials, technology items (at least e-readers and perhaps later – if technology can overcome mountains -- laptops and hotspots) for checkout, technology instruction and one-on-one assistance, and literacy-related programming for preschoolers and inter-generational groups in rural Ashe County. The target population will be adults, although print materials for children (especially pre-school children) will be provided. Our mobile service will target the adults in the county who do not have a library card (approximately 12, 500) or do not come into West Jefferson to use the library: stay-at-home parents, the unemployed, retirees, senior citizens, and the general adult population.

The Ashe County Public Library excels at working with local partners. The mobile library service will be a natural extension of these partnerships -- bringing library services to our partners and their customers/clients instead of bringing the partners to the library and hoping that their customers will come as well.

#### **Slide #5**

People enjoy coming together to commune. By acting as a place for human connection, bookmobiles proffer a community to connect with each other, share stories, and be a social gathering place. This is especially important in rural, isolated places where the opportunity to connect with others is limited.

... human interaction and instruction remains the greatest form of customer service.

In many rural or impoverished communities, technology may be spotty, outdated, or even nonexistent. Bookmobiles and mobile outreach services provide access to technology in the form of hardware, hotspots, Wi-Fi, iPads, laptops, and/or software to name a few.

Although a bookmobile or mobile outreach service vehicle may be limited to the number of titles on hand, or the type of technology equipped on the vehicle, they have the capacity to bring these resources to rural or remote patrons. By developing relationships with rural or remote patrons, and by understanding the needs of these patrons, bookmobiles and mobile outreach services can customize or curate specific collections for patrons.

#### **Slide #6**

(survey says ...)

#### **Slide #7**

What grant / Marsh money will provide

#### **Slide #8**

Cost to county – options?



### **Slide #9**

Suggested stops are Riverview Fish Fry, Fire Stations in Glendale Springs and Crumpler, Peak Creek Community Center, Todd Park, Fleetwood Post Office, Lansing Park, Warrentonville Dollar General, etc ...

### **Slide #10**

Bookmobiles and mobile outreach services strive to make connections between the library, the community, and the patrons. As technology continues to advance, bookmobiles and mobile libraries will continue to develop new services, incorporate new methods for reaching patrons, and enhance engagement all with the goal of providing access to everyone