Subject: LIB - New Library Users Through Crystal City Pop-Up

FY 2018 Proposed Budget
Budget Work Session Follow-up

4/10/2017

The following information is provided in response to a request made by Mr. Jay Fisette at the work session on 3/28/2017: How many first time library users came through the Pop-Up and how many only use the Pop-Up library and no other Libraries? How do you keep those new users in the system after the Pop-up moves?

This information is difficult to determine due to the library's privacy policy. The library protects the privacy of all information about patron requests for service, materials, loan transactions, online sites, and resources accessed. Records that link personally identifiable information to materials borrowed or requested and to websites visited are created and maintained only as long as required for the business of libraries. These are considered basic best practices for all public libraries. As such, the library is able to track very little information about patron activity patterns, in the pop-up or at any other location.

The following is the information we do have available about the activity patterns of our patrons at the pop-up:

- Since October 2016, 469 new library cards have been created at the Crystal City pop-up. New library card registrations have consistently out-paced some of our smaller branch locations.
- The use of the pop-up continues to trend upward. The number of people visiting increased from 734 in November 2016 to 1,768 in March 2017.

The library surveyed all Crystal City pop-up library card holders in March 2017 and received 313 responses in 11 days. Key results included:

- 50 percent of respondents visit the pop-up once a week or more.
- 227 respondents have attended a program at the pop-up.
- 126 of the respondents are likely to visit another library location.
- 166 of the respondents are likely to use library electronic resources in the future.
- 169 of the respondents are planning to attend a library program in the future.

A sampling of the 200+ comments left on the survey:

"This library has provided much needed resources to an underserved population of Arlington County."

"Our DOD agency is in the building and I am spreading the word to all our staff to use this pop up library. It is helping us a great deal as an agency."

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"The Crystal Connection has been a wonderful addition to our community. It has really brought or community together."

The survey results and all the comments submitted can be found at the following link:

https://www.surveymonkey.com/results/SM-TSYY9HGG/

How do you keep new users in the library system after the pop-up moves?

- Staff from neighboring libraries, Aurora Hills and Shirlington, have offered programming or staffed the pop-up with the intent of making the transition easier for patrons when the pop-up closes. Patrons will be familiar with staff from both locations.
- Staff have educated patrons on the more in-depth offerings at other full service library locations. Each program offering and interaction with a patron is used as an opportunity to make a connection with a neighboring permanent library location.
- Once the pop-up closes, targeted emails will keep pop-up patrons in touch with the library and informed of services at all library locations.

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