

Duggan: Library project would combine bikes and books to serve the community

Written by Kevin Duggan
Aug. 29

coloradoan.com

Two things we really like in Fort Collins are bikes and books.

So why not combine them into a service that provides access to books via a bike?

That's an idea being pitched by Poudre River Public Library District in hopes of generating funding to get the concept rolling, so to speak.

The Book Pedal-er, as the project is known, would have a library staff member on a bicycle travel to community events hauling a trailer stocked with paperback books that could be checked out.

The mobile librarian also would be equipped with the portable electronic gadgetry needed for customers to conduct some other business, such as getting a library card or checking on the status of one's library account.

It's an interesting concept. It would be done primarily during the summertime, when there are plenty of community events for the mobile library to visit.

Having a bike-hauled library would be a lot less expensive than operating a bookmobile, as in a bus-sized vehicle stocked with lots of heavy books and electronic equipment.

It would connect with a community passion, as in bikes, and serve as an unusual and potentially effective public relations tool for the library district. Bike librarians could build rapport with the public as they check out books and field questions.

In short; it would be fun.

But fun doesn't necessarily fit in with the library district's budget priorities, so officials hope community members will chip in to make the Book Pedal-er concept a reality.

A fundraising effort to support the idea is underway through the Fort Collins-based Community Funded website.

The goal is to raise \$5,000 to pay for a bike, a locally built trailer, a tablet with WiFi access, and a collection of bestselling books that would be of interest to children, teens and adults.

The campaign through Community Funded runs through Sept. 15.

So far, fundraising has not had a lot of traction. As of this writing, 10 supporters had signed up and pledged a total of \$460.

But there is still time to get behind the idea. Donations may be as little or as much as a donor feels is appropriate.

The campaign includes rewards for those who donate at certain levels — \$25, \$50 and so on.

To learn more about the project and to donate, visit <http://noconow.co/pedal-er>.

If the community-funded angle does not work out, the project would not likely be funded by the district, or so I'm told.

The digital age has not done away with the interest in and use of libraries, which offer many more services than just loaning books.

This project would be another way to access information about those services.

And yes, it could be fun.

Kevin Duggan is a senior reporter. Contact him at (970) 224-7744 or KevinDuggan@coloradoan.com. Follow him at Coloradoan Kevin Duggan on Facebook or [@coloradoan_dugg](#) on Twitter.

Watson-Lakamp, Paula

From:
Sent: Tuesday, September 03, 2013 11:21 AM
To: Watson-Lakamp, Paula
Subject: 60 Ways to Use Your Library Card" slideshow

Hi Paula,

We used your flash mob photo in the 2013 edition of our "60 Ways to Use Your Library Card" slideshow.

<http://atyourlibrary.org/sixty-ways-use-your-library-card-2013>

Credit/caption:

1. [Download an e-book](#). Your library is where you can get e-books and other digital content. Download now – ask your librarian how!
Photo: Reading Flash Mob in Old Town area during National Library Week, Poudre River (Colo.) Public Library District.

We'll also be posting images to our Facebook page, starting today.

Your image will be the first to go up.

Thanks for your help!

Jan Carmichael
Web Coordinator
Public Information Office
American Library Association



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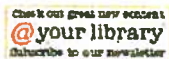
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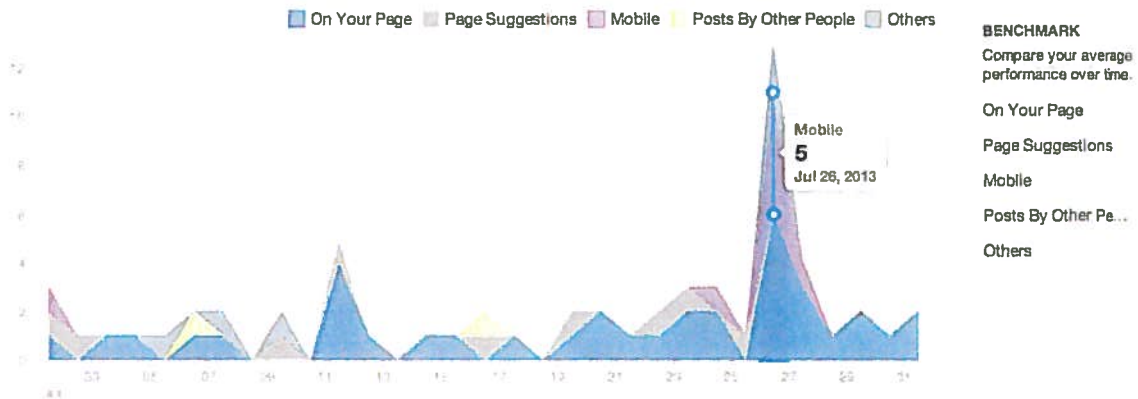


A quick note about your stats: Facebook has changed the way metrics are recorded. We're adapting our stats tracked moving forward. The numbers seem to be lower because of changes in how Facebook measures these stats.

Facebook Metrics	Total on July 31, 2013
Likes	1,930
Average # of Likes Per Day:	2 (Last Period: 2, Max: 15)
Average Per Post Reach:	367 (Last Period: 526)
Average Daily Engagement:	11 (Last Period: 29)
Monthly Peak Reach:	1,672 (average: 585, last avg: 710)
Monthly Peak Talking:	88 (7/18/13) - Most Shares: 13 (7/26/13)
Best Story (Fans/Non-Fans/Engagement %)	"Chess Anyone? New fun in Library Park!" (872/493/11%)

Where Your Page Likes Came From

The number of times your Page was liked, broken down by where it happened.



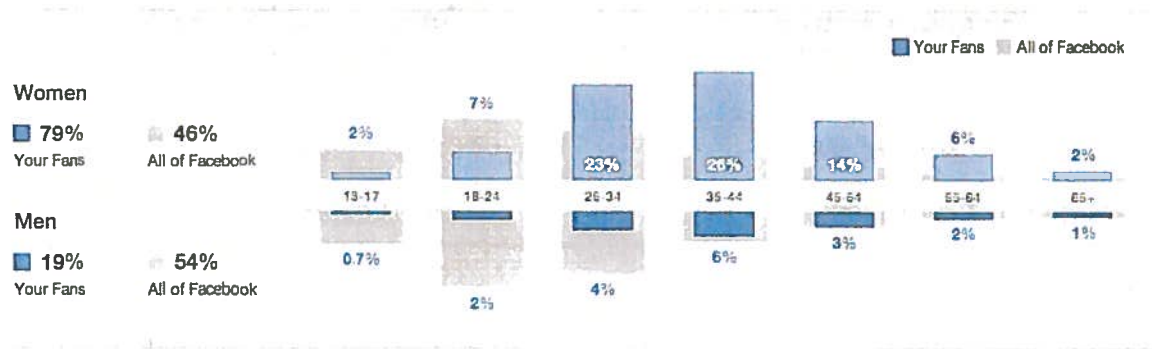
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Demographics Snapshot of All Likes:

Age & Gender

Compare demographics of people who like your Page with the demographics of Facebook's total population.



Geography & Language

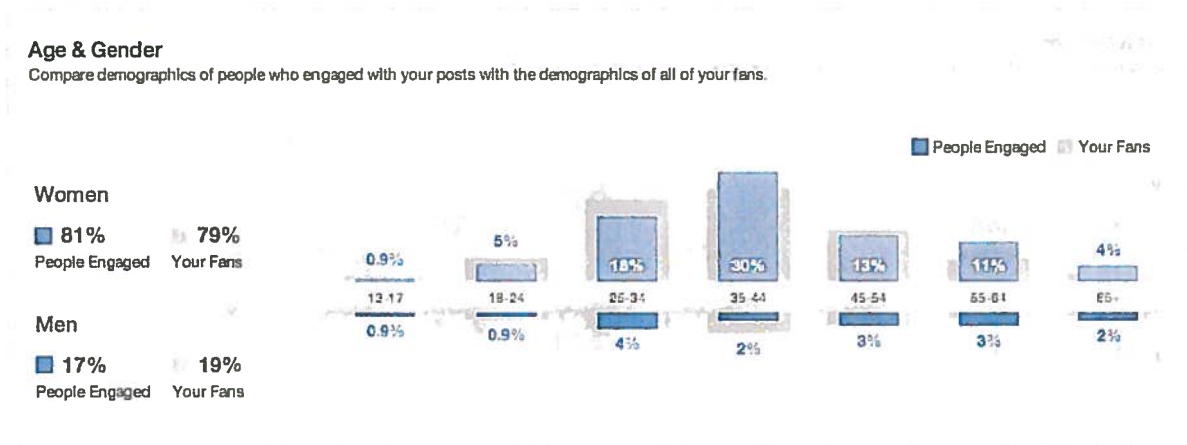
The estimated location of people who like your Page and their default language setting.

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
United States of America	1,888	Fort Collins, CO	1,379	English (US)	1,850
India	5	Loveland, CO	90	English (UK)	62
Malaysia	5	Denver, CO	55	Spanish	6
Indonesia	4	Windsor, CO	31	Japanese	5
United Kingdom	4	Wellington, CO	22	English (Pirate)	4
Egypt	3	Greeley, CO	14	French (France)	3

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Demographics Snapshot of Engaged Users (Commented, Shared, Liked Last 30 Days):



Geography & Language
 The estimated location of people who engaged with your posts and their default language setting.

Country	People Engaged	City	People Engaged	Language	People Engaged
United States of America	230	Fort Collins, CO	156	English (US)	224
Ireland	1	Denver, CO	7	English (UK)	7
Peru	1	Loveland, CO	5	Spanish	1
		Ault, CO	4		
		Windsor, CO	3		
		Colorado Springs, CO	2		

156 "engaged users" in Fort Collins - 30% of them 35-44 year old Females.

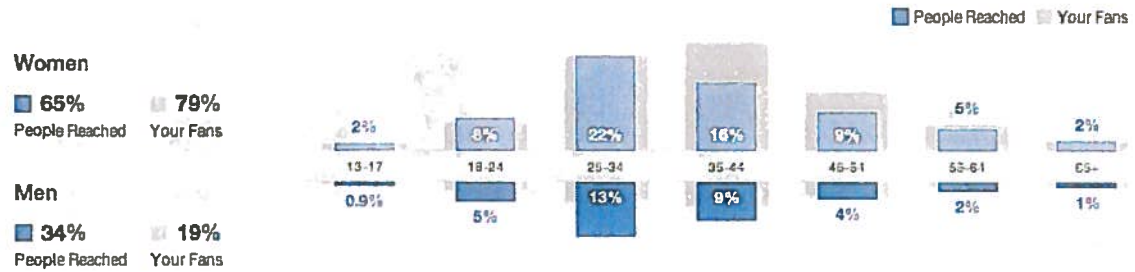
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Demographics Snapshot of Reached Users (Saw Posts Last 30 Days):

Age & Gender

Compare the demographics of people who saw your posts with the demographics of all of your fans.



Geography & Language

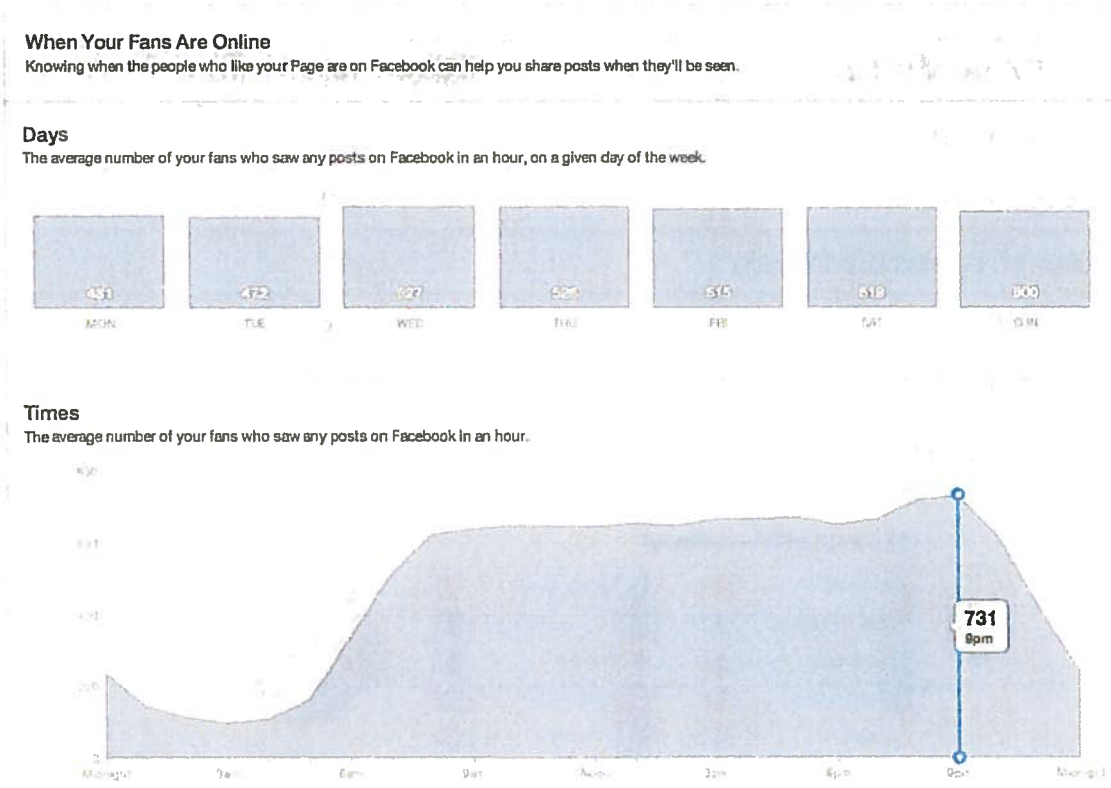
The estimated location of people who saw your posts and their default language setting.

Country	People Reached	City	People Reached	Language	People Reached
United States of America	9,656	Fort Collins, CO	3,374	English (US)	9,564
Peru	176	Denver, CO	465	English (UK)	330
South Africa	53	Loveland, CO	272	Spanish	201
United Kingdom	48	Dallas, TX	245	Spanish (Spain)	21
Canada	45	Lima, Peru	157	German	21
Germany	17	Greeley, CO	157	French (France)	17
Australia	16	San Francisco, CA	128	English (Pirate)	15
France	13	Boulder, CO	101	Japanese	5

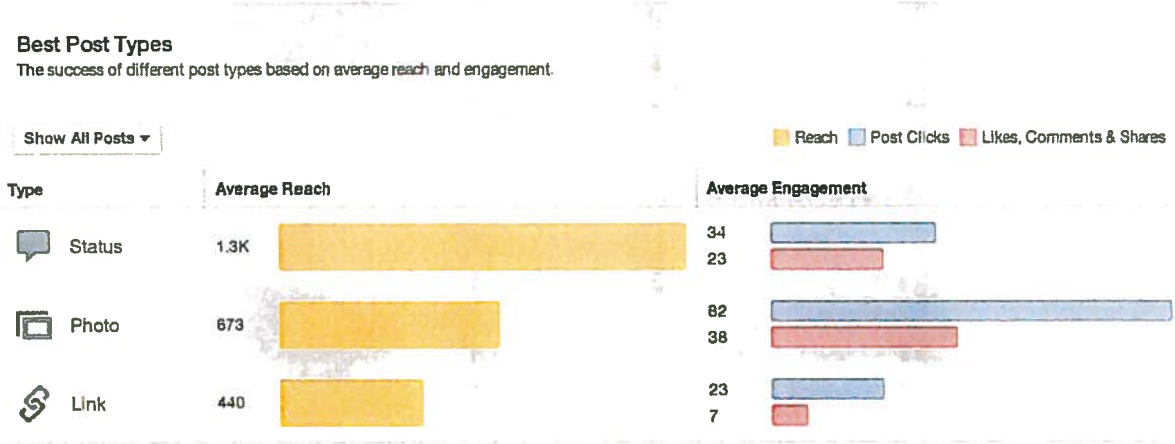
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When Your Fans Are Online



Average Engagement Per Post Type



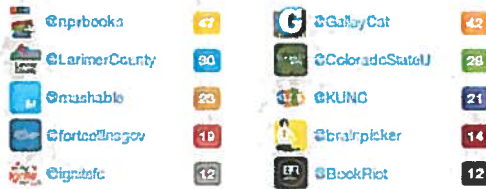
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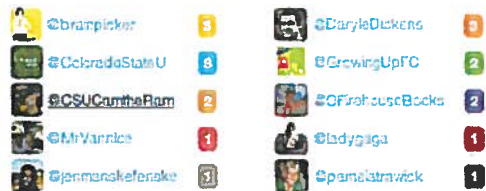
The tool we've been using, Social Ping - is no longer in service. We've switched to WildFire stats for some, Twitonomy for the rest.

Twitter Metrics	Total on July 31, 2013
Twitter Followers	1,375
Twitter Following	230
Number of Tweets (Per Week)	~17
Mentions/Tweet	0.38
Growth Rate (3m)	11.65%
Growth Rate (1m)	4.04%

↕ Users most retweeted



💬 Users most replied to



@ Users most mentioned



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Google+ Metrics	Total on July 31, 2013
+	20
Circled	11

Yelp Metrics	Total on July 31, 2013
Old Town Reviews (rating)	3 (4)
Council Tree Reviews (rating)	1 (1)
Harmony Reviews (rating)	4 (4.5)

FourSquare Metrics	Total on July 31, 2013
Old Town Mayor	Jason S. (3 over 60 days)
Old Town Checkins (total people)	899 (251)
Council Tree Mayor	Fred F. (45 over 60 days)
Council Tree Checkins (total people)	1,731 (291)
Harmony Mayor	Kristie B. (7 over 60 days)
Harmony Checkins (total people)	833 (240)

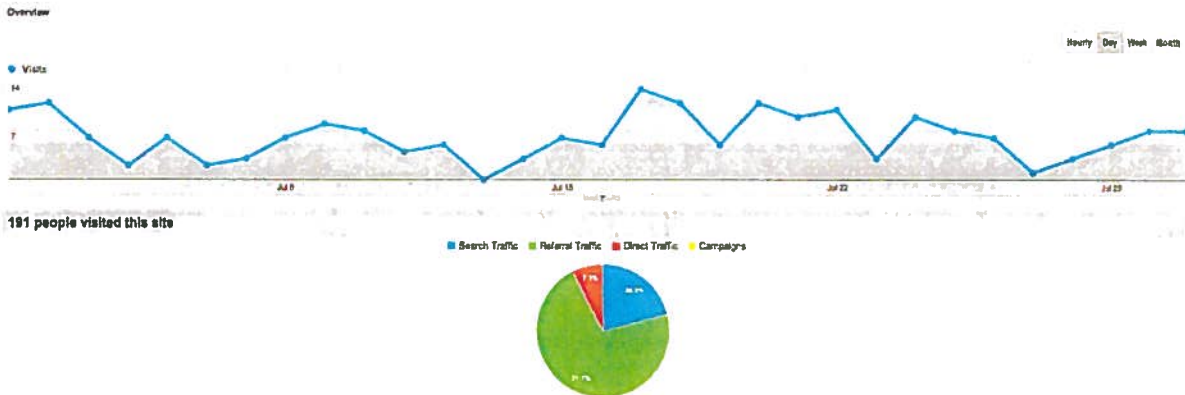
Pinterest Metrics	Total on July 31, 2013
Boards	19
Pins	541
Likes	9
Followers	299
Following	159

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YouTube Metrics	Total on July 31, 2013
Subscribers	9
Total Views	958
Total Videos	24
Most Popular Video	Annie, the Railroad Dog (196 views)

Blog Google Analytics	Total on July 31, 2013
Total Visits // Unique Visits	191 // 126
Referral Traffic %	71.7%
Direct Traffic %	7.3%
Top Keywords	pros and cons of ereaders, ereader pros and cons, blog poudre library
Referral Sources	poudrelibraries.org, facebook.com
Top Pages	Home (159), Pros and Cons of eReaders (35)



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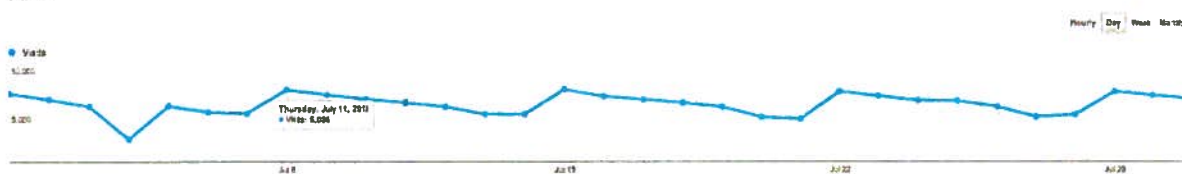
Page	Pageviews	% Pageviews
1. /	159	52.48%
2. /2013/04/the-pres-cons-of-readers/	35	11.55%
3. /2013/08/summer-rain-goes-bad/	32	10.58%
4. /2013/07/behind-the-scenes-at-poudre-libraries-selecting-materials/	28	9.24%
5. /2013/08/love-music-here-how-to-make-the-most-of-your-library/	15	4.95%
6. /2013/03/top-apps-for-preschool-library/	4	1.32%
7. /category/library-blog/	4	1.32%
8. /2013/04/whats-the-e-all-about/	3	0.99%
9. /2013/08/summer-reading-cool-reads-for-hot-days/	3	0.99%
10. /2013/07/behind-the-scenes-at-poudre-libraries-collects-management/	3	0.99%

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Page	Pageviews	% Pageviews
1. /	219,351	73.23%
2. /downloads/	9,064	3.03%
3. /resources/	8,655	2.89%
4. /download/ebooks.html	7,032	2.35%
5. /locations/	6,784	2.26%
6. /screens/wireless-welcome.html	4,291	1.43%
7. /news/tema.html	2,964	0.99%
8. /screens/wireless-welcome-tree.html	2,631	0.85%
9. /screens/wireless-welcome-harmony.html	2,515	0.84%
10. /information/	2,442	0.82%

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Overview



182,710 people visited this site

Search Traffic Referrals Traffic Direct Traffic Campaigns



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Website Google Analytics	Total on July 31, 2013
Total Visits	182,710 (86,902 visitors)
Search Traffic %	14.9%
Referral Traffic %	20.1%
Direct Traffic %	64.9%
Campaigns %	--
Top Keywords	poudre library, poudre river library, fort collins library, poudre river public library, fort collins public library, poudre valley library
Referral Sources	catalog.poudrelibraries.org, google.com, poudrelibraries.com, intranet:8080, overdrive.poudrelibraries.org, poudre.lib.overdrive.com

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Analysis and Goals

The number of people visiting the blog each month has not changed, but they're viewing more of the posts (either as a result of us publishing more often or because they're digging deeper into the site). The keywords shifting each time indicate we're getting new people, which is reflected in the stats (almost 60% new visitors each time). The bounce rate is nearing 50%, which is actually pretty spectacular. That means, they're taking some other action besides leaving once they read the post they want. The information is getting out there, with each new post pulling 30 dedicated reads in the first month it goes up.

The Facebook insights give us some really interesting numbers we can play with and a new strategy to try out. Monday and Tuesday are our lowest visitors days (though not significantly so). However, what's pretty startling is the fact that most of our fans are viewing our content at 6PM and beyond! Daily Facebook posts aiming around 4-5PM would probably be optimal to increase traffic and awareness.

The majority of our "Likes" and "Engaged" visitors are 25-45 Females, but we're indirectly reaching the 25-45 Male market as a result of that engagement, which is pretty cool. What this means: you're still getting in front of this population whether they actually like the Library's Facebook page or not.

As expected, photo posts significantly increase Reach and Engagement. There are 156 "engaged users" in Fort Collins, 30% of which are Females between the ages of 35 and 44. What's interesting is that these are most likely the "mom" segment; to test this assumption, we could increase the percentage of children-focused Facebook postings and see what happens to our engagement.