

AUSTIN  
PUBLIC  
LIBRARY

# Austin Public Library Enhanced Library Card Pilot Program

Library Commission Meeting | April 24, 2023

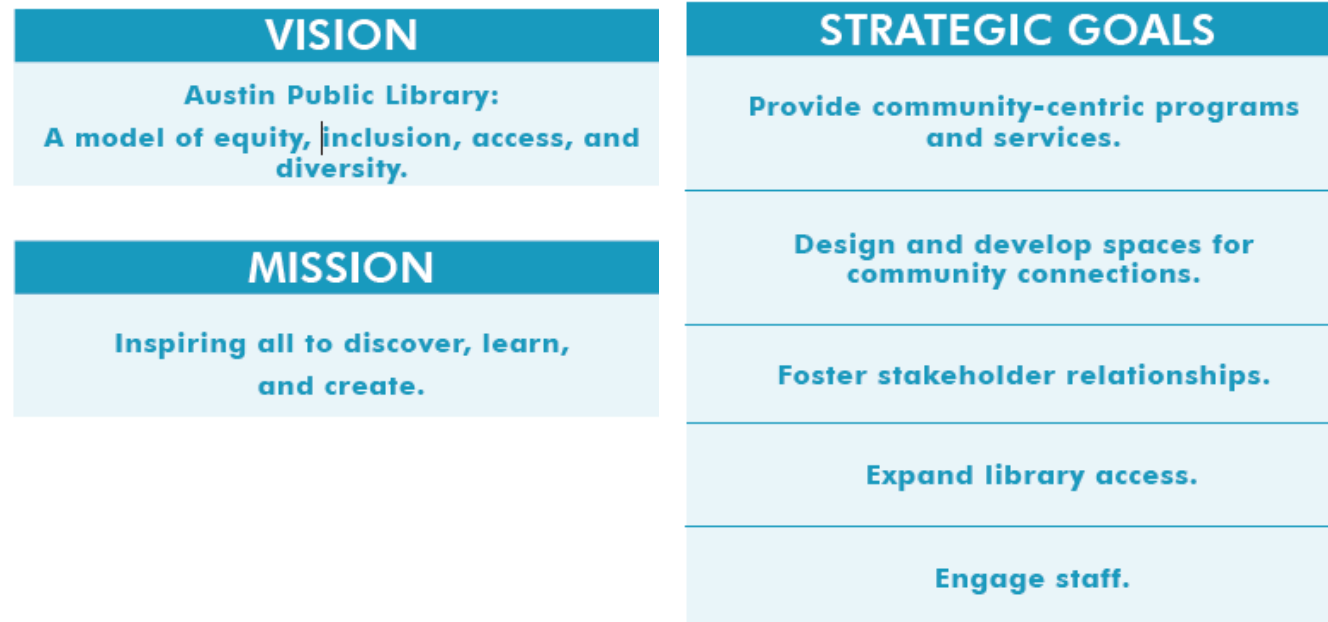
Christina Nelson, Customer Access Manager  
Laura Tadena, Community Engagement Librarian

# Enhanced Library Card (ELC) Pilot Program Overview

- The Enhanced Library Card is a document with your name and picture that could possibly be used as an ID or supplement with other documents to prove your identity
- The Enhanced Library Card can be used to access all the resources that are available to library card holders – this includes books, DVDs and other physical materials in our collection, as well as our various electronic resources (such as e-books, databases, and more)
- Austin Public Library will be joining other library systems that have implemented similar programs which include San Antonio, San Marcos, Harris County, and Dallas

# Library's Vision, Mission and Goals

- The program supports APL's strategic goal of expanding library access and vision to be a model of equity, inclusion, access, and diversity.
- The program supports the City of Austin's culture and lifelong learning outcome.



# Value of ELC

- Having a form of identification is necessary for so many critical aspects of daily life.
- You often need an ID to apply for housing or a job, access healthcare, open a bank account or cash a check, register a child for school, apply for public benefits, or borrow a book from the library.
- The enhanced library card could be used as an accepted form of identification for adults ages 18 + by community partners and would include a photo, name, address, date of birth.



# Community Impact and Partners

- The enhanced library card can help provide a form of photo ID for all residents of our City and serve as a lifeline to communities that have been made vulnerable.
- Having a photo ID is critical to accessing resources and services, whether it's housing, employment, healthcare, etc. Ensuring that as many people in our community as possible have a valid form of photo ID can help improve residents' quality of life outcomes.
- The feedback from community partners and social service agencies has been overwhelmingly positive and supportive of this initiative. Community partners are ready to help promote (and accept) the enhanced library card as a form of photo ID.



# Who supports the ELC pilot program

- The ELC Pilot Program is sponsored by Council Member Vanessa Fuentes, District 2
- Support and co-sponsorship from council members Leslie Pool, District 7 and José Chito Vela, District 4 and former council member, Kathie Tovo, District 9.
- The program has also received support from many of you and others in the city.



# Community Support for ELC



## City Departments

- Austin Police Department
- Austin Energy
- Austin Public Health
- Austin Municipal Court (for services that do not require a state-issued ID by state.)
- Austin Parks & Recreation
- Downtown Austin Community Court
- The Resilience Office
- Austin Animal Services

## Organizations

- Central Health
- ECHO
- Foundation Communities
- Integral Care
- Central Health
- Lifeworks
- Sunrise Navigation Center
- YWCA Greater Austin

## Partner Organizations

- American Gateways
- Austin Asian Community Health Initiative
- Go Austin Vamos Austin
- Girasol Texas
- Grassroots Leadership
- Todos Juntos Learning Center
- Truc Viet
- Workers Defense Project

# Scope of the Project

- The enhanced library card will be piloted at 3 locations which include Little Walnut Creek (District 4), St. John (District 4), and Southeast (District 2) branches
- Technical Requirements: initial equipment, software licenses, staff training and setup
- Each location will have two systems, one fixed and one intended to be used for mobile outreach purposes at community events
- ID cards include photo, chosen name, legal name, address, and date of birth, library card number, expiration date
- Proposed start date: Monday, May 1, 2023



# What is on the Enhanced Library Card



## TERMS AND CONDITIONS

1. As the applicant, I assume full responsibility for the use of this card and all charges incurred by its use. To minimize cardholder liability, I will give immediate notice to **512-974-7475** if card is lost or stolen or if there is a change of address.
2. This card is the property of, and established and issued by the City of Austin according to the rules of the Austin Public Library.
3. This card may be cancelled, invalidated and/or modified without notice and shall be surrendered upon request (Mail to: P.O. Box 2287, Austin, TX 78768).



[library.austintexas.gov/enhanced](http://library.austintexas.gov/enhanced)

ID cards include photo, chosen name, legal name, address, and date of birth, library card number, expiration date.

# Spreading the word

Two different target audiences, two different strategies



## General community awareness campaign

- Traditional Public Information tactics
- Press release & Press conference
- APL Social media content
- FAQ on APL website
- Signage and flyers at APL locations



## Outreach campaign to potential cardholders

- Message distribution through partner groups & APL departments that serve target populations
- Brochure available in multiple languages
- Outreach through Spanish-language media

# Next Steps

Tentative launch date for the initial pilot phase of ELC is May, 1, 2023

## Development

- Finalizing policies & training material
- Install equipment
- Train APL staff (at branches & at APL staff development day)
- Secure community commitments
- Trial run
- Internal communication of soft launch

## Launch Pilot (6 month)

- Soft launch of the pilot
- Outreach to invited participants
- Troubleshoot technical issues
- Track cards usage & performance
- Report out to stakeholders & community partners

## Evaluate

- Share summary of usage & requirements
- Collect staff and community feedback
- Evaluate programs success
- Share summary with stakeholder groups

