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TO: RAILS Board of Directors

FROM: Deirdre Brennan

SUBJECT: Service to the unserved

Our board development topic this month is about service to the unserved.

As background to our discussion, I have included these documents in the packet:

- The RAILS plan to serve the unserved, adopted by the board in October, 2016
- Statistics about the unserved received from the Illinois State Library
- A map that shows unserved areas across Illinois

At the meeting I will update the board about efforts RAILS has made to increase service to the unserved, ideas and projects that have been discussed with IHLS and the ISL, and other ideas that may provide some solutions for this situation that affects us all.

RAILS and service to the unserved: October, 2016

The RAILS strategic plan goal Access to Information is:

RAILS supports access to information for all Illinois residents and the roles of libraries in providing it.

Rationale: We believe that all residents should have equitable access to information. We collaborate with other stakeholders to seek solutions to the problems of underserved and unserved Illinois residents.

Strategic Initiative A: Work with stakeholders in Illinois to provide access to libraries for unserved residents.

Strategic Initiative B: Work with stakeholders to identify and improve library services for the underserved.

This is a huge goal. There have been many worthy attempts in the past to solve this problem. We need to understand why these attempts failed in order to find alternative solutions that might be successful.

The first thing we need is information.

- Identify successful strategies in other states
- Identify states with universal service
- Identify states with unserved but making progress
- Develop demographics of Illinois unserved areas (Why unserved?)
- Understand Farm Bureau objections and identify solutions for taxing issue (compare with community colleges)
- Review previous efforts. What worked/what didn't work? Why?
- In particular, why can't unserved get an ISL library card?

Then we need to communicate and educate about what we find.

- Educate RAILS members on number of unserved residents
 - Talk to networking groups
 - Listening tour of libraries with highest unserved to understand the impact of this issue
- Educate RAILS resource sharing department on how libraries become a district to better support libraries
- Illinois Department of Revenue map—publicize its usefulness to help members better support unserved

RAILS and service to the unserved: October, 2016

- Awareness campaign aimed at school districts where an Intergovernmental Agreement would help them

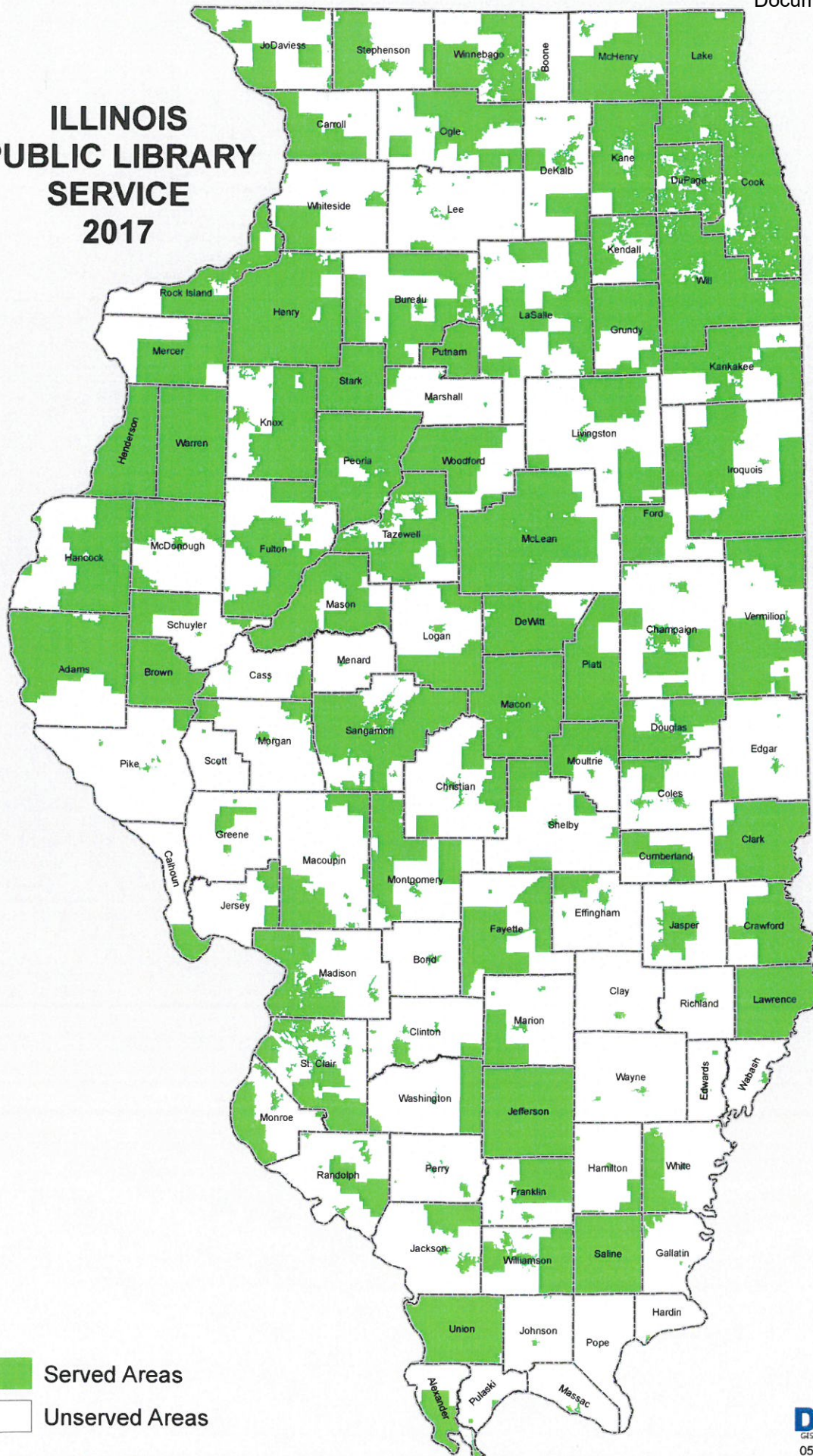
Some possible steps we can take in the short term:

- Create a RAILS page on how to become a district so that libraries can be educated consumers when talking with their attorneys
- Template for Intergovernmental Agreement on RAILS website
- Use Biblioboard to provide access to digital content to the unserved
- CE/consulting programs on:
 - Becoming a district library
 - Contracting with other districts without physical library
 - Expanding a district
 - Encourage libraries to do awareness campaigns for nonresident service
 - Community college list of which offer library service to district residents

Long term:

- Form statewide taskforce of stakeholders to move solutions forward in a coordinated way
- Work with ILA to identify sympathetic legislators and work with them to draft legislation
- All Illinois taxpayers contribute to Live and Learn funds and General Revenue; reallocate some funds for service to unserved
- Foundation or other fundraising to help cover costs of nonresident service for disadvantaged Illinois residents
- Financial assistance or incentive for libraries planning to expand their districts
- Beta project- Pick an area with a high number of unserved and experiment. For example, libraries near an unserved area could provide limited library service to unserved residents (through bibliolabs platform for example) to see if that has an impact on them wanting to become a district

ILLINOIS PUBLIC LIBRARY SERVICE 2017



Served Areas
 Unserved Areas

Nonresident/Unserved Meeting – May 17, 2017

Statistics

Statistics presented here are based on FY2015 IPLAR data and Illinois population data July 1, 2015 estimated U.S. census county population
<https://www.census.gov/quickfacts/table/PST045216/17>

Residents of Illinois	12,859,999	(100%)
Residents of Illinois who live in library service area		
• Residents of Illinois who live in library service area	11,803,989	(92%)
• Residents of Illinois with unexpired public library card	5,102,904	
Square miles		
• Square miles of Illinois	55,593.5	(100%)
• Square miles of Illinois with library service area	27,216.78	(49%)
• Square miles of Illinois with no library service area	28,377	(51%)
Nonresidents/Unserved		
• Residents of Illinois who live in an unserved area	1,056,011	(8%)
• Number of nonresident cards sold by public libraries	45,520	
• Fees received by public libraries for nonresident cards	\$1,370,403	

Top 6 counties with most unserved population (447,819)

1. Cook
2. Dupage
3. St. Clair
4. Madison
5. Champaign
6. Kane

Top 6 counties with least unserved (0)

1. Jefferson
2. Saline
3. Brown
4. Warren
5. Stark
6. Putnam