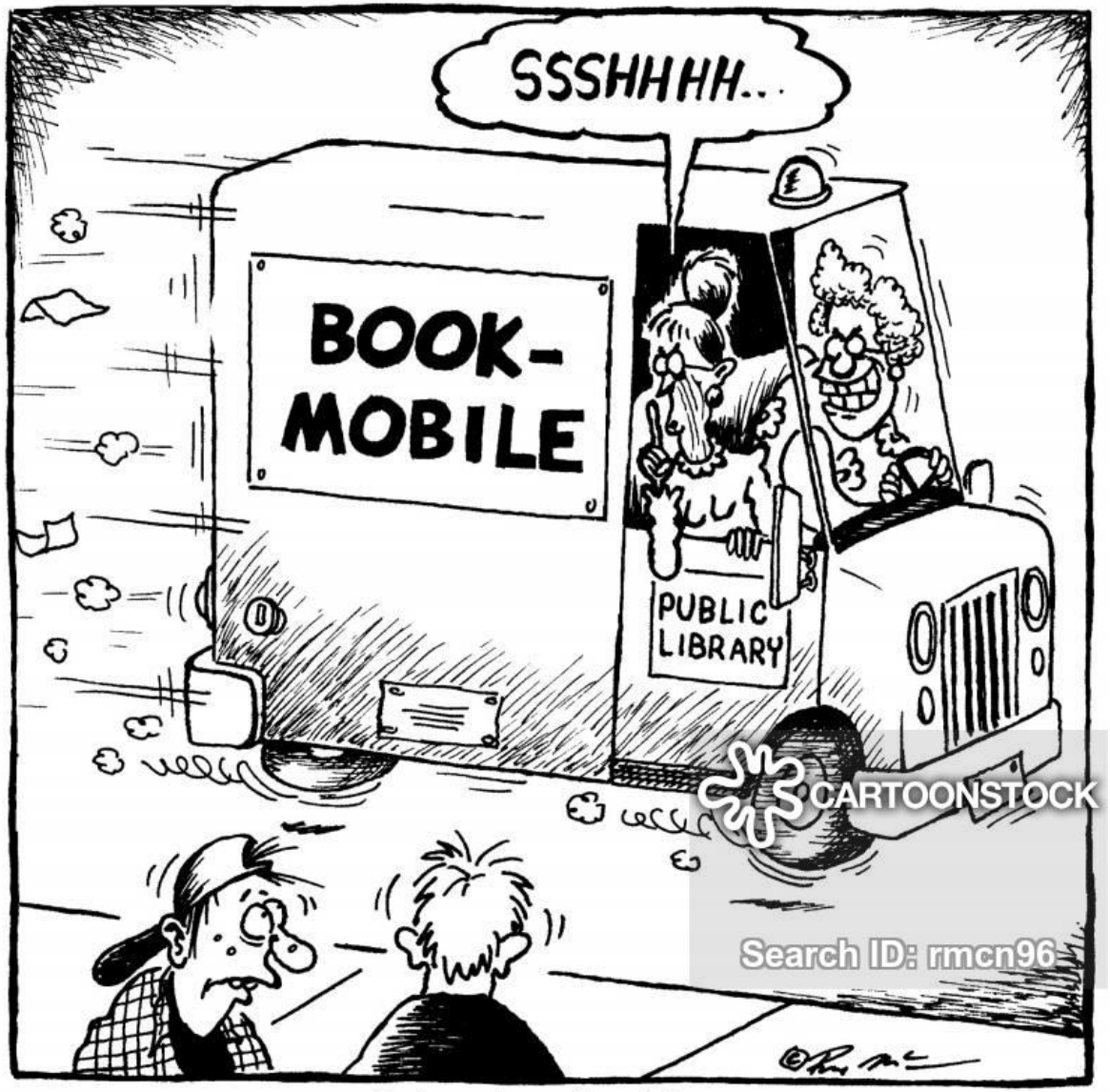
HOW TO SPECIFY THE RIGHT OUTREACH VEHICLE

Barbara Battles, SBPL and Michael Swendrowski, SVS

WHY PUT YOUR LIBRARY THROUGH THIS PROCESS?

First things first – get your ducks in a row.

- Who are the decision makers?
- Who are your customers?
- Who are your partners?
- Who will provide the funding
- What are your goals for the service?



Drive-by shushing.

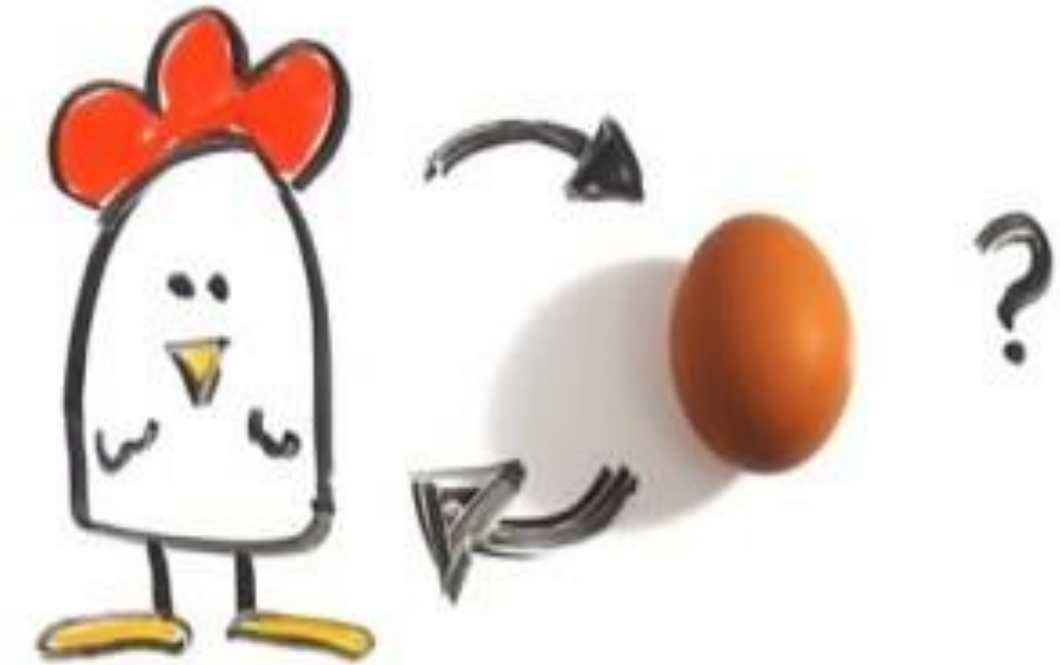
IDENTIFY YOUR DECISION MAKERS

The Team

- Administration
- Outreach Staff
- Library Trustees or other governing body
- Township Council or Local Government
- Other Library Staff Members
- Friends, Foundation or other library groups
- “The Public”

PRIORITIES

This is somewhat of a "What came first, the chicken or the egg?" kind of dilemma.



WHEN TO SEEK HELP?

Preliminary Planning

Needs assessment

Planning and Conceptual Design

Budgeting and Estimating

Design Development and Documentation

Technical Specification writing

Scheduling and task management

Bid solicitation, analysis and recommendation

Contract negotiation

Implementation and Vendor/Client Liaison

Overall Supervision and Administration

Construction Management

Inspection and Testing

Operator Training

HOW WILL IT BE PURCHASED AND WHO WILL OWN IT?

Considerations:

Public Money or Private Money – Individual and/or Corporate

Lease or Own

New or Used

Foundations and grants

Environmental and Fuel Incentives

Grassroots and Crowdsourcing

SERVICE HISTORY AND GOALS

New Start-up Service

Who suggested this service?

Who will benefit from this service?

How much do you need to do and for how long?

Will you be able to grow or expand once you get started?

Continued Service

Do you want to continue in the same direction?

What has worked and what can be improved, changed or eliminated?

Has the scale of the operation changed over time and will that continue?

Expanded or Additional Services

Where is the current service falling short or is it?

What more could you do?

What do you need to accomplish new goals?

INFORMATION GATHERING

DEMOGRAPHICS

What are the characteristics of your target audience?

- Ages
- Education
- Ethnicities and languages spoken
- Location - present and future customers
- Needed and Beneficial Services and materials
- Disabilities and special needs accommodation

PARTNERSHIPS

COMMUNITY NEEDS

- Basic Library services and materials
- Literacy Support
- Home Delivery
- Institutional Delivery
- Accessibility

LIBRARY NEEDS

- Outreach
- Expansion – Branch vs. Bookmobile
- Marketing – more visibility and good will
- Educational Support
- Additional Service Opportunities

SCOPE

- Single vehicle
- Multiple vehicles (at outset or over time)
- Single-use vs Multipurpose Vehicles
- Convertible Vehicles

STAFFING AND OPERATIONS

- Full-time or part time staff – in house or new-hire
- Job Titles and Descriptions
- Hours and Days of Operation
- Experience and Training
- Garaging or staging of vehicle
- Maintenance of vehicle
- Fuel decisions

COLLECTION MANAGEMENT

- Requirements
- Flexibility
- Size and Scope
- Home location, shifting and loading
- Budget and Processing

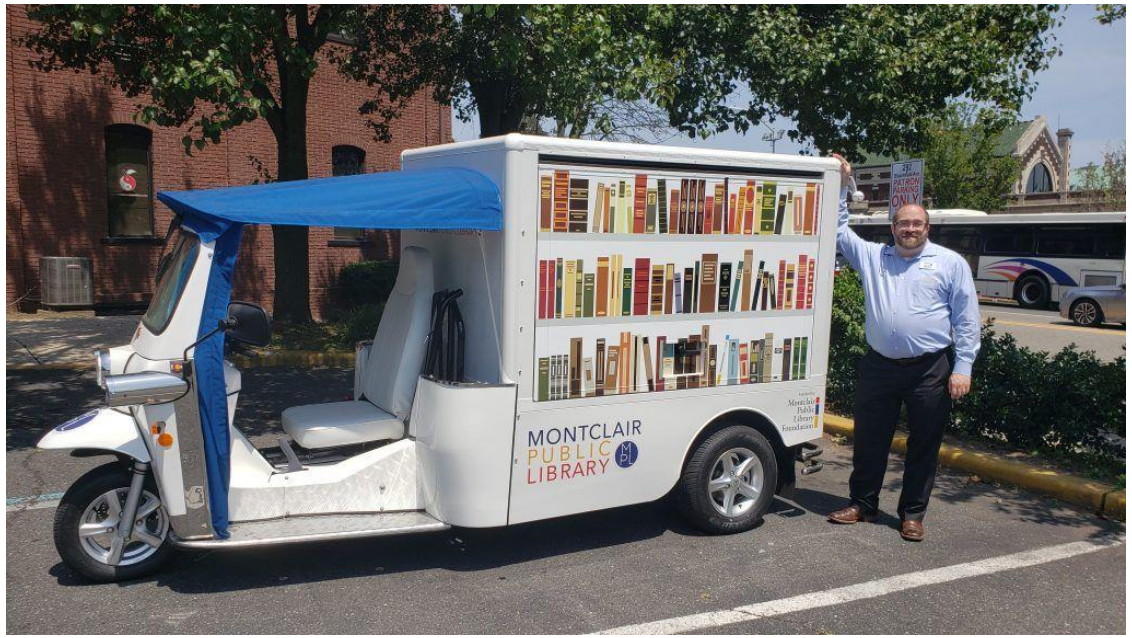
DESIGN CONSIDERATIONS

- Number of staff and number of seats and workstations
- Comfort needs
- Layout and Configuration for function
- Shelving
- Materials
- Graphics
- Electronics
- Display and Storage

VEHICLE TYPES

- Book-bikes, book-boats and other specialty vehicles
- Small electronic three-wheeled vehicles
- Sprinter vans and smaller delivery vehicles
- Trailers
- Small RVs
- Step Vans
- Busses
- Trucks
- Other

SMALL HUMAN AND ELECTRIC POWERED FAIR-WEATHER VEHICLES



BIKES AND BOATS

VANS, SMALL AND MID-SIZED DELIVERY VEHICLES

TRUCK PULLED TRAILERS

STEP VANS

BOOKMOBILE
BOOKMOBILE
WAYNE COUNTY PUBLIC LIBRARY
WWW.WCPL.INFO
330-804-4071

BUSSES

CHERRY
COUNTY
BOOKMOBILE

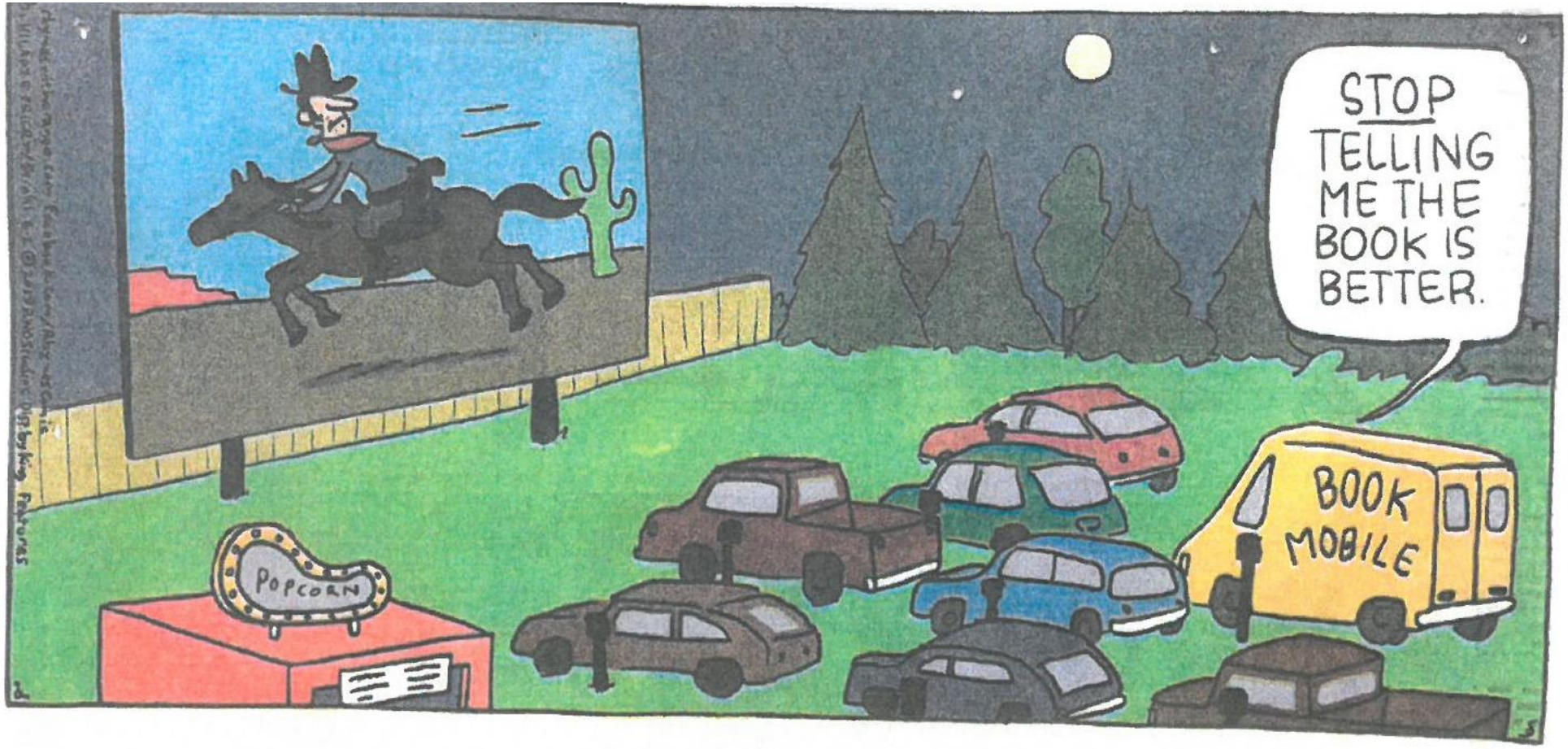
BOOKMOBILE
Banned
Decatur Public Library

TRUCKS

Madison County
LIBRARY SYSTEM
Knowledge • Community • Imagination
Everyone Welcome
BOOKMOBILE
Bringing you books...and more!

DIGITAL
BOOKMOBILE
powered by OverDrive
Borrow eBooks + MORE
LIBRARY

ENJOY YOUR VEHICLE HOWEVER YOU USE IT!



FURTHER DOWN THE ROAD WITH VEHICLES. ☺

MICHAEL SWENDROWSKI

- 33-year veteran of specialty vehicle industry (1986)
- Over 1000 vehicles to date
- President Specialty Vehicle Services, LLC. (2002)
- Chairman ALA Subcommittee on Bookmobiles (2006)
- ABOS Board of Directors (2010)
- Chair of BOIR Subcommittee
- Co-author of *On the Road with Outreach* (Libraries Unlimited, 2009)
- Assisted over 100 libraries with outreach vehicle projects worldwide

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BASE VEHICLES

OVERVIEW

	Overall Length	*Overall Width*	*Floor Height*	*Interior Height*	*Collection Capacity*	*Service Duty*	*Service Life*	*Service Types*	*Base Cost (2018)*	*Maint. Costs*
Truck	28' - 40'	102"	32" - 44"	84" & 91"	2500 - 6000	Medium - Heavy	14-20 years	C, D, E, I, L, LV, P, R, S, U	$225K	Low
Bus	28' - 40'	96"	38" - 44"	77" - 87"	3500 - 5000	Heavy	15-21 years	C, LV, P, R, S, U	$250K	Low
Van	20' - 25'	78"	29" - 32"	66" - 78"	1000 - 2500	Light	7-10 years	C, D, E, H, L, LV, P, S, U	$150K	Low
Cutaway	20' - 26'	96"	30" - 36"	69" - 84"	1000 - 2000	Light	7-10 years	C, D, E, H, I, L, LV, P, S, U	$150K	Medium
Step Van	20' - 40'	96"	36" - 42"	72" - 84"	1000 - 6000	Light - Medium	12-16 years	C, D, I, L, LV, P, S, U	$190K	Medium
Low Floor	28' - 32'	96"	12" - 16"	77" - 84"	2000 - 3000	Medium	9-15 years	C, D, E, H, L, S, U	$250K	High

Service Type Key:

C = Children Bookmobile
D = Deposit Collections
E = Elderly Bookmobile
H = Homebound Delivery
I - Interlibrary Delivery
L = Lobby Stops
LV = Learning Vehicle
P = Programming
R = Rural Bookmobile
S = Suburban Bookmobile
U = Urban Bookmobile

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VANS

Pros

- Low cost
- Easy to drive
- Highly maneuverable

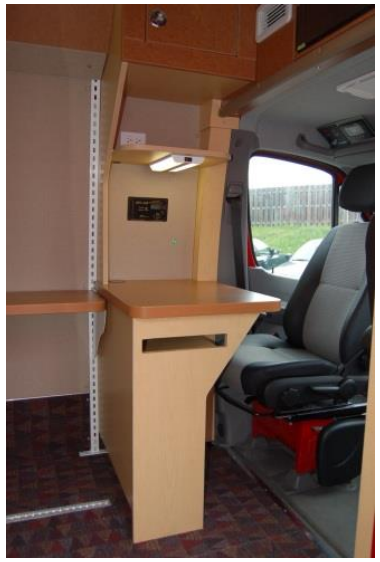
Cons

- Limited space
- Light service duty
- Small collection

VANS

Digital
Discovery
Zone

FOUNTAINDALE
LIBRARY
EXPRESS
fountaindale.org



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CUTAWAYS

Pros

- Cost effective
- Rectangular body
- High headroom

Cons

- Light service duty
- Minimal weight capacity
- Limited length

CUTAWAYS

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STEP VANS

Pros

- Aluminum body
- Rectangular shape
- Multiple lengths

Cons

- Medium service duty
- Utilitarian cockpit
- Higher floor

STEP VANS

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BUSSES

Pros

- Very heavy-duty
- Rear FMVSS seating
- Very maneuverable

Cons

- Steel body
- Curved sidewalls
- Low headroom

BUSSES

TRUCKS

Pros

- Multiple configurations
- Ease of use & service
- Light & efficient body

Cons

- Cab is single purpose
- No rear FMVSS seating
- Wider turn radius

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TRUCKS

IOWA CITY PUBLIC LIBRARY
BookMobile

WWW.DETROITPUBLICLIBRARY.ORG

HOLOHOLO
BOOK
MOBILE

BOOKMOBILE

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DESIGN CONSIDERATIONS

ALUMINUM SHELVING

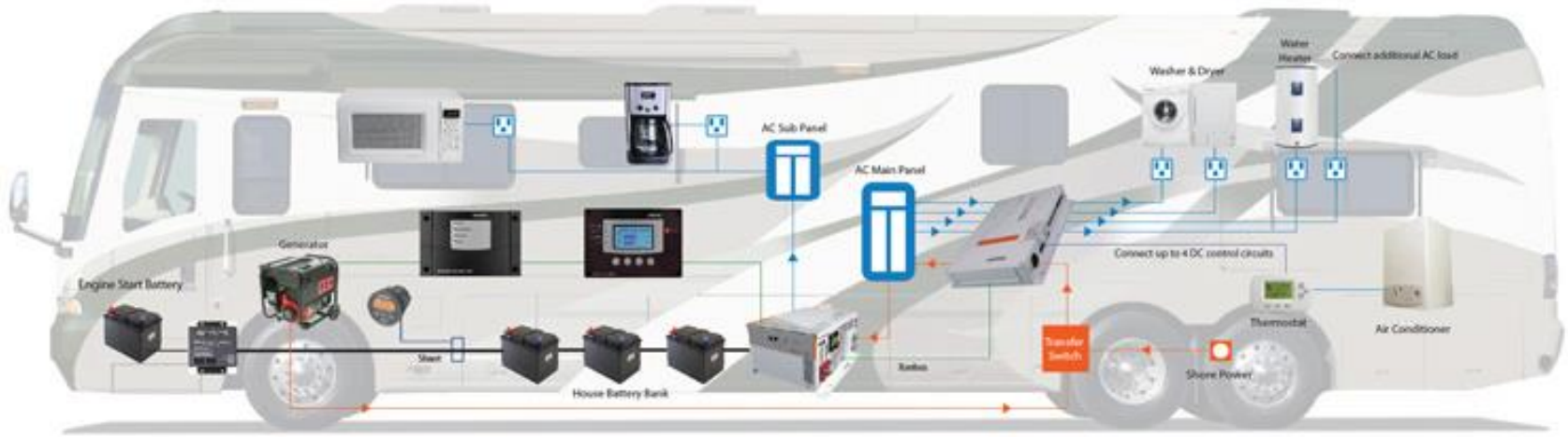
Pros

- Extremely modular
- Light weight
- Wider aisle

Cons

- Higher cost
- "Non-traditional" look
- Less noise attenuation

HYBRID POWER SYSTEMS



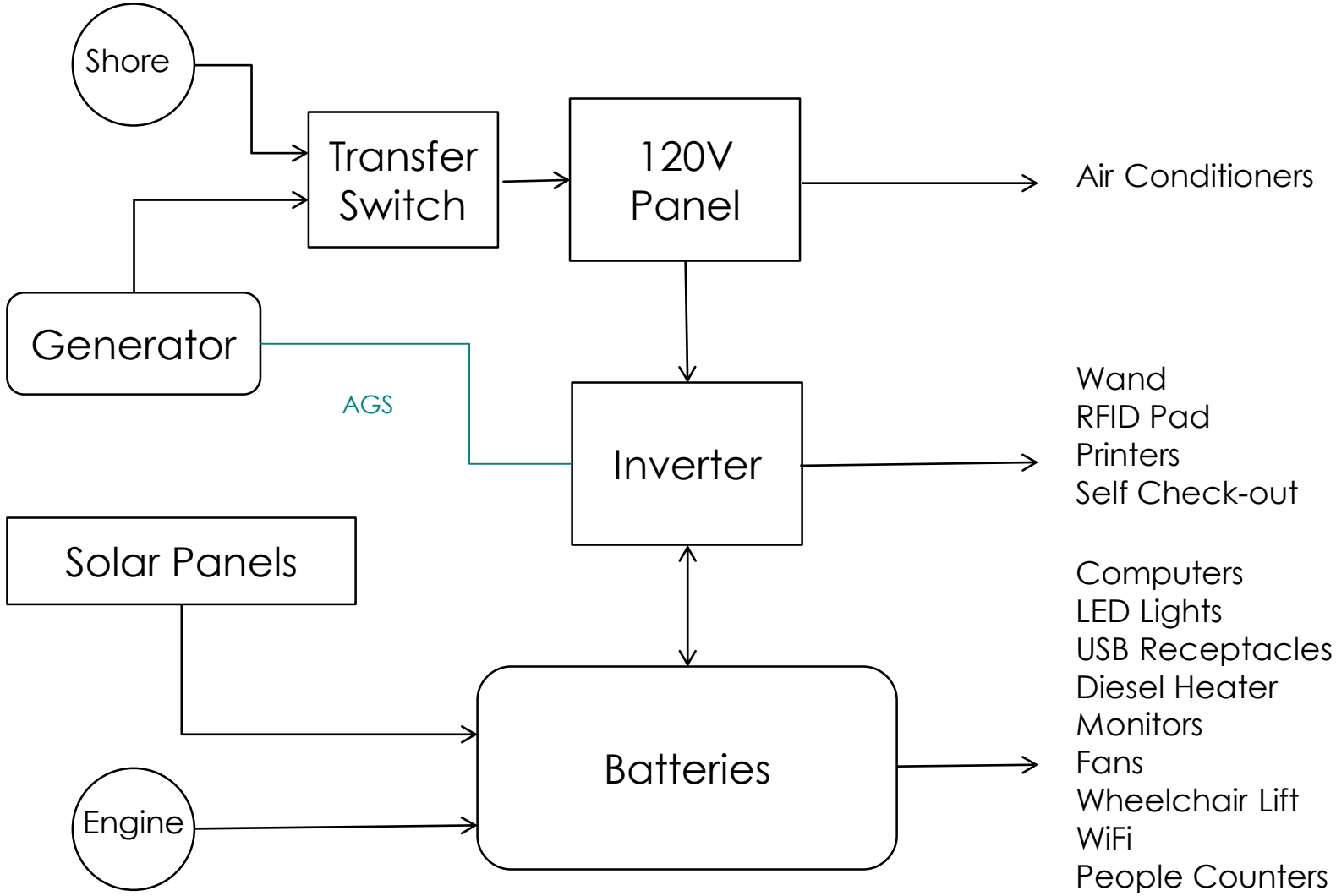
Pros

- Minimize generator use
- Stable & quiet power
- Eco-friendly

Cons

- Large battery bank
- Additional components
- User training

HYBRID POWER SYSTEMS



LITHIUM-ION POWER SYSTEMS

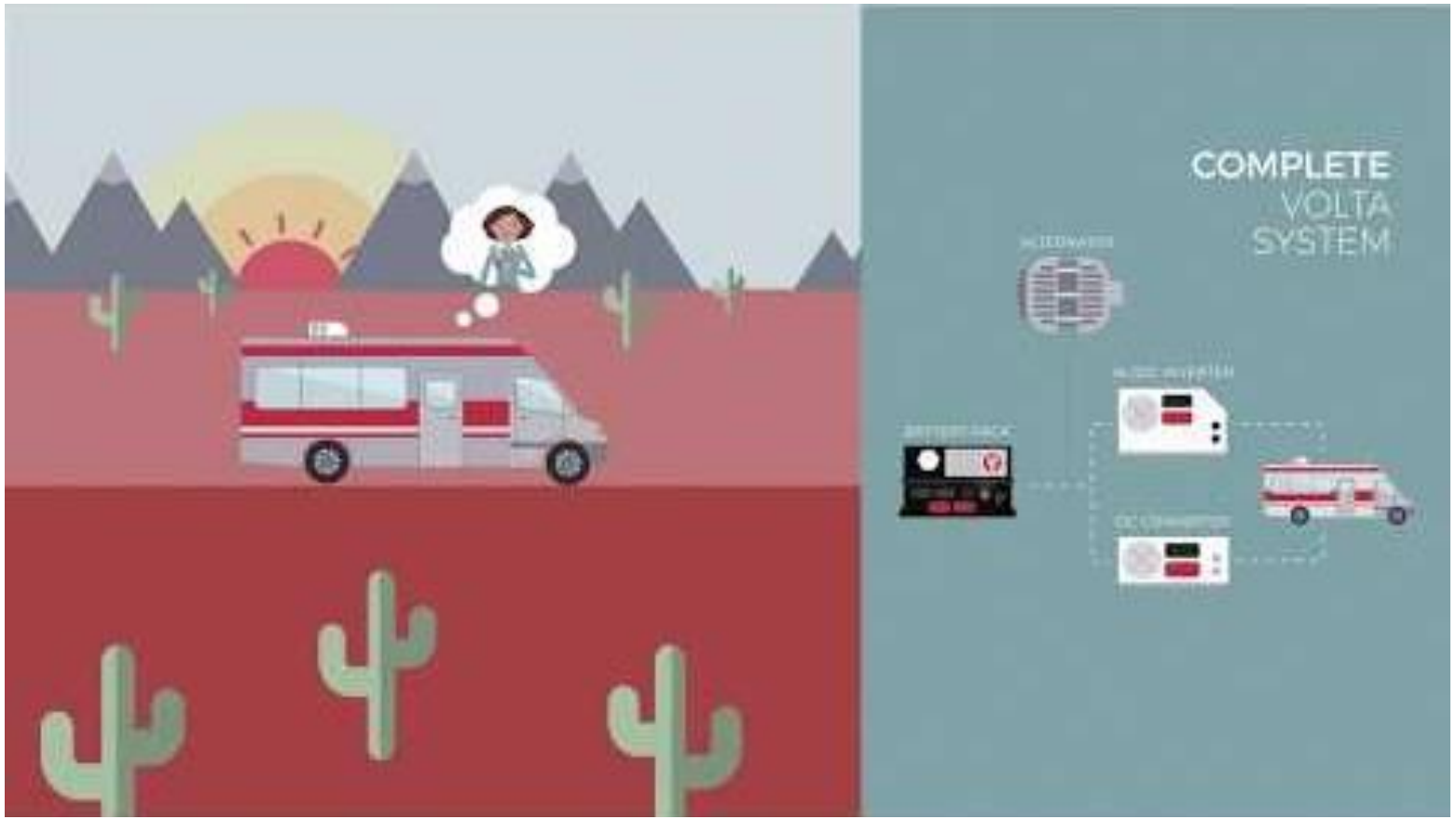
Pros

- No generator at all!
- Stable & quiet power
- Eco-friendly

Cons

- Cost
- User training

LITHIUM-ION POWER SYSTEMS



SOLAR PANELS

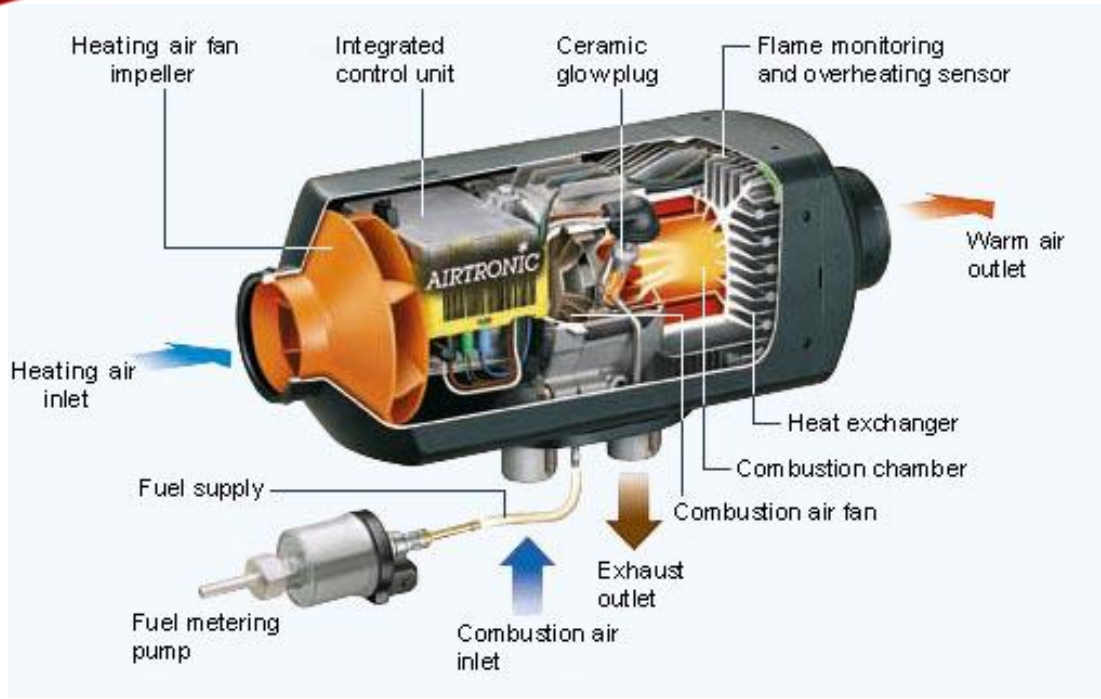
Pros

- Free power
- Very low maintenance
- Eco-friendly

Cons

- Initial cost
- Not as useful if garaged

DIESEL-FIRED HEATERS



Pros

- Minimize generator use
- Forced air heat
- Pre-heating of interior

Cons

- Initial cost

RUGGEDIZED MODEMS

Pros

- Built-in w/ ext. antennas
- VPN and GPS
- Also WiFi hotspot

Cons

- Initial cost
- Future replacements
- Configuration required

MONITORS

Pros

- Information display
- Valuable content
- Patron familiarity

Cons

- Initial cost
- Future replacements
- Configuration required

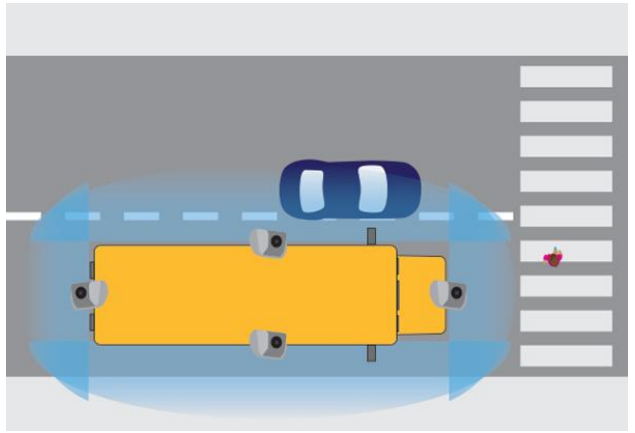
VIDEO SURVEILLANCE SYSTEMS

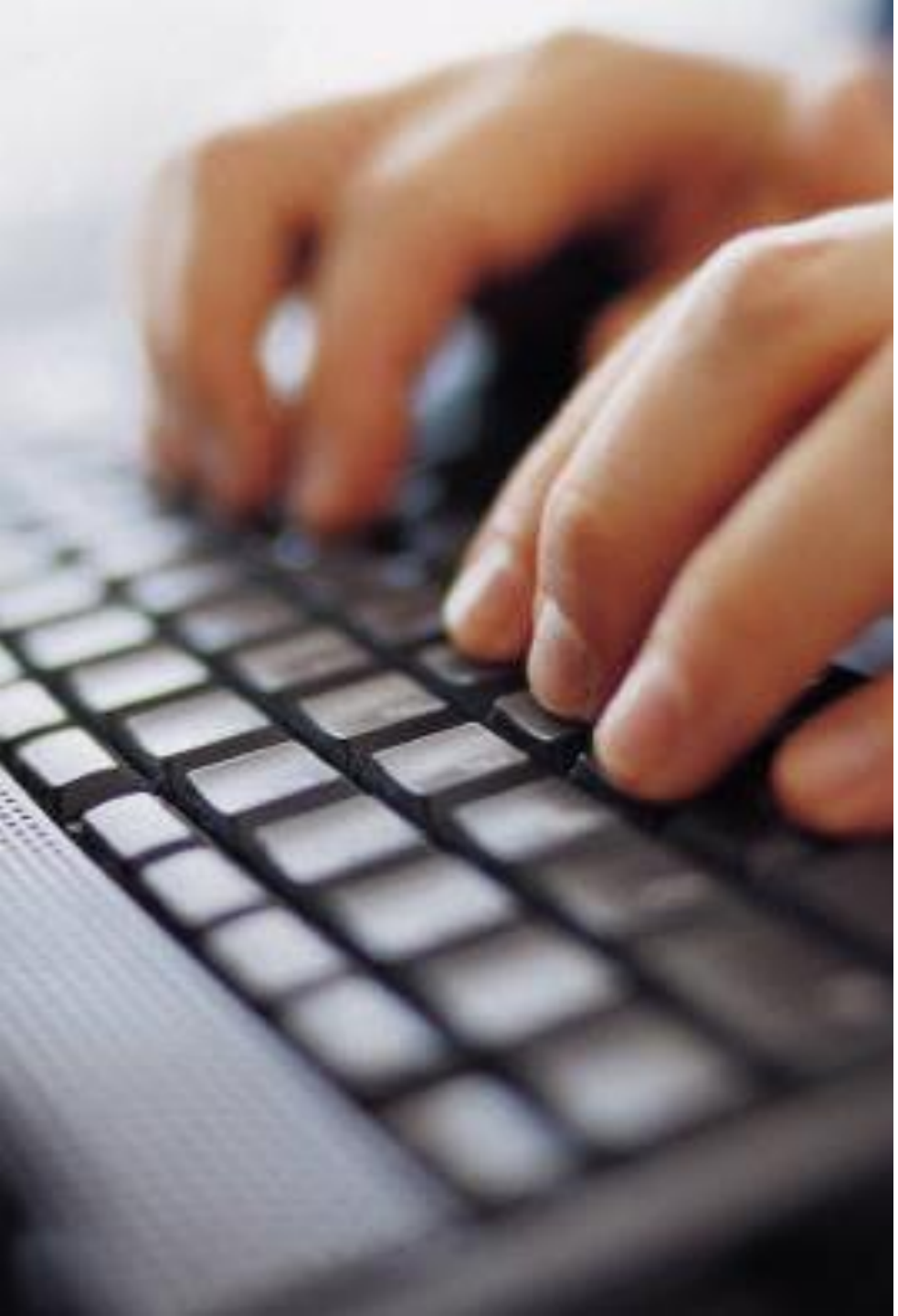
Pros

- Staff security
- Accountability
- 360-degree view

Cons

- Initial cost





SPECIFICATIONS

SPECIFICATION TYPES

- **Performance Specifications**
  - Description of operating requirements (e.g., gross weight, maximum speed, acceleration rate, fuel economy, etc.)
- **Design Specifications**
  - Description of physical dimensions (e.g., length, volume carrying capacity, tensile strengths, or other engineering parameters)
- **Proprietary Specifications**
  - Description of vehicle's required equipment (e.g., Caterpillar engine, Allison transmission, Eaton rear axle, etc.)

- Bid specs may be primarily of one type or encompass elements of each
- Be careful not to restrict specs more than necessary to avoid narrowing choices unintentionally
- Be specific, yet flexible!

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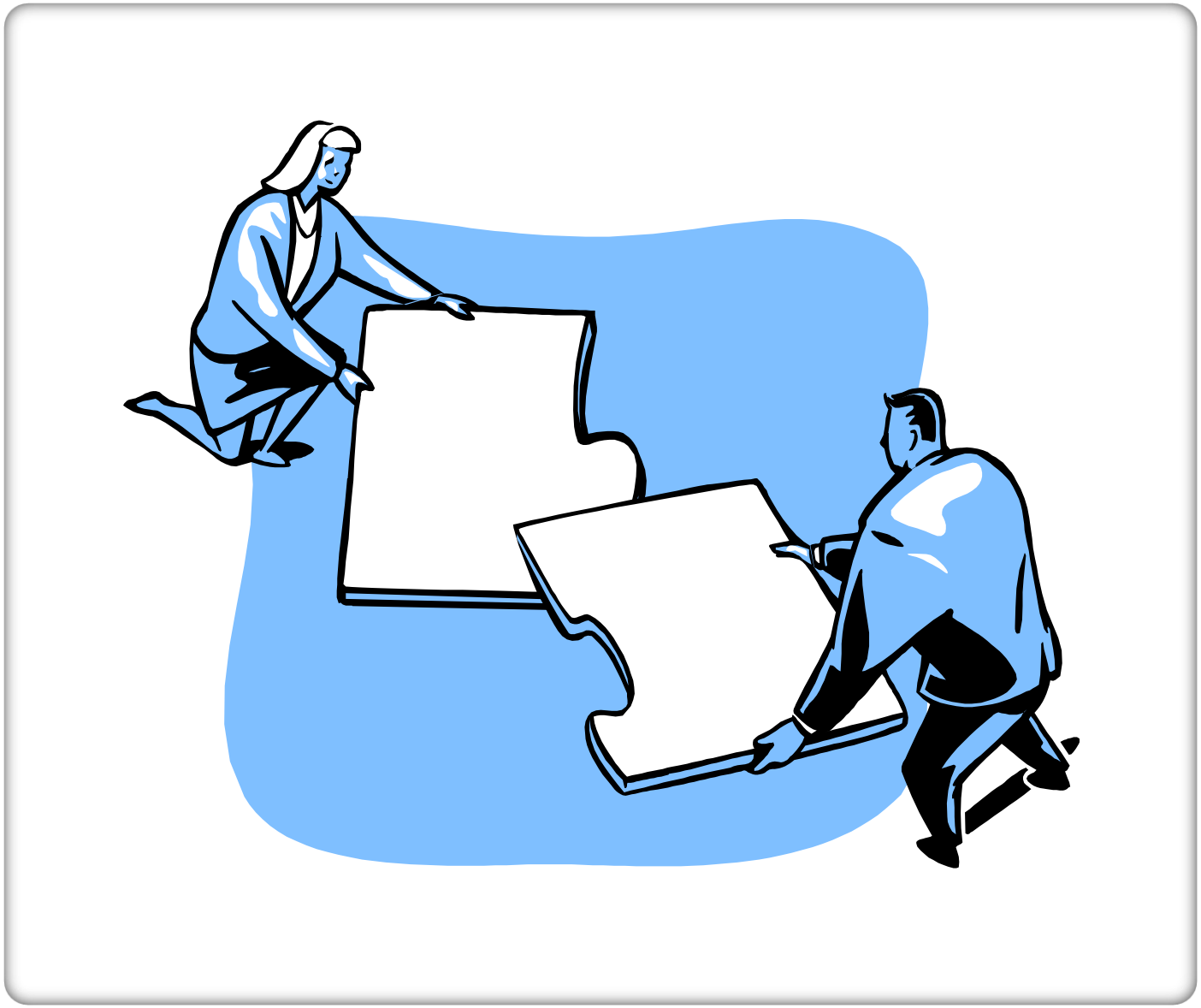
SPECIFICATION RESOURCES

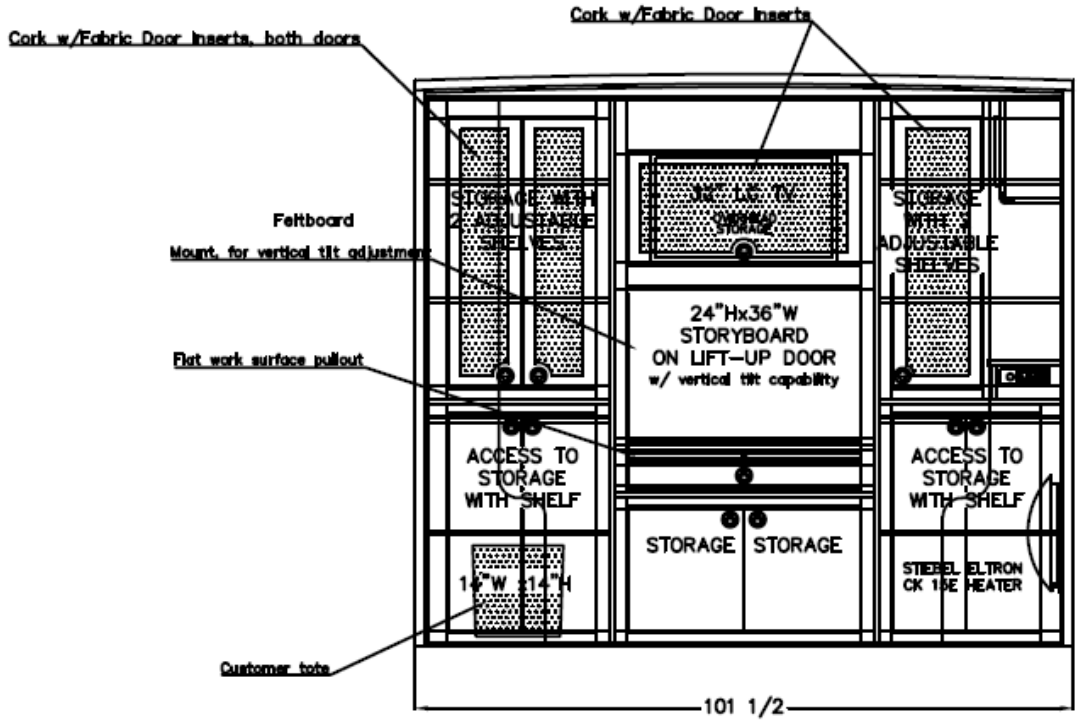
- Other libraries
  - Ideally with similar recent projects
- Vendors
  - Obviously proprietary
- Fleet department
  - At least with chassis aspect
  - Vested in project
- Your consultant
  - Temporary expertise to supplement your staff
  - Efficient and experienced



WORKING WITH YOUR VENDOR

HUNDREDS OF DETAILS

- It's a team effort
- Much like building a custom home
- Vendor is expert with materials
- You're the expert on delivery flow



REAR WALL LAYOUT

DOING YOUR PART

- Make timely decisions
- Start graphics development early
- Choose materials/colors prior to construction
- Request photo updates
- Weekly phone call with your representative
- On-site inspections

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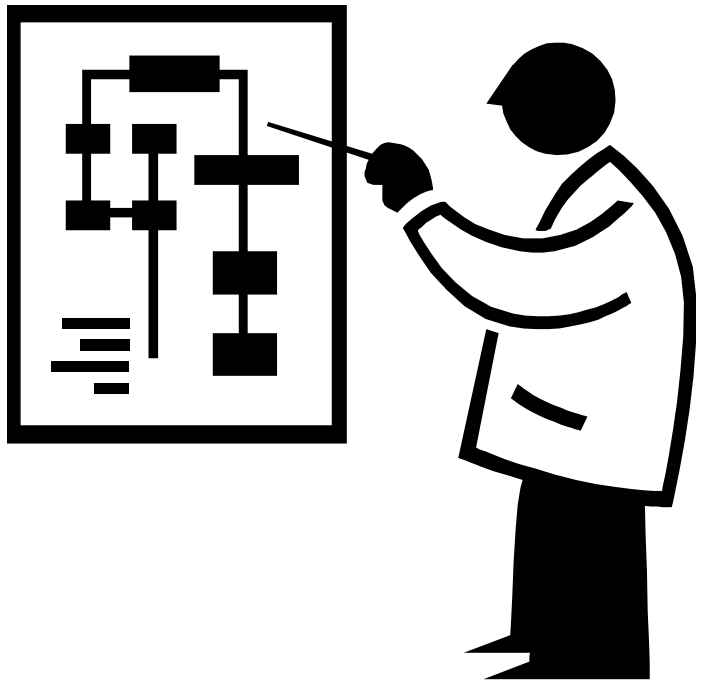
LET'S CONCLUDE

- Build your team
- Know your community
- Develop your infrastructure
- Choose the base vehicle and features
- Write your specifications
- Work with your vendor



THANK YOU!!!

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