

Library Live and On Tour Evaluation Report



Executive summary

From April to September 2012, Community Development Librarian (“Tour Manager”) Smitty Miller drove *Library Live and On Tour*’s flagship vehicle (affectionately known as *LiLi*) over 10,000 kilometers across the Fraser Valley Region. In its pilot period, this innovative program undertook three (3) main goals:



- 1) To **raise awareness** about FVRL and shatter stereotypes about libraries, library services and library customers;
- 2) To **reach the underserved** who do not know about the library or have some obstacles to visiting the library; and,
- 3) To **strengthen existing and establish new community partners** between FVRL and community agencies in the Fraser Valley.

Library Live and On Tour was a highly effective initiative. It has met each of its goals in turn:

RAISED AWARENESS: The sheer number of community visits made and miles covered evidences *Library Live and On Tour*’s immense awareness raising scope. More than one visitor reacted with surprised amazement at *LiLi*: “This is the LIBRARY?” But *LiLi* goes beyond raising awareness about what the modern library *is*. Rather, ***LiLi* is a visible and audible redefinition of what the library does.** Change stories collected by Smitty along the journey show how the initiative has successfully updated FVRL’s reputation as a fun and active player in Fraser Valley communities.

REACHED THE UNDERSERVED: This short-term outcome has been met without question – as is evidenced by the number of community outreach sites visited, the number of library cards issued and the number of fines waived and payment plans put in place. *Library Live and On Tour* reduced common barriers to accessing the library, including: financial barriers for people with fines, feelings of stigmatization, lack of knowledge about where to go, what resources are available or how to use them and lack of interest. An unexpected outcome of the initiative’s outreach activities was the deep emotional impact these acts had on underserved people.

STRENGTHENED COMMUNITY PARTNERSHIPS: We have reviewed the number and type of community partnerships strengthened and created through *Library Live and On Tour* in its inaugural year. The letters of support collected by Smitty provide overwhelming evidence of the backing that *Library Live and On Tour* has from community partners. Beyond the number of connections made and letters shared, however, is the impact that *LiLi* has made in showing that **FVRL is ready to work with communities in a way that is fun, relevant and flexible.** *LiLi* is a mobile tool that fits neatly within existing community events. *LiLi* readily adds value to any community-based organization’s efforts to engage with community.

Conclusion

The results of this evaluation show that, in its first 6 months, *Library Live and On Tour* has not just met the intended short-term outcomes originally envisioned for the initiative but has redefined what a mobile library initiative can do for communities.

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Purpose

Project goals

In the project proposal stage, *Library Live and On Tour* stated a number of different goals. For the purpose of the evaluation, we simplified and summarized the goals into three areas:

RAISE AWARENESS: Shatter stereotypes and pre-conceptions of what a library is and raise awareness of what the modern library can do for people and with the community.

REACH UNDERSERVED: Provide a conduit from our libraries to the underserved, connecting marginalized people (e.g., seniors, low-income, lone parents, literacy challenged) with the library and other resources.

STRENGTHEN COMMUNITY PARTNERSHIPS: Strengthen and broaden partnerships with community agencies and enterprises/businesses.

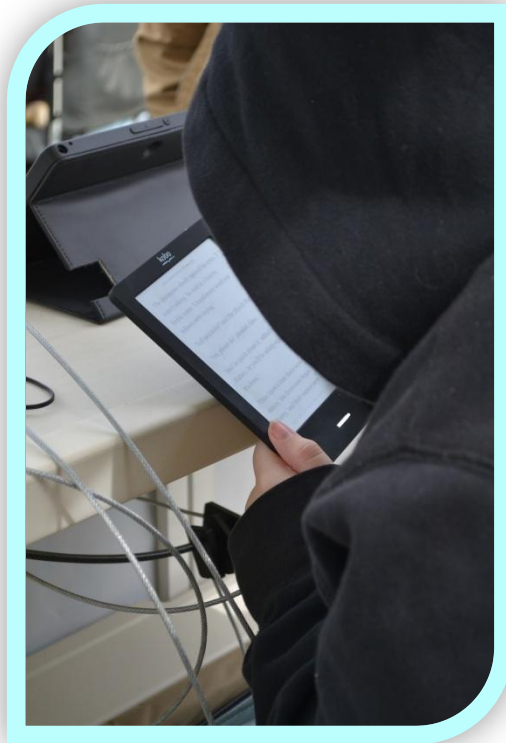


Photo 1 A young adult tries an eReader. Agassiz, BC.

Evaluation question

To guide the evaluation, SPARC BC worked with FVRL to generate the following evaluation question that integrates the 3 main goals of *Library Live and On Tour*.

How is Library Live & On Tour extending the reach of FVRL to update the library's image, act as a conduit between libraries and the underserved and strengthen communities?

This report answers this evaluation question.

Value of evaluation

Library Live & On Tour is the first initiative of its kind. As a pilot project, there was room for innovation and experimentation. There was also a lot to learn in its inaugural year. Are the goals we set a good fit with the program? What activities seem to have the most impact? What do people like the best? Where is there room for growth? This evaluation introduces reality testing into the process of innovation. By pairing the project with concurrent evaluation activities, we:

- Supported the process of innovation in ways that enabled exploration and development
- Identified the initiative's outputs and outcomes
- Ensured measurements were taken during the project to track outputs and outcomes
- Catalogued change and unexpected benefits
- Can provide feedback to help shape the vision and future of *Library Live & On Tour*

How we made this report

In this section, we review how the evaluation was designed and what information was collected to inform this report.

Evaluation framework and logic model

In May 2012, FVRL contracted SPARC BC to assist with a summative evaluation of *Library Live and On Tour's* first summer on the road. SPARC BC was contracted to develop an evaluation framework (including a logic model) and conduct data analysis and reporting. FVRL conducted all of the data collection and entry. The evaluation framework and program logic model served as the guide for data collection. The logic model is in Appendix A.



Photo 2 Cleaning up accounts at the Food Bank. North Delta, BC

The contents of this report mirror the structure of the *Library Live and On Tour* logic model. The direct and quantifiable products of *Library Live and On Tour* are accounted for under the “Activities and Outputs” section (page 6). Short-term outcomes and the indicators and measures used to evaluate them are summarized in the “Impacts and Outcomes” section (page 9). An answer to the main evaluation question, how *Library Live and On Tour* has achieved its goals, is in the Summary section. Thoughts for the future of *Library Live and On Tour* are in the “What’s next for LiLi” section.

Data collection tools

Over Spring/Summer of 2012 (March to September), Smitty drove over 10,000 km to bring *Library Live and on Tour* to sixty (60) community events and twenty-nine (29) community outreach visits. Over that time, Smitty used the following tools to collect data for this evaluation:

Activity log

An activity log was used to keep track of each activity, its date, what it involved, who it was with, who the main contact was, the estimated attendance, the type of people who participated and the most important thing that came of the activity. These data points were part of the original evaluation framework and are highlighted in the activities and outputs section of this report.

Library Live and on Tour was a program in development when we made the logic model and activity log. Therefore, several new activities and outputs cropped up during the summer. New measures that Smitty tracked include the number and value of fines waived, the number of payment plans established, the kilometers travelled and the number of books given away.

Inventory of change stories

While on the road, Smitty also collected stories. The stories vary in their nature, but all are related to some instance of noticeable impact or change. Stories were included as a data collection tool in the evaluation framework and are used to show how *Library Live and on Tour* extended FVRL's reach into the community and to the underserved.

Community stakeholder survey

Nearing the end of August 2012, a short survey was distributed via email to contacts at ten (10) of the community-based agencies that welcomed *Library Live and on Tour*. Of those, eight (8) responded. The survey was recommended as part of the original evaluation framework. Survey responses provide insight into the impact of the program on community partnerships as well as levels of satisfaction or areas for change. The survey questionnaire can be found in Appendix B.

Review of materials

Library Live and on Tour had lots of "swag" (brochures, pens, sunglasses, lanyards, etc.). Over the summer of implementation Smitty kept track of how much of that material was distributed. This was not a measure originally included in the evaluation framework, but reveals the breadth of awareness building activities.

Communications (letters of support and emails)

In addition to the above, Smitty collected emails and letters of support that she received from community members who experienced *Library Live and On Tour*, from FVRL staff who saw the impacts of *Library Live and On Tour* and from community partners who had supported an award application for the program. This mode of data collection was not a component of the original evaluation framework, but turned out to be a great source of information.

The data collected using the above approaches was analyzed and synthesized to evaluate whether *Library Live and On Tour* met its goals, what outputs were generated and what short-term outcomes came from the initiative in its pilot year. The following section reviews the activities and direct outputs created by *Library Live and On Tour*.

Activities and outputs

In this section, we review the activities completed by *Library Live and On Tour* as well as the direct quantifiable outputs of these activities.

Meeting with community-based organizations and libraries

Library Live and on Tour is far more than just an impressively updated car and an engaging driver. Even before *LiLi* was on the road, “Tour Manager” Smitty

Miller was involved in meetings with community-based organizations and libraries to tell them about *Library Live and on Tour* and to establish connections between community agencies and FVRL.

From February 3 to September 25, 2012, Smitty delivered one (1) speaking event, participated in ten (10) meetings and made fourteen (14) presentations to community agencies and library branches about FVRL and *Library Live and on Tour*. In total, **Smitty presented *Library Live and On Tour* to twenty-five (25) different community agencies and libraries** across the Fraser Valley.

The presentations, meetings and speaking event were delivered to a wide range of organizations, including literacy groups/networks (7), social service societies and outreach agencies (5), community planning tables/networks (5), rotary clubs (3), an educational center (1), library (1), multicultural service society (1), planning society (1) and business (1).

Promoting *Library Live and On Tour* and FVRL at community events

In addition to connections made with community organizations, *Library Live and On Tour* also connected with members of the public at community events. *LiLi* visited popular community events ranging from Farmers’ Markets to community festivals and parades. **Smitty met with, talked to and engaged with the public at a total of sixty (60) community events and celebrations.**



Photo 3 Choosing a new book from *LiLi*. Hope, BC.

Bringing *Library Live and On Tour* to people who do not typically access library services

Library Live and On Tour is designed to visit marginalized people in places that they frequent. Smitty and *LiLi* made twenty-nine (29) community outreach visits over six (6) months.

LiLi made visits to shelters, drop-in centres, food banks, women's support groups, young parents groups, transition houses and other community service agencies that serve people with barriers to accessing libraries.

Sharing new books and waiving library card fines for those in need made up a significant component of *Library Live and On Tour's* community outreach work. Smitty gave away books (600), waived over \$2,808.00 in library fines for individuals with limited resources, and instituted payment plans for those who were able to pay (28). Fifty (50) new library cards were issued to adults and children.

Across all of the presentations, community events, celebrations and community outreach visits, a total of approximately **15,000 people across the Lower Mainland in nineteen (19) different communities met *LiLi* over a period of eight (8) months**. Figure 1 shows the communities served by these events.

Figure 1 Locations of community events, outreach visits and presentations by Library Live and On Tour



Abbotsford	26	Ladner	2	Tsawwassen	3
Agassiz	9	Langley	13	Vancouver	3
Boston Bar	1	Maple Ridge	13	White Rock	5
Burnaby	1	Mission	13	Yale	1
Chilliwack	3	North Delta	3	Yarrow	1
Coquitlam / Port Coquitlam	6	Sto:lo Nation	1		
Hope	9	Tsawwassen First Nation	1		

Elevating public awareness about *Library Live and on Tour* and FVRL through the media

The combination of community development and literacy outreach paired with new media presented in an exciting way was surprising and inviting for youth and adults alike. In one month, *LiLi*'s website (<http://libraryliveandontour.com/>) and Flickr site each had over one thousand (1,000) views. There were 124 tweets and re-tweets with *LiLi*'s hashtags (#LiLi and #LibraryLive). *LiLi* was mentioned in twenty (20) blog posts and re-blogs nationally and internationally, and was featured in ten (10) local media articles and television segments, including "RPM" a motorsports magazine. **The spread in RPM likely made FVRL the first public library to have ever been spotlighted in the world of motorsports.**

Please visit the eClippings page on the *Library Live and On Tour* project website to see all of the media attention *LiLi* has received: http://libraryliveandontour.com/?page_id=50.

Impacts and outcomes

In this section, we review the impacts and outcomes of *Library Live and On Tour* in three areas: reaching the underserved, awareness raising and strengthening community partnerships.

Removed barriers and reached the underserved

Library Live and On Tour was able to make meaningful, lasting connections with underserved populations by presenting a non-judgmental, modern, understanding and fun side of the library system. Smitty spoke about technology and played music to energize and engage seniors, gave free books to young families, waived fines for people with few resources and socialized with people at shelters, safe spaces for women and transition houses.

Issuing library cards (50), giving away books (600), waiving library fines (\$2,808) and setting up payment plans for those with financial stress played a huge role in breaking down barriers that prevent underserved populations from accessing the library. However this was not the only way that *Library Live and On Tour* connected and reconnected marginalized people with the library. Another factor that made a difference was Smitty's open and ongoing presence.

Over a period of six (6) months, *LiLi* made twenty-nine (29) community outreach stops in total to thirteen (13) different community service organizations. Smitty and *LiLi* returned to many of these places on a regular basis. For example, at the Warm Zone Women's Drop-In Facility in Abbotsford, *LiLi* delivered five (5) visits over seven (7) months. Smitty ordered books about addiction and sex work through the library system for one visitor. The Hope Transition Society's Thunderbird Motel received four visits from *LiLi*, where Smitty signed people up for library cards, gave out free books, socialized and cooked a meal with the residents. **These connections proved to marginalized individuals that the library has resources that are accessible and relevant to them, and that it is a place where they will feel welcomed.**

While library cards and increased access were expected outcomes of *Library Live and On Tour*, several unexpected outcomes also arose from the initiative's outreach to the underserved. The following short stories account for some of those less tangible but equally important impacts.



Photo 4 Smitty with *LiLi* issuing library cards in the alley outside the Warm Zone. Abbotsford, BC

In May, *LiLi* visited Abbotsford New Beginnings, a centre for pregnant teens and teen parents, to speak with a group of 25 young women and men about the importance of reading with their children. She gave away books, demonstrated gadgets and waived fines for them. One of the teen parents was herself a foster child who told Smitty the story of having had to change her name for her safety upon leaving her biological parents. She had library cards under both her old and new names, but could not get rid of her old card because she could not afford to pay the fines. Smitty waived the fines and deactivated the card immediately. The young woman sighed with relief to see this physical reminder of a difficult past disappear before her eyes. She sent Smitty a thank you card.

At the Warm Zone, a drop-in centre for marginalized women, Smitty pulled *LiLi* into the alley to serve the women there. Smitty wrote in the activity log: *"I waved some fines, issued a couple cards and just hung out with the women. I served them not at an information desk, but sitting in a dirty alley with a laptop on my lap. The facilitator of the centre said that the best contribution I made was having conversations with people that others usually don't want to talk to."*

A client from the Warm Zone later sent a follow-up email to Smitty. The letter reads: *"Thank you for all your help at the Warm Zone the other day. I am so glad to have a library card again, I love to read."*

A community librarian from Delta emailed this story to Smitty:

"We just had one of the food bank clients come in and get a card. He said he has been meaning to come and do so and [LiLi] being there was the prompt he needed. He also told me that he is 70 and his wife is 66 and they are about to get custody of their 4 month old and 14 month old grandchildren, so we told them about our babytime program."

Later, Smitty found out that they registered their grandchildren for *Babytime*.

Increased public awareness

LiLi took part in sixty (60) community events and celebrations, including the *Library Live and On Tour* Launch Party. **Celebrating with the public boosted awareness of the library system, attracted non-users and brought back some of those who had library cards but were not utilizing the library to its full potential.** The public events also offered occasion for FVRL to gain wider public recognition. As noted in the following short stories – *LiLi* and the Tour Manager became symbolic of the modern FVRL.

One day in May, *LiLi* was going through a fast food drive-thru when the woman at the window mentioned that she had seen *LiLi* at the Fort Langley parade. She asked Smitty if it was true that she could download e-books for free from the library. When Smitty said that it was, the woman enthusiastically asked Smitty to explain to her how the process works... all while the drive-thru line lengthened behind *LiLi*.

An email came in from the Mission Community Library following a visit from *LiLi* to the Mission Farmer's Market event. It read:
"This has been an enormously successful Farmer's Market event for LiLi (and us!). She has waived fines, set up payment plans, registered two new kids, shown off the eReaders, cranked up the volume and there was even a lineup at one point!"

Smitty was visiting a friend at her workplace on a June weekday when a young man who was passing by approached her and asked, "Aren't you the library lady with that cool car?"

To remind the public of the modern relevancy of the library and keep people thinking of the library system and *LiLi* after these events, Smitty had a lot of "swag" to give away. While these are not an integral measure of success, they are a good indicator of how many people were reached by *LiLi* at these events. Over a period of six (6) months, Smitty gave away:

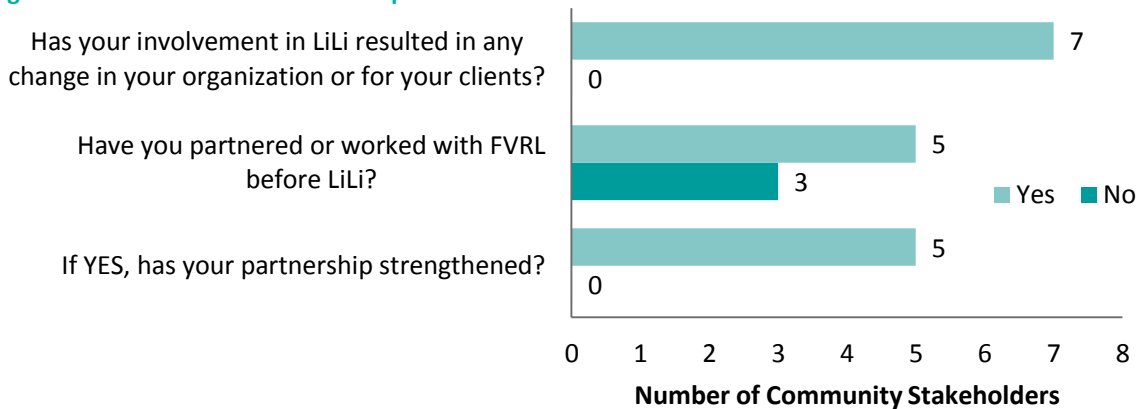
- 3,000 *LiLi* sunglasses
- 2,500 *LiLi* tire gauges
- 1,500 *LiLi* lanyards with All Access Pass

The events and swag were complimented by *Library Live and on Tour's* media presence, as outlined in the Activities and Outputs section of this report (see page 6).

Strengthened community partnerships

The final expected outcome of *Library Live and On Tour* relates directly to forming and strengthening relationships with community partners. We have already reviewed the number of relationships formed and strengthened (see page 7). In this section, we review results of the questionnaire with community representatives (n=8) as well as some excerpts from letters of support to elaborate on the value and impact of community partnership building activities.

Figure 2 Involvement and Partnerships with LiLi



Of the eight (8) community stakeholders who responded to the questionnaire, seven (7) indicated that *Library Live and on Tour* resulted in changes for their organization or clients. Five (5) community stakeholders had partnered with *FVRL* in the past, and all five (5) also indicated that their partnership had strengthened because of *LiLi*.

Highlights from the stakeholders who indicated that their partnerships had strengthened are:

- **“We are thrilled with the library staff and Smitty Miller for being such an integral part of social inclusion for our women.”**
- **“[LiLi] added another dimension to the Community Services work that FVRL is currently doing.”**
- **“Wonderful to be able to offer a lively and interactive introduction to the wonders of our library as part of our literacy outreach efforts”**

There were significant commonalities between the responses collected. Highlights include:


- **“[We] noticed an increased interest in and use of the local library by our students”**
- **“I witnessed a real sense of pride of ownership in one participant who received several new books. I think that the library would be one of those few special places where he would feel welcomed.”**
- **“Smitty ensures that each person she approaches is treated with dignity and sincere concern for their enquiries. It has added a whole new dimension to the library services in general.”**
- **“Women are reading more and we are encouraging them to continue”**

In addition to strengthening and building relationships between FVRL and community partners, the outreach work completed by **Library Live and On Tour** was also integral in building **relationships between community partners**. LiLi helped forge a new partnership between Pathfinder Youth Society and the Maple Ridge Area Literacy Outreach Coordinator. As a result of this partnership, Pathfinder Youth Centre Society will be able to receive both group and one-on-one literacy support. The Project Coordinator of the Pathfinder Youth Centre Society wrote:

"Smitty Miller, founder of Library Live and On Tour, recognized our need and was solely responsible for partnering us with Elaine Yamamoto, Literacy Outreach Coordinator and Facilitator, Maple Ridge/Pitt Meadows/Katzie Community Literacy Committee. As a result of this partnership, we have now set up group and private tutoring for our participants and families. One of our participants was so excited about the program, she cried. She asked if her mother could get help, too. Her mother is 42 years old and cannot read or write. She will be joining the group."

[Smitty's] visit with LiLi to our centre broke down the stereotypes and barriers which libraries often carry, particularly to people with low literacy skills. They feel intimidated. They feel ashamed. Smitty Miller and LiLi took all of that away and we saw some immediate results: some of our participants have already crossed the barrier and visited the library."

Community partners generously shared letters of support for *Library Live and On Tour* in its nomination for a Council of the Federation Literacy Award. Just two excerpts from the numerous letters received in support of the program are highlighted in the below:



- From the Agassiz Centre for Education (ACE): *"Literacy can no longer come from just offering books to people. People are more likely to read if we acknowledge that there is a world outside of paper books where they can read and learn. Library Live and On Tour not only acknowledges that but embraces that and brings it outside of the building to show people what they can get inside the building. It created huge excitement in my school and in our community, and the outreach continues."*



- From the Mamele'awt Community Aboriginal Centre: *"We are very excited for the Library Live and On Tour to provide services for our Aboriginal community. As it has been identified that Aboriginal people in our community do not access library services in the traditional manner we are encouraged by this new format to access literacy and learning. We believe that this fun, interactive and informal literacy service will be well utilized in the community as it serves to break down many of the barriers that the Aboriginal community must hurdle in order to access traditional forms of library literacy."*

Summary of *LiLi*'s impact

A great deal of change has been accomplished via one revamped car and a passionate driver. The results of this evaluation show that, in its first year, ***Library Live and On Tour* has not just met the intended short-term outcomes originally envisioned for the initiative but has redefined what a mobile library initiative can do for communities.** The following summary works to answer the key evaluation question:

How is Library Live and On Tour extending the reach of FVRL to update the library's image, act as a conduit between libraries and the underserved and strengthen communities?

RAISED AWARENESS: Born out of hard work, good will and fun, *LiLi* is a mobile feast of words, music, new technology, connection and inspiration in communities across the Fraser Valley. The sheer number of community visits made and miles covered evidences *Library Live and On Tour's* immense awareness raising scope. More than one visitor reacted with surprised amazement at *LiLi*: "This is the LIBRARY?" But ***LiLi* goes beyond raising awareness about what the modern library is. Rather, *LiLi* is a visible and audible redefinition of what the library does.** Change stories collected by Smitty along the journey show how the initiative has shared new technologies (i.e., eReaders, free downloadable audio books), revealed new sources of information (i.e., educational DVDs and free books), provided literacy support and successfully updated FVRL's reputation as a fun and active player in Fraser Valley communities and purveyor of today's modern technologies.

REACHED THE UNDERSERVED: When the evaluation framework was made, a short term intended outcome of *Library Live and On Tour* was that underserved people have more access to library services and learning opportunities. This short-term outcome has been met without question – as is evidenced by the number of community outreach sites visited, the number of library cards issued and the number of fines waived and payment plans put in place. *Library Live and On Tour* reduced common barriers to accessing the library, including: financial barriers for people with fines, feelings of stigmatization, lack of knowledge about where to go, what resources are available or how to use them and lack of interest. **An unexpected outcome of *Library Live and On Tour's* outreach activities was the deep emotional impact these acts had on underserved people.** Once their fines were waived or payment plans established, several people expressed enormous relief and joy at their reconnection to a valuable community resource. On other occasions, a first library card brought tears to people's eyes. Sometimes it was simply Smitty's presence and conversation that made the biggest contribution to rebuilding trust and connection between underserved people and the library.

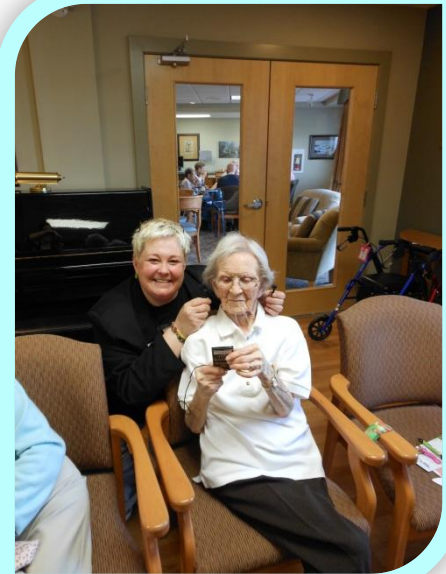


Photo 5 Smitty teaching a 98-year-old woman how to use a Playaway book. Langley, BC

STRENGTHENED COMMUNITY PARTNERSHIPS: We have reviewed the number and type of community partnerships strengthened and created through *Library Live and On Tour* in its inaugural period. The letters of support collected by Smitty provide overwhelming evidence of the backing that *Library Live and On Tour* has from community partners. Beyond the number of connections made and letters shared, however, is the impact that *LiLi* has made in showing that FVRL is ready to work *with* communities in a way that is fun, relevant and flexible. *LiLi* is a mobile tool that fits neatly within existing community events. *LiLi* readily adds value to any community-based organization's efforts to engage with community. In this way, ***Library Live and On Tour* is not only a literacy innovation and point of distinction for FVRL; it is seen as a community resource and boon to any agency doing positive community-building work.** The value of these connections will prove themselves over the years as FVRL continues its library outreach initiatives.

High demand indicates high need: What's next for *LiLi*?

Although this evaluation is based only on the short-term outcomes of a new initiative, it is evident that there is opportunity and reason for *Library Live and On Tour* to continue and even expand. *LiLi* was requested for more days than she could fill. At one point in the summer, it was necessary to start declining invitations because the volume of requests was so high.

The volume of asks is indicative of need. *Library Live and On Tour* is filling a widespread community need for a mobile, fun and modern program that engages all types of people in literacy-based learning activities. As a consideration for future evaluations or research on the program, it would be of great use to explore what those exact needs are and how they are met by *Library Live and On Tour*.

The three impact areas measured herein (awareness, outreach to underserved and partnership building) will be useful framing concepts if *Library Live and On Tour* becomes an established FVRL initiative. With this structure and a logic model in place, the initiative is already well positioned to maintain a clear purpose as it continues or expands. In addition to the existing framework it will be important to explore the other elements that have been ingredient to the great success of *Library Live and On Tour* (i.e., leadership, staffing, work paths, etc.).

By supporting *LiLi*, the FVRL has supported an innovative and effective new approach to broaden the library's reach, reputation, relevance and resiliency. The program has already demonstrated its ability to make a difference after less than a year. The program's early success is well worth the attention and applause it has received thus far. We hope that FVRL will share the overwhelming success of *Library Live and on Tour* with other library systems that seek to make the library a modern and relevant social player in their communities.

Appendices

Appendix A: Library Live & On Tour Logic Model

Goals: The goals of *Library Live & On Tour* are to:

- Shatter stereotypes and pre-conceptions of what a library is and raise awareness of what the modern library can do *for* people and *with* community
- Provide a conduit from our libraries to the underserved; Connect marginalized people (e.g., seniors, low-income, lone parents) with the library and other resources.
- Strengthen and broaden partnerships with community agencies and enterprises

InputsFunding (\$x)	Implementation Phase		Intended Outcome Phase	
	Activities	Outputs	Short-term outcomes	Indicators
Community Development Librarian (Smitty Miller)	A. Plan and facilitate meetings with community-based organizations and libraries	A. 1) # of meetings 2) Types of organizations met	A. Underserved people have more access to library services and literacy-based learning opportunities	A. 12) Stories of/from underserved people who visited <i>LiLi</i> 13) # of library cards handed out by <i>LiLi</i> and activated in branches or issued on site by <i>LiLi</i>
Donations (360 Fabrication Inc., Clarion Canada, Abbotsford Nissan, First Book Canada)	B. Promote <i>Library Live & On Tour</i> at popular community events and collect feedback	B. 3) # of events attended 4) # of people who visit <i>LiLi</i> 5) # of satisfaction ratings	B. The library begins to establish a positive, fun image in communities	B. 14) Levels of satisfaction 15) Types of representation in the media
Upgraded vehicle (<i>LiLi</i>)	C. Bring <i>Library Live & On Tour</i> to underserved people who do not typically access library services and consult about how the library can meet their needs	C. 6) Types of services delivered 7) # and types of people helped	C. Library establishes new partnerships with other community agencies	C. 16) # and type of partnerships 17) Spin-offs or new joint projects 18) # new partnerships 19) # relationships enhanced
Swag for events	D. Elevate public awareness about <i>Library Live & On Tour</i> and library services through media	D. 8) Types of media outreach 9) # of stories in media 10) # tweets, retweets, hashtags 11) # of Facebook posts and likes		

Appendix B: Community Stakeholder Survey

1. What is your name and what organization do you represent?

Name: _____

Organization: _____

2. How have you been involved in *Library Live & On Tour*?

3. Have you partnered or worked with the Fraser Valley Regional Library before *Library Live & On Tour*?

☐ Yes ☐ No

If yes, has your partnerships strengthened? ☐ Yes ☐ No

If yes, how?

4. Has your involvement in *Library Live & On Tour* resulted in any change in your organization or for your clients?

☐ Yes What types of change did you witness?

☐ No Why not?

5. A. How satisfied were you with *Library Live & On Tour*?

Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
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B. What do you think is missing or would strengthen *Library Live & On Tour*?

C. What do you like best about *Library Live & On Tour*?

6. Do you want to share anything else for the evaluation?

This report was prepared by
The Social Planning and Research Council of BC



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