



*City of Arts & Innovation*

# Board of Library Trustees

---

**TO: BOARD OF LIBRARY TRUSTEES**

**DATE: SEPTEMBER 26, 2016**

**FROM: RIVERSIDE PUBLIC LIBRARY**

**SUBJECT: POKÉMON GO EVENT AT LA SIERRA LIBRARY**

**ISSUE:**

Receive and file the update on the Pokémon Go event at the La Sierra Library.

**RECOMMENDATION:**

That the Board of Library Trustees receive and file this report.

**BACKGROUND:**

Pokémon Go is a free mobile augmented reality game based off Japanese anime Pokémon (short for Pocket Monsters). There are different species of Pokémon, and all have special powers. They are captured in a little red and white Pokéball, and can be used to battle other Pokémon. The mobile app is designed to be a game that you cannot play without moving around the real world. It uses smartphone GPS to track movements of players as they travel around, providing access to new Pokémon to catch, counting steps to “hatch” Pokémon eggs, and it uses points of interest and public areas (i.e. libraries) which are marked as special locations - either Pokéstops or Gyms. You can earn supplies at Pokéstops and battle other players for control at a Gym. La Sierra is a Pokéstop. Once you get to Level 5 you have a choice of joining three teams: Mystic (Blue), Valor (Red), and Instinct (Yellow).

Arlanza, Arlington and Orange Terrace libraries are designated PokéGyms. Casa Blanca, Eastside La Sierra, Main and Marcy are designated PokéStops.

**DISCUSSION:**

On July 30, 2016, Library Staff utilized the Pokémon Go phenomenon to host its first Pokémon Go Party at the La Sierra Library. The event began at 2 p.m. and ended at 4 p.m. There were 363 participants. Staff advertised on social media (Instagram and Facebook), rotating banner on the Library’s website, and featured on the Ward 7 weekly mail.

The following activities included:

1. Crafts (design a Pokéball and fold a Pikachu)
2. Games (Pokéball toss and Pokémon Memory)
3. Share your top tips
4. Map your catches

5. Vote by Color Book Display
6. Catching Contest
7. Scavenger Hunt
8. Team Photo

The popular event attracted various participants from different age groups. The variety in age group and the number of attendees exceeded expectations. Staff received positive feedback from customers at the time of the event and also through social media platforms. Below are photographs from the event.



### **FISCAL IMPACT:**

There was no fiscal impact associated with this report.

Prepared by: Tonya Kennon, Library Director  
Approved by: Alexander T. Nguyen, Assistant City Manager