



City of Arts & Innovation

Board of Library Trustees

TO: BOARD OF LIBRARY TRUSTEES

DATE: JULY 24, 2017

FROM: RIVERSIDE PUBLIC LIBRARY

SUBJECT: LIBRARY CARDS

ISSUE:

Receive and file this report.

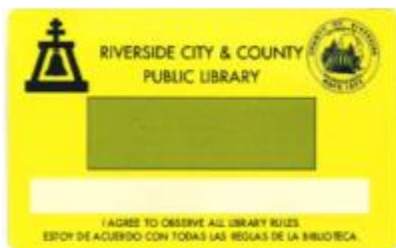
RECOMMENDATION:

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

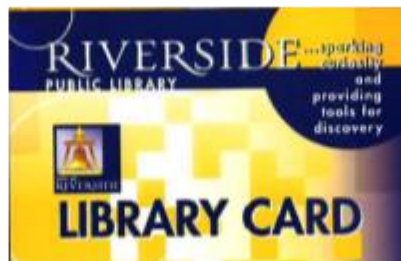
BACKGROUND:

The Riverside Public Library historically orders new library cards annually, with the exception of last year due to excess stock in supply. The library cards have been created with various designs and colors. Approximately 291,340 library cards have been issued.

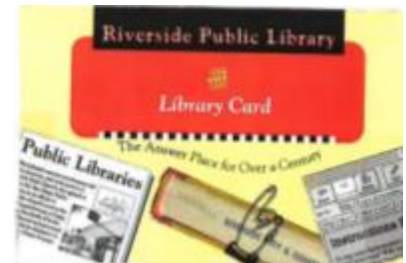
Samples of previous library card designs:



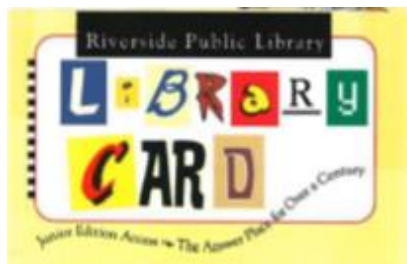
Early 1990



1997



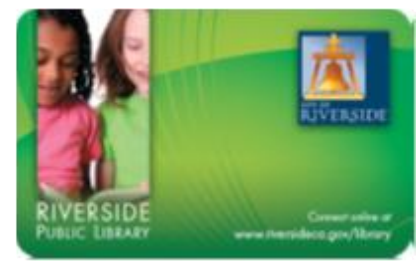
Early 2000



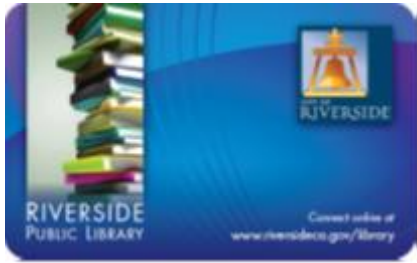
Early 2000



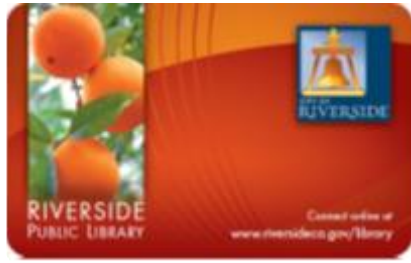
2008



2008



2008



2008

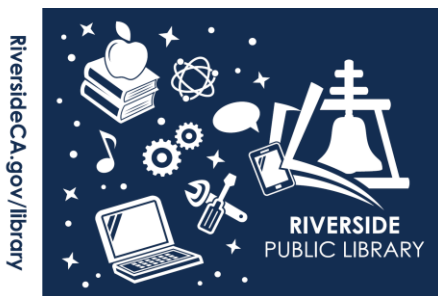


2010

DISCUSSION:

In collaboration with the City's marketing team, the Library designed the new Library card below. Approximately 40,000 cards will be ordered and available in four different colors to choose from such as dark blue, dark red, green and golden. The cost of the cards is approximately \$3,600 with funding available in the Library's Department Supply Account. The new cards will be available in mid-June.

New library card design:



2017

FISCAL IMPACT:

The fiscal impact is \$3,600 of which is absorbed in the Library Department's budget.

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