

FINE FREE IMPLEMENTATION

*Library Commission Meeting
August 15, 2019*




Timeline

- January 2019: Library Commission approved elimination of overdue fines from Fines and Fees Schedule
- February 2019: Library Commission approved waiver of overdue fines accrued prior to implementation
- June 2019: Budget Subcommittee Board of Supervisors approved Library's budget – including proposed elimination of overdue fines
- July 23, 2019: Approval of Fine Free by Board of Supervisors
- August 1, 2019: Mayor Breed signed City Budget, including Fine Free legislation

Implementation Date:

- *September 16, 2019*
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Messaging


- Elimination of overdue fines on September 16, 2019
 - Forgiveness of past overdue fines
 - Implementation of Auto Renewal
 - Restoration of access and welcome back
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Preparation

Completed:

- Circulation Notices
- Circulation Manual
- Public-facing FAQs


In Progress:

- Website updates
 - Public-facing document updates
 - Intranet updates
 - Translations of public materials
 - Public relations campaign
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MARKETING CAMPAIGN



Goals

- To **educate current SFPL cardholders** on changes to our circulation policy
 - To **welcome back lapsed library users** who have stopped coming to the library because of outstanding fines
 - To **extend community and educational outreach** and **increase knowledge** of library's valuable and free resources in underrepresented neighborhoods
 - To **burnish SFPL's brand** as an institution of equity and access to key non-patron demographics most likely to become users and supporters of the Library
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Audiences

- **Active users** – individuals in the system with no fines
- **Inactive users** – individuals in the system who stopped using the library because of fines
- **Non-users** – individuals who might not be using the library because of concerns about incurring fines, as well as lack of knowledge about essential free resources and innovative cultural programs and events



ACTIVE USERS



INACTIVE USERS

















NON-USERS



Marketing Assets













Print

				
Flyers with FAQs and Informational Mailers to Affected Cardholders	Library card registration booklet ("Your SFPL")	Banner for Main Atrium and outdoor banners for branches	Posters for branches, community partners and agencies	At the Library
  			  	



Digital Channels

					
SFPL Homepage Banner and Feature	Facebook banner and post	Twitter banner and post	Instagram Story (PSA) and post	Landing page FAQ	eBlast to multiple audiences depending on status
					 

External Channels

		
Info mailer outreach to target neighborhoods, multi-lingual	PSA and transit shelters (TBC)	Press release
  	  	  

Internal Channels


Letter from the City Librarian to all staff


Peers' Fine Forgiveness Campaigns



Oakland Public Library

OPL Eliminates Overdue Fines, Effective July 1

The Oakland Public Library (OPL) will be easier to use and access than ever before after the Oakland City Council approved the Library's request to eliminate overdue fines



Alameda County Library

Fine-Free for All

Are fines keeping you away from the Library? We get it—life happens and sometimes it's difficult to return items on time. Before you know it, late fees can add up quickly and be a burden. That's why we're happy to announce that beginning on July 1, 2019, AC Library is eliminating fines on all library materials.



Denver Public Library

The Denver Public Library goes fine free.

We get it: sometimes it's hard to return materials to the library. Schedules change; work calls; it snows. In short, life gets in the way. But being fined for late returns can be frustrating enough to make people not want to borrow again from the library. We want people to access our materials, so we set out to change the way we do business...



Dallas Public Library


No More Late Fees

The library's mission is to provide access for all. Late fines create barriers by punishing people who are unable to pay them. Eliminating fines is an issue of equity.



Fine Free Campaign

Tagline: Fabulously Fine Free

- Taps into San Francisco pride
 - References the Library's relationship with Drag Queen Story Hour and support of diversity
 - Elicits a reaction of joy, celebration, welcome
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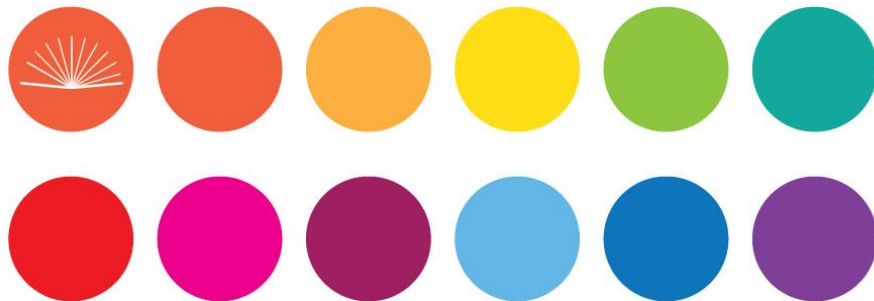
Fine Free Campaign



San Francisco Public Library



San Francisco Public Library



Fine Free Campaign

Concept 1: Fabulous line art



Fine Free Campaign

Concept 2: Fabulous sunglasses reflecting SF neighborhoods with free library materials and services



Fine Free Implementation Team

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