



# Bring the Internet Home

## Wi-Fi Hotspots at Fort Worth Public Library

Cross Timbers Library Collaborative  
August 2, 2019

Presented by

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**FORT WORTH  
PUBLIC LIBRARY**

- 17 branches
- Serve over 895,000 residents
- 273,000 cardholders
- Urban/Suburban populations
- Service began: July 3, 2018

# How do we get there?

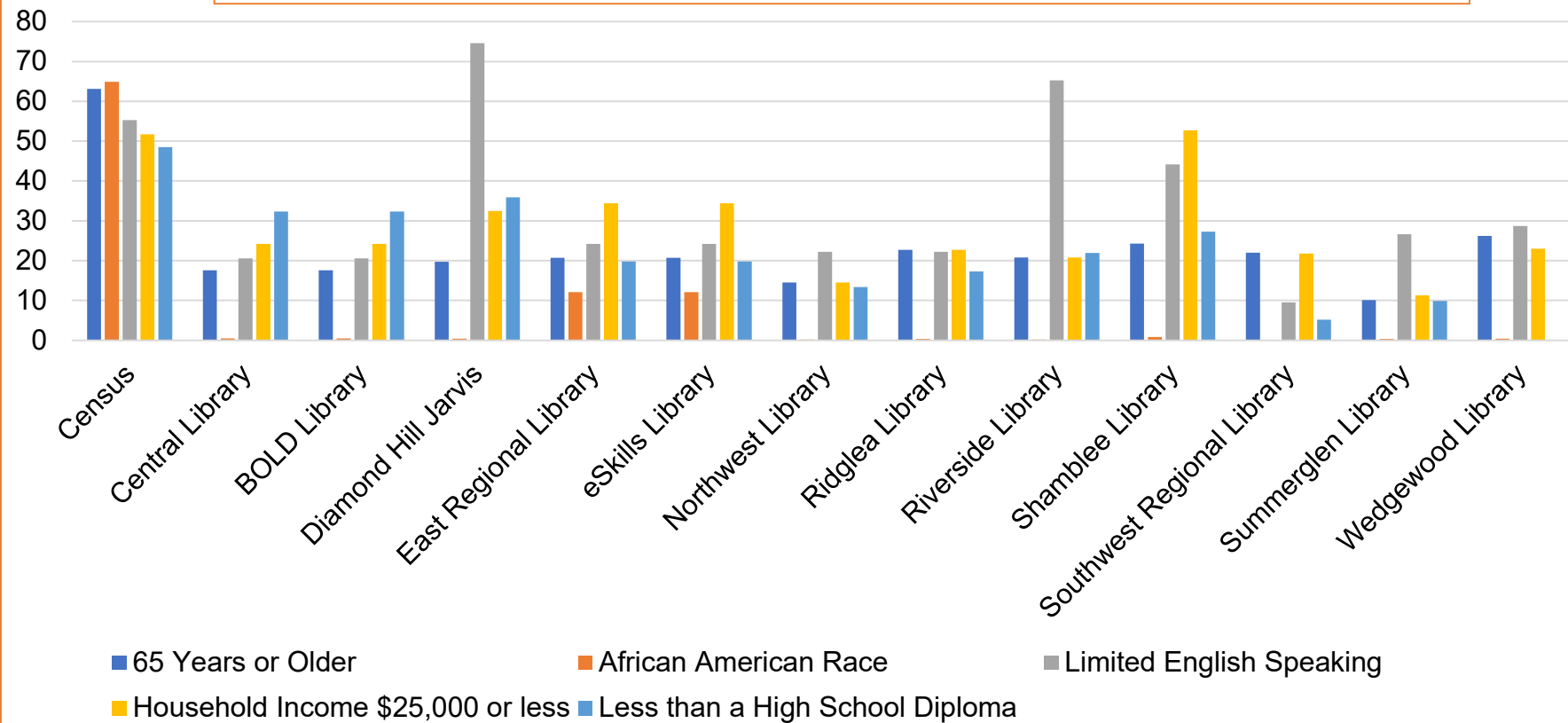
- Building a proposal
- Funding
- Selecting vendors
- Marketing
- Circulation and Collection
- Issues
- Outcomes

# Building a Proposal

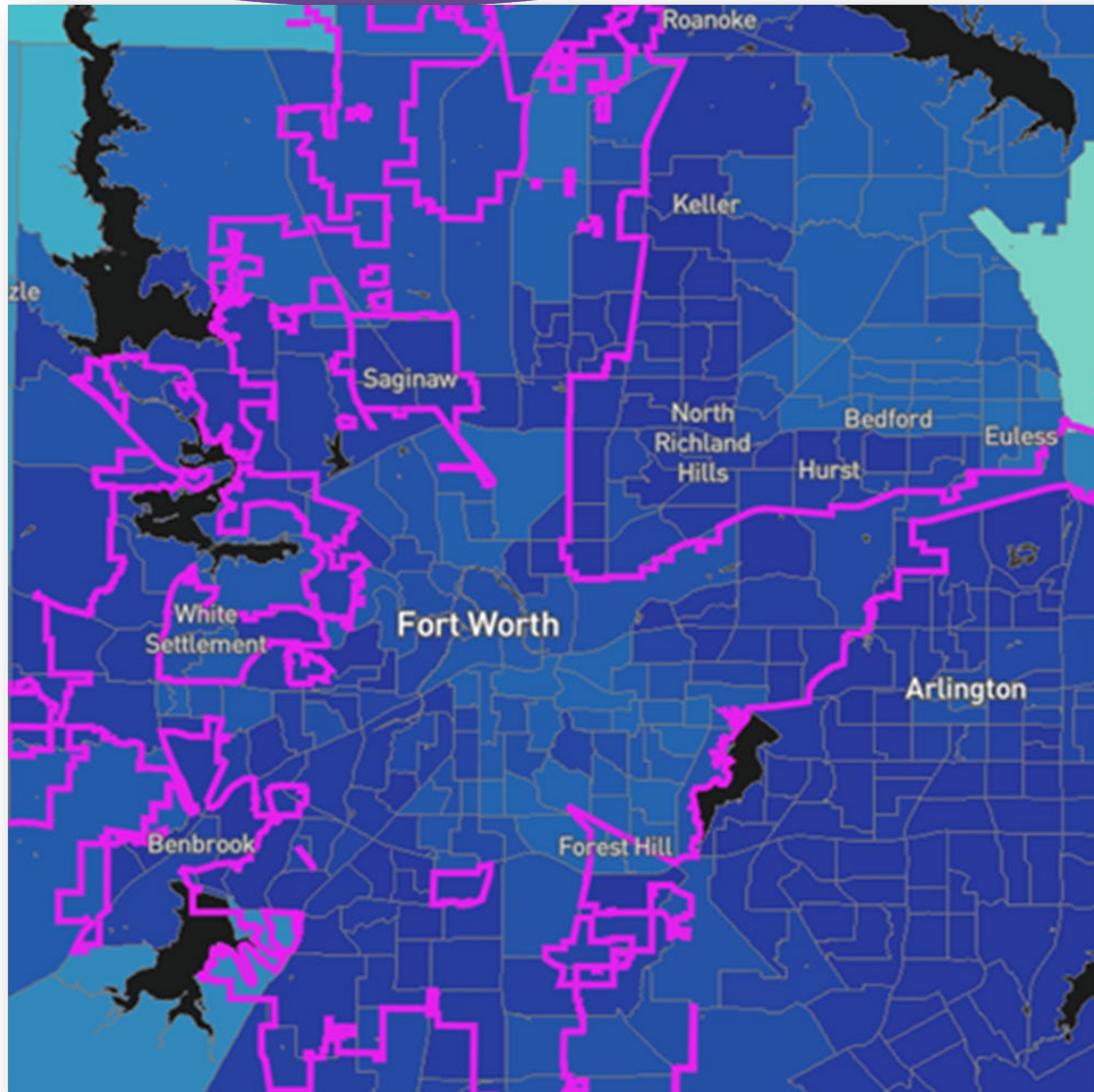
- Identify a need
- Research your community
- Identify target audience and stakeholders



## Census Statistics for Individuals Least Likely to Own an Internet Subscription v.s. Fort Worth Library Community Data

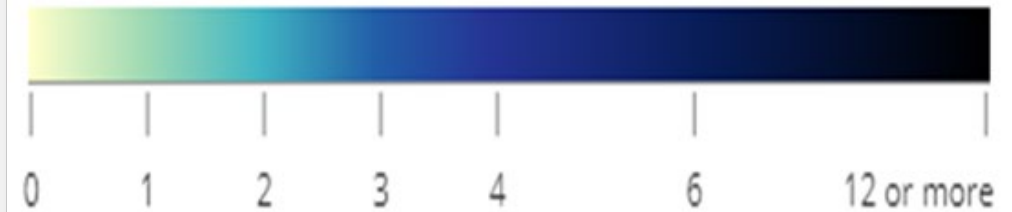


Household Characteristics	Most Likely	Least Likely
Age of Householder	35-44 years	65 years and older
Race and Hispanic Origin	Asian alone, non-Hispanic	Black alone, non-Hispanic
Limited-English Speaking	No	Yes
Household Income	\$150,000 or more	Less than \$25,000
Educational Attainment	Bachelor's Degree or higher	Less than HS Graduate



## Fort Worth, TX

### Number of Fixed Residential Broadband Providers





## East Berry Library

- Median Age – 27.4 years
- Primary Races –African-American 38.7%
- Children under 18 in home – 40.9%
- Households with 65 years or older - 21.9%
- Less than a High School Diploma – 27%
- Primary Income rate: Less than \$10,000 - 22.4%
  - Less than \$25,000 – 50.5%
- Limited-English Speaking Household – 53.1%
- **Number of Broadband Connections Available: 3**
- Market Segmentation Data: Primary Users
  - P59: Nuevo Horizons – Middle-aged, mid-scale income  
Hispanic families living mainly within US border cities

## Diamond Hill/Jarvis Library

- Median Age: 26.8 years
- Primary Race: Hispanic 83.1%
- African American Race: 0.4%
- Children under 18 in home: 56.5%
- Households with 65 years or older: 19.7%
- Less than a High School Diploma: 35.9%
- Primary Income Rate: Less than \$25,000 – 32.5%
- Limited-English Speaking Household: 74.6%
- **Number of Broadband Connections Available: 1**
- Market Segmentation Data: Primary Users
  - P59: Nuevo Horizons – Middle-aged, mid-scale income  
Hispanic families living mainly within US border cities



## Selecting Your Vendors

.. T .. Mobile ..

Sprint



AT&T



MANAGE **MOBILITY**  
by Peak-Ryzex

# How Much and How Many?

## Pilot Project

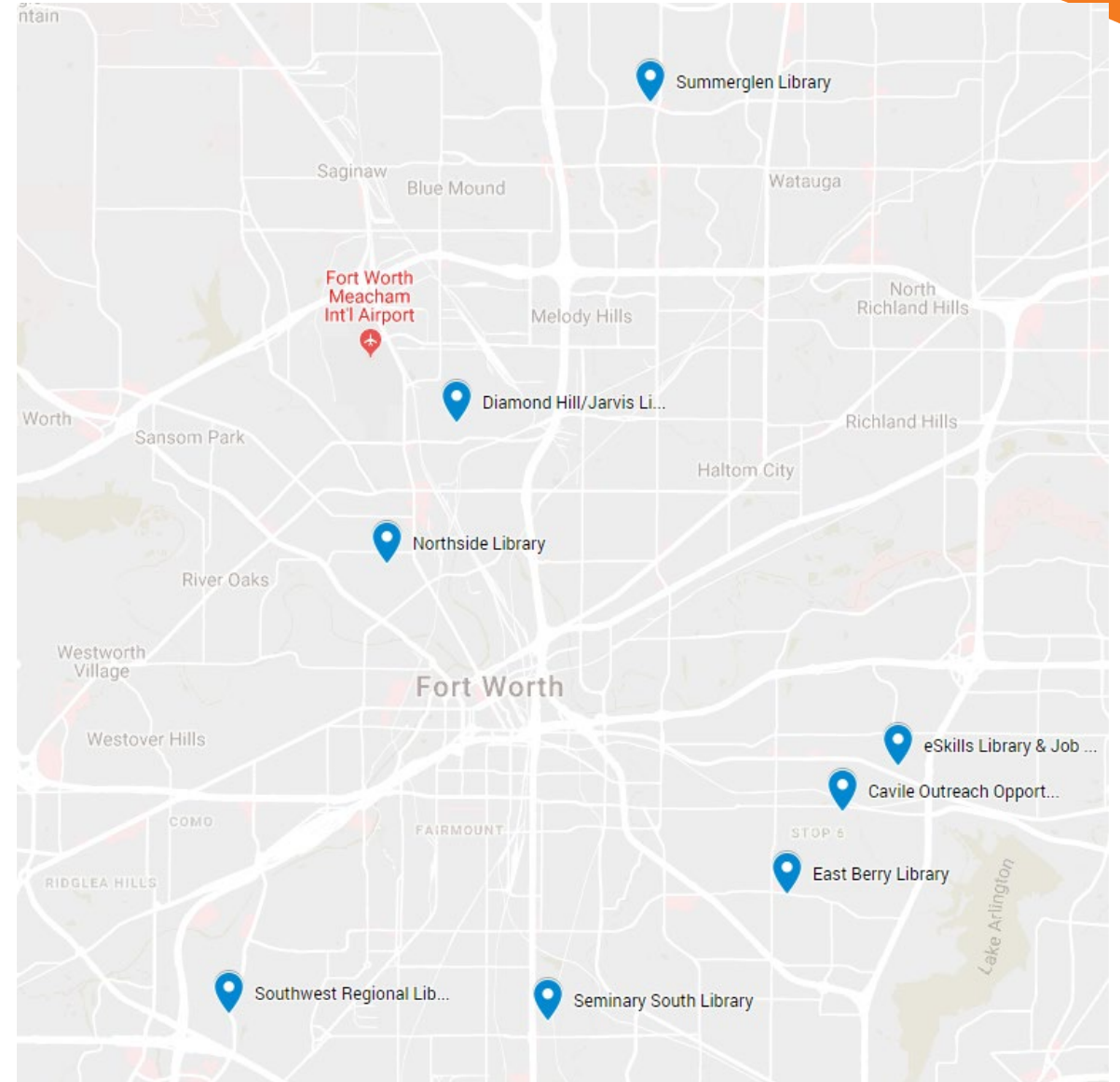
- July 2018
- 80 devices from Friends of the Fort Worth Library
- Four locations with 20 each
- 6 month funding

## Expansion Project

- September 2018
- 120 devices from City of Fort Worth ITS
- Added 4 more locations

## Pricing Structure

## Future Funding



# Specifics

- Franklin Wireless R910 / Pocket WiFi
  - Sprint network
  - 10 devices can connect at one time
  - Unlimited data but does throttle down
  - Not charged for physical device
  - Data is around \$360/device/year
- No overdue fines or replacement costs
- We're not charged for lost devices



## Marketing to the Public

- Hotspot launch
- News outlets
- Test families
- Community outreach
- Fliers/Social Media



Ask us how you can  
**take home  
the internet!**



# Circulation considerations

- Packaging (and branding and donor acknowledgment)
- User agreement? (no)
- Which borrowers?
  - Adults, Youth, Nonresidents, TexShare, MetrOPAC, Temporary, etc.
- Holds?
  - Any qualified cardholder can hold and checkout; must pickup at assigned branch
- Renewals? How many times? (Yes, 2)
- Suspend data service if overdue? (Yes, 3 days overdue)
- How long before it's "lost?" (42 days)
- Fines and lost/damage charges? (no and no)

# ILS item record and report considerations

## Daily overdue report

- Patron ID
- Patron barcode
- Item branch
- Item barcode
- Checkout date
- Due date

## In the item record

- Device phone number
- CFW Device ID
- Barcode
- Device model (separate accounts)
- “D” for suspended
- Use your ILS’s circ features!!

**Item Record 3021629 - Cataloging - Polaris**

File Edit View Links Tools Help

Barcode:  Record status:  ☐ ILL ☐ EContent ☐ Non-circulating ☒ Display in PAC

Title:  Find Bib control number:

Author:  Parent item:  Item control number:

Call number:  Price:  Issue control no.:

Owner:  Shelf location:

Assigned:  Temporary location:

Collection:  Circulation status:  6/20/2019 4:00:42 PM

Circulation parameters

Material type:

Loan period:

Fine code:

Renewal limit:

Stat code:

Name of piece:

Issue:

Call number

Scheme:

Prefix:

Class:

Cutter:

Suffix:

Volume:

Copy:

Request

☐ Loanable outside system

☒ Holdable

Limit to:

☒ Pickup at

☒ Patrons from this library and branches

☐ Patrons from this branch only

☐ Preferred borrowers

For Help, press F1 NUM



Item Record 3021629 - Notes and Notices - Polaris

File Edit View Links Tools Help

Item Record

Barcode:  Record status:  ☐ ILL ☐ EContent ☐ Non-circulating ☒ Display in PAC

Title:   Bib control number:

Author:  Parent item:  Item control number:

Call number:  Price:  Issue control no.:

Owner:  Shelf location:

Assigned:  Temporary location:

Collection:  Circulation status:

Notice Dates
Reminder: 
1st overdue: 
2nd overdue: 
3rd overdue: 
Bill: 
Hold:

Notes
Public: 
Non-public: 
Physical condition: 
Special item check-in:

Blocks
Library assigned: 
Free text: 
System:

For Help, press F1

NUM

Object: Item Records Limit by: (None)

Search by: Collection Value:

Type: Exact match (implicitly truncated)

Sort by: (None)

For: hotspot

Search Mode

☒ Normal☐ Power☐ SQL☐ Count Only

Search

Stop

New Search

Clear

Help

Title	Assigned Bra...	Collection	Material ...	Shelf...	Call Number	Vol...	Status	Barcode	Last Activity...	Rec...	Control...
Fort Worth Public Library hot...	FW - Diamo...	HotSpot (hs)	Hot Spot		PocketWifi 104		Checked out	31668072908061	7/12/2019	Final	3021609
Fort Worth Public Library hot...	FW - Diamo...	HotSpot (hs)	Hot Spot		PocketWifi 110		Checked out	31668072908129	7/8/2019	Final	3021615
Fort Worth Public Library hot...	FW - Diamo...	HotSpot (hs)	Hot Spot		PocketWifi 111		Checked out	31668072908137	7/11/2019	Final	3021616
Fort Worth Public Library hot...	FW - Diamo...	HotSpot (hs)	Hot Spot		PocketWifi 112		In transit fo...	31668072908145	7/15/2019	Final	3021617
Fort Worth Public Library hot...	FW - Diamo...	HotSpot (hs)	Hot Spot		PocketWifi 113		Checked out	31668072908152	7/15/2019	Final	3021618
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 42		Checked out	31668072213728	7/17/2019	Final	2894859
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot	D	FranklinR910 43		Checked out	31668072213710	10/31/2018	Final	2894860
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 44		Checked out	31668072213702	7/23/2019	Final	2894861
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 45		Checked out	31668072213694	7/17/2019	Final	2894862
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 50		On hold sh...	31668072213645	7/24/2019	Final	2894867
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot	D	FranklinR910 51		Checked out	31668072213637	7/1/2019	Final	2894868
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot	D	FranklinR910 52		Checked out	31668072213629	7/24/2019	Final	2894869
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot	D	FranklinR910 53		Mending s...	31668072213611	6/21/2019	Final	2894870
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 59		On hold sh...	31668072213553	7/17/2019	Final	2894876
Fort Worth Public Library hot...	FW - Northsi...	HotSpot (hs)	Hot Spot		FranklinR910 60		Checked out	31668072213546	7/15/2019	Final	2894877
Fort Worth Public Library hot...	FW - East Be...	HotSpot (hs)	Hot Spot	D	FranklinR910 21		Checked out	31668072213751	6/17/2019	Final	2894878
Fort Worth Public Library hot...	FW - East Be...	HotSpot (hs)	Hot Spot	D	FranklinR910 22		Checked out	31668072213769	2/18/2019	Final	2894879
Fort Worth Public Library hot...	FW - East Be...	HotSpot (hs)	Hot Spot	D	FranklinR910 27		Checked out	31668072213819	9/21/2018	Final	2894884
Fort Worth Public Library hot...	FW - East Be...	HotSpot (hs)	Hot Spot		FranklinR910 28		Checked out	31668072213827	7/16/2019	Final	2894885

Done

Stay on Select

190 of 204 record(s) retrieved

User default

# Issues

- Staff time to keep up with charging, clearing unexpired holds, suspending, unsuspending, general troubleshooting
  - Coordinators were on calls with Sprint 45 minutes to an hour+ troubleshooting
  - Processing staff now suspend overdue hotspots and handle all troubleshooting/Sprint calls
  - Circ procedure fix—Processing suspends them, places “reactivate” note in the item record --> Pop-up alert at checkin
- Poor service in some areas that worked previously (5G?)
- Patrons mix devices and cases (so wrong ones are suspended)
- Patrons reset the devices to factory defaults (bye bye passwords and network info)
- Different models (end of life)
- Chargers
  - Patrons tend to keep them
  - Different USB forms for different models

# Statistics

- Current number: 200
- Current holds: 385 (adding about 7 holds a day)
- Lifetime circ: 1,724
  - Adults: 1,255
  - Youth: 373
  - Staff: 96
- Number suspended 3+ days overdue: 33
- Number lost: 5
- Number not working: 10

# Thank you

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