

**MEETING DATE:** September 23, 2021

**TO:** Library Board of Trustees

**FROM:** Alysha Long, Library Technical Assistant II

**SUBJECT:** NEW MOVER SERVICE FOR NEW RESIDENTS

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## SUMMARY

As a part of continued efforts to welcome new community members into the library and increase circulation, staff proposes implementing Unique Management's New Mover Service.

## RECOMMENDATION

Approve spending up to \$3,100 per year from the Friends Restricted Account to support the use of Unique Management's New Mover Service.

## FISCAL IMPACT

There is a \$100.00 initial set up fee with charges up to \$1,500 every six months, or up to \$3,000 yearly.

## DISCUSSION

As library services have changed in the last year, the Fullerton community has also changed by welcoming many new members. Many of these new community members may not yet know all the great services and resources that our library has to offer. Unique Management's New Mover Service offers an efficient and cost-effective solution to this problem by identifying these new residents and mailing them a postcard within weeks of moving into our service area. Unique Management determines new residents within the city and excludes existing patrons ensuring that costs are most efficiently applied. Once their "new mover" report is created, they then print and mail out postcards designed by library staff. To accomplish this solely via library staff without the New Mover Service, staff would need additional training, possible additional software, and dedicated staff time running multiple reports which would then need to be cross referenced.

Pricing for this service is flexible, with a \$100 one-time set-up fee, and then a \$500 minimum mailing fee going forward. We believe that sending this mailer out to new community members will help expand the reach of the library and increase patronage. The Friends of the Fullerton Public Library have supported the library in its outreach of many kinds and financial funding of this effort from the Friends Restricted Account is recommended.

Attachment:

- Item No. 2 - Attachment 1 – Sample postcard