



MADISON  
PUBLIC  
LIBRARY

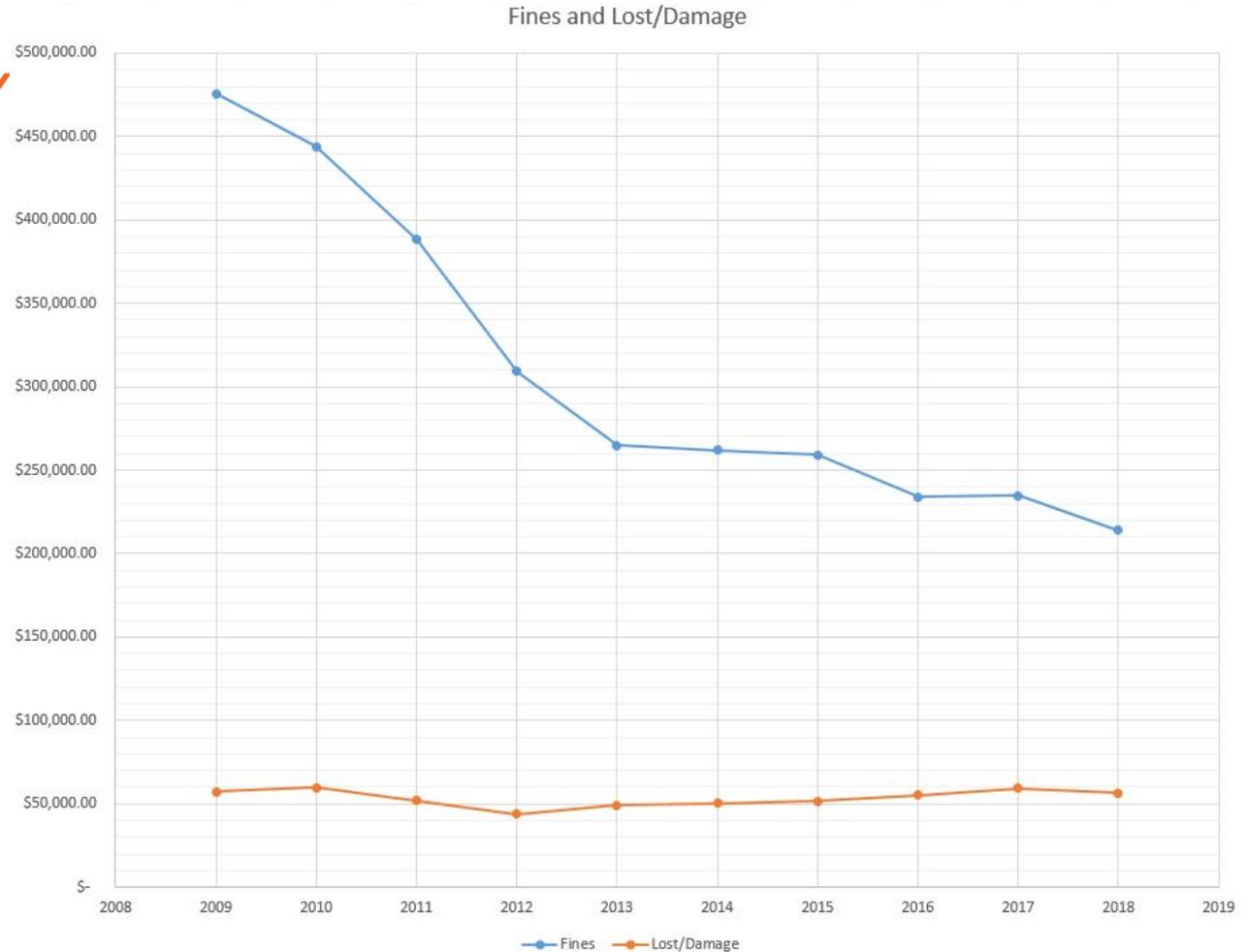
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# Madison Public Library Goes Fine Free

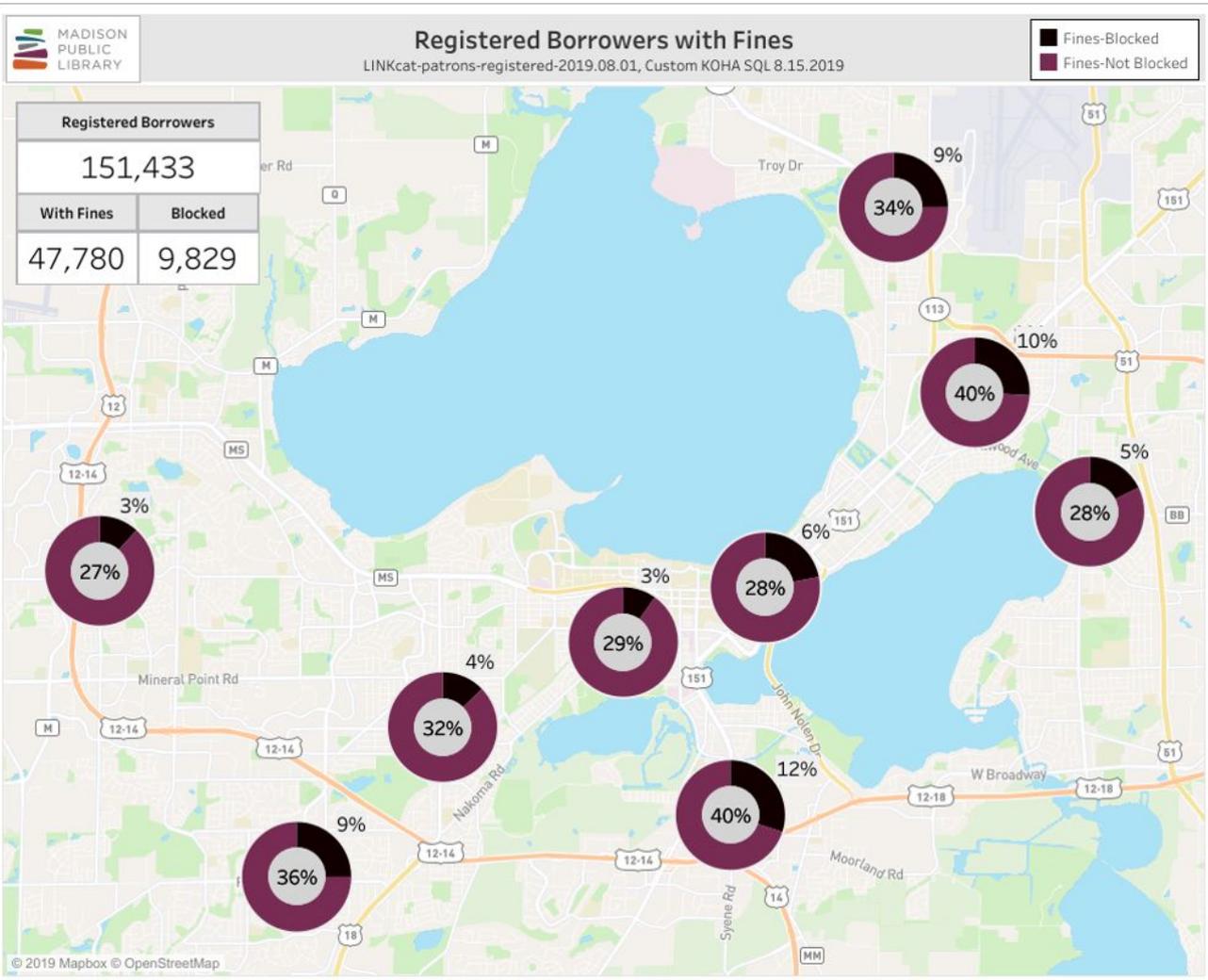
Library Board, August 2020  
Margie Navarre Saaf & Tana Elias

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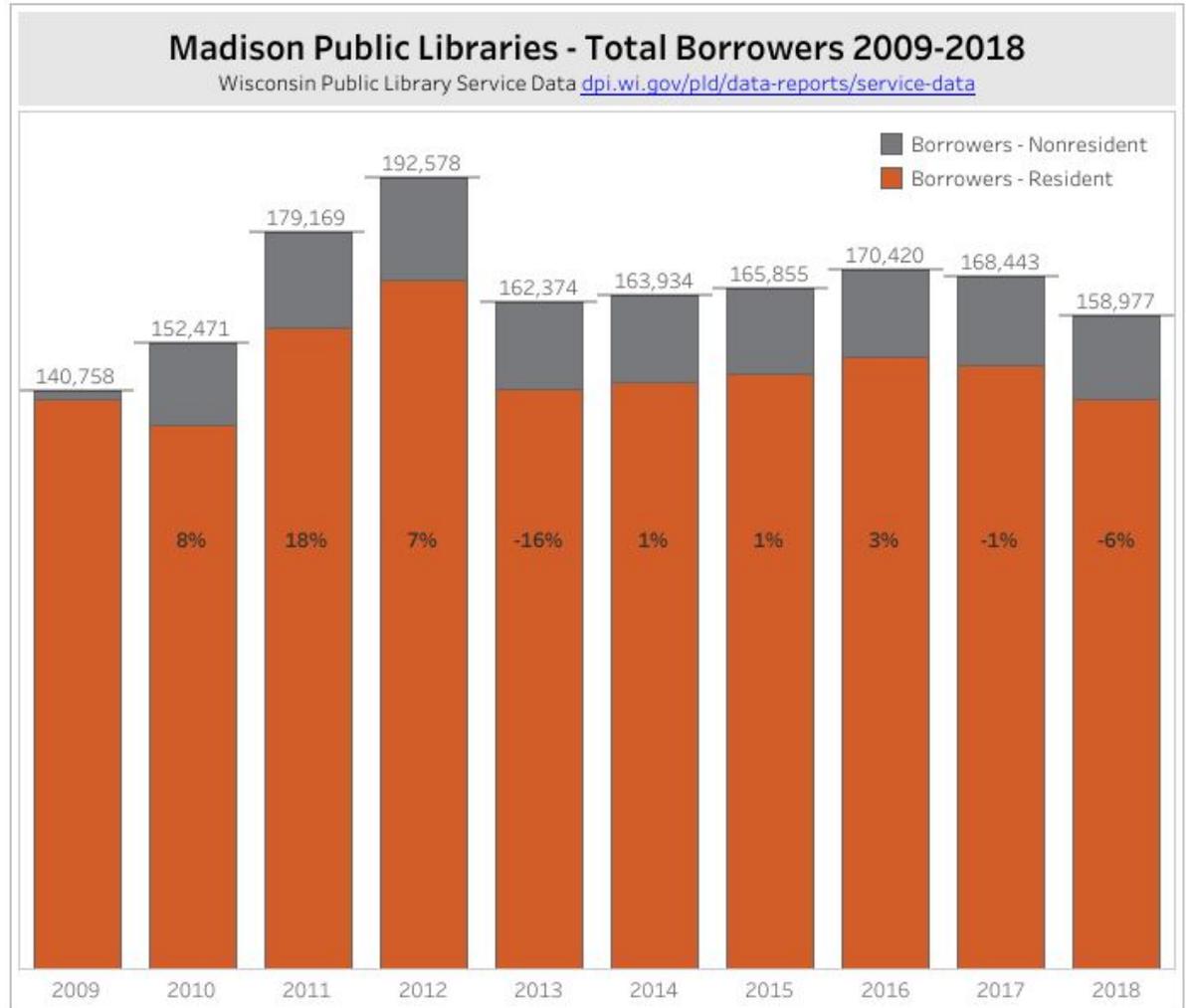
## Trends: Fines and Lost/ Damaged Charges Collected, 2009-2018



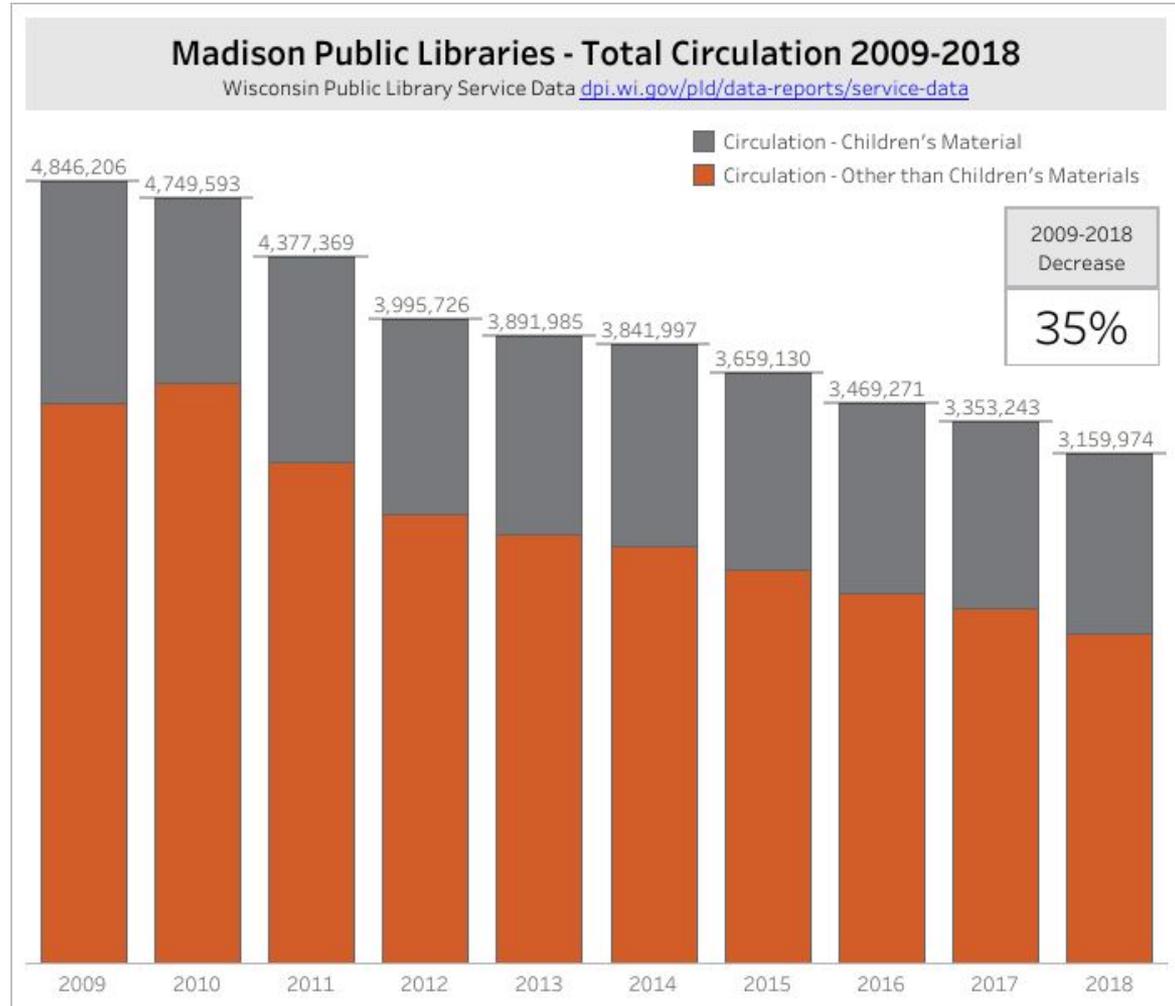
# Madison Public Library Registered Borrowers with Fines and Blocks: Snapshot 2018



## Trends: Madison Public Library Borrowers, 2009-2018



## Trends: Madison Public Library Circulation, 2009-2018



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# Going fine free: what will change

- Materials checked out at any Madison Public Library or the Dream Bus will not incur overdue fines (exception: Outerlibrary Loan items, rental items)
  - Madison Public Library will discontinue use of a collections agency in all circumstances
  - Loss in revenue from overdue fines
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# Going fine free: what won't change

- Madison Public Library customers who visit other SCLS libraries that do not have a fine free policy may incur fines on materials checked out at those libraries
  - Outerlibrary loan materials may still incur overdue fines if late (these are items borrowed from libraries outside SCLS, with other policies. Customers will be notified of this upon receipt of borrowed materials.)
  - Rental items will still be assessed fines if overdue. Collection signage will be updated reflect this exception.
  - Library customers will still be charged for damaged items or lost items, but there will not be any additional fees assessed in either instance.
  - Patron blocks will be reduced, but not eliminated. These blocks are still likely to disproportionately affect low income patrons, but will no longer result in a collections referral.
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# Going fine free: what might change

- We may see an initial drop in registered borrowers over the first year. When we eliminate fines, we'll eventually eliminate some patron records that were expired, but were maintained in the database because of excessive fines
  - We hope that will be offset by increases in registered borrowers as well as a stabilization or increase in items checked out (over a two or three year period, as all our numbers are likely to be much lower over the next 18 months due to COVID-19)
  - In person staff transactions will be faster and more positive without having to talk about fines or wait for payment
  - Self check use will increase in libraries with self check stations
  - We hope this is viewed as a positive step by many community partners and that they will be more likely to recommend the library to their clients or use the library themselves
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# Fine free timeline

- August 6 - Board makes decision
    - Review and approve policy change language
    - Review and approve press release if intent is to issue jointly
  - August 6-10 - Decision is announced
  - August 7-17 - Bibliovation changes go into effect
  - August 7-31 - Existing fines are manually cleared as much as possible
  - August 7-31 - Margie works with collections agency to wrap up any in-process cases.
  - August 7-31 - All public promotional and staff training materials are updated to reflect the change
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# Promotion

- Library press release OR joint press release from Library and Library Board
  - Mayoral announcement (pending, August 13 press conference)
  - Media interviews
  - Web site and social media promotion
  - Email announcements to community partners, city agencies, Foundation, Friends, Alders, SCLS libraries, patrons, other stakeholders
  - Staff/public: promotional social media toolkit
  - Statewide and national promotion (Wisconsin Library Association, American Library Association, Urban Libraries Council, etc.)
  - MMSD parent and teacher communications
  - Neighborhood association newsletters, email groups, online platforms
  - Translation of all materials into Spanish
  - Paid advertisements: print, online, Facebook, Instagram, IHeartRadio, LaMovida, WPR
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