

TO: City of Los Altos / Town of Los Altos Hills City Library
Commission, Jaime Chew, Bryant Bao

FROM: Library Commission Subcommittee on Awareness

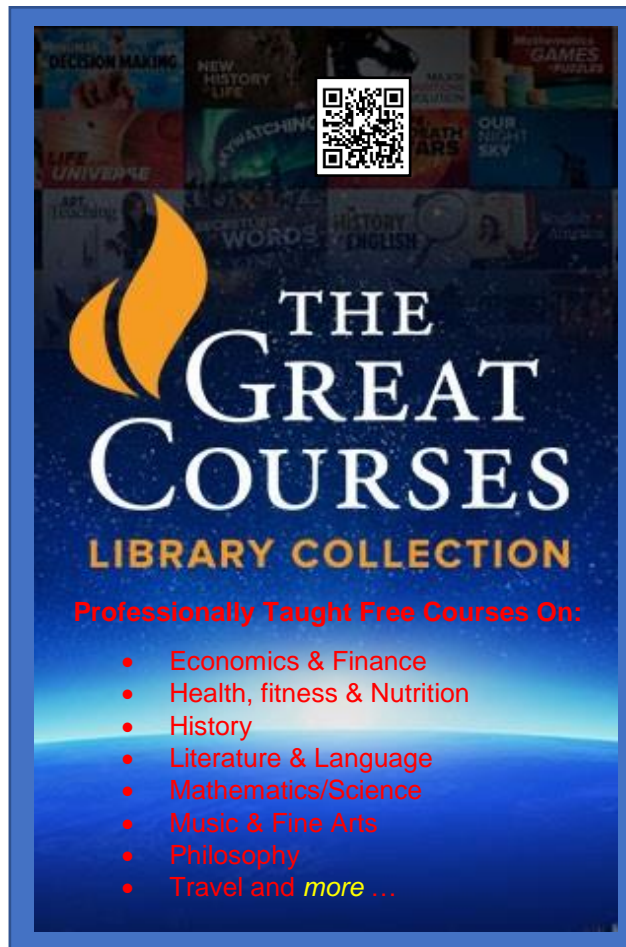
SUBJECT: Signage for Library Resources along Waiting Line

The Awareness Subcommittee proposed that we place signage at each spot along the waiting line where patrons wait to enter the library. Each sign can feature a different resource of the library to raise awareness of our important but under-utilized services.

The signage could be a simple 8 ½” x 11” poster/placard and it needs to be eye catching and concise enough so that the patron could finish reading in 2 minutes, the average time each patron spends waiting at each spot. It would be best to include on the sign a QR code taking the patron directly to the resource if it is online and an informational page if it is not as most them are standing in line with their phones. The librarian may decide upon the resources advertised and the signs displayed with his/her own discretion, as the resources available at each library may differ slightly.

The signs should be placed with the consideration of preventing it from being compromised by sudden gusts. They should also be waterproofed if they are not under cover as a precaution against precipitation.

The following is an example of how a signage could look like. The librarians have the discretion to decide on the resources they wish to promote and the number of signage needed as the number of spots vary in each library.



In the Los Altos library, there are 18 spots in the waiting line. The librarian could consider cycling through the signs at two week intervals to allow each resource more attention as the signs near the front will receive more traffic.



Signage placed along Waiting Line in front of Library



Signage to be placed next to Social Distancing Decal

Thank you,

Reginia Chan, Freddie Wheeler and Carolle Carter
Library Commission Awareness Subcommittee