

# Removing Austin's City Limits: How We Expanded Access to Underrepresented Communities & Areas

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Christina Nelson, Customer Access Division Manager  
Laura Tadena, Community Engagement Librarian

# About us:



**Christina Nelson (she/her/ella)**  
**Customer Access Division Manager**



**Laura Tadena (she/her/ella)**  
**Community Engagement Librarian**

# Agenda

- Background and Overview of APL
- Enhanced Library Card (ELC) Pilot Initiatives
- Current and Future Opportunities
- Q & A



# Library's Vision, Mission and Goals

## MISSION:

Inspiring **ALL** to *Discover, Learn, and Create!*

## VISION:

A model of *Equity, Inclusion, Access, and Diversity!*

## STRATEGIC PRIORITIES

- 01 Provide community-centric programs and services
- 02 Design and develop spaces for community connections
- 03 Foster stakeholder relationships
- 04 Expand library access
- 05 Engage staff



# About Austin Public Library

- Central Library
- 20 community branches
- Austin History Center
- Recycle Reads Bookstore



# Types of library cards @ APL



- ELC is a library card with your name and photo that could possibly be used as an **alternate** ID with certain community organizations & COA departments
- ELC can be used to access resources that are available to library card holders\* – this includes books, DVDs and other physical materials in our collection, as well as our various electronic resources (such as e-books, databases, and more) *\*depending on type of profile*
- [Get a Library Card | Austin Public Library \(austintexas.gov\)](http://austintexas.gov/librarycard)

# ELC Pilot, Phase 1

- Collaboration w. COA's Equity Office
- Researched other ELC initiatives from peer library systems & TSLAC
- Initial support w. budget of \$11,500 for supplies / no additional FTEs
- Connection w. Workforce Solutions within pilot branch
- Expansion of acceptable forms of identification for all types of library cards
- Phase 1 pilot launch date: Monday, May 1, 2023
- **Only adults 18+ are eligible** for the Enhanced Library Card (various profile types)



# Value of ELC

- IDs are essential.
- Often required on applications used for housing, education, healthcare, banking, and social services.
- ELC serve as an alternate form of photo ID for residents, offering support to those facing systemic barriers.





# Community Support and Collaboration

- Primary partner - City of Austin's Equity & Inclusion Office
- In partnership, APL & Equity Office gathered community support and facilitated the design of a pilot program.
- The ELC Pilot Program is sponsored by Council Member Vanessa Fuentes, District 2 and received support and co-sponsorship from council.
- The program has also received support from many city departments and community organizations.



# Community Support for ELC Program

## City Departments

- Austin Police Department
- Austin Energy
- Austin Public Health
- Austin Municipal Court  
*(for services that do not require a state-issued ID by state.)*
- Austin Parks & Recreation
- Downtown Austin Community Court
- The Resilience Office
- Austin Animal Center
- Watershed Protection Department

## Community Organizations

- Central Health
- Ending Community Homelessness Coalition (ECHO)
- Foundation Communities
- Integral Care
- Lifeworks
- Sunrise Navigation Center
- Young Women's Christian Association (YWCA) Greater Austin

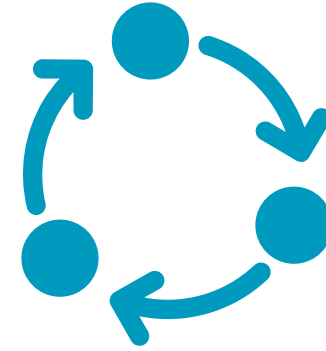
## Partner Organizations

- American Gateways
- Austin Asian Community Health Initiative
- Go Austin Vamos Austin
- Girasol Texas
- Grassroots Leadership
- Todos Juntos Learning Center
- Truc Viet
- Workers Defense Project

# How it is being used in the community

- May be used as a secondary form of identification for banking purposes.
- Assisting individuals in obtaining state-issued ID cards by serving as interim identification.
- Providing a convenient alternative to carrying passports for identification purposes.
- Supporting social service applications such as the Medical Access Program and WIC.
- Providing official documentation with preferred names and photos, offering validation and recognition, especially valuable for individuals navigating gender identity confirmation processes.
- Facilitating borrowing of books and other resources from the library.

# Scope of the Project: Phase 1



- 3 branches: Little Walnut Creek (District 4), St. John (District 4), and Southeast (District 2) branches
- Chosen based on community need, proximity & ease to access via public transportation, geographic location
- Technical Requirements: initial equipment, printer supplies, staff training and setup
- Uniqueness of each branch location



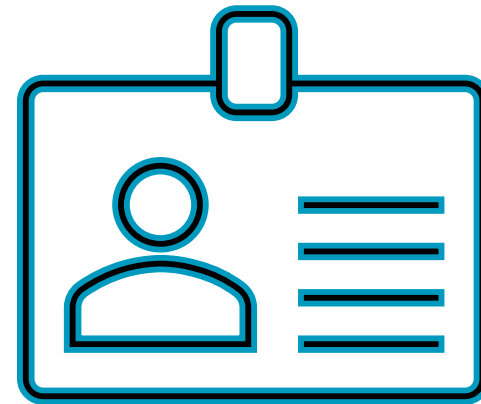
# Scope of the Project: Phase 2

- Expansion into 6 more branches: Cepeda (District 3), Central (District 9), Menchaca (District 5), Milwood (District 7), Ruiz (District 3), Terrazas (District 3)
- Transition to a new model of printer
- Updated card template

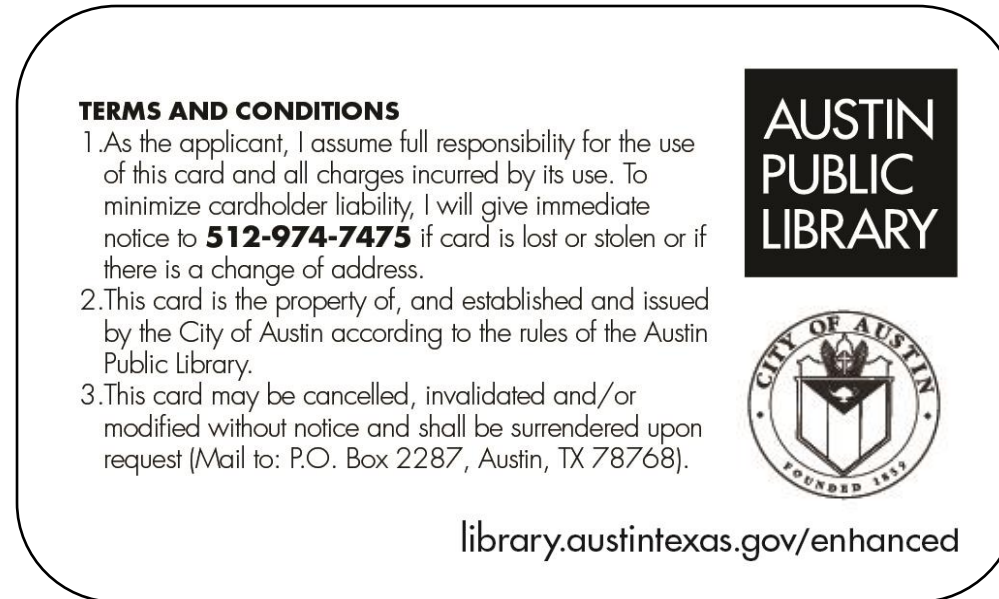
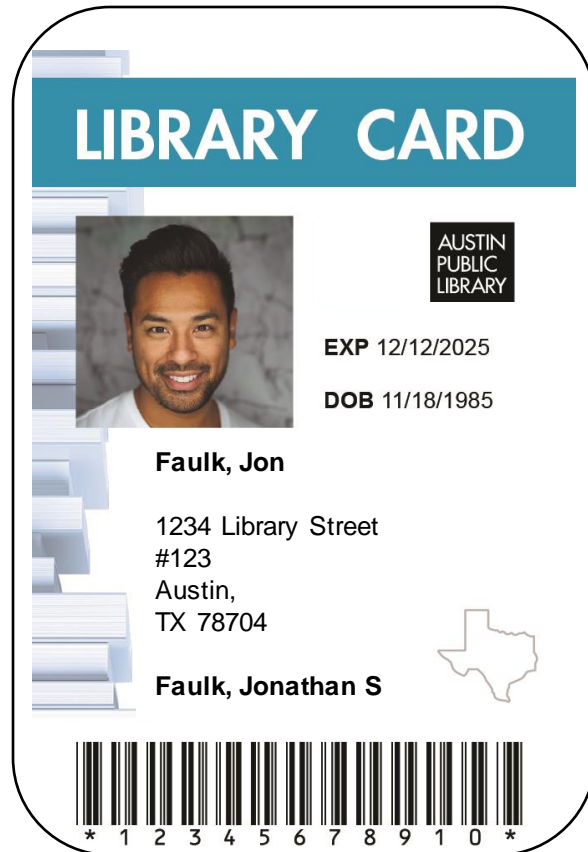


# Updated Procedures

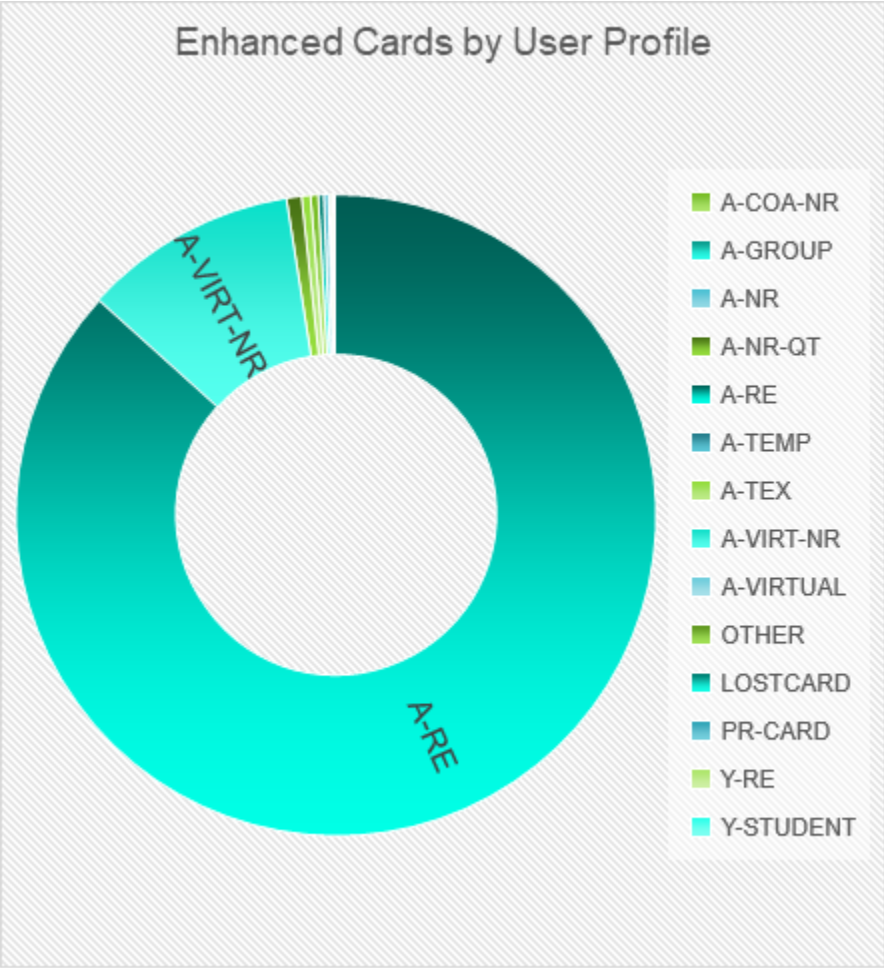
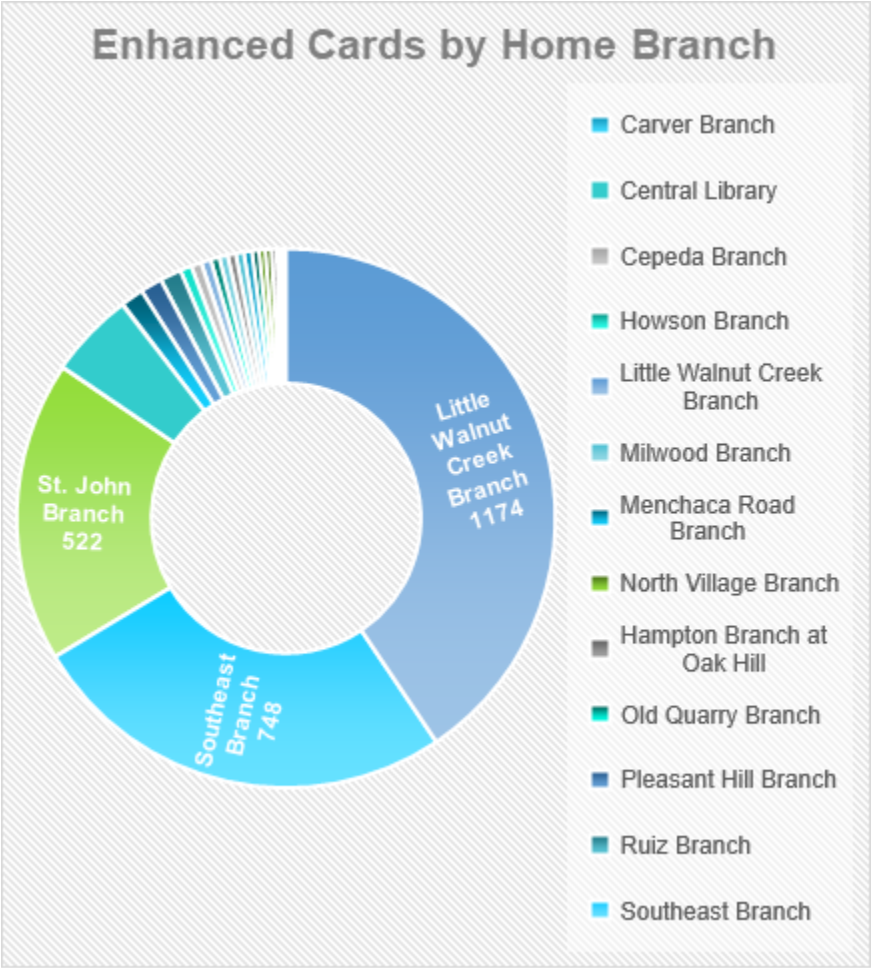
- Expansion of accepted documentation to prove identity & residency– **same for all card types**
- Staff training documentation
  - SirsiDynix printing procedures
  - Best Practices to take a photo
  - Staff FAQ



# What is on the Enhanced Library Card



# By the Numbers





# Outreach Efforts



Approximately 5% of total ELC cards have been issued at outreach events. (2,945 total as of 2/12).

| Date       | Outreach Event                              | Cards Issues |
|------------|---|--------------|
| 08/16/2023 | Pop Up Resource Clinic                      | 28           |
| 08/23/2023 | Esperanza Community Bookmobile Stop         | 5            |
| 10/18/2023 | Pink Pop Up Resource Clinic                 | 22           |
| 11/15/2023 | Pop Up Resource Clinic                      | 23           |
| 11/20/2023 | Mobile Loaves and Fishes Thanksgiving Feast | 12           |
| 12/20/2023 | Pop Up Resource Clinic                      | 31           |
| 01/17/2024 | Pop Up Resource Clinic                      | 30           |
| 01/27/2024 | City of Austin Equity Forum                 | 6            |
| Total      |   | 157          |

# What's Next?

- Reviews & adjustments are continuously being made as needed
- Additional funds have been allocated for the Phase 2 expansion in 2024
- Intake of feedback from community & library staff



# In the news

KUT · 8d

## Austin Public Library offers 'enhanced' library cards for Austinites who need photo IDs

Anyone can get a card, but they're primarily intended for those can't obtain other forms of valid ID, including some people ...



Community Impact Newspaper · 6d

## Austin Public Library launches library card program that can double as photo ID

Austin Public Library has initiated a pilot program for enhanced library cards that can double as photo identification. The ...



San Antonio Express-News · 8d

## Austin is following in S.A.'s footsteps by offering library cards that double as valid IDs

On Monday, the Austin Public Library launched a pilot program for ... Austin City Council Member Vanessa Fuentes introduced a budget amendment for the current fiscal year dedicating \$12,000 ...

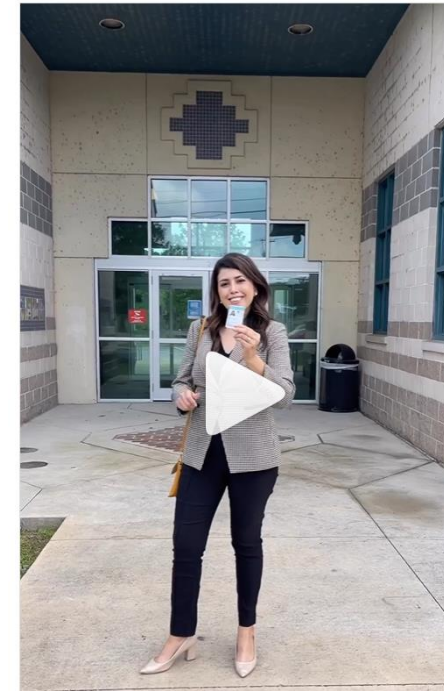
KVUE

## Austin Public Library's new photo ID cards are a hit among the city's vulnerable populations

Austin Public Library's new photo ID cards are a hit among the city's vulnerable populations. The program helps immigrants, unhoused people and...

May 25, 2023

AUSTIN  
PUBLIC  
LIBRARY



vanessaforatx and austinpubliclibrary  
Post Malone · Circles (Instrumental)

vanessaforatx Our enhanced library cards are now available at these Austin Public Libraries!

- Little Walnut Creek Branch
- St. John Branch
- Southeast Branch

The Enhanced Library Card is a full-access library card for Austin residents (18 or older) that includes your library card number, photograph, address, date of birth, expiration date, and a scannable barcode.

The card can be used at all Austin Public Library locations, as well as online, to access eBooks and other digital resources. Swing by one of our three participating libraries and get your brand-new Enhanced Library

TERMS AND CONDITIONS

1. As the applicant, I assume full responsibility for the use of the card only if changed in order by a fee. To receive a replacement card, I will pay a processing fee of \$12,000.00.

2. The card is the property of the library and must be returned to the library upon request.

3. The card may be used for borrowing and other library services.

4. The card may be used for borrowing and other library services.

library.austintexas.gov/enhanced

LIBRARY CARD

John Faulk  
e 123  
Austin  
TX 78704  
Henry John Faulk  
DOB 11/18/1990  
EXP 12/12/2023

COUNCIL SET TO WAIVE NON-RESIDENT LIBRARY CARD FEE  
AUSTIN PUBLIC LIBRARIES

40° 5:07  
"Roger Bessley" MAZDA



# Thank you!



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