

EXPERIENCE PASSES PROGRAM

The Metropolitan Library System began an Experience Pass Program on November 1, 2020. We joined with the Oklahoma City Museum of Art on a pilot basis for evaluation after 6 months. The following speaks to the status of the program and recommendations for the future.

PASS DETAILS

Each pass can be used by up to five people per venue visit per day. Customers check out the pass for 7 days. They cannot be renewed and must be returned to the library where they were checked out. Only one pass per household may be checked out at a time. No holds will be permitted at this time. The overdue fines are \$1 per day up to a total of \$30. The lost item charge is \$60 to compare to the price of a single visit of five adults to the museum. The passes can be found in the catalog, but they do not accept holds.

MLS has a total of 19 passes for checkout at the following locations. The passes are designed by MLS and are not purchased from the Museum.

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| 1. Almonte | 6. Del City | 11. Northwest |
| 2. Belle Isle | 7. Downtown | 12. Ralph Ellison |
| 3. Bethany | 8. Wright | 13. Southern Oaks |
| 4. Capitol Hill | 9. Edmond | 14. Village |
| 5. Community Libraries (5) | 10. Midwest City | 15. Warr Acres |

The Library Managers have decided that they will keep track of the pass for each location and monitor it to ensure it does not go long overdue. Staff at each location will attempt to contact the customer by phone if the pass is not returned after 7 days past its due date.

MEASURING SUCCESS

MLS set the goal to aim for similar success as Pioneer's program. We anticipated that with the pandemic, these figures may be difficult to compare with. Over 5 months, they saw the following activity:

The Oklahoma City Museum of Art passes were checked out 147 times by customers across Cleveland, McClain, and Pottawatomie counties.

- Cleveland County with 6 libraries had 80 checkouts
- McClain County with 3 libraries had 37 checkouts
- Pottawatomie County with 3 libraries had 30 checkouts

MLS decided to aim for a total of 180 checkouts over 6 months, which would mean the passes were checked out every other week at each location.

In the first 6 months, we had 192 checkouts, and we served 175 unique customers. Passes were kept on average between 6 and 8 days. Two customers used the pass 3 times; 13 customers used the pass 2 times.

Locations were asked for anecdotal information about how customers responded to the 7-day checkout period, the first-come first-served nature of the pass, and the ability to hold the pass for up to 2 hours for someone to come and pick it up by calling ahead. Most customers have been excited about the program and have spoken positively about how it is being implemented. For customers who were initially upset about not being able to place

holds on the passes, they were more understanding when staff explained that there was only one pass per location available. Staff frequently have helped customers find a pass that was available at another library when the pass at their location was checked out. Overall, the feedback has been very positive from customers and some have indicated that they would like to see passes for more venues like this in the future.

RECOMMENDATIONS FOR THE FUTURE

The Experience Pass program has been even more successful than we anticipated, even with launching the program during the pandemic and various stages of library opening. We recommend pursuing other venues to join us in providing access to the arts and cultural institutions in our service area. Some suggested venues to contact are the National Cowboy and Western Heritage Museum, Oklahoma History Center, American Banjo Museum, Oklahoma Science Museum, and the Museum of Osteology.

Members of the team working on this program included: Morgan Day, LaVetta Dent, Anne Fischer, Risa Jensen-Jones, Pauline Rodriguez-Atkins, and Kim Terry. Kimberly Boldt will be joining the group from here forward.