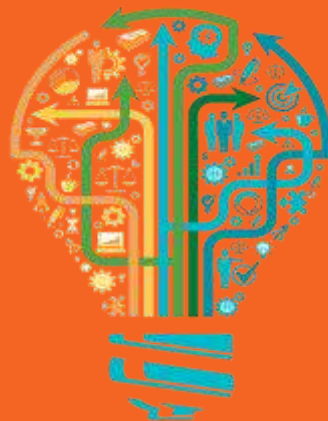


# Effective Online Outreach: Tools & Tactics for Connecting Communities and Collections

Kenn Bicknell

Metro Transportation Library

June 29, 2017



**Things are not always what they appear to be.**



# Myth vs. Reality



# Metro Library serves...

9,000 employees, plus:

Contractors

Consultants

Educators

Students

Transportation agencies & libraries

Transit advocacy organizations

Journalists & other media

History enthusiasts

with...

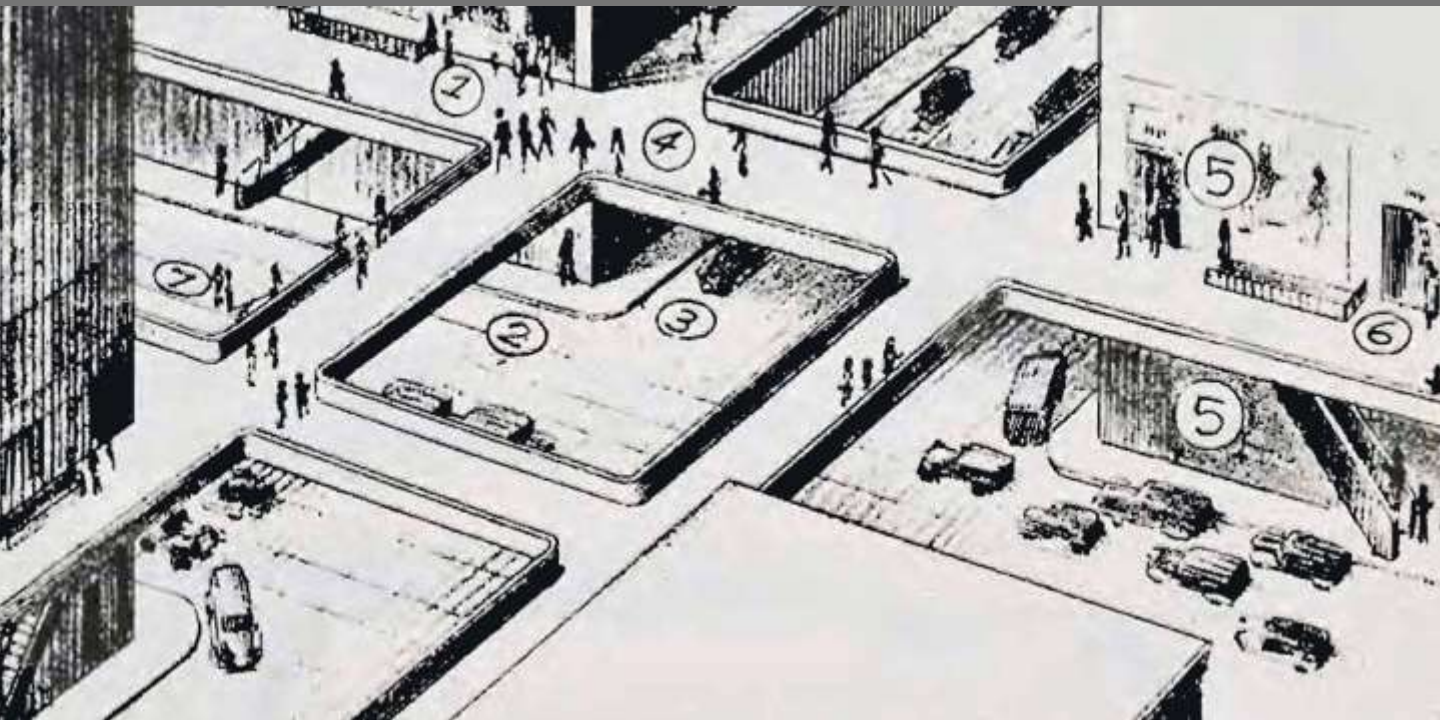
2 full-time librarians !

# The traditional service model **will not work!**

But how can we align resources with  
expectations of a diverse audience and  
increasingly sophisticated audience?



# Challenges Breed Opportunities



**"BETTER THAN  
FREE"**

**GENERATIVE  
VALUES**

- 1. Immediacy**
- 2. Personalization**
- 3. Interpretation**
- 4. Embodiment**
- 5. Authenticity**
- 6. Accessibility**
- 7. Findability**
- 8. Patronage**



## IMMEDIACY

- ❖ We live in an “expectation economy”
- ❖ We should embody several time-sensitive values





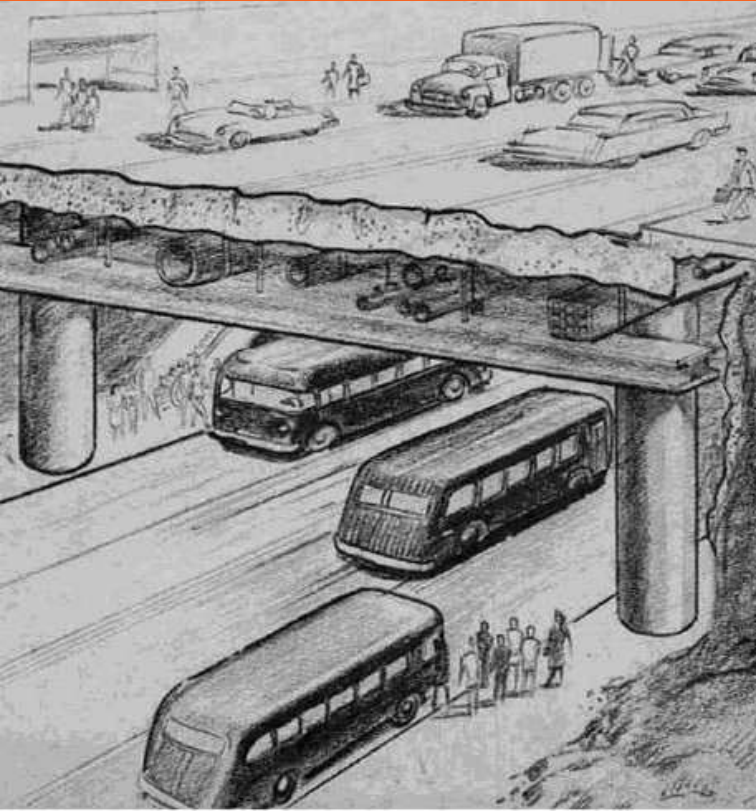
# PERSONALISATION

- ❖ Customised information delivery tailored for needs and proficiency
- ❖ Your relationship with the Internet is not a conversation



# INTERPRETATION

- ❖ Providing information is not enough!
- ❖ The value of expertise + evaluation + context is “better than free”



# AUTHENTICITY

- ❖ Libraries are committed to accuracy
- ❖ Free information is great, but even more valuable from a trusted source



# ACCESSIBILITY

- ❖ **Ownership & maintenance are diminishing in value**
- ❖ **“24/7” access and portability are increasing in value**



# FINDABILITY

- ❖ Access is worthless without the ability to locate
- ❖ Focusing on discovery increases value exponentially



## EMBODIMENT

- ❖ Preservation is more important than ever
- ❖ But what is “permanent”?





# PATRONAGE

- ❖ Money can't buy patrons that market your products and services
- ❖ Usage that amplifies the importance of other values

# Assessment: What do we have?

High-interest collection!

High-level skills!

Interdisciplinary focus!

Strong professional  
network!

# OUR STRATEGIC DIRECTIONS

**News  
Aggregation &  
Dissemination**

**Community  
Curation**

**Strategic  
Collaboration**

# News Aggregation & Dissemination



**Metro**

**Transportation Headlines**

Wednesday

Metro Research Center  
Dorothy Peyton Gray  
Transportation Library and Archive

[Article: Plans for Wi-Fi Internet Access On Santa Trains](#)  
December 9

[Center for Transportation And The Environment National Broadcast Series: URBOT: m20-20A Partnership For Sustainable Communities \(November 9, 2009\)](#)  
CTE

[Many In U.S. Want Teaching At The Wheel To Be Illegal](#)  
New York Times

[Plus: Foster-Kohn DIT grade separation project](#)  
Weather Daily News

[Overseas: Seeks Obama Undercounts New Transportation: John Ky Hall](#)  
Dallas Times Tribune

[\(San Antonio, TX\) See Teaching From Internet On Some Drives](#)  
My 104.1 Antonio

# Disruption of news access



# Digital Newspaper

## MetroLibrary Twitter Daily

Published by Metro Library – 30 contributors today

Next update in about 18 hours

See all articles

HEADLINES BUSINESS ENVIRONMENT EDUCATION TRUCK ART & ENTERTAINMENT LIVING MUSIC #TRANSIT



**Streetsblog Los Angeles » NYC's Plaza Program, An Open Space Model for L.A.?**

by streetsblog.org - (We're kicking off a new series where transportation professionals write about some of the best practices in their city and how they could work in L.A. Who better to start with than our favorite Q...)

1 comment

**ASHLEY SWEARENGIN: Five big-city mayors back highOpinions in The Bee**

responser.com » Similar stories Feds won't delay Calif high-speed rail deadline Feds won't delay Calif high-speed rail deadline The federal agency that has approved about \$3.5 billion in grants for California's...

1 comment

**Case for high-speed rail grows only stronger - Sacramento Opinion - Sacramento Editorial**

sacbee.com » The last time many Californians thought about high-speed rail was in the voting booth. On that day, Nov. 4, 2008, more than 6 million of us voted to tell

Created about 1 hour ago  
**Metro Library**

234 views 7 subscribers

Subscribe Embed

**Editor's note**


« **For More Transportation Headlines**  
See the Metro Library's Transportation Headlines and Primary Resources Blogs

The Dorothy Peyton Gray Transportation Library and Archive at the Los Angeles County Metropolitan Transportation Authority is the largest transit operator research collection in the US.

We are partners with the National Transportation Library, member of OCLC the world's largest library network, member of the Western Transportation



# Customized Content Each Day



## Los Angeles Transportation Headlines


Metro Dorothy Peyton Gray  
Transportation Library and Archives

**L.A. HEADLINES** PHOTOS VIDEOS BIKE/PED BUSINESS INNOVATION SOCIAL FOCUS ROADS/HWYS/PARKING MORE +

Tuesday, Jun 13, 2017 Archives

### June 13


Shared by Metro Library



metroprimaryresource.info - 1991: Groundbreaking for Metro Red Line (later, Purple Line) Segment 2 takes place at the site of the future subway station. At the ceremony, Los Angeles County Transportation Co...

### Tickets Now Available for Long Beach Transit's Summer Museum Express Service


Shared by Metro Library



lbpost.com - Image courtesy of Long Beach Transit. Long Beach Transit (LBT) announced the commencement of their popular Museum Express service, set to begin July 1 with a trip to the Getty Center in Los Angeles.

Subscribe to the Email Newsletter

enter your email address **Subscribe**



### Metro Library

Los Angeles County Metropolitan Transportation Authority Research Library & Archive; the past, present & future of transit and transportation in and around Los Angeles, California.

### Rail News - APTA recognizes rail agencies for safety, security. For Railroad Career Professionals

<http://headlines.metroprimaryresources.info/#/>

# Pinned Tweet

Home

Moments

Notifications

Messages

Search Twitter

Tweet



TWEETS

44.2K

FOLLOWING

1,290

FOLLOWERS

5,196

LIKES

216

LISTS

20

MOMENTS

0

Edit profile

**Metro Library**

@MetroLibrary

Metro Transportation Research Library & Archive: the past, present & future of transportation in L.A. Tweets are not endorsements

Los Angeles, CA

librarycat.metro.net

Joined November 2007

Born on July 1, 1995

Tweets

Tweets & replies

Media

 Pinned Tweet

 **Metro Library** @MetroLibrary · 16 Oct 2014

All SoCal transit/transportation news available daily in our online newspaper: [headlines.metroprimaryresources.info](http://headlines.metroprimaryresources.info)  
Subscribe now!



Your Tweet activity

Your Tweets earned 1,398 impressions over the last 24 hours



View your top Tweets


Who to follow · Refresh · View all

 Long Beach Coalition @LBCoalition


Follow

 Arts Council for LB @ArtsLB

Follow

 Long Beach Chamber @LBCam

# Unintended consequences

 **LIBRARY**


**Zoo & Conservation News**  
San Diego Zoo Global Library's weekly round-up of zoo, aquarium, wildlife conservation, and natural science news stories

TOP STORIES   ANIMALS   ZOOS   ECOSYSTEMS   PLANTS   TECHNOLOGY   HEALTH   #ENDEXTINCTION   #SANDIEGOZOO   MORE ▾

Friday, Jan 29, 2016   Archives

### Sequence of Rare Hawaiian Crow's Genome Will Assist Conservation...


Shared by SDZG Library



[zooneer.sandiegozoo.org](http://zooneer.sandiegozoo.org) - In collaboration with PacBio, scientists at San Diego Zoo Global and the University of Hawaii, Hilo have fully sequenced the genome of the 'Alala, or Hawaiian crow and shared the results of this ef...



### Over 40 years, half of China's land vertebrates disappear

Shared by SDZG Library

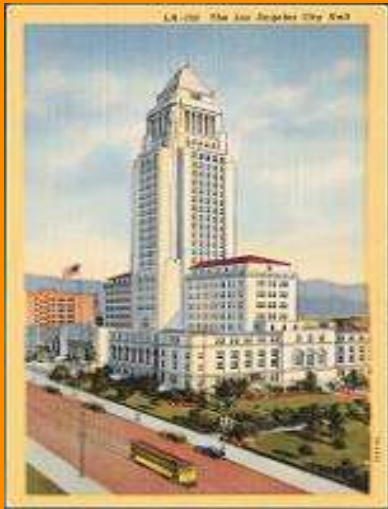


[news.mongabay.com](http://news.mongabay.com) - From 1978 to 2010, the world's populations of mammals, reptiles,

Subscribe to the Email Newsletter

  
**SDZG Library**  


# Community Curation




# Local history advocacy

USC Libraries USC University of Southern California

## LA<sup>3</sup>SUBJECT

Collectively preserving, archiving, and sharing the history and culture of the Los Angeles region

[Home](#) [Blog](#) [About](#) [Meetings & Events](#) [Archives Bazaar](#) [Directory](#) [Resources](#) [Members Area](#)



### LA<sup>3</sup>SUBJECT ANNOUNCEMENT

**How 'Golden Apples'—Oranges, That Is—Sold the Golden State**  
Call it an early version of real marketing. Promoters of two products—a fruit and the region that grew it—created hundreds of images of oranges... [Read more at KQED.org »](#)

**LA as Subject awarded Cal Humanities grant**  
Earlier this year, LA as Subject was announced as one of the... [Read more »](#)



### LA<sup>3</sup>SUBJECT ANNOUNCEMENT

**How Ivanhoe Canyon Became Silver Lake**  
With his stalled dam of concrete and steel in place, William Mulholland began flooding the meadows of Ivanhoe Canyon in November 1907. The waters rose, bridges... [Read at Living.com »](#)

#### NEWS FROM MEMBERS

LA Chinese Imperial Dragons  
(source: From the VC Vault)

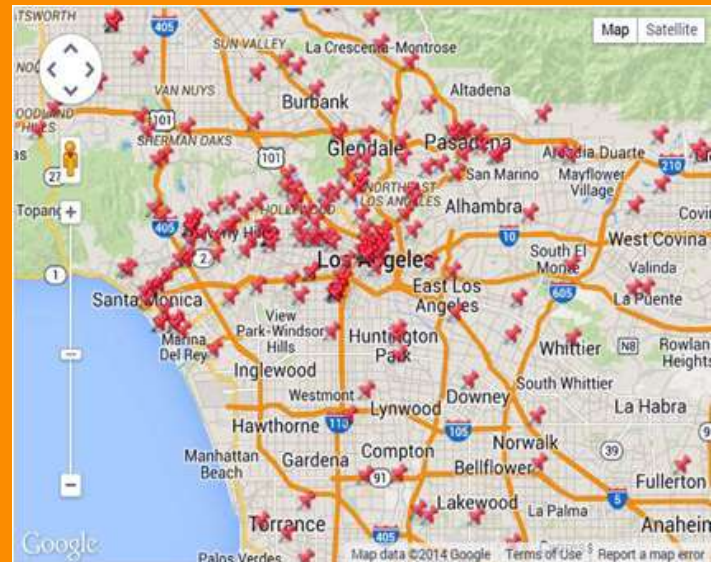
VC goes to NYC - Lunda!  
(source: From the VC Vault)

#### UPCOMING EVENTS

Tuesday, March 29  
"Turning Back the Clock: Baseball in Los Angeles" Panel Discussion

Tuesday, April 8  
LA as Subject General Membership Meeting @ San Fernando Mission

MEMBER DIRECTORY SEARCH



# New media partnerships





# Telling our stories (1904)



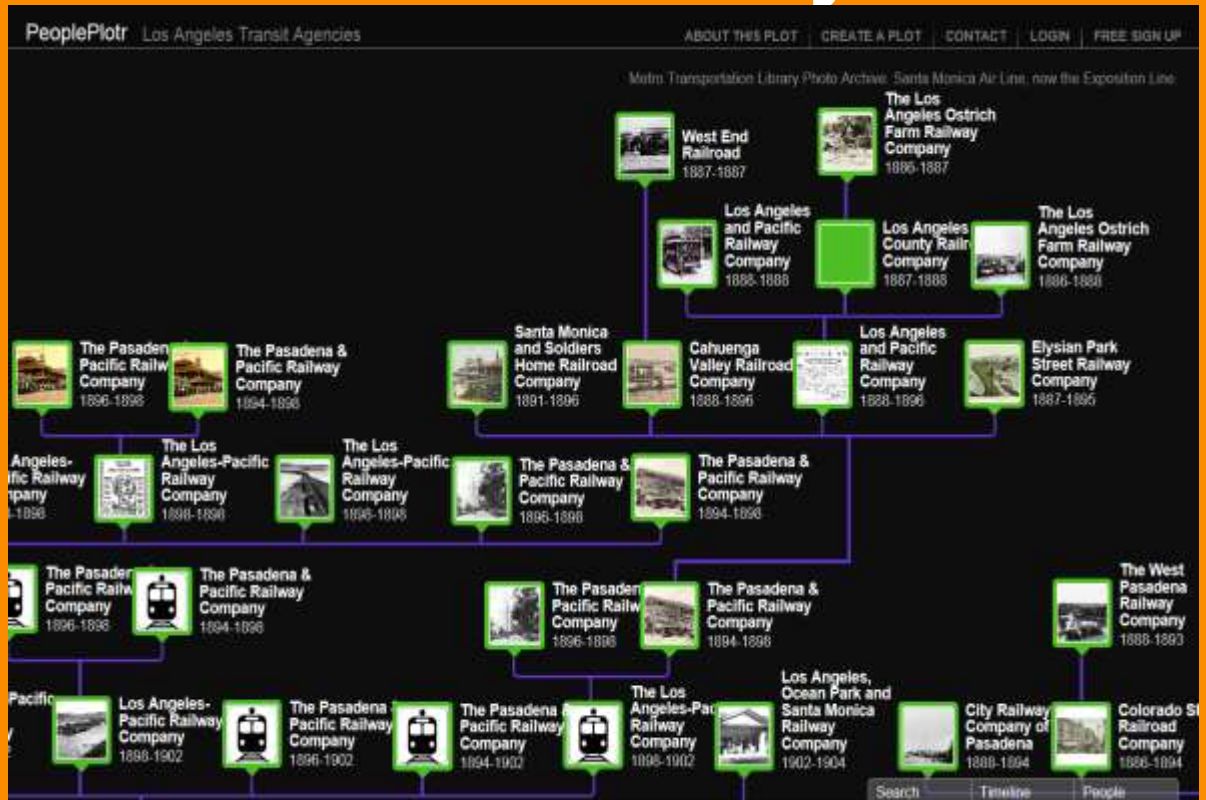
# Telling our stories (1924)



# Interactive timelines



# Interactive family trees





# Timelines & the Exo-Library



# Unintended consequences



The screenshot shows the Flickr profile of 'Metro Library and Archive'. The profile is a 'PRO' member, a status achieved since October 2008. The profile banner features a black and white photo of a streetcar. The profile statistics are as follows:

Category	Views
Photos	13,367,811
Photostream	424,955
Albums	276,859
Collections	67,136
Galleries	40
Total	14,136,801

Below the statistics, it indicates '16.32GB of unlimited used'.

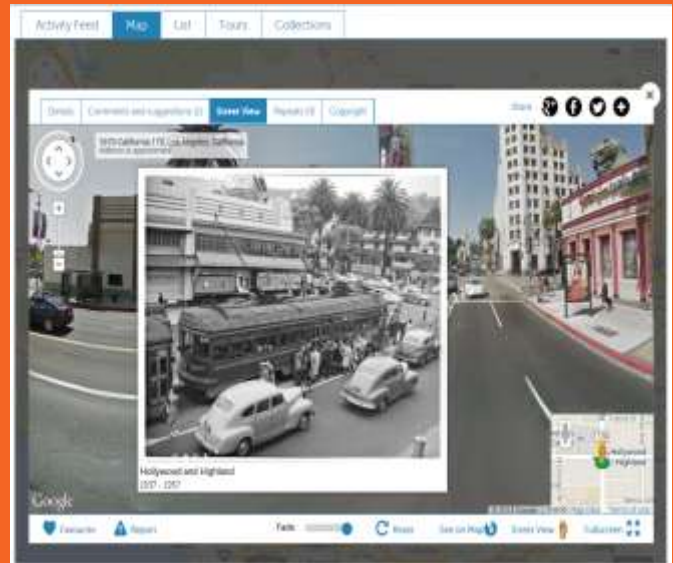
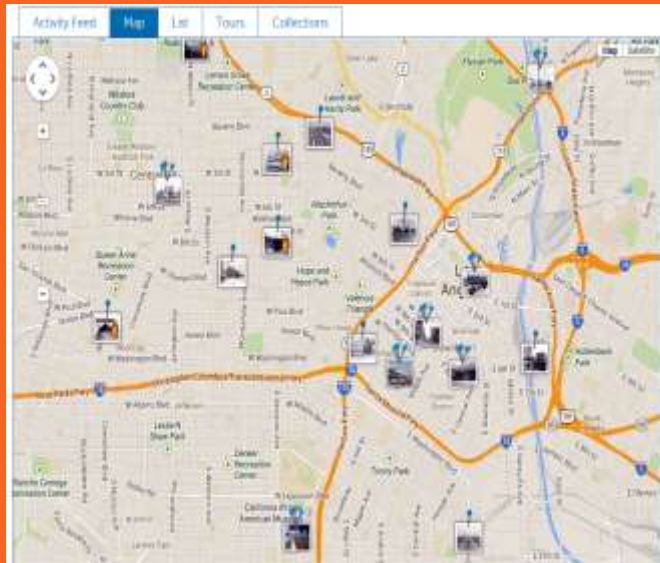
A grey starburst graphic with the text 'WOW!' and an arrow points to the 'Photos' view count.



# Strategic Collaboration




# Historypin



# Augmented reality



# Leveraging local history



## THIS DATE IN HISTORY.

DECEMBER 14.

1789—George Washington, first president of the U. S., died at Mount Vernon, Va. Born in Westmoreland county, Virginia, Feb. 22, 1732.

1811—Noah Porter, noted lexicographer and president of Yale College, born in Farmington, Conn. Died in New Haven, March 4, 1892.

1819—Alabama admitted to the union.

1836—Opening of the London and Greenwich railway, the first railway out of London.

1861—The prince consort, husband of Queen Victoria, died. Born Aug. 26, 1819.

1879—Rev. John B. Bronckel consecrated first Roman Catholic bishop of Helena, Mont.

1883—The Standard theater in New York city was destroyed by fire.

1891—Sir Oliver Mowat, premier of Ontario, issued an address declaring vigorously against American assimilation.

1894—The Mexican government adopted severe measures against dueling.

# Online calendar

## PRIMARY RESOURCES

Metro-Gannett-Peyton-Goss  
Transportation, History and Archive

[LA Transportation History](#)
[Collection Highlights](#)
[Libraries & Archives](#)
[About Us](#)

### May 3

**Tunneling in Progress in Los Angeles**

1894: Pacific Electric Railway Company holds a groundbreaking ceremony at First Street and Gendeville Boulevard for Los Angeles' first subway — a 5,025 foot tunnel from Gendeville and Beverly Boulevards to 4th and Hill Streets downtown.

The tunnel is expected to shorten the trip by 14 to 15 minutes while eliminating 1,000 daily car accidents from the congested downtown district at a cost of \$3.5 million. The subway opens in 1925 and carries Pacific Electric's [first line](#), 1893.

Plans had been completed in recent times but that three months earlier on February 22.

The contractor opened a space between Hyperion and Power Streets as the tunnel could be dug in each direction from the center.

125,000 cubic yards of dirt were excavated and dumped along the Gendeville line and as far along the Los Angeles River as 425 men worked 24-hours a day, six days a week to complete the bore on April 16, 1925.

The first train entered the tunnel on November 30, 1925, with a ginger ale chattering for opening day the following day (This was during Prohibition).

Historical images of the Pacific Electric subway tunnel can be viewed [here](#).

#### Search Primary Resources

#### This Day in Los Angeles Transportation History

- January
- February
- March
- April
- May
- May 3
- May 4
- May 5
- May 6
- May 7
- May 8
- May 9
- May 10
- May 11
- May 12

## PRIMARY RESOURCES

Metro-Gannett-Peyton-Goss  
Transportation, History and Archive

[LA Transportation History](#)
[Collection Highlights](#)
[Libraries & Archives](#)
[About Us](#)

### November 9

**Metro Rail Subway Tunnel Bore**

1900: A "tunnel shield" is lowered into the Pacific Electric subway construction area, two days after the digging machine is lowered into the excavation pit near Union Station.

1900: The Southern California Rapid Transit District adopts a contract, on a 9-5 vote, to set up an "Independent Decision-making body" to oversee all transit rail design and construction in Los Angeles County.

#### Search Primary Resources

#### This Day in Los Angeles Transportation History


- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- November 1
- November 2
- November 3
- November 4
- November 5
- November 6
- November 7
- November 8
- November 9
- November 10
- November 11
- November 12
- November 13
- November 14
- November 15
- November 16
- November 17
- November 18
- November 19
- November 20
- November 21
- November 22
- November 23
- November 24
- November 25
- November 26
- November 27
- November 28
- November 29
- November 30

# Storytelling opportunity





# Local history goes viral




Arizona highway signs in metric units may change [bigstory.ap.org/article/fc546d](http://bigstory.ap.org/article/fc546d)

...

← ↻ 1 ★ ...


View summary



**Metro Library** @MetroLibrary · Oct 8

All of SoCal's transit & transportation news from this feed, published daily in our online newspaper: [headlines.metroprimaryresources.info](http://headlines.metroprimaryresources.info) Subscribe now!

← ↻ ★ ...




**LAhistory** @LAhistory · Oct 8

RT @MetroLibrary Oct 8: This Date in Los Angeles #TransportationHistory (1885: cable car service arrives in L.A.!) [metroprimaryresources.info/this-date-in-l](http://metroprimaryresources.info/this-date-in-l)

...

FAVORITE

1



12:03 PM · 8 Oct 2014 · Details

← ↻ ★ ...

Reply to @LAhistory

# Collaborative digitization

## Los Angeles Transit And Transportation Studies, 1911-1957

The following documents are the key resources in Los Angeles transit and transportation planning history prior to the LAMTA publicly-governed era. The Library and Archive has begun digitizing them to provide full-text access online:

Date	Title	Prepared By:	Commissioned By:
1911	<b>Preliminary Report Upon The Transportation Problem of Los Angeles</b>	Blon J. Arnold	Los Angeles City Council
1914	<b>Rail Transit</b>	George A. Damon, W. L. Newton	City Planning Association
1915	<b>Study of Street Traffic Conditions in the City of Los Angeles and the Practicability of Subsurface or Elevated Construction for Urban and Interurban Transit Facilities</b>	E. W. Bannister	Los Angeles Railways?
1920	<b>Report on Railroad Grade Crossings Elimination and Passenger Freight Terminals in Los Angeles</b>	California Railroad Commission, Richard Sachse, Chief Engineer	California Railroad Commission
1922	<b>The Los Angeles Plan: A Selected Traffic Program</b>	Los Angeles Traffic Commission	Los Angeles Traffic Commission
1922	<b>Study and Plan of Relief of the Street Traffic Congestion in the City of Los Angeles, Calif.</b>	John M. Terrass	University of California, Berkeley
1924	<b>A Major Traffic Street Plan for Los Angeles</b>	Olmsted, Bartholomew, Cheney	Traffic Commission of City and County

### More Information

Past Visions of L.A.'s Transportation Future  
Los Angeles Transit And Transportation Studies, 1911-1957

### Search Tools

Library Catalog  
Board Archives  
TRIS  
TLCat

### Also On Our Site

View the library's site categories:

### Archives

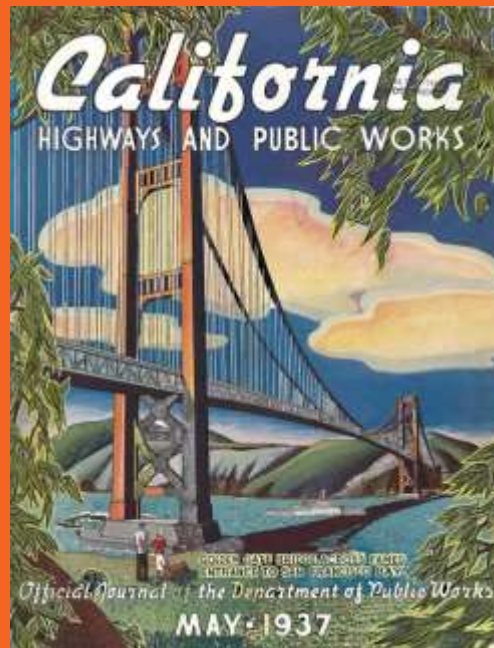
Our historic legacy of photographs, manuscripts, and other items document the important and unique role of transportation in Southern California history and culture

[Click here to view Archives](#)

### Library Research

### Records Services

### Social Media / Web 2.0



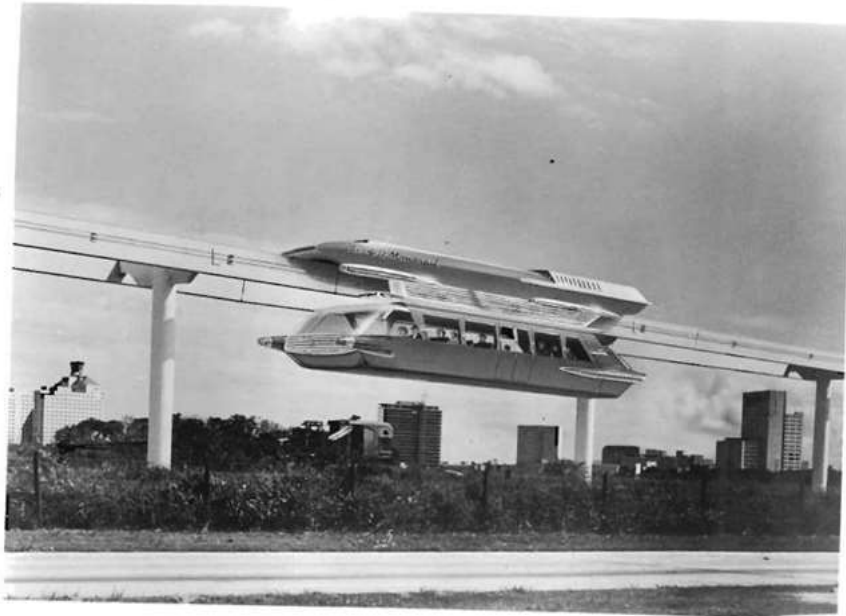
# Exploit embedded resources



# Lasting partnerships



# One resource goes a long way



GOODELL MONORAIL

# Unintended consequences



## NEVER BUILT: LOS ANGELES

JULY 28, 2013 - OCTOBER 27, 2013





# Getty Museum...and beyond

## OVERDRIVE

*L.A. CONSTRUCTS THE FUTURE*  
1940-1990

THE GETTY CENTER  
EXHIBITIONS PAVILION  
APRIL 9-JULY 21, 2013



# U.S. National Building Museum

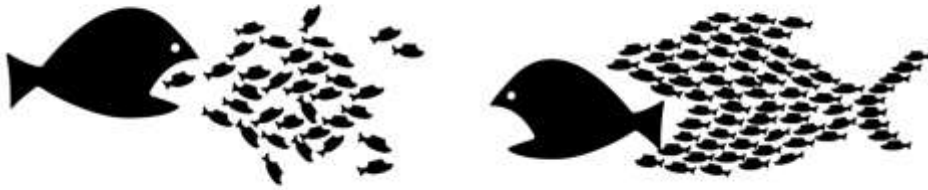


# Learning from mistakes and failure



- Second Life  
(augmented reality)
- WikiSpaces  
(knowledge base)
- MySpace (social  
networking)

**SO:** What can we do together  
to increase our **IMPACT?**



# FROM INNOVATION to RELEVANCE...

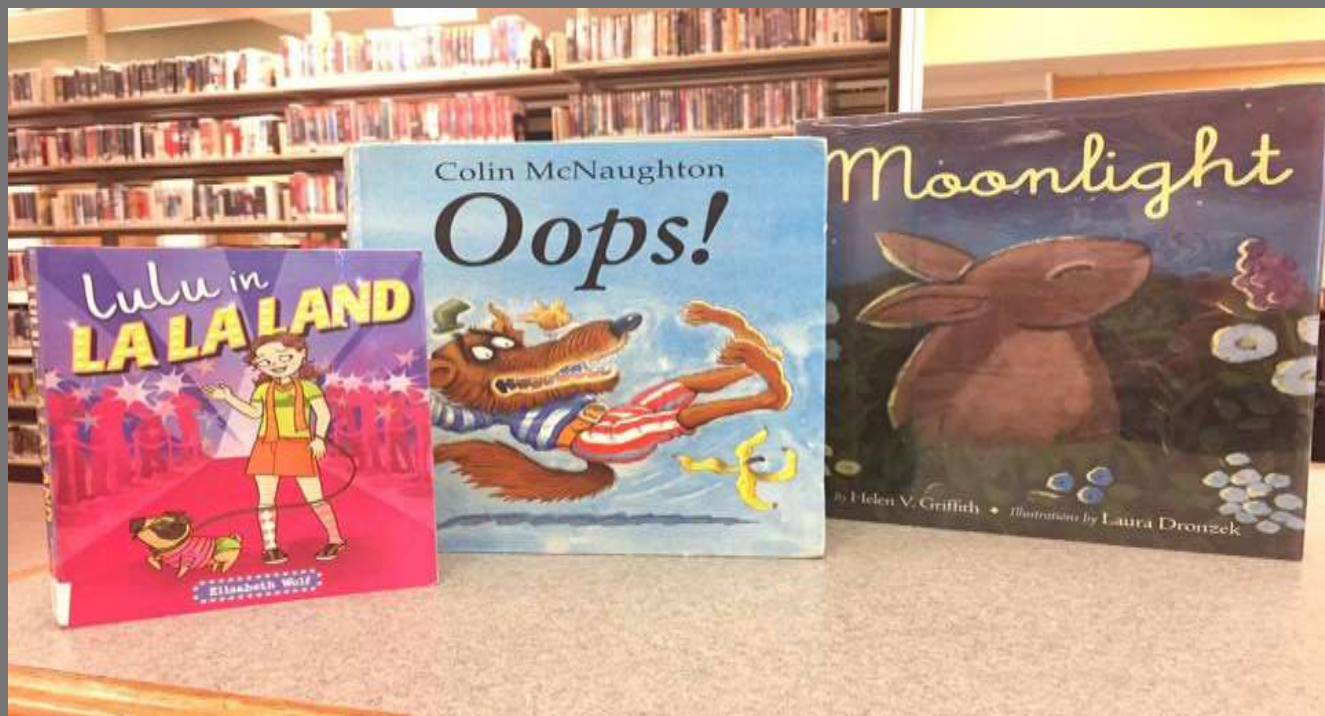


**LIBRARIES**

**ARCHIVES**

**MUSEUMS**

**...and beyond!**



<https://twitter.com/PlattevillePL/status/836237635802677248>



# Thank you!

[bicknellk@metro.net](mailto:bicknellk@metro.net)



**@StrategicLbries**

