

Our Stories, Our Shelves, Our Trails: **Connecting Communities to Nature through Library Lending**

Agenda

- Why...Parks & Libraries are Likely Partners
- How...We Prepared for the Journey
- What...Impact Was Made
- Lessons Learned, Tips & Tricks
- Time for Questions

- Free Entry for Up to 10 ppl in one vehicle
- Good for a full year
- \$75
- Other perks – boat launch & concession
- 6 Parks Require Magnetic Swipe Card for Gates
- Does not guarantee entry into parks that are full – Plan Ahead!



Maryland State Parks



Photo credit: Liz Hough Photography



Maryland State Parks



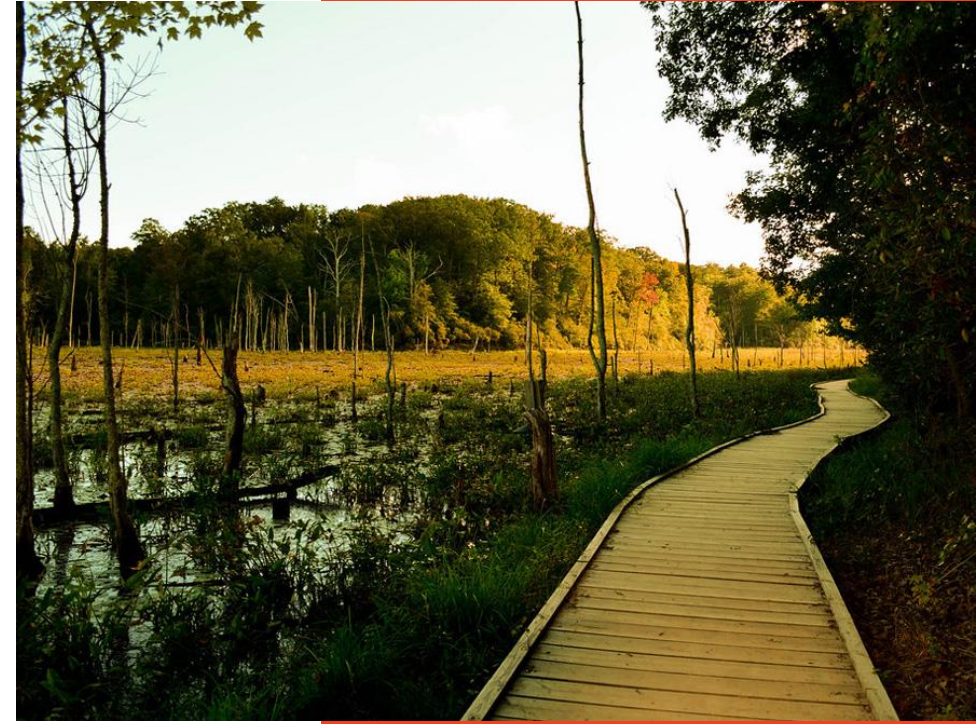
Photo credit: Liz Hough Photography



Maryland State Parks



Maryland State Parks



Parks & Libraries – a Likely Partner

- Common Goals, Mission, Values
- Successful Partnerships, Reliable Relationships
- Libraries are Good for Parks, and Visa Versa



Partnerships

"Maryland State Parks and libraries are both important community services. They provide access to knowledge and experiences for all. The State Park Passport lending program is a wonderful way to connect these two resources and provide access to parks and our public lands for diverse groups of people who might not otherwise experience them. Our public lands are for everyone, and I am so excited about this partnership!"

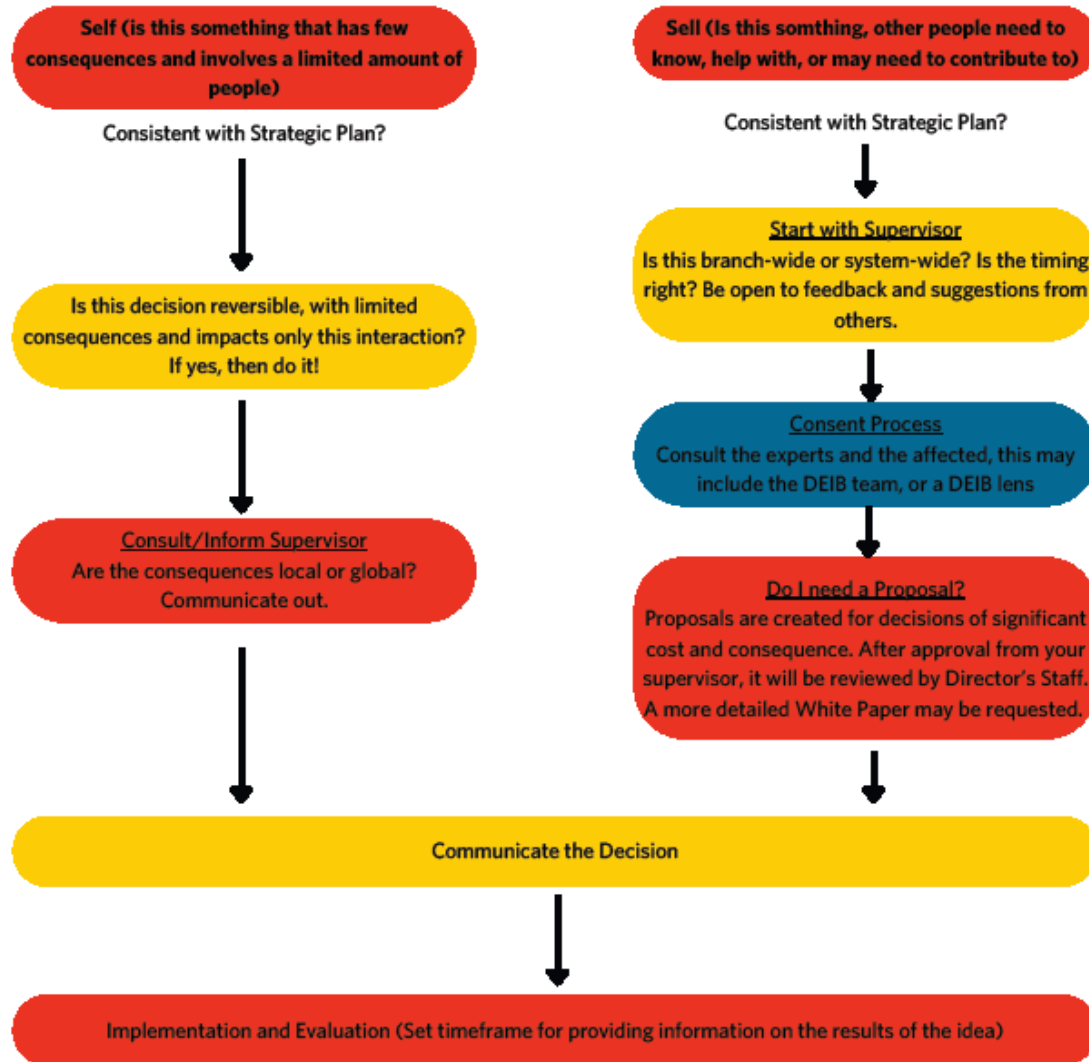


**Director Angela Crenshaw,
Maryland Park Service**

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so you have an **IDEA?**



The Trail to Park Passes @ the Library

- Gathering the information
 - Identifying Stakeholders in the Library and the Park
 - Logistics of circulating passes
 - Lending procedures
 - Functioning at the Park Gates
 - Funding prospects



14 Maryland Park Passports

- 2 at each of our three Regional Branches
- 1 at each of our six Community Branches
- 1 on our Community Bookmobile
- 1 extra to put in circulation as replacement

Case Uline Vinyl Envelopes

- 4x9 inch in size (S-25142)
- Durable protection for the Passport

Summary

Asked Friends to purchase the items and deliver to the branch for ease of procurement

Prepared talking points for potential questions.

Go time!

- Cataloging

<https://catalog.fcpl.org/?section=resource&resourceid=832500804¤tIndex=0&view=fullDetailsDetailsTab>

Go time!

- Preparing the Passes for the Branches





Getting the Word Out

<https://www.facebook.com/reel/2314073625697959>

Handling Demand

Service model was key – Surprise and Delight
Stayed in Communication with Parks for any Changes in their Service
One Central Point-Person to Answer Questions and Provide Support

“It was super easy and convenient! We used it for a family hike to Cunningham Falls for Mother’s Day. We just showed the pass at the gate and they waved us right through. We felt like VIP’s!”

6 – Month Evaluation

165 Cumulative Circulations
110 unique users
3 passports lost
So many positive comments from staff and customers.

Co-Marketing the Pass

In-Branch Displays
Programming and Passes

Generating Excitement

<https://www.tiktok.com/t/ZTk4TDREo/>

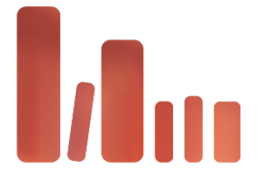
<https://www.facebook.com/share/p/1DRY2ryXgb/>

Evaluating for the Future

241 Cumulative Circulations
161 unique users
4 passports lost
Sponsor signed on for an additional year!



stories



“It has been a great conversation starter about what the library does beyond books, been low maintenance. Our pass has stayed out pretty consistently, I’m guessing since we are so close to some nice state parks!” (staff)

A mom of 4 was so excited after a library staff member explained how to use the pass. She shared that her husband works and that she stays home with their children, often not having a lot of extra money to do different things. She stated that she would be able to take the kids for a nature walk, visit a couple of parks, picnic, and swim—she was elated! And so were her girls!” (customer)

Addressing Challenges & Equity

- Information about [Maryland State Parks](#)
- Lost Passes
- Bookmobile Inclusion
- “Double Dipping” at Check-in
- Multilingual Materials
- [ADA trails and services in parks](#)

Sample State Park Passport Proposal

Sample State Park Passport Financial Ask Letter

Service Point Materials

Internal Communication Sheet

Resource Sheet:

- **State Park Links of Interest**
- **Friends Group Contacts**
- **Material Links**





THANK
YOU

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