Hotspots

And Rural Libraries
About JMRL

8 branches + bookmobile + historical society

4 counties + 1 city

Serve 200,000 people

Both urban and rural populations
From the Virginia Department of Health

Virginia Centers for Medicare and Medicaid Services (CMS) Low Population Density Rural Zip Codes*

* CMS desiganted zip codes are eligible for the Medicare "Super Rural Bonus" of 22.6% for ambulance trips originating in certain low population density counties and zip codes. Small rural hospitals with less than 50 beds that are located in these areas are eligible for cost-based reimbursement for outpatient labs.

For more information see: http://www.cms.hhs.gov/center/ambulance.asp
Why circulate hotspots?

Help bridge the digital divide

Students have devices (from schools) but do not have Internet at home

From a health perspective- people may want to search for health information in private
Specifcs

- **Kajeet Smartspot 6620**
  - Verizon network
  - Limited to 250 megabytes/day
  - Device is about $100 each
  - Data is about $300/device/year
- Have to sign a user-agreement
  - Patrons under the age of 17 must have a parent/guardian sign the agreement
- Overdue fine of $1 per day for library users ages 16 and up- the library does not charge fines to children’s cards
- The cost to replace the device is $100
Specifics Continued

- Includes hotspot, charger, instructions from Kajeet, instructions from JMRL
- Hotspot service automatically disabled on an overdue device. Disabled devices will not broadcast wifi
- Staff that manages hotspots- IT and Reference Librarians
Partnerships and Grants

UVa Community Health Grant

NNLM (National Network of Libraries of Medicine)

DigitalLead Grant
Promoting

Press Release
Highlight on Homepage
Listed in Program Guide
Library Technology Open House
Outreach Events
In-house flyers
Challenges

- Finding a carrier that reaches all of a service area
  - Single provider will not get to every corner of our service area
  - Trying multiple providers
- Filtered access - sites may get blocked accidentally
- Charging cords will disappear
- Patrons will reset the device
Successes

- People find them easy to use
- Only 2 out of 20 have not been returned
- Very popular - people request them repeatedly
- Lots of good PR for the library
- Only 5% of users hit the data cap each day
Thank you!

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