
Hotspots

— And Rural Libraries —

About JMRL

8 branches + bookmobile + historical society

4 counties + 1 city

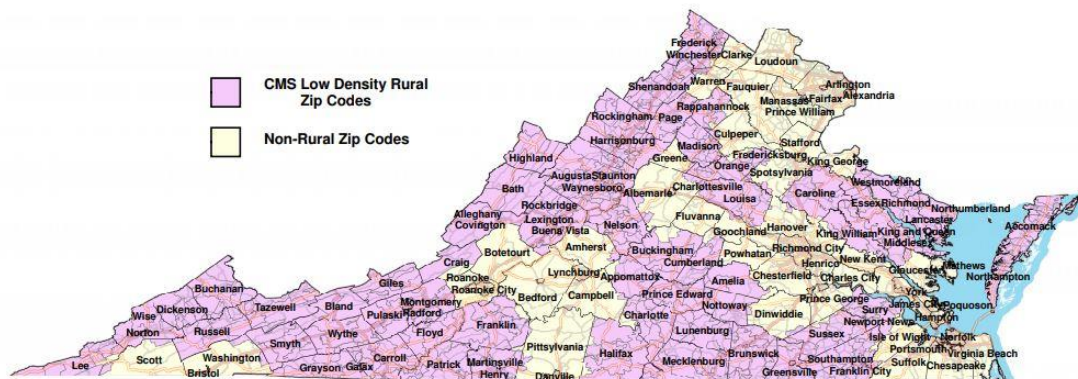
Serve 200,000 people

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 designated 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

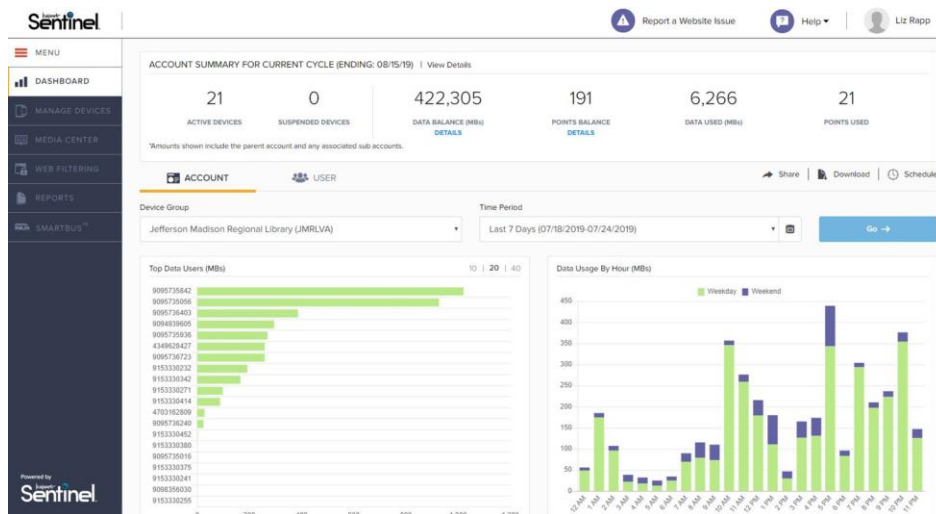
Specifics

- [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

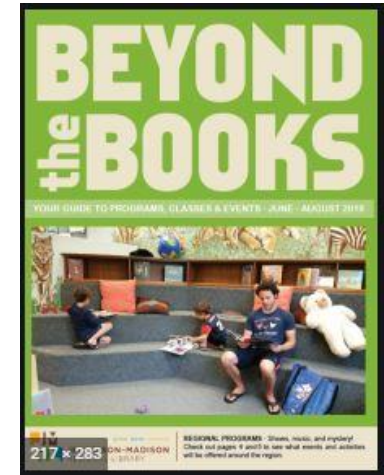
Highlight on Homepage

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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