

Douglas County Libraries in Colorado Says Collections Rose Nearly 50% After Fines and Fees Payment Option Added to 3M SelfCheck System

Customers Warm to RFID-Based Self Service Machines that Accept Payments

The seven-branch library system of Douglas County, Colorado, has reported that collection of fines and fees rose by 48 percent in 2007, the first year following the addition of fines and fees payments to its 3M RFID-based SelfCheck Systems, compared with the previous year.

"About half of our fine intake over the past 12 months has been from credit and debit cards, which helps explain the faster collections," says Bob Pasicznyuk, associate director of virtual services for Douglas County Libraries. "Customers enjoy using the SelfCheck Systems, and once we added the payments option, it became very convenient to make payments when they don't have the cash with them.

"Another factor might be the impersonal nature of dealing with a machine for fines and fees," he adds. "Some customers are more comfortable that way."

Situated about half-way between Denver and Colorado Springs, near the front range of the Rocky Mountains, Douglas is one of the nation's fastest growing counties on a percentage basis, its population having risen by more than 50 percent in this decade. Demand for library services has grown even faster in the county, with circulation of materials up approximately 20 percent annually in the past few years.

To help meet that demand, Douglas County Libraries adopted radio frequency identification technology in 2006, installing 3M RFID Systems, including the SelfCheck Systems, for a variety of critical front and back-office operations.

"Like many of our nation's public library systems, the Douglas County libraries are faced with the challenge of providing more services without a corresponding increase in budget, staff and space," observes Rory Yanchek, business manager, 3M Library Systems. "It's gratifying to know that our RFID systems are helping Douglas County meet that challenge with automation that frees staff members from routine tasks and thereby increases productivity."

Mr. Pasicznyuk recalls how months after the SelfCheck Systems were installed he would still observe customers at the circulation desk who were amazed by the self-service process. "They would put down a stack of items and be instantly checked out," he says. "There's no retail experience like it. Before, if we were busy, they might wait in line five-to-seven minutes. With RFID, it's not even one minute."

One of the library's goals was to obtain 90-percent customer usage of self-service for check out and return of circulation materials -- an objective that was easily achieved, he says. That success prompted the addition of the payment option.

Lem Amen, vice president, 3M Track and Trace Solutions, says libraries increasingly embrace 3M RFID "as a customer-and-staff-friendly, cost-efficient approach to higher productivity. The systems generally pay for themselves in short order."

A global leader in library innovation for more than 35 years, 3M Library Systems provides security, productivity and information management solutions that harness technology to enable a more human library, freeing

librarians to spend more time doing what they do best – helping people. 3M also partners with libraries to support their technological advancement and ensure their success through numerous industry sponsorships and programs. For more information about the 3M Library Systems, visit <http://www.3M.com/library>.

3M provides comprehensive, practical and easy to use solutions for customers in diverse markets, including health care, safety and security, aerospace and government, oil and gas, process industries, supply chain, construction and utilities, libraries and legal. Utilizing RFID, GPS and RTLS technologies, our asset management, protection, and utilization solutions enable customers to reliably and accurately manage high-value assets. Unlike similar offerings, based on components rather than complete solutions, 3M Systems are designed with full implementation in mind, deploying the right solution, with the right technology, suited for the customer. For more information, go to www.3Mtrackandtrace.com.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries.

3M Public Relations: Colleen Harris, 651-733-1566 cahornharris1@mmm.com or LVM Group Inc. Bob Rumerman, 212-499-6567 bob@lvmgroupp.com or Douglas County Libraries Bob Pasicznyuk, 303-688-7617 bpasicznyuk@dclibraries.org

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