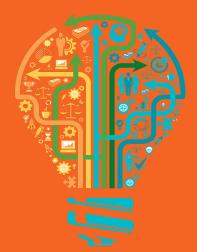
Optimizing "Future-Ready": Information, Curation, and Collaboration

Kenn Bicknell

Los Angeles County Metropolitan Transportation Authority Research Library & Archive

https://metroprimaryresources.info/

TLR: Transportation Librarians Roundtable 3 November 2022



Things are Not Always... What They Appear to Be







11,000 employees, plus:

Contractors

Consultants

Educators

Students

Transportation agencies & libraries

Transit advocacy organizations

Journalists & other media

History enthusiasts

with...

2 full-time librarians over the last decade...

The traditional service model will not work!

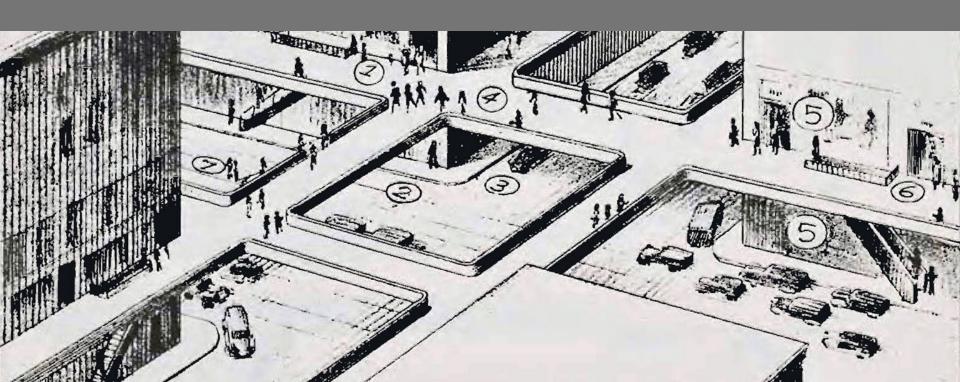


But how do we align resources with expectations of a diverse and increasingly sophisticated audience?



"The 21st Century is a terrible time to be a control freak."

Challenges Breed Opportunities



How can we...

1. Increase self-service?

1. Optimize disparate resources?

1. Innovate for an optimal user experience?

_

Assessment: What do we have?

High-interest collection!

High-level skills!

Interdisciplinary focus!

Strong professional network!

OUR STRATEGIC DIRECTIONS...

and unintended consequences

News
Aggregation &
Dissemination

Community Curation

Strategic Collaboration

News Aggregation & Dissemination







Transportation Headlines

Wednesday

Metro Research Center Dorothy Peyton Gray Transportation Library and Archive

Amtrak Plans Wi-Fi Internet Access On Acela Trains

Center For Transportation And The Environment National Broadcast Series: USDOT-HUD-EPA Partnership For Sustainable Communities (November 9, 2009)

Many In U.S. Want Texting At The Wheel To Be Illegal New York Times

Pico Rivera Kicks Off Grade Separation Project Whittier Daily News

Oberstar Says Obama Undercounts New Transportation Jobs By Half Duluth News Tribune

(San Antonio, TX) <u>Via Testing Free Internet On Some Buses</u> My San Antonio

Providing critical resources before users even realize they need them





Digital Newspaper



Customized Content Each Day



From Aggregation to Engagement



Leveraging local history

THIS DATE IN HISTORY

1943: 75 years ago...

EVENTS OF LOCAL INTEREST

These historical notes were taken from the Public Opinion newspaper archives.

1918: 100 years ago ...

Vernon Castle, renowned dancing teacher. Appointment of Earl E. Ostrander, formerly of was killed vesterday in a fiving accident west. Marshfield, Wis., as manager of Herberger's store here was announced today. Mr. of Fort Worth, Texas. Castle, a captain in Ostrander arrived here Monday to take charge England's Royal Flying Corps, had made of the store. In Wisconsin he was in charge of more than 30 flights over German lines and two stores of the McCain-Johnson company, was a hero on the Flanders front. He was in one at Marshfield and the other at Neilsville. Texas, helping to train American cadets. To Mr. Ostrander has been in the mercantile avoid a collision with another plane. Castlebusiness since 1920. He started his career tried an "Immelmann turn," but his plane. at Devil's Lake, N.D., and later managed two falled to respond. Vernon Castle and his stores for the O'Donnell-Saymens company wife, Irene Castle, had national reputations at Ironwood, Mich. Work on remodeling and as dancers. They appeared on Broadway redecorating the store here is now underway. Mr. Ostrander said. The interior of the building and in silent films and were part of the craze. will be entirely redecorated and reamanged for new dance routines that became popular and parts of it will be remodeled. The front social dances before the war. In one musical of the building will be modernized as will revue, they danced to a song by a young the basement and both floors. The building songwriter named leving Berlin. The song was formerly occupied by the S. and L. store, "Wexander's Ragtime Band," Vernon and Irene. north of the Schaller building, has been rented Castle attained great popularity as teachers of by Herberger's for storage of reserve stock. modern dances. Among the dances that they The windows of the building will be used for gave instruction in were the Texas Tommy, the display. The store is remaining open during foxfrot and the Grizzly Bear. this period of transition.

Today's sponsor:

DEPONIABLE and KNOWLEDGEARS

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not PROTECTION and long form

HELATIONSHIP.

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Howing one typical person for your car, home and the insurance left you get down to business with the rend of your Mr. IT's what I do. GET TO A BETTER STATIC., CALL ME TODAY.



Philip Ratthews. Agent 600 Str. Street SE Violentown, SD 5/2/31 Bus 605-860 1252 philipstages805.com Mon-Fri 8:30-8:30 Sat 9:00-2:00

State Farm

Date from Minist Schemister Frommers Company, Optic Spin Indian Company, State From From and Canada Company, State Sance Sance

1978: 40 years ago...

In club news this week, the Kiwanis Club presented the fourth program of its "Travel and Adventure Series" at the Dwight D. Miller auditorium with the namated film, "Motoring Through Germany." Elective Study Club met in the home of Marion Oviatt. The program was presented by Marcela Romero, an AFS student from Bolivia who is living with the Oviatts this year.... Monday Music Club featured plano selections played by Lucille Evenson and Donna Carpenter, including (on two planos) "Norwegian Dance" by Grieg.... Rotary Club met at the Plateau to hear a presentation by junior high health teacher. Butch Bachman. about the slow reaction times of drinking drivers... Vera Miner reviewed Mary Martin's autobiography at the Booklovers. Club, meeting at Dorothy Austin's home met at the Regal Cafe where Doris Kummand John Simmons competed as speakers. Kumm won with her speech, "Weight

Watchers: Will it Be My Salvation?"

weather hit north east South Dakota Friday, Freezing rain preceded the lightto-moderate snowfall and strong winds that generated a winter weather advisory for the region. The mix of new snow and gusty winds, preceded by freezing rain to the west and south of the Watertown area. produced hazardous travel conditions and forced Eastern S.D. Conference officials to cancel the conference wreating tournament scheduled for Brockings today (Saturday), and local school officials to postpone the Watertown High School boys and girls basketball games with Mitchell (one at home, the other away). Several other school districts in the region postponed a number of high school basketball games due to poor traveling

2003: 15 years ago...

For the second time in four days, winter

Did today's DIH sper a memory? Do you know where the pagale mentioned today are and what they are doing? If yas, please amail our newsroom at news@thepublicoginion.com and let us know.

To read previous columns, go to our website at thepublicopinion.com and click on the "This Date In History" box under Extras.

Online calendar

+ August

· September





electronic recountry and

Our Daily Neverpages DY

Photo Collection

Charries

aggregated hows

published every work day

Online calendar



SEARCH PRIMARY RESOURCES

Los Angeles

THIS DAY IN LOS ANCELES TRANSPORTATION HISTORY

- + January
- + February
- + March + April

Seinik.

- · Man
- + Jule + 100
- + August
- + September

How Silent Film Star Harold Lloyd "Flew" Through 1924 Multi-Modal

By 1 Not to Digital Passacrania Little on A Survey 4, 2018.



APRICAL PROPERTY PROPERTY AND THE PROPERTY WAS THE

The cited film ma of the 1510's and 1500's was a period of explosive growth

METRO LIBRARY SOCIAL MEDIA SITES

- Spick books, documents.
- · Motor Cheery on Tacabook
- . Metes Library on Paperilli
- . Metro Library on Tuestin
- . Meno Library on Twitter
- Champel appropriate reven

If features Lived racing through Los Angeles in its multi-model climes. unificing not only a Pacific Certic streeton, but several automobiles, a fireorigins, a policy motorcicle, and a horse seggin to respective from marrying another man, As Mark Shiel writes in Hellywood Cineral and the Roof Lee Angelon, Lincol's other films Get Out and Get Motor (1925) and Hist.

principles analysis specify to Lin Angeles in the logge when constant use. peaked; automobile committy explosied, and pedestrians, hunses, and trains one initiatings a flory of the past.

The elighorate streetcar score in the film's finale can be viewed here:



Three actives were filmed primarily on the Franklin Avenue Line along Yuccaand Argely Streets, may the present day Capitol Records Building in





SEARCH PRIMARY RESOURCES

Seinh

THIS DAY IN LOS ANCELES TRANSPORTATION HISTORY

- Merch

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March o This Date to Lee Marsh at This Date in Los

March, n. This Date in Los Augusta Commontation, No.

March 28: This Date in Los Angeles Transportation History

1884: The Sixth Street and San Fernando Street Railroad Company, and the East Liti Angeles and Main Street Railmad Company are both deeded to the Curtial Ballions Governors

1829: The Frances Sheet Railmort Company is incorporated.

1984: The silent film "Get Sky" starting Harald Sloyd, has its premises in

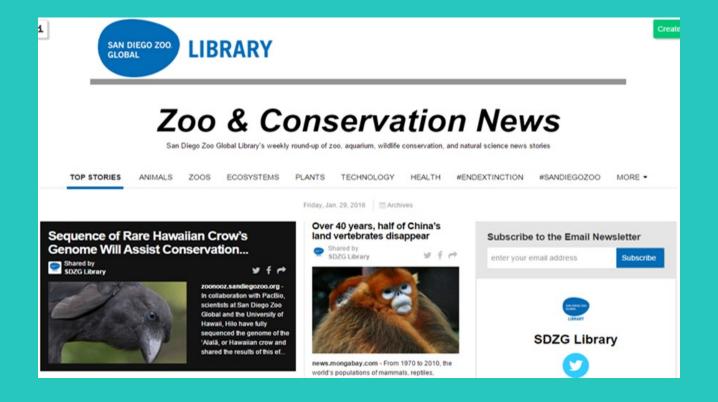


METRO LIBRARY SOCIAL MEDIA SITES

- . Library Chilose Catalogs

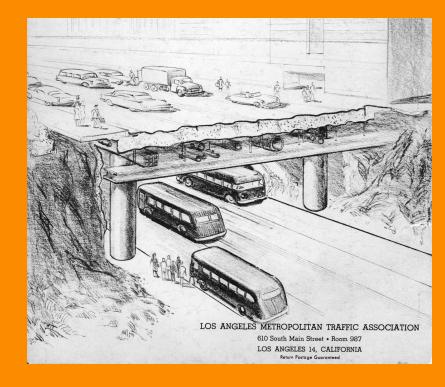
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Unintended consequences



Telling our stories



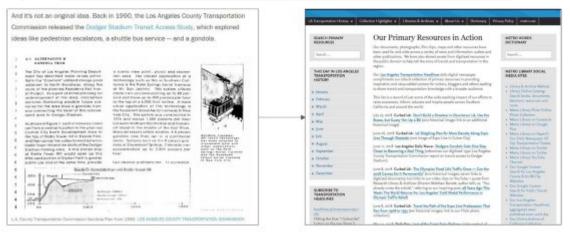


Telling our stories

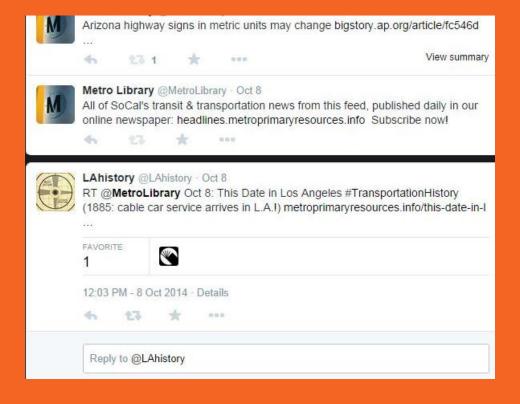


We're Part of the Conversation, Too...



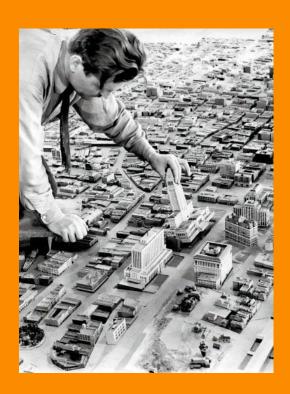


Local history goes viral



Community Curation



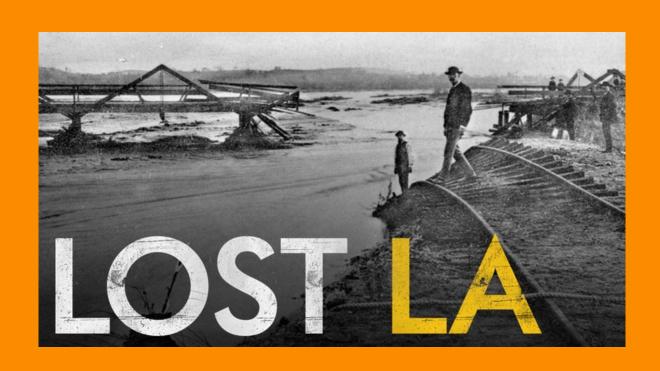


Local history advocacy



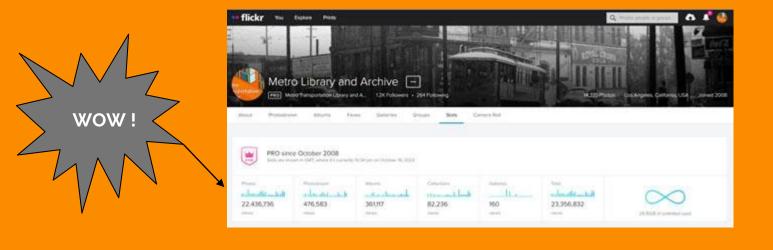


New media partnerships



Unintended consequences:

Over 22 million views of 14,000+ images in 14 years



Strategic Collaboration



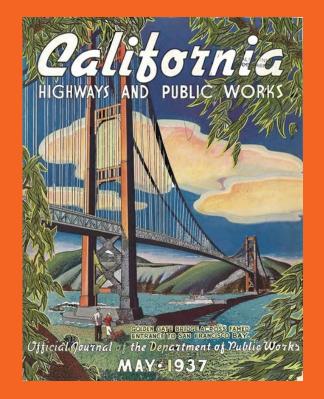
Collaborative digitization

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 8y:	Past Visions of L.A.'s Transp Los Angeles Transit And Tra 1911-1957
1911	Preliminary Report Upon The Transportation Problem of Los Angeles	Bion 3. Arnold	Los Angeles City Council	
1914	Rail Transit	George A. Damon, W. L. Newton	City Planning Association	Search Tools
				Library Catalog Board Archives
1915	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	E. W. Bannister	Los Angeles Railways?	TRIS TLCat Also On Our Site View the library's site categories
1920	Report on Railroad Grade Crossings Elimination and Passenger Freight Terminals in Los Angeles	California Railroad Commission, Richard Sachse, Chief Engineer	California Railroad Commission	
				Archives
				Our historic legacy of photo and other items document t
1922	The Los Angeles Plan: A Selected Traffic Program	Los Angeles Traffic Commission	Los Angeles Traffic Commission	unique role of transportatio California history and cultur Click here to view Archives
1922	Study and Plan of Relief of the Street Traffic Congestion in the City of Los Angeles, Calif.	John M. Terrass	University of California, Berkeley	Library Research
1924		Olmsted, Bartholomew, Cheney	Traffic Commission of City and County	Records Services
				Social Media / Web 2.0

More Information portation Future ansportation Studies, ographs, manuscripts, the important and on in Southern



Collaborative digitization

by the time times station opened in 1995, the public emission the cast of a central territoral affoliates/rtedly.

Over 500,000 people turned out for the Opening Day gurade. (The city's 1540 remain population was just over 1,500,000).

A 6,000 seat amplificative was set up to stage "Romanus Of The Rails," as elaborate production depicting the history of Southern California and its development through transportation.

Philywood luminaries gathered at the brand new terminal for the previous of "Union Racific." It included a special train launching a 60,000 mile trip access the U.S. to promote the new feature length film.



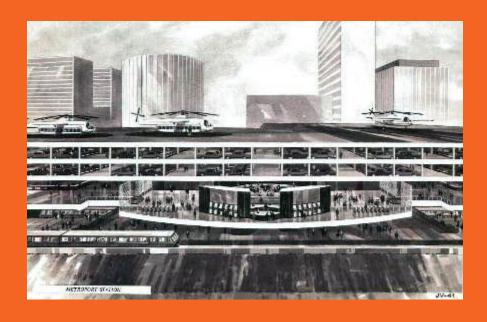
In a city full of includity encognizable architecture, it stands out as an inomisumbol of Los Angeles.

When the Federal Willers' Project of the Works Project Administration Carde. To Lin Angeles was retrained nation this year, the University of California Press chase an image of Union Station to groce its cores.

However, just her years after opening. World War II was underway. When II under, the combination of affordable jet havel and a national intensiate, system left the national great sail stations, including this one, in the shadows of their former granders.

Special Basels to the USC Library Special Collections stuff for permission to use their Aritanic photos Soon their selfine Digital Library.

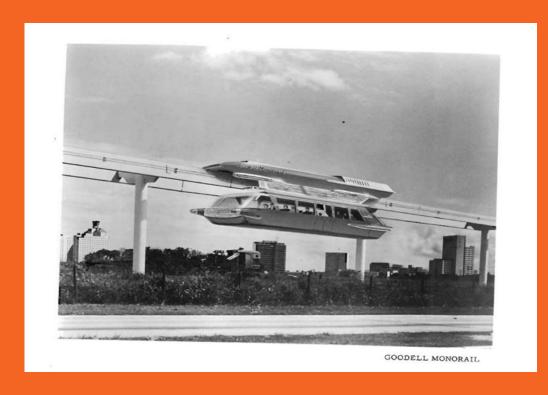
Exploit embedded resources



Lasting digital partnerships



One resource goes a long way



Unintended consequences



NEVER BUILT: LOS ANGELES

JULY 28, 2013 - OCTOBER 27, 2013





Getty Museum...and beyond

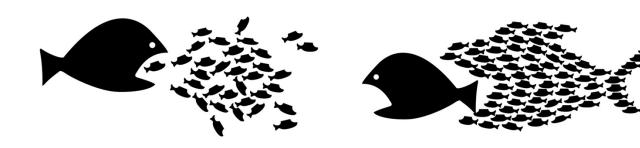


Mega-Unintended Consequences: U.S. National Building Museum



NOW: What can we do TOGETHER

to increase our **IMPACT**?



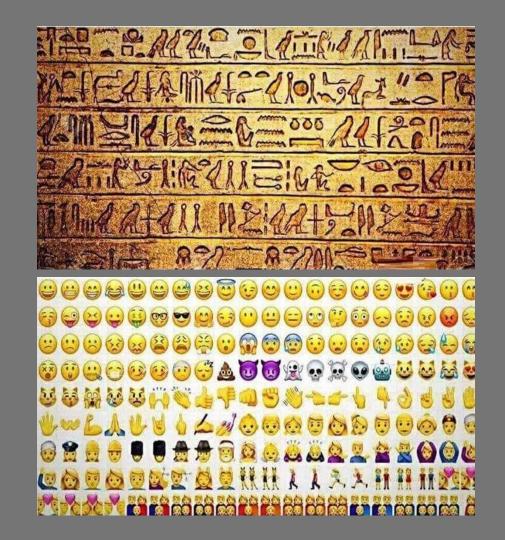




"We live in a state of continuous partial attention."

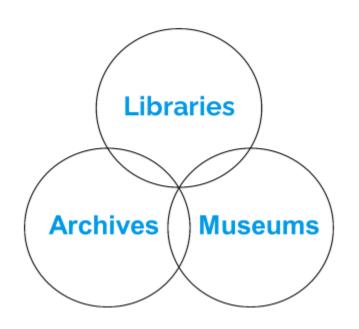
How Can We Best:

- Compete for Eyeballs?
- Be Desired and supported?
- Sustain efforts and stay futureready?



Where Are the Similarities and Overlaps in GLAMs?

- **★ Subject Focus**
- * Materials Formats
- * Technologies
- * Human Capital

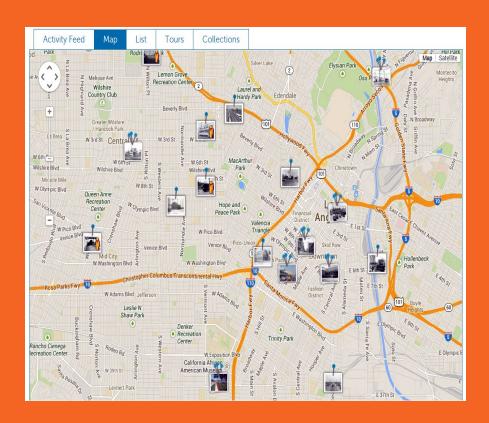


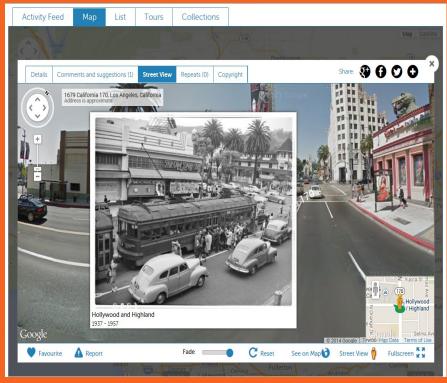
Inspiration from Museums: How we see & experience





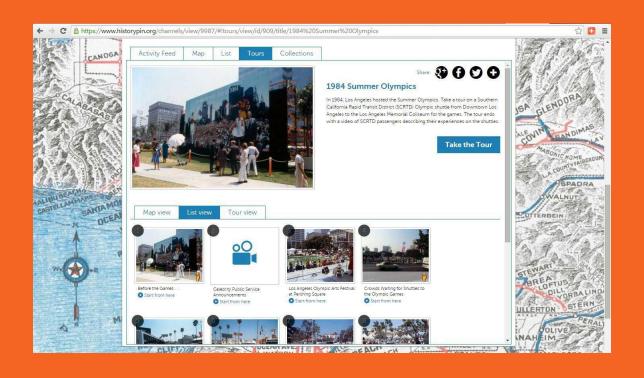
Historypin





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Our stories come alive



Interactive timelines



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Timelines & the Exo-Library

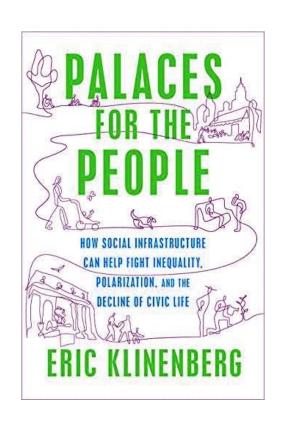




Augmented reality

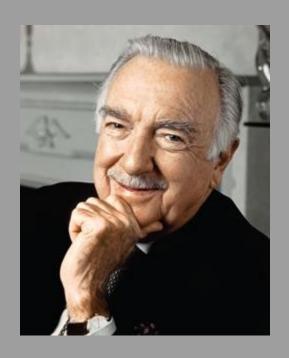


Is it replicable?
Is it scalable?
Is it sustainable?



"Libraries are not the kinds of institutions that social scientists, policy makers, and community leaders usually bring up when they discuss social capital and how to build it.

But they are among the most critical, and undervalued, forms of social infrastructure that we have."



"Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation."

THANK YOU!



FOR LIBRARIES, ARCHIVES AND MUSEUMS

Edited by Lorraine A. Stuart, Thomas F. R. Clareson, and Joyce Ray

bicknellk@metro.net

https://metroprimaryresources.info/

