

Configuring a great outreach vehicle: *a practical guide for the road ahead!*

Association of Bookmobile and Outreach Services Conference

October 29-31, 2014

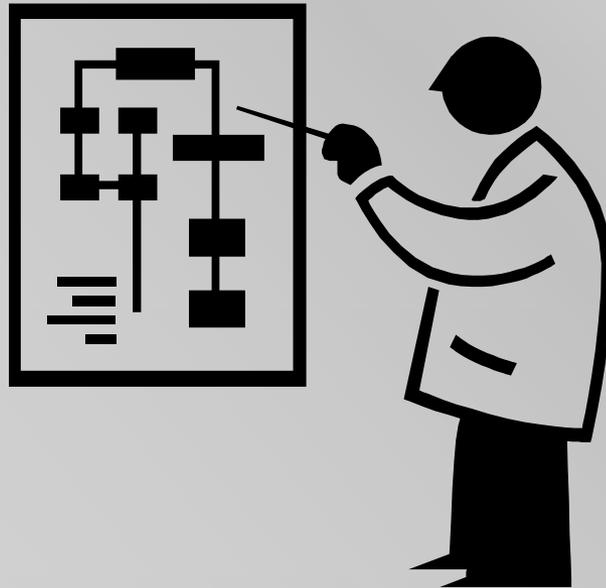
San Diego, CA



Michael Swendrowski

- President of Specialty Vehicle Services, LLC.
- Current ABOS Board Member
- Former Chairman of ALA Subcommittee on Bookmobiles
- Co-author of *On the Road with Outreach* (Libraries Unlimited, 2009)
- Assisted many libraries worldwide





The process:

Choose your base vehicle

Decide on features

Create your preliminary layout

Paint and graphics concept

Write your specifications

Work with your vendor



Base Vehicles

Your largest decision!

Ram Promaster

- European roots
- Front wheel drive
- Diesel or Gas
- 8,900lb GVWR
- 4,430lb max. payload
- 118" or 136" wheelbase
- Low or high roof



Ford Transit Jumbo

- Also European
- Front, rear or all-wheel drive
- Diesel or gas (E85, CNG or LPG prep packages available)
- 10,360lb GVWR
- 4,650lb max. payload
- 130" or 148" wheelbase
- Low or high roof



Mercedes-Benz/Freightliner Sprinter

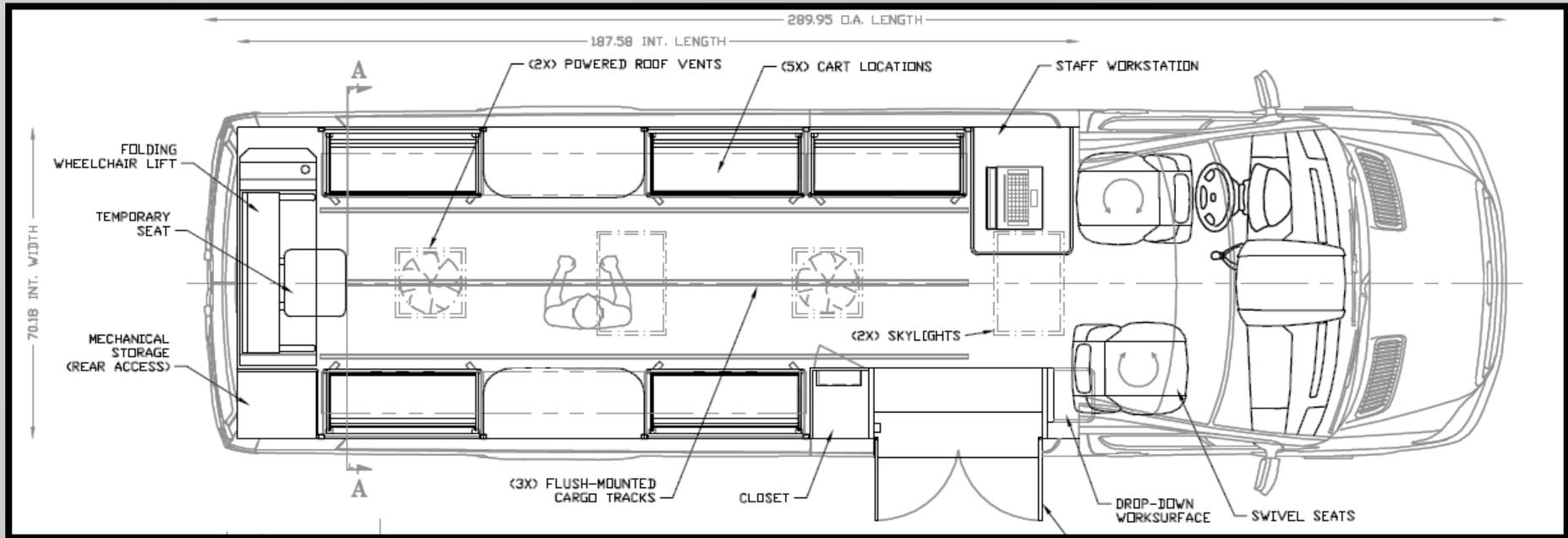
- Proven US track record
- Rear wheel drive
- Diesel fuel
- 11,030lb GVWR
- 5,508lb max. payload
- 144" or 170" wheelbase
- Low or high roof



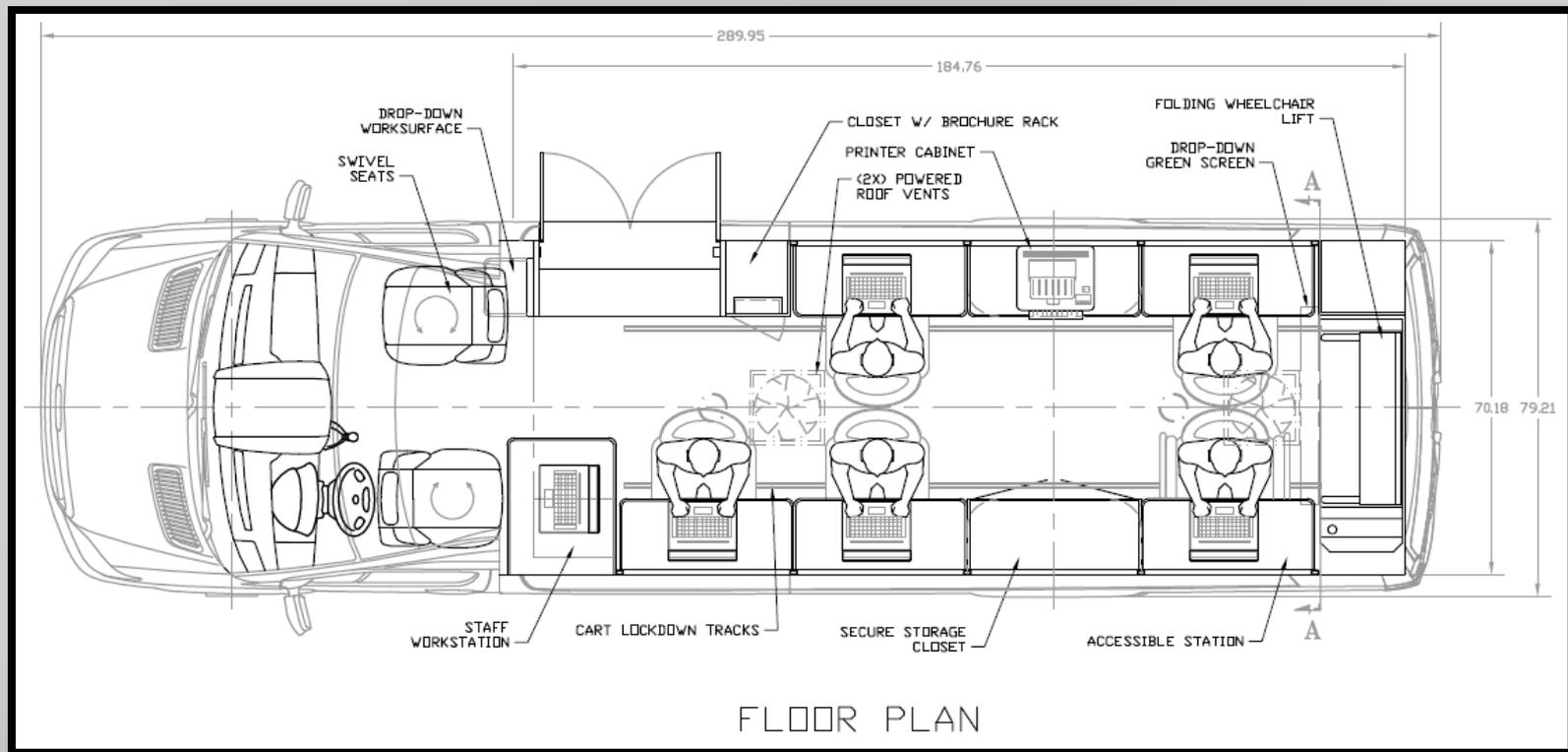
Sprinter Bookmobiles



Design Example



Design Example

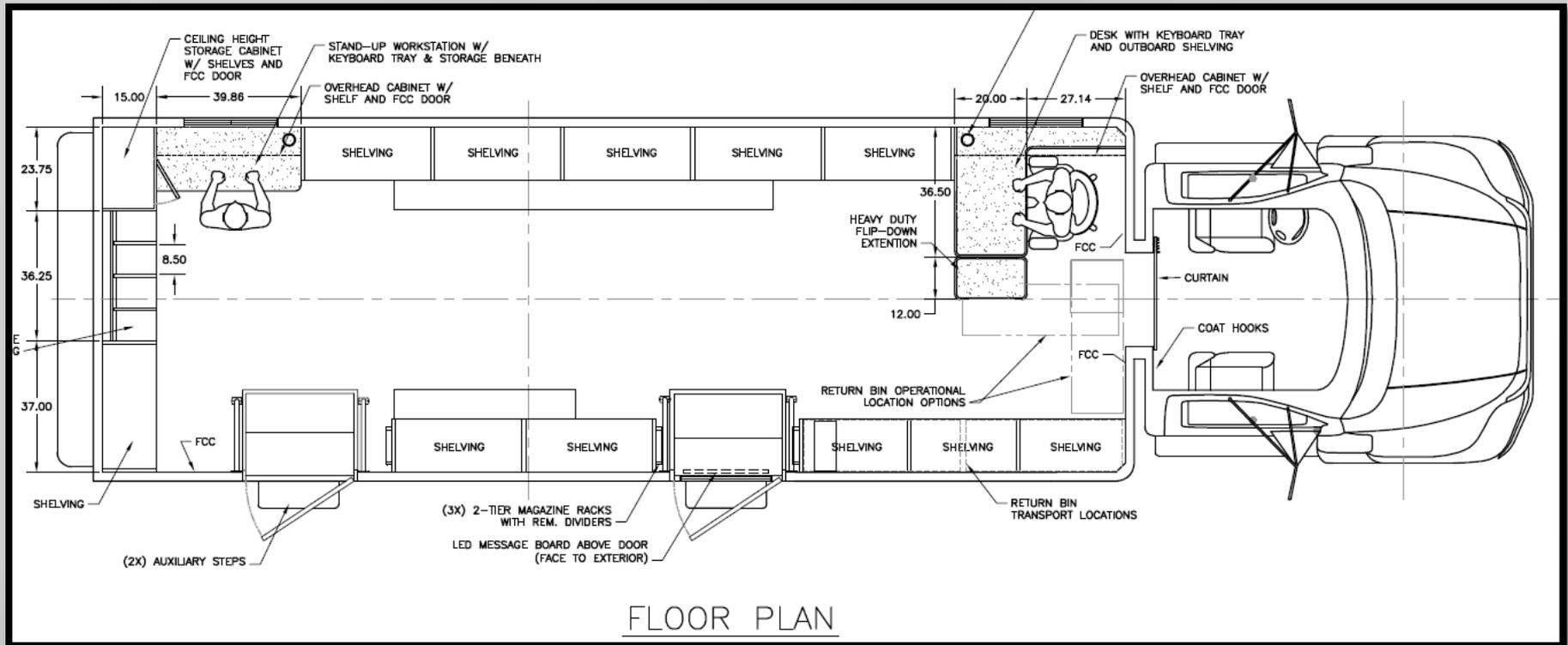


Truck Style

- Current large favorite
- Square body
- High headroom
- Comfortable to drive
- Easy to service
- Up to 32' without CDL
- Very flexible with many options

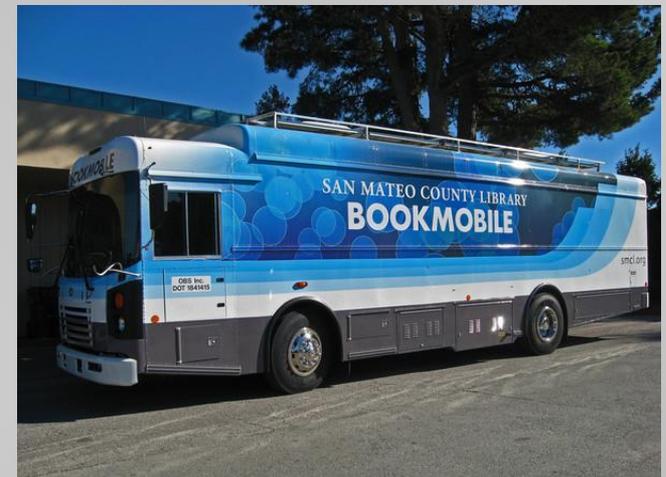


Design Example

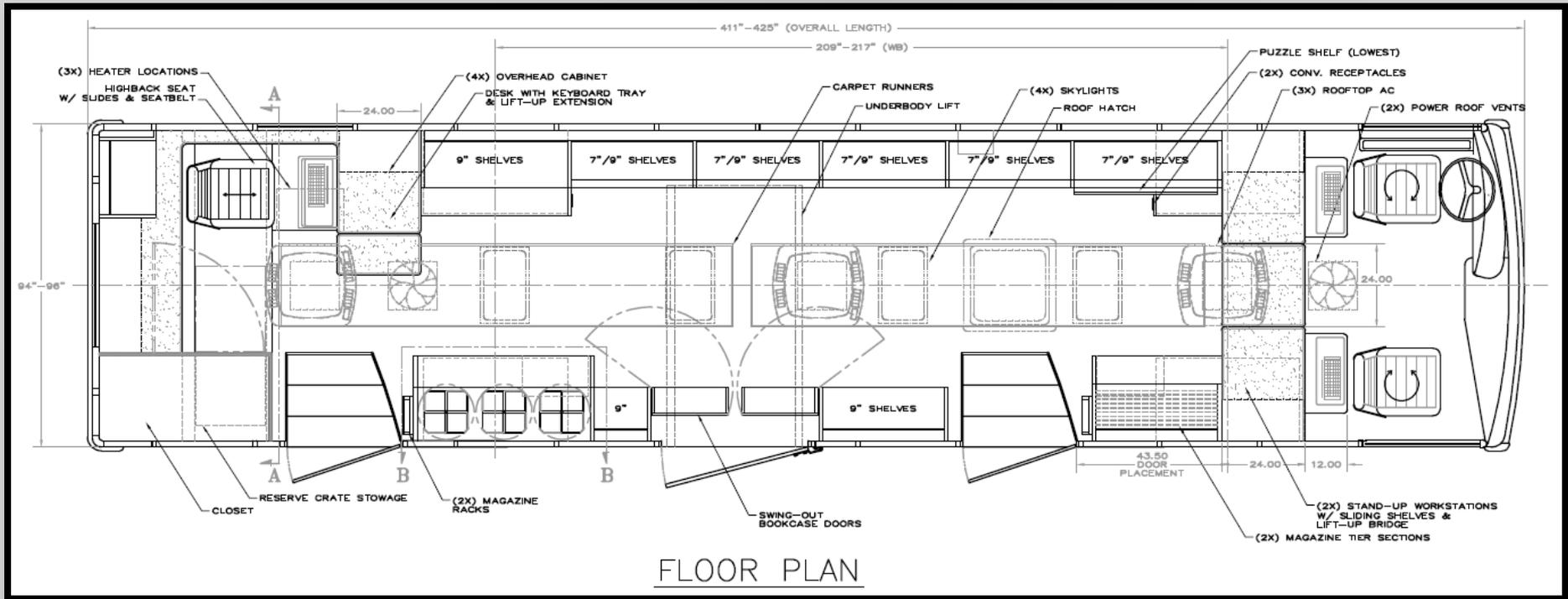


Bus Style

- Classic choice
- Heavy-duty construction
- Engine placement options
- Efficient use of interior space



Design Example



Other Styles

- Step vans
- Low floors
- Cutaways



Used Vehicles

- Can be great value
- Based on availability
- May be modified

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Used specialty vehicles for sale

SVS is your best source for used mobile marketing vehicles, used mobile healthcare vehicles, used mobile outreach vehicles, used bookmobiles and many other used specialty vehicles. These specialty vehicles are available on consignment from their respective owners. The condition of each of these vehicles has been represented as portrayed, but has not been independently verified. SVS does not warrant these vehicles in any manner, expressed or implied, but does offer independent [inspection services](#) for all types of specialty vehicles. Please [contact us](#) for a quote on inspecting any vehicle you might be interested in.

If you have a specialty or special-purpose vehicle for sale, please feel free to [contact us](#) directly or download a [Consignment Agreement](#) and [Condition Report](#) for additional information or to get started. **All listings are 100% free and run until sold! You only pay a commission if WE sell your vehicle!**



Fully Refurbished! Includes Paint Allowance

Brand new professional interior refurbishment (with restroom) on a low mile commercial chassis!

Year:	2003	Type:	Bookmobile
Length:	37' (approx.)	Price:	\$54,900
Generator:	10KW	Mileage:	15,000
Unit #:	MSV2	Location:	Nevada
GVWR:	33,350lbs	Fuel:	Diesel

[PDF sales sheet](#)



On-board Options

Current popular choices.

Environmentally Conscious Finishes

- Marmoleum
- Recycled carpet
- Cork
- Low VOC wood finishes



LED Lighting

- Low power
- Low maintenance
- High reliability
- Full spectrum light frequency



Solar Panels



- Free power
- Reduce generator run time
- Can be scaled based on available space
- Maintenance free



WiFi Hotspot

- Ruggedized 3g/4g cellular modems
- Built into vehicle
- Hotspot with VPN capabilities



GX400/440, I/O option

Aluminum Shelving



- 700lb typ. weight reduction
 - Can equate to 5% fuel efficiency gain!
- Very flexible/modular
- Wider center aisle!
- Compatible with book carts





Paint and Graphics

Many options!

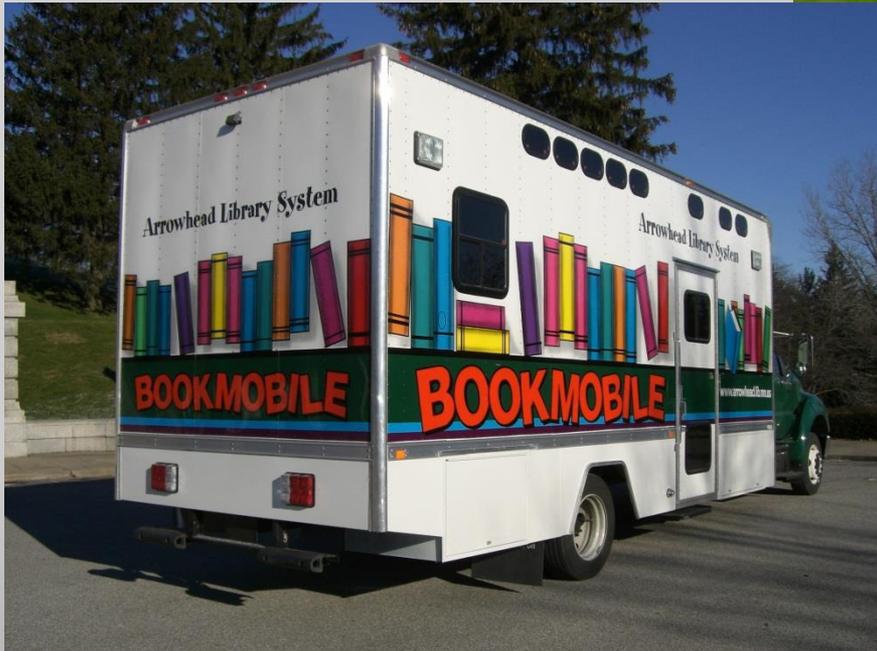
Paint

- Long life with no bubbling or lifting
- Best for large solid color areas
- Typically coordinates with vinyl graphics



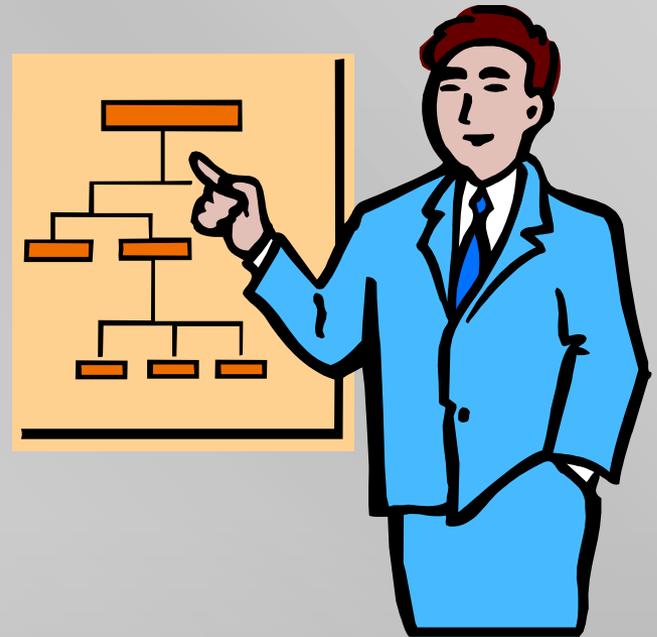
Vinyl Graphics

- Priced per square foot
- Full color printed or solid



Process Options

- Concept: In-house
- Design: Vendor, 3rd party or in-house
- Paint: Vendor
- Graphics: Vendor or 3rd party
- Allowance in specifications





Writing your Specifications

Specific yet flexible!

Specification Types

- **Performance Specifications**

- Description of operating requirements (e.g., gross weight, maximum speed, acceleration rate, fuel economy, etc.)

- **Design Specifications**

- Description of physical dimensions (e.g., length, volume carrying capacity, tensile strengths, or other engineering parameters)

- **Proprietary Specifications**

- Description of vehicle's required equipment (e.g., Caterpillar engine, Allison transmission, Eaton rear axle, etc.)

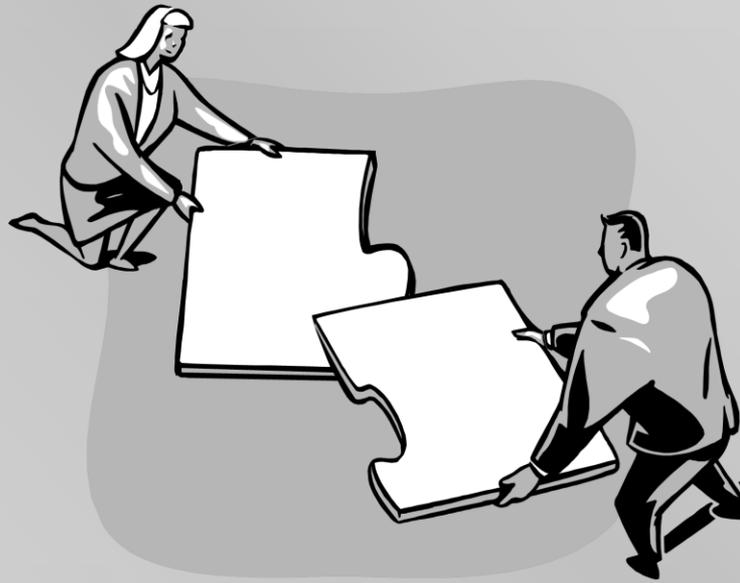
- Bid specs may be primarily of one type or encompass elements of each
- Be careful not to restrict specs more than necessary to avoid narrowing choices unintentionally



Specification Resources

- Other libraries
 - Ideally with similar recent projects
- Vendors
 - Obviously proprietary
- Fleet department
 - At least with chassis aspect
 - Vested in project
- Your consultant
 - Temporary expertise to supplement your staff
 - Efficient and correct



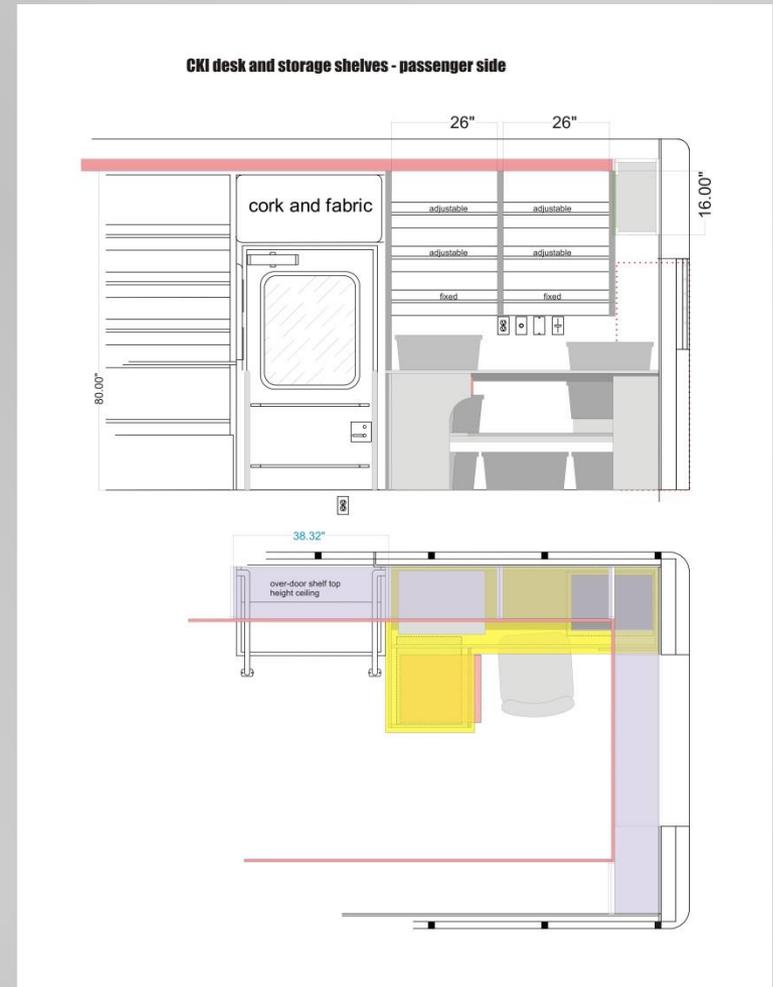


Working with your Vendor

It's a team effort!

Hundreds of Details!

- Much like building a custom home
- Vendor is expert with materials
- You're the expert on delivery flow



Doing your Part

- Make timely decisions
- Start graphics development early
- Choose materials/colors prior to construction
- Request photo updates
- Weekly phone call with your representative
- On-site inspections





Summary:

Choose the right base vehicle

Decide on the best features

Create a preliminary layout

Identify a paint and graphics concept

Write your specifications

Work effectively with your vendor

Thank you!

Have a wonderful conference!



consultation | design | management | inspection

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