



**To: Library Board**

**Fr: Alanna Maddox, Circulation Supervisor and Peter Loeffel, Library Director**

**July 16, 2025**

**Re: Welcome Card Pilot Program**

#### **Purpose/Need**

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Milwaukee Public Libraries (MPL) is considering a pilot program and has invited Wauwatosa Public Library (WPL) to be a part of the discussion.

#### **Background**

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In an effort to reduce barriers to access, MPL is exploring creating a Welcome Card that would make it easier for patrons who lack access to identification to sign up for a library card. MPL is considering implementing a pilot program based on similar programs enacted by other libraries. MPL reached out to WPL as part of its exploratory process, and WPL staff is interested in participating in a joint pilot program. A pilot program would allow WPL to evaluate the need and demand for this type of program, as well as evaluate its effectiveness.

#### **Recommendation**

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To approve having WPL join MPL in developing a Welcome Card pilot program for Wauwatosa and Milwaukee residents.