

BEYOND BOOKS: THE SAINT LOUIS PUBLIC LIBRARY'S PASSPORT TO COMMUNITY CONVENIENCE

Case Study: DNP ID Passport Photo Booth

With sixteen branches serving over 2 million visitors annually, the Saint Louis Public Library (SLPL) is renowned for its extensive collection of books, but its commitment to community service extends far beyond the written word. Embracing its role as a community hub, SLPL has expanded its services to address the practical needs of its patrons. The library's offerings are diverse, from community events to digital resources, career support, and even notary and passport services. What is the library's goal in offering these services? To make life easier for community members. With the addition of the DNP ID Passport Photo Booth, SLPL not only streamlined passport services but added a fun and engaging feature to the library.

Enhancing Passport Services

As part of its mission to increase community services, the library began offering passport processing services at key branch locations in February 2020. However, the necessity of obtaining a passport photo, typically at locations lacking the capability to process the accompanying paperwork, presented an inconvenient hurdle. The library staff recognized this extra step makes an already complex task even more demanding. Spotting an opportunity to boost convenience, the SLPL introduced the DNP ID Passport Photo Booth. This addition, first installed at the Buder branch in early 2022, revolutionized the passport application process for patrons. The booth's strategic placement near the application desk allows individuals to quickly snap a photo that meets the specifications of the International Civil Aviation Organization (ICAO) and then easily present their completed paperwork to staff. "The photo booth truly makes the library a one-stop shop for passports," explains Liz McArthur, Director of Neighborhood Services for SLPL, "The DNP ID Passport Photo Booth makes the process so simple for the customer. And if our goal is to make this easier and less of a pain for our community members, then this is an effortless way to do it. One stop, and they have access to everything they need to get a passport." The photo booth's impact continued beyond practicality; it added a layer of enjoyment to the library experience. With the flexibility to take fun photos and portraits, the DNP ID Passport Photo Booth is not just a tool for passport photos but a source of entertainment for kids, teens, and families. For example, McArthur shared the story of a clever parent who promised their child a set of silly photos as a reward for cooperating during their passport photo session.

Expansion and Additional Revenue Benefits

Following the success of the initial photo booth, SLPL added a second DNP ID Passport Photo Booth at the Central branch, another regional location, this past year. In addition to greater convenience and engagement for community members, the library collects an additional revenue stream from the photo booths. This extra income helps solidify programs, ensuring continued availability for the community.

A Symbol of Service and Impact

The SLPL's decision to install the DNP ID Passport Photo Booth reflects a keen understanding of community needs and a commitment to meeting them. By eliminating the need for an additional stop in the passport application process, the library has saved patrons time and, in addition to passport photos, provides a fun experience. The DNP ID Passport Photo Booths at SLPL show how a single, strategic enhancement can lead to multiple benefits—it boosts efficiency, encourages community involvement, and aligns with the library's commitment to service and accessibility. As the library continues to serve as a cornerstone of the St. Louis community, it sets a benchmark for others, demonstrating the impact of integrating innovative solutions with traditional community services to create practical and satisfying experiences.



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