In May 2014, Driving-Tests.org launched a new public service initiative – the Community Based Online Driver Education Program – to provide U.S. public libraries with funding for the development of high-quality online driver education programs.

CASE STUDY: MAY 2014

AMIE THOMAS  
MLS  
PUBLIC SERVICES ADMINISTRATOR  
Brownsburg Public Library, INDIANA

“Thanks for offering such a cool resource at no cost for our public!”

“Strategically speaking, one of our goals at the Brownsburg Public Library has been to offer as many online resources as possible. This program will help us offer a valuable resource that our community can access anytime and anywhere. For years, we’ve struggled to stay on top of the various driving manuals; unfortunately, due to their size and value they often disappear. This is an amazing resource for anyone preparing to take their written driving test.”

LAUNCHED THE DRIVER’S ED PROGRAM  
FREE INDIANA PERMIT PRACTICE TESTS

The Brownsburg Public Library launched the program on 19 May 2014. Since then, over 200 patrons have used the resource to get ready for their DMV permit test (both automobile and motorcycle).

PROMOTION APPROACH

The Library used the following ways to promote the new driver education program to the patrons:
- announced the partnership on the ‘Online Resources’ page
- published an announcement in their in-house brochure
- shared with the staff for word-of-mouth

RESULTS

Since the program launch (19 May 2014), over 200 patrons have used the resource to get ready for their DMV permit test (both automobile and motorcycle versions).

LIBRARY PROFILE

Location: 20 minutes northwest of Indianapolis
Area population: 40,258
Registered borrowers: 23,933
Library Philosophy: To supply the community with the materials and services for pleasure, special projects, and research. The collection is diverse, as is the community. The library promotes its services to local organizations, churches, and schools.

This is an amazing resource for anyone preparing to take their written driving test!

Amie Thomas, MLS