CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
FISCAL YEAR 2017/2018
PITCH-AN-IDEA GRANT APPLICATION

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

Applicant Information

1.	**Library/Organization**	**2.**	**Library's DUNS Number**
	Oakland Public Library		120572250

3. **Legal Business Name** *(must match name registered with Federal Employer Identification Number (FEIN))*

City of Oakland

4.	**Project Coordinator Name**	**5.**	**Project Coordinator Title**
	Mary Schrader		Supervising Librarian
6.	**Email Address**	**7.**	**Business Phone Number**
	mschrader@oaklandlibrary.org		510-238-6720

8. **Mailing Address**   **City**   **State**   **Zip**

125 14th St.   Oakland   CA   94612

Project Information

9. **Project Title**   Healthy Cooking with the Library

10. **LSTA Funds Requested** $15,000

11. **Cash Match & In-Kind** $8,911

12. **Total Project Cost** $23,911

13. **California's LSTA Goals** *(Check one goal that best describes the project)*

☐ **Literate California**   ☐ **Bridging the Digital Divide**
☐ **21st Century Skills**   ☐ **Information Connections**
☐ **22nd Century Tools**   ☒ **Community Connections**
☐ **Content Creation/Preservation**   ☐ **Ensuring Library Access for All**

14. **Primary Audience for project** *(Select all that apply.)*

☒ **Adults**   ☐ **Pre-School Children**
☒ **Families**   ☐ **Rural Populations**
☐ **Immigrants/Refugees**   ☒ **School Age Children**
☐ **Intergenerational Groups (Excluding Families)** ☐ **Senior Citizens**
☐ **Library Staff , Volunteers and/or Trustees**   ☐ **Statewide Public**
☒ **Low Income**   ☐ **Suburban Populations**
☐ **Non/Limited English Speaking Persons**   ☐ **Unemployed**
☐ **People with Disabilities**   ☒ **Urban Populations**
☐ **People with Limited Functional Literacy**   ☒ **Young Adults and Teens**

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

Describe how this project was identified as a need, how it relates to your library's strategic plan, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Summary should relate to activities in the timeline (Element 4) and include statistical information to support the project.

According to a study done by the UCLA Health Center for Policy Research in June 2012, 42.3 percent of students in Oakland are overweight or obese. This issue is compounded by the lack of convenient, affordable choices of fresh, family-friendly food in many of our city's low-income neighborhoods.

The Oakland Public Library (OPL) will soon extend its reach through the implementation of a pop-up mobile vehicle called the "MOVe". The MOVe -- which is on track for a fall 2017 launch -- will travel to underserved neighborhoods that are not close to current OPL branches, bringing library materials, staff, technology, and programming to people who might otherwise not be able to access these resources.

With LSTA funding, OPL would purchase a Charlie Cart (charliecart.org) to expand the MOVe's offerings to include cooking programs that focus on teaching youth how to follow a recipe to prepare low-cost, healthy meals. This project will allow OPL to address the issue of obesity that affects so many of Oakland's youth.

A Charlie Cart -- a compact, mobile kitchen -- includes lesson plans for integrated educational programs that connect food and cooking with Math, English, Language Arts, Science and Social Studies. OPL plans to use the cart and this curriculum to share knowledge of healthy eating and fresh food cooking with our community. We plan to emphasize easy, nutritious and budget-friendly dishes that can be made with little or no cooking skills.

When not in use, the MOVe will be housed at OPL's West Oakland Library, so the Charlie Cart will also be available at this neighborhood branch library. West Oakland Library has already been approached by neighborhood chefs and food justice leaders who are eager to lead cooking programs. The branch was recently awarded a mini grant that allowed purchase of a small kitchen cart with basic cooking tools in order to begin taking advantage of the neighborhood chefs.

West Oakland is a paradox as it is home to many food justice organizations such as Planting Justice: http://www.plantingjustice.org, People's Grocery: http://www.peoplesgrocery.org and the People's Community Market: http://peoplescommunitymarket.com, while also being a well-known "food desert" with few options for acquiring fresh food. West Oakland Library staff will leverage their role as a trusted community partner to connect the residents of West Oakland with these healthy food resources.

Community Supporters on this project include but are not limited to Hoover Elemenatary School, East Oakland Boxing Association, and Lighthouse Academy for programs on the MOVe. These supporters are locations that helped to design our mobile library, the MOVe, and are places we plan to hold cooking demonstrations. The East Oakland Boxing Association's nutritionist has agreed to do a cooking demonstration on the Charlie Cart. Community Supporters at the West Oakland Branch Library include Ralph J. Bunche High School, Mandela Foods, City Slicker Farms, and Planting Justice. We will do a cooking demonstrations for the Ralph J. Bunche High School students. Laney College Culinary Arts and the Alameda County Community Food Bank will support both the MOVe and the West Oakland Branch Library by doing a cooking demonstration for each location. The Food Bank will supply ingredients for their demonstration. Mandela Foods will supply ingredients as well as do a cooking demonstration. City Slicker Farms has agreed to donate ingredients.

As we've seen with OPL's existing mobile bike library and with our plans for the MOVe, people love seeing the library out-and-about in their neighborhoods. By including cooking resources in the MOVe and at West Oakland Branch Library, OPL will promote healthy eating in neighborhoods that need this kind of support.

ELEMENT 3: PARTNERSHIPS

Please list all formal partners for your project here. Please attach (under Element 7) a copy of your signed agreement with each partner, which outlines the role the partner will play and the resources the partner will contribute.

Partner Name	Organization Type (see instructions for valid entries)	Legal Type (see instructions for valid entries)	Role on Project	Resources That Partner Will Contribute (materials/funds/staff)

ELEMENT 4: PLANNING AND EVALUATION

Please answer each area concisely and completely. <u>For section A-F limit responses to four pages</u>.

A.   **Project Intent** *(Check only one that best describes the project)*

    Lifelong Learning
- ☐ Improve users' formal education
- ☐ Improve users' general knowledge and skills

    Information Access
- ☐ Improve users' ability to discover information
- ☐ Improve users' ability to obtain information resources

    Institutional Capacity
- ☐ Improve the library workforce
- ☐ Improve the library's physical and technology infrastructure
- ☐ Improve library's operations

    Economic & Employment Development
- ☐ Improve users' ability to use resources and apply information for employment support
- ☐ Improve users' ability to use and apply business resources

    Human Services
- ☐ Improve users' ability to apply information that furthers their personal, family, or household finances
- ☒ Improve users' ability to apply information that furthers their personal or family health & wellness
- ☐ Improve users' ability to apply information that furthers their parenting and family skills

    Civic engagement
- ☐ Improve users' ability to participate in their community
- ☐ Improve users' ability to participate in community conversation around topics of concern

B.   **Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).**

Healthy Cooking at the Library will have cooking demonstrations, particularly for youth, to show how easy it is to make a low-cost, healthy and tasty dish and to encourage them to take the recipes home to use for the ultimate goal of improving their health.

C.   **Anticipated Project Outputs – Measures of services and/or products to be created/provided.**

12 cooking demonstrations; at least10 people will attend each demonstration

Approximately 193 books on nutrition and healthy cooking for all age groups will be added to the West Oakland Branch Library collection.

At least 60% of the new materiald purchased will be checked out during the project.

12 handouts will include the recipe of the day for each cooking demonstration. A compilation of all recipes demonstrated will be available at the end of the grant project to attendees of the cooking demonstrations.

D.   **Anticipated Project Outcome(s) – What change is expected in the target audience's skills, knowledge, behavior, attitude, and/or status/life condition? How will you measure these outcomes? (for examples see attachment B of the application instructions)**

We expect that participants in the cooking demonstrations will go home with a better understanding of what is healthy eating. They will leave with the knowledge of how to cook a healthy meal. This will be measured by a survey after each demonstration or cooking lesson asking if they learned new information about healthy eating and if they plan to use this knowledge at home. We expect that results of the survey will show:

50% of audience will plan to use the day's recipe at home.

30% of audience will leave with inspiration to make their own recipe.

50% of audience will have learned a health benefit of the day's recipe.

80% of audience will leave knowing where they can get the same ingredients for the day's recipe.

70% of audience will have learned to use a new cooking tool or technique.

E.   Briefly describe how this project will be financially supported in the future.

If this project is approved, the Oakland Public Library is committed to continuing outreach to underserved communities and to incorporating cooking programs in our schedule of library programs. The library's programming budget will cover the costs of ingredients and supplies, and partnerships or supporters created through the West Oakland Branch Library will continue offering free classes. The Charlie Cart has a one-year warranty and is sturdily built, so it is expected to be available for many years of cooking demonstrations.

F.   Activity Information. Activities are action(s) through which the intent or objective of a project are accomplished. Four activity types have been identified, each with select methods to help you describe how you will carry out this project. Indicate activity types that require a significant commitment of resources to the project (representing 10% or more of total project resources).

1.   ☒   **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*

   ☒   Program - Formal interaction and active user engagement (e.g., a class on computer skills).

   ☒   Presentation - Formal interaction and passive user engagement (e.g., an author's talk),

   ☐   Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.

   ☐   Other

Description: Each program will have a lead person demonstrating a healthy recipe and the techniques to prepare the food featured in the demonstrations.   Some of the programs will allow participants to follow instructions to make their own dish.

2.   ☒   **Content** - Involves the acquisition, development, or transfer of information and how information is made accessible. *(Check all that apply and provide a description including whether the format will be physical, digital, or both)*

   ☒   Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.

   ☒   Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.

   ☐   Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.

   ☒   Lending - Provision of a library's resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.

☐ Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.

☐ Other

Description: The library will select, order and purchase books on the topics of healthy eating and cooking. These titles will be available for check out at the West Oakland Branch Library.

The Oakland Public Library will create and share recipes used in the cooking demonstrations as handouts for the participants in the programs.

3. ☐ **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description including whether the format will be <u>in-house or third-party</u>)*

☐ Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.

☐ Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description:

4. ☐ **Procurement** – May only be used for projects with an Institutional Capacity Intent. Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description:

ELEMENT 5: GRANT TIMELINE/ACTIVITIES

Show each major project activity and when it will be started and/or completed throughout the project. The timeline should correspond to the activities described in Planning and Evaluation. Please put an X in each pertaining month.

Activity	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Prepare specifications for Charlie Cart.	x	x												
Create Marketing Plan			x	x	x									
Purchase equipment				x	x	x	x							
Schedule and present youth visits and library programs							x	x	x	x	x	x		
Plan programs and menus							x	x	x	x	x	x		
Schedule presenters and programs						x	x	x	x	x	x			
Hold inaugural program when Charlie Cart is received									x					
Hold 12 cooking demonstrations (6 at West Oakland; 6 on the MOVe									x	x	x	x	x	x
Purchase books on healthy eating and cooking					x	x	x	x						
Conduct surveys for program evaluation at each demonstration									x	x	x	x	x	x
Compile final evaluation results and create final report														x
Place order for Charlie Cart.			x											

ELEMENT6: BUDGET

The budget should clearly identify the amounts requested and from what sources.

Budget Category	LSTA	Cash Match & In-Kind	Total
Salaries/Wages/Benefits			
Library Assistant (24 hours, .01FTE, @$52.50 in salary & benefits)	$0	$1,260	$1,260
Librarian II (28 hours, .01 FTE, @ $67.55 in salary & benefits)	$0	$1,891	$1,891
Supervising Librarian (50 hrs, .024 FTE@$95.61 in salary & benefits)	$0	$4,780	$4,780
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$0	$7,931	$7,931

Description: Library Assistant will conduct or assist with programming, planning, and scheduling.

Librarian II will conduct or assist with programming, planning and scheduling. She will also order materials for check out at the West Oakland Branch Library.

The Supervising Librarian will act as Project Manager and will place orders for all equipment and supplies, and oversee the grant project.

Consultant Fees			
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$0	$0	$0

Description:

Budget Category	LSTA	Cash Match & In-Kind	Total
Travel			
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$0	$0	$0

Description:

Budget Category	LSTA	Cash Match & In-Kind	Total
Supplies/Materials			
Essential pantry items	$0	$100	$100
Cooking supplies	$1,000	$0	$1,000
Paper products for use in cooking programs	$312	$0	$312
Ingredients for 12 cooking classes	$0	$720	$720
	$0	$0	$0
Books to add to West Oakland collection	$3,860	$0	$3,860
printing of recipes	$0	$160	$160
Storage containers	$28	$0	$28
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$5,200	$980	$6,180

Description: Pantry items include common cooking ingredients like salt, pepper, flour, spices and oils. These will be provided by a partner of the Charlie Cart or by the library.

Cooking supplies include chef's knife, paring knife, blender, pots & pans set, cutting mats, utensils, ice chest, peelers, graters, wooden spoons, oven mitt, etc.

Paper products include paper plates, cups, and plastic cutlery.

Ingredients for the recipe of the day will either be provided by community participants who are doing the cooking demonstrations, or by the library when library staff is doing the cooking demonstration.

Books will be purchased for adult, teen and children's collections, estimated at $20 on average. We estimate getting 93 adult books, 70 children's books, and 30 teen books.

Recipes will be printed on recipe cards for handout to the participants. Printing will be done in-house.

Storage containers include plastic containers with lids to keep pantry items such as flour and spices.

Budget Category	LSTA	Cash Match & In-Kind	Total
Equipment ($5,000 or more per unit)			
Charlie Cart	$9,800	$0	$9,800
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$9,800	$0	$9,800

Description: The Charlie Cart is a mobile kitchen cart, (charliecart.org) with equipment, lessons, and training. Price includes tax and shipping.

	LSTA	Cash Match & In-Kind	Total
Services			
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
	$0	$0	$0
Subtotal	$0	$0	$0

Description:

	LSTA	Cash Match & In-Kind	Total
Project Total	$15,000	$8,911	$23,911
Indirect Cost Rate Applied 0.0 % **Indirect Cost**	$0	$0	$0

Check one:

☒ No Indirect   ☐ Federally negotiated indirect cost rate *   ☐ Indirect proposed cost rate *

* please attach supporting documentation if required

Description:

	LSTA	Cash Match & In-Kind	Total
Grand Total	**$15,000**	**$8,911**	**$23,911**

ELEMENT 7: ATTACHMENTS

If you have additional resources that support your grant, please attach after this page

ELEMENT 8: INTERNET CERTIFICATION
Check the Appropriate Library Type

☒ **Public Library**   ☐ **Academic**   ☐ **K-12**   ☐ **Multi-Type**   ☐ **Special/Other**

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

A.   ☐   **An individual applicant that is CIPA compliant.**

The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

B.   ☐   **Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**

All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

C.   ☒   **Not Subject to CIPA Requirements.**

The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

SIGNATURE

I have read and support this LSTA Grant Application.

Oakland Public Library	Healthy Cooking with the Library
Library/Organization	**Project Name**
Gerry Garzon	Director of Library Services
Library Director Name	**Title**
Library Director Signature	**Date**

West Oakland Public Library
1801 Adeline Street
Oakland, CA 94607   May 24, 2017

Dear Oakland Public Library Community,

    Mandela Foods Cooperative supports the relevant and fun work of the West Oakland Public Library adding food access to their programs. We're especially excited for their new mobile kitchen, imagining ways it will spark lasting connections between people and food in fresh ways.

    More conversations about food and health will happen in public, outside of the retail space. More students and teachers will use the mobile kitchen as a subject of study, deepening their understanding of food access and cooking whole foods. Cooking demonstrations led by neighbors across generations will help us remember West Oakland food-ways and glean where we're headed.

    Fortunately, West Oakland continues to create new access points for healthy eating and nutrition education. Our neighbors have an increasing number of backyard gardens. Our area community gardens are flourishing. The food coop movement in West Oakland is expanding and more corner stores are offering an increasing number of healthy food options.

    We're honored to collaborate with our local library branch through food; offering program support, food ingredients and our experiential knowledge. We're grateful for the opportunity to participate in and support West Oakland Public Library food programs ongoing!

In cooperation,
Adrionna Fike

Co-owner
Mandela Foods Cooperative
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