

**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

- | | | | | | | | |
|---|--|-------------|--------------|------------|--------|----|-------|
| <p>1. Library/Organization
County of Los Angeles Public Library</p> <p>3. Legal Business Name <i>(must match name registered with Federal Employer Identification Number (FEIN))</i>
County of Los Angeles Public Library</p> <p>4. Project Coordinator Name
Debbie Anderson</p> <p>6. Email Address
danderson@library.lacounty.gov</p> <p>8. Mailing Address
7400 E. Imperial Hwy</p> | <p>2. Library's DUNS Number
156158206</p> <p>5. Project Coordinator Title
Youth Services Administrator</p> <p>7. Business Phone Number
562-940-8522</p> <table border="0"> <tr> <td style="text-align: right;">City</td> <td style="text-align: right;">State</td> <td style="text-align: right;">Zip</td> </tr> <tr> <td style="text-align: right;">Downey</td> <td style="text-align: right;">Ca</td> <td style="text-align: right;">90242</td> </tr> </table> | City | State | Zip | Downey | Ca | 90242 |
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| Downey | Ca | 90242 | | | | | |

Project Information

- 9. Project Title** The Reading Machine: Spark Your Imagination
- 10. LSTA Funds Requested** \$50,000
- 11. Cash Match & In-Kind** \$397,920
- 12. Total Project Cost** \$447,920
- 13. California's LSTA Goals** *(Check one goal that best describes the project)*
- | | |
|--|---|
| <input type="checkbox"/> Literate California | <input type="checkbox"/> Bridging the Digital Divide |
| <input type="checkbox"/> 21 st Century Skills | <input type="checkbox"/> Information Connections |
| <input type="checkbox"/> 22 nd Century Tools | <input type="checkbox"/> Community Connections |
| <input type="checkbox"/> Content Creation/Preservation | <input checked="" type="checkbox"/> Ensuring Library Access for All |
- 14. Primary Audience for project** *(Select all that apply.)*
- | | |
|--|--|
| <input type="checkbox"/> Adults | <input checked="" type="checkbox"/> Pre-School Children |
| <input checked="" type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Library Staff, Volunteers and/or Trustees | <input type="checkbox"/> Statewide Public |
| <input checked="" type="checkbox"/> Low Income | <input checked="" type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input checked="" type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input type="checkbox"/> 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.

The County of Los Angeles Public Library provides service to over 3.5 million residents in unincorporated areas and in 49 of the 88 cities in the county through 87 libraries, 3 bookmobiles, 4 resource centers, and 3 mobile maker vans. Last year, our Library Director conducted 15 community visioning sessions to solicit feedback from communities about service needs. There were many requests for more early literacy programs and to bring those programs outside of the library and into the community.

Inspired by EL Dorado County Library (LSTA FY 13/14), we seek to increase services outside of the library through a small fleet of vans enabling us to deliver programming to underserved families. Initially, our fleet will consist of 2 small vans. One will focus on home day care and day care centers and is funded by a grant from the Los Angeles County Quality and Productivity Commission. This LSTA grant will focus on community locations frequented by families with young children. Staff costs for both vehicles is provided through a grant from the County Department of Mental Health (DMH).

The Reading Machine: Spark Your Imagination supports two of the Library's strategic initiatives. Through Transform the Role of the Library as Place we will increase services beyond the walls of our libraries. Through Affirm the Library as a Center for Learning we will address community needs for learning and literacy by offering guidance in developing early literacy skills and modeling support skills for parents. Giving parents connections to resources, support, and education will help strengthen bonds as we all work towards helping children reach their full potential.

The Reading Machine will take early literacy, early intervention, and play programs with toys outside of the library. A professional librarian will conduct a high-energy bilingual storytime that includes modeling literacy support. Afterwards, an engaging play activity with age-appropriate toys will be offered to encourage parent-child interaction. The librarian will interact informally with parents, offering educational materials from the Positive Parenting Program (Triple P), a support system that equips parents to deal with common behavioral issues in children. Triple P is the well respected, evidence-based program preferred by DMH for empowering parents to find a solution that best fits the needs of their family. To complement Triple P, librarians will also be using the State Library supported/integrated Touchpoints approach to help further strengthen relationships between parent and child.

Every child will receive a board book to help build his/her home library for literacy practice; parents will receive an activity kit with tools and tips designed to help identify potential developmental, cognitive, or emotional issues. The activity kits are partly based on activities from the Center for Childhood Creativity and developed with DMH. Activity kits are funded by a grant from DMH.

The Reading Machine will visit locations frequented by families, such as health clinics, WIC offices, parks, teen parenting programs, and housing projects. Sites will be selected in collaboration with other county departments. Ease of access for public use, available room for the van and program activities, and other logistics will also be considered in site selection. In the first year these programs will focus on nine Los Angeles communities with urgent need (Bell, Compton, El Monte, Florence, Hawaiian Gardens, Lake Los Angeles, Lancaster, San Fernando, and South Whittier) and identified as high-risk for illiteracy, poverty, and mental health needs. They include all 5 of the County's Supervisorial Districts. We will also consider Free and Reduced-Priced Meals (FRP) measurements. From a low of 48.8% in Hawaiian Gardens to 94.8% in Lake Los Angeles, this tracks the number of children receiving free or assisted-cost lunches at school. Literacy rates in Los Angeles County indicate a need as 66% of children are not reading at grade level when they reach third grade.

Success will be measured by the number of library cards distributed, books given to children, activity kits given to parents, and participant counts. As measured by pre/post surveys, we expect that 40% of parents attending will feel more confident in their parenting skills and 40% of parents will report a better understanding of the importance of reading with their children.

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. For section A-F limit responses to four pages.

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).

Utilizing a specially equipped van we will deliver storytimes, parent education, and modeling of literacy skill support to caregivers and their young children, ages 0 - 5 years, at various community locations outside of the library. As a result of this outreach, we will increase parents' understanding of early literacy skills and their impact on their child's success in school. We will also acquaint previously underserved families with library services available to them.

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

- 200 site visits during grant period (some will be unique site visits while others will be repeat visits)
- 1,000 families participating in programs during grant period
- 1,500 new library accounts as the result of site visits
- 2,500 new books to keep will get placed into hands of children (some families will have more than 1 child)
- 2,000 activity kits to promote parent/child interaction will be given to parents or caregivers
- 3,000 educational flyers and/or brochures for parenting education
- 200 age-appropriate and educational toys for parent/child play
- 1 Ford Transit Connect Van purchased and equipped with age-appropriate toys and educational materials

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)

Pre- and post- program surveys will be used to collect outcomes data. We expect that after participating in The Reading Machine's program, 40% of parents who attend the program will say that they became more confident in their parenting skills and 40% of parents will report an increased awareness about the importance of reading to and with their children.

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

We have a commitment from the Los Angeles County Department of Mental Health to fund the staff positions for 2 years. Afterwards, staff positions will be folded into regular staffing provided by County Library. Vehicle maintenance costs will be folded into our general fleet maintenance. Books, toys, and other materials will be replenished as needed from our general purchases for our libraries.

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:

Program - In-person programming delivered to children ages 0 - 5 and their caregivers.

Consultation - In-person informal interactions between library staff, local community resource professionals, and caregivers to provide service and educational information. Library staff interactions with caregivers will be enhanced by staff training in Triple P and Touchpoints approaches to strengthening the bonds between parent and child.

Modeling - In-person demonstration of activities and behaviors that support early learning in very young children

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:

Acquisition - selecting and ordering Storytime books for Reading Machine collection. These will not circulate.

Creation - design and production of flyers, outreach/marketing materials, activity kit.

Activity kit example: a ball with a tip sheet that includes suggested activities and developmental targets for how the child should respond to play. If the child does not respond in the way described on the tip sheet, parents will have resource literature with contact information to obtain assistance from DMH or other Los Angeles County services. The activity kits will also include a welcome letter, a library card application, an event calendar from the nearest library, a book, and a small toy. The kits are for the parent/child to take home and keep.

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 in-house or third-party)*
- ☐ 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
Vehicle Procurement	x	x	x	x	x	x	x							
Publish notice for, interview, & hire staff	x	x	x	x	x	x								
Train Staff		x	x	x	x	x	x							
Contact community organizations for site visit suggestions	x	x	x	x	x	x	x	x	x	x				
Contact and visit sites to secure participation	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Develop, vend & receive orders for informational brochures	x	x	x	x	x									
Develop, vend & receive orders for storytime books and tools	x	x	x	x	x									
Develop, vend & receive orders for activity kit components	x	x	x	x	x									
Develop, vend & receive orders for toys / play equipment	x	x	x	x	x									
Develop bilingual pre- and post-survey				x	x	x								
Complete Triple P training					x	x	x							
Assemble Activity Kits					x	x	x							
Make final site determinations, drive practice routes for timing						x	x							
Begin site visits and distribute materials to parents/children							x	x	x	x	x	x	x	x
Administer Pre- and post- surveys							x	x	x	x	x	x	x	x
Re-evaluate site choices and adjust as necessary								x	x	x	x	x	x	x
Evaluate pre- and post-survey results								x	x	x	x	x	x	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			
Librarian II (2,080 hours) \$62/hr FTE 100%	\$0	\$128,960	\$128,960
Library Assistant I (2,080 hours) \$41/hr FTE 100%	\$0	\$85,280	\$85,280
Librarian IV (260 hours) \$68/hr FTE 12.5%	\$0	\$17,680	\$17,680
Librarian I & II (60 hrs x 20 librarians avg. cost) \$60/hr FTE 3%	\$0	\$72,000	\$72,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$303,920	\$303,920

Description:

Librarian II will plan, perform, and drive to all site visits, conduct outreach, and supervise administrative aspects of the mobile service including the Library Assistant. Cost includes benefits and is paid through the cash contribution by DMH.

Library Assistant will assist the Librarian II in the completion of all duties including accompanying the Librarian II to all site visits. Cost includes benefits and is paid through the cash contribution by DMH.

Librarian IV is an existing position that will assist in the selection and ordering of books, toys, educational materials, and activity kits; will be the direct supervisor for Librarian II and will oversee the Reading Machine program in general.

Lib I & II attendees for Triple P training (20 librarians includes Reading Machine Lib II, avg. salary includes benefits) - 60 hours is 4 training days, 1 testing day, and 20 hours to read participant materials. Cash contrib. from DMH.

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:			
Supplies/Materials			
Books for children to keep (2,500 board books at \$5 each)	\$12,500	\$0	\$12,500
Activity Kits for parent/child to keep (2,000 kits at \$20 per kit)	\$0	\$40,000	\$40,000
Bilingual Eng/Spanish information from Noodle Soup	\$360	\$0	\$360
(2,500 flyers at 0.10 each; 500 brochures at 0.22 each)	\$0	\$0	\$0
Storytime Book collection (100 books at \$20 each)	\$2,000	\$0	\$2,000
Age-appropriate toys for mobile play program	\$0	\$4,000	\$4,000
Storytime tools (i.e. puppets, props, CDs and portable sound system)	\$3,341	\$0	\$3,341
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$18,201	\$44,000	\$62,201
Description:			
<ul style="list-style-type: none"> - Bilingual, English, and/or Spanish language board books - Activity kit: library card, library information, event calendar, book, toy - Noodle Soup materials: low-literacy, well illustrated materials on topics of interest to parents/caregivers and relevant to the information provided through the program - Educational toys to facilitate parent-child interaction and provide practice opportunities for developmental skill-building - Storytime book collection: age-appropriate, non-circulating - Storytime tools: puppets, props, musical instruments, CDs, portable sound system (boom box or iPod with portable speakers) 			

Budget Category	LSTA	Cash Match & In-Kind	Total
Equipment (\$5,000 or more per unit)			
Ford Transit Connect XLT van with customized graphic wrap	\$31,799	\$0	\$31,799
Vehicle fuel and maintenance (supplied by County Library)	\$0	\$40,000	\$40,000
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$31,799	\$40,000	\$71,799
Description: Small transit van (2 seats, ~190" total length, ~129 cu.ft. of cargo room) to convey 2 library staff and materials to program sites. Price includes graphic wrap; fuel/maintenance based on expected annual miles driven; average County fleet maintenance costs; County is self-insured.			
Services			
Positive Parenting Program (Triple P) staff training and supporting materials for use in parent/library staff interactions	\$0	\$10,000	\$10,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$10,000	\$10,000
Description: Triple P training is a separate initiative funded by the Los Angeles County Department of Mental Health and will include 20 Los Angeles County Librarians. Space will be reserved for the Reading Machine Librarian II. Other librarians in the training (not part of the LSTA grant) will be available to back up the Reading Machine Librarian II as needed.			

Project Total	\$50,000	\$397,920	\$447,920
Indirect Cost Rate Applied 0.0 % Indirect Cost	\$0	\$0	\$0
Check one: <input type="checkbox"/> No Indirect <input type="checkbox"/> Federally negotiated indirect cost rate * <input type="checkbox"/> Indirect proposed cost rate * * please attach supporting documentation if required			
Description:			
Grand Total	\$50,000	\$397,920	\$447,920

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.

Los Angeles County Public Library
Library/Organization

The Reading Machine: Spark Your Imagination
Project Name

Skye Patrick
Library Director Name

Library Director
Title

Library Director Signature

Date



**LOS ANGELES COUNTY
DEPARTMENT OF MENTAL HEALTH**

JONATHAN E. SHERIN, M.D., Ph.D., Director
ROBIN KAY, Ph.D., Chief Deputy Director
RODERICK SHANER, M.D., Medical Director



February 8, 2017

TO: Skye Patrick, Director
Los Angeles County Public Library

FROM: Jonathan E. Sherin, M.D., Ph.D.
Director

SUBJECT: **SUPPORT FOR THE READING MACHINE PROGRAM**

The Los Angeles County Department of Mental Health is happy to support the Library in its mobile early literacy program--The Reading Machine. Traveling outside the Library walls and into the heart of the community, the Reading Machine staff will work with our organization to identify sites where parents and children are located so that high quality story times and educational materials can be shared with families.

The opportunities for collaboration will also allow for resource sharing between our departments so we can further support caregivers in their role as a child's first and most important teacher.

We look forward to working with the Library in this endeavor.

JES:RK:tld

c: Executive Management Team, DMH