CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)

Final Program Narrative Report
(LSTA Form 9)

Grant Information

Library Jurisdiction	Huntington Beach Public Library
Project Title	HB Library@ the Beach Pop Up Library
Grant Award #	40-8281
Grant Period	FY 2013/14
Amount of Grant Award	$ 37,000
Amount of Grant Expended	$ 35,879.61
Local Match	$ 200
In-Kind	$ 57,771
Total Amount of Project (amount expended + match + in-kind)	$ 93,798.61
Number of Persons Served (should not include total population of service area or potential population to be reached)	approx. 575

Project Director

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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. http://www.library.ca.gov/grants/lsta/manage.html

Email this report in "word format" to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library
P.O. Box 942837
Sacramento, CA 94237-0001
Attention: Fiscal Office - LSTA

SIGNATURE: _____ **DATE:** _____
(Please sign in blue ink)

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Project Final Report
A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose
Include your program purpose statement here
The HB Library @ the Beach Pop Up Library will extend the Library out into the community, out to the various town squares in the City, engaging more residents and visitors. Library services and programs such as story times and ebooks will be highlighted, connecting to an expanded audience through out the City. The Pop Up Library can move to sections of the City that do not have a nearby branch or have never had their own library before. Families will have access to library services and programs that help their children wherever they may be. The mobility and flexibility of the Pop Up Library will help foster excitement about the Library and Library services.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?
The project involved a lot of design work with two local contractors - the first was a local contractor who is a carpenter/contractor. We worked with him on the preliminary design concept and then customized the design to fit into a mobile trailer unit that could be easily moved from place to place. Once the unit was available, work commenced on the interior. Staff then worked with another local company to design the exterior "wrap" and branding for the Pop Up Beach Library. The final design was based on images from other locations like Tel Aviv, where they had a Library on the Beach unit, and also tied into the identity of Huntington Beach as Surf City, USA. The final branding for the "Book Shack" is colorful and evokes the surfing culture imagery of the city. Once the unit was customized on the interior and then wrapped on the exterior, staff made sure that we had enough storage and equipment to provide for a read and return collection, story time supplies, a variety of electronic devices to showcase digital products and tested all the equipment and the electrical power for the unit. Delays with the delivery of the original unit extended our timeline, requiring an extension for the project until August 2014. The delay with

Project Outputs
What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)
One mobile pop up unit, with solar panels was customized to provide library services at various locations throughout the community. Over 100 library promotional items were created, and about half were distributed to the public. About 100 items were initially added to the read and return collection, and over 75 items were circulated at the Book Shack appearances. One beach story time was conducted, with a small audience participating. 8 library staff members were trained and participated in Book Shack appearances. One survey about beach reading was developed, but we didn't have time to launch it. We will be using the survey at future Book Shack events to refine and target the services provided by the Pop Up, and to get feedback on locations for future events. We were successful in staging 3 appearances of the Book Shack over the summer, and we did have success with the initial read and return collection. Without the live mobile circulation module, our abilty to track book activity was limited to counting the number of books at the beginning of an event and the number at the end of an event. Delays in the customizing and finishing of the unit made it more difficult to measure our impact, and highlighted the need for a schedule. The use of Social Media gave us some insight into the reach of the Book Shack and did generate interest - our Facebook posts were popular, with a "reach" of up to 2,894 for one post alone and we added followers on Twitter - a variety of press releases went out to the local media, but due to timing did not generate a great deal of interest (we were competing with the US Open and other local summer activities in Huntington Beach).
Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.
Due to delays with the unit and the launch, as well as our inability to launch our mobile circulation software, we were unable to gather data on awareness of the library as we planned. We did get a lot of feedback at each event about the library, and comments from visitors were univerally positive. Most visitors to the Pop Up either didn't know about the Library, or were unaware of all the different services offered by the library. Literacy services, Ebooks, Digital magazines, and other services were highlighted, and once visitors heard about them, many expressed interest in trying them out or scheduling time to review how to access the new services. The electronic and digital services were one area that kept coming up, and even long time residents who used the library and saw the Pop Up were surprised by the services that they could see demonstrated. We plan to use SurveyMonkey at all future Pop Up events, to gather more data.

Additional Project Outcomes
Please state any additional intended or unintended outcomes and what data sources you used.
We found after the first appearance of the Book Shack that many city groups and organizations were interested in having the Book Shack appear at their events. There have been requests for the Book Shack to appear at an upcoming Blessing of the Waves event, the local Business Improvement District Weekend fair in the City's Downtown area for residents, and a number of other comparable events. We have also learned that scheduling and arranging waivers for fees and permits required by the city complicate the scheduling of the Book Shack. We are working on getting a regular schedule in place, and streamlining the process for doing so.

Anecdotal Information
Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.
At the Pier Rededication ceremony, celebrating 100 years of surfing and the 100 year anniversary of the pier, the Book Shack served as a frame for the event, and raised awareness of the Library and Library services, connecting us to the overall surf culture of our community. At a stand alone Pop Up event at the Pier later in the summer, we helped a young mother with two small children find some new books to engage her kids and provide them with a family activity at the beach. Another pair of beachgoers stopped by and told us "This is brilliant! Who thought of this? What a great idea!" and asked when we would be back.   At the Summer Reading launch, our Festival of Folktales, it was all about the books, and the Book Shack was seen as a great resource for more good summer reads.

Exemplary Project
If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.
I think that other communities could definitely learn from our project. The project could be scaled, up or down, to fit any size community. We would be happy to share information about our Pop Up Unit and specifications for all the equipment and resources that we purchased to outfit the Book Shack. Tying the appearance to other larger events is a good way to launch and get early recognition, but it also detracts from the impact of the Pop Up Library. Having the right technology is also important to faciliate library service. With new mobile applications this should be easier and help make for more effective service in the long run.

FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS
We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

The Pitch an Idea grant process is very easy - it helped us, with our limited staffing and grant experience to try out a new idea to reach out to our community. Without the Pitch an Idea process, we would not have been able to accomplish what we did and add this exciting new outlet for library service. The State Library staff have been very supportive and provided guidance and assistance as needed. The only element that I felt was missing from the process was a forum or method for communicating with other grantees, to compare notes about projects and activities.

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