

**CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)**

**Final Program Narrative Report
(LSTA Form 9)**

Grant Information

Library Jurisdiction	Santa Clara
Project Title	Sustainable U
Grant Award #	40-8292
Grant Period	FY 2013/14
Amount of Grant Award	\$50,000
Amount of Grant Expended	\$50,000
Local Match	
In-Kind	\$18,000
Total Amount of Project (amount expended + match + in-kind)	\$68,000
Number of Persons Served (should not include total population of service area or potential population to be reached)	5,179

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)

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

Sustainable U aims to educate the public about living a more environmentally friendly life, understanding where food comes from, and learning new skills for a flourishing and healthy existence.

The library will hold a multitude of intergenerational programs and events. A Seed library will be created, allowing patrons to 'check out' seeds for use in their homes. Finally, the library will partner with local farms to become a pick up point for produce, which is also known as a Community Supported Agriculture (CSA) location. All of these programs will allow the library to become a hub for sustainable living.

Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

The library accomplished Sustainable U by: following our detailed timeline, planning projects in advance, and allowing new ideas to flow naturally into our existing structure. The grant can be broken down into a number of small parts which helped compartmentalize the grant and make it more manageable. Community Supported Agriculture (CSA) & Community Supported Fishery (CSF)

Santa Clara City Library teamed up with Eating with the Seasons, a local Community Supported Agriculture (CSA) to bring "farm boxes" to the library. Eating with the Seasons brings together a number of smaller farms along the Central Coast and allows them to sell their organic produce directly to the consumer. The partnership began with six signups in October and as of July has increased to 28 signups. The CSA program continues to pick up steam as patrons become aware of it and share it with their friends. There is minimal staff involvement in the process, making it a highly effective option to make available to library patrons. In addition, Eating with the Seasons hosted an introductory program explaining their farming practices and viable reasons why purchasing local organic produce can improve health, benefit the environment, and support the local economy. The Community Supported Agriculture program drew 42 patrons. Research began for the correct CSA partner at the very beginning of the grant. The CSA was prioritized so that the CSA could be established in the slower winter growing season and have a solid foundation before the busy spring and summer growing seasons. Multiple CSA program were evaluated to see if they could fit within the library's needs. While there were a number of farms closer to the library, Santa Clara needed a CSA that could: deliver on Tuesday, the same day as family story time, to encourage families to connect with their children over food and have in place a solid reliable customer focused organization to handle issues in a way that would reflect the values and ethics of Santa Clara City. Since patrons interact directly with Eating with the Seasons for payment or quality issues it was important to secure a partner that we could have a great working relationship with. Library staff visited the Eating with the Seasons farm as well as another farm involved in the CSA. Staff saw how the organization functioned, farming practices, and the delivery process, thereby putting a face to the partnership. Unique to the Eating with the Seasons CSA process is the ability for shareholders or subscribers to choose their own produce. The majorities of CSA's choose in season produce and give a random mix to shareholders; Eating with the Seasons allows its shareholders to select a customized box from in season produce, as well as the option to include locally sourced meats and small business artisan products like jams and pickles. The library felt that allowing patrons to select their own food would increase excitement around the project as well as allowing families to cater to pickier eaters.

The Community Supported Fishery (CSF) began in quarter 3 of the project as an unexpected addition. The CSF is headed by Local Catch Monterey Bay. During the Sustainable Seafood program the library partnered with the Monterey Bay Aquarium who introduced Local Catch. The library held a three part series on sustainable seafood, which blossomed into a relationship with Local Catch as a pick up location for local

and sustainably caught seafood. The program works similarly to the CSA where patrons place orders through Local Catch and the library acts as a pick up location. The program has begun in a similar way as the CSA; a small initial group of patrons joined the CSF and the number of patrons has then increased over the months. The program started with 3 patrons and is now serving 9 patrons each month over the last two months.

Programs & Events

The library has hosted 8 Master Gardener talks with a total attendance of 357 patrons. The American Horticultural Society oversees the Master Gardener program, dedicated to giving lectures and creating community gardens. These volunteers provide free lectures and work with librarians to see what programs would most benefit their patron base. The library had already established a great working relationship with the Master Gardeners and worked with them to increase the number of talks they could provide at the library. Master Gardener topics ranged from container gardening to pest management to planting cycles and water conservation.

SCCL In partnership with the Silicon Valley Nissan Leaf group and Silicon Valley Power (Santa Clara's utility division) presented "Green Transportation." Green transportation featured a car show of 30 hybrid vehicles that patrons could view and ask questions about. Silicon Valley Power brought a portable trailer called the Solar Power Express which showcased the many benefits of alternative power and green home refits in an interactive trailer. 63 patrons attended the "Green Transportation" car show and talk and 20 additional patrons visited the Solar Power Express.

"Bread Making for Beginners," allowed patrons to create their own dough in class to then take home and bake. Patrons mixed together flour, water, salt, and yeast and learned why bread made with simple ingredients makes an amazing tasting loaf. Patrons took unbaked loafs home and a number of patrons sent in photos after baking, which the library displayed on its Facebook page. The class rapidly filled up and a second class was added to accommodate. The total attendance for both programs was 50 patrons. Keeping on the theme of hand made goods the library hosted two "healthy pizza" classes. One class was specifically limited to children while the other was open to all ages. Participants mixed together their own dough, added healthy local organic produce such as broccoli and mushrooms, then learned the many ways they could their pizza at home. Kids were tested on their produce acumen with a pop quiz. Vegetables were laid out in their plant form or their heirloom form and kids had to figure out what each vegetable was. Each participant was given a pizza box made from recycled materials in which to take their pizza home in.

A number of urban homesteaders were vetted to see if they could meet the hands on content component that the library wanted to embrace as well as its cost restriction. The research process involved searching urban homesteading websites and local small businesses. Programs like "Jam making for beginners" and "Fun with fermentation: Pickles" filled up quickly and saw the highest demand for return. In each of these hands on programs patrons were able to learn the basics of a new skill to take home with them. Patrons were able to create their own special blend of pickling spices and then take home their pickles to their family, while beginning jam makers marveled at the simplicity and tastiness of in season jamming fruit.

The library held three events over the course of the year. The first was the library's first annual volunteer fair. The library contacted over a hundred organizations to gauge their interest in attending a two hour volunteer fair. 27 local organizations agreed to attend. In order to reach our target audience the library advertised the fair to 30 different schools ranging from high school to college level. Flyers were placed at the Santa Clara Adult Education center as well as the Santa Clara City Senior Center. The 300 patrons who attended the event were encouraged to visit each of the 27 tables in order to receive a raffle ticket. Prizes were donated by each of the organizations and were raffled away to attendees.

The second event was "Biking in the Library". Patrons were invited to bring their bicycles to the library to receive free maintenance. The library partnered with Bay Area Bike Mobile, which is run by Local Motion and funded by a Metropolitan Transportation Commission grant. (<http://www.bayareabikemobile.org/>) This service is free and available to any organization. Over a three hour period the library helped fix 20 bikes. Patrons were able to replace run down tires, oil chains, fix brakes, and adjust frames as well as a number of other services. The library also hosted a bicycle safety talk put on by the Santa Clara Police department.

The third event was the Seed Share Kick Off Party. This three hour program was the official launch of the Santa Clara Seed Share, where patrons can "check out" seeds. The Seed Library had already been in place as part of a soft rollout and this event helped spread the word to patrons as the busy spring season began. The event combined the "how-to" of the Seed Share as well as a spring board for the Silicon Valley Grows: One Seed One Community (SVG) program. In addition to having cake the library offered a planter box

for patrons to create. These planter boxes were made from donated Clover Milk milk cartons. Patrons were able to add soil to their milk box and add the Cherokee Trail of Tears Bean, the 2014 selection of the SVG multi-library project.

Other programs included a talk on chickens from local farm VeggieLution, a drought conservation program from the California Native Plant society, basic bee keeping and a talk on brewing beer from Santa Clara County park rangers. Staff was active in attending local events and reading urban homesteading blogs to capture ideas for programming.

Seed Library

SCCL began to research different Seed Library structures to find the right system for its library. Staff participated in the annual Seed Library meeting in Santa Rosa, connecting with librarians from across the nation. After settling on a system that allowed patrons to self “check out” their seeds, staff sent donation letters to nurseries and seed banks. For minimal shipping cost the library received seeds from 10 different companies. 350 different seeds have been added to the Santa Clara Seed Share with over 4,000 individual seeds “checked out” from the library. Each seed library develops their own way of handling seeds. Initially SCCL thought it would go to a volunteer based system where a core group of volunteers would sort through seeds and repackage. Mountain View library hosts a seed program, where patrons are invited to come and help the library repackage in an informal setting.

After receiving our first shipment of seeds the SCCL decided to go with a do it yourself model. Seeds enter the library, are cataloged by a grant volunteer, opened and sealed with a paperclip, and finally enter the seed library. Every week 5-10 new packages of seeds are placed in the seed library to keep a constant supply. The seeds put out are tailored to the current growing season. Library staff created a hand stamp with basic gardening information as well as the Seed Share logo. Library volunteers stamped both sides of the envelopes for patrons to use. Patrons check out seeds by selecting a Santa Clara Seed Share envelope and emptying as many seeds as they need into the envelope. Patrons can then write helpful growing information on the envelopes and enter onto the registration sheet the approximate number of seeds they took out. These envelopes also function as return envelopes since the patron has written down all the pertinent information on the envelopes their seeds can easily be assimilated into the collection. The library also created bookmarks to help patrons save simple seeds like lettuce, tomatoes, and beans.

Silicon Valley Grows is a multi-library project that began with the Santa Clara, Saratoga, Campbell, and Mountain View libraries. These libraries chose to share in growing and harvesting one seed. This is a play on the very popular, Silicon Valley Reads program where one community shares one book and multiple libraries support programming based on that book. Silicon Valley Grows looks to join all of our communities together in the idea of, “One seed, one community.” As the program began taking shape three additional libraries, East Palo Alto and two San Jose branches joined the program. The first seed chosen was Cherokee Trail of Tears, a black bean with a long and storied history. With help from local gardeners the libraries handed out free beans in their seed libraries, information on the program, and growing tips. SCCL designed the envelopes, signage, bookmarks, and stamps for the program. Each participating library would host three programs, track how many beans were given away, and how many beans were returned. The program concludes in September 2014.

Santa Clara City library looked to reach its target audience in a number of ways. At the beginning of each grant a number of staff members came together to decide the publicity campaign and the best way to reach patrons. For Sustainable U the library decided on the theme of rustic and vintage, with more traditional color tones. The decision was made to try and use many reusable materials and limit the amount of waste created by the grant in the spirit of a true sustainable project. The in-house library display was created using materials found in the library and transformed into an eye catching piece. Instead of printing out thousands of flyers over the life of the grant the library printed one flyer for the display and then made small pull-tabs for patrons to tear off. An A-frame board was built by staff and then painted with acrylics thereby turning it into a chalkboard. Included on the A-frame was a “how-to” sheet for patrons to try and make a chalkboard of their own. The library also used recycled cardboard from book shipments to display flyers. An additional webpage was added to the library’s website which highlighted Sustainable U: materials, programs, CSA/CSF, seed share. Videos were added to the webpage to help patrons get started with seed saving and planting. Information was spread across all of the libraries social media platforms including Facebook, Instagram, Twitter and Tumblr. The library began a series of Facebook contests using prizes donated by the CSA/CSF. Free sites like Yelp and SF Free and Cheap were helpful sites to promote library programs. The library made

use of its e-lists for patrons that had signed up for more information. Flyers were placed at grocery stores like Whole Foods and Trader Joes, as well as at local farmer's markets.

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)

- Added 217 titles to the collection.
- Sustainable U/Seed Share books circulated 2,464 times over 10 months.
- Hosted 22 program and 3 events with 1239 attendees.
- Fixed 20 patron bicycles.
- Had the library's first hot food/cooking demos using our new induction burners (purchased by the friends of the library) for healthy sustainable cooking.
- Created the first library volunteer fair with 300 attendees and 27 community members.
- Partnered with 6 other libraries to create Silicon Valley Grows: One Seed, One Community project.
- "Circulated" 350 different types of seeds and over 4,000 individual seeds.
- 260 individual seeds have been returned by patrons to be replaced into the Seed Share.
- Created a new webpage to access all the Sustainable U platforms.
- Grew our CSA from 5 patrons a month to 28.
- Grew our CSF from 3 patrons a month to 9.
- Had several thousand hits on the libraries four social media platforms.
- Printed 500 program flyers and 2,000 flyer "pull tabs."
- Designed and built an A-frame chalkboard and "how to" sheets for patrons to advertise programs.
- Used recycled materials to create an in-house display.
- Staff designed, carved, and planted a GROW sign. The grow sign used over 50 living succulents to advertise the Sustainable U grant as well as teach patrons about water conservation plants.
- Created "how to save seeds" books marks and printed 2,000.
- Designed a registration sheets for the Seed Share.
- Designed 6 stamps to be used for the Seed Share and the Silicon Valley Grows Program.
- Utilized 500 volunteer hours.
- Purchased one refurbished library catalog to house the Seed Share, designed 4 unique how to use guides placed around the Seed Share.
- Designed three unique bookmarks advertising the CSA, CSF, and Seed Share. Printed 2,000 copies.
- Staff designed 4 wooded boxes to house Sustainable U bookmarks. Used wood left over from A-frame boards.
- Purchased two flatbed carts for use with the CSA and CSF.
- Produced a "how to make bread" video for patrons to view.
- Designed nameplates for organizations attending the Volunteer Fair, printed 62 sheets.
- Designed Silicon Valley Grows logo.
- Designed a digital template to be used by SVG participating libraries. Printed 50 11x17 posters and 100 8x11 flyers explaining Silicon Valley Grows and distributed to all participating libraries.
- Designed a Sustainable U theme and unique logo.
- Won the California Library Association's PRExcellence award in the 5-10million budget category.

Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.

Surveys were taken from several of the Sustainable U programs via paper surveys, oral surveys, and invitations to the online website Survey Monkey. 80% of patrons reported learning new information about sustainable living from those programs. After each program staff discussed with patrons which program they would like to see at the library. 90% of patrons wanted to see hands on programming continue. Programs like the healthy pizza class, bee keeping, backyard chickens and bread making helped the library gather statistics on children participating in Sustainable U. 100% of the children in the pizza making class thought they would use what they learned at home. 75% said they would share what they learned with friends or family. 95% of children over the age of 5 reported learning something new about chickens or bees after attending those Sustainable U programs.

Through the surveys given the library could narrow down how patrons were finding about library programming. The three largest ways patrons found out about library programs included: a library event email, flyers posted outside the library, and the inside the library recycled display. With this knowledge the library has decided to move forward with rethinking how patrons sign up for its e-notify program in order to increase patron awareness of library services.

The attitude of other city departments changed as the City Managers office saw the success of Sustainable U and began to look into creating a Santa Clara community garden. 76% of patrons reported that they would use what they learn beyond the Sustainable U grant and in their daily lives the project has garnered phenomenal success from the libraries target audience.

Additional Project Outcomes

Please state any additional intended or unintended outcomes and what data sources you used.

The library won the California Library Associations PRExcellence award with its unconventional publicity campaign and asked to speak on two CLA panels. These invitations speak to the increased interest from other libraries on urban homesteading program. The library also plans to apply for other awards based on the Sustainable U program.

Anecdotal Information

Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

Becky Herbert sold her Community Supported Agriculture business Eating with the Seasons a few years ago, but stayed on to oversee some of its operations. She had been diagnosed with cancer and a reduced role in the business was a necessary step. While she fought her cancer she started to see her customers leaving the CSA she had worked so hard to build. In a long process she purchased back the rights to her CSA and began to recoup her lost customer base which had decreased by over 600 customers who were upset over the new subpar quality of the produce, increased cost, and automated customer service from the new proprietors. When the library visited the Herbert farm and Becky we were delighted to find that she was an avid reader whose dream had always been to work with books. Since Eating with the Seasons were able to meet the library's basic requirements a beneficial partnership was formed. A year later the library and the CSA's relationship has become a source of inspiration. Becky decided to increase her outreach to libraries in the California Bay Area and has the new financial flexibility to hire a community liaison. Working together SCCL and Eating with the Seasons have come together to add two additional libraries that are piloting the CSA at their libraries. Becky has also been able increase her staff, adding a community liaison to work with the newly involved libraries. Santa Clara City Library has placed 158 total orders from Eating with the Seasons over the ten months partnership and helped a local small business which supports the ideals of Sustainable U grow its business.

An unexpected service added to the Sustainable U program was the addition of a Community Supported Fishery (CSF). Similar to the CSA the CSF promotes sustainable local seafood as a way of conserving the oceans limited resources. After the library's Sustainable Seafood program the owner of Local Catch Monterey Bay discussed the possibility of expanding his business into the south bay. When he found out that the library was amenable to this idea SCCL became one of only three locations for this expansion. Once again the library was able to help a small business which supports the ideals of Sustainable U grow its business.

The urban homesteading community was over joyed at the series of Sustainable U programing. Many patrons returned after each to program to attend the next and the ground swell of returning positive patron responses validated that the library had reached its target audience. These returning patrons brought back stories of their urban homesteading adventures. A patron created his own jam after the jam making class and brought a jar for staff to enjoy, he was thrilled with his new skill. After the bread making class patrons made more loafs combining their beginning knowledge learned from class and their own imagination. The library's Facebook page posted the assortment of loaves and baguettes from the library's new aspiring bakers. To promote the CSF the libraries social media giveaway received hundreds of hits as patrons tried to guess the weekly delivery of fish.

A mother and daughter team attended the bread workshop taking home their own loafs. They shared with staff that they had been working on the perfect recipe for a banh mi sandwich they hoped to turn into a food truck/catering business. They worked on their bread, came into the library and checkout out books on sauces and food prep as well as books on how to start a small business. Many of those books having been added to the Santa Clara collection through last years LSTA grant Discover Santa Clara. A few months after class the duo returned to the library with a prototype sandwich in hand. Staff enjoyed the sandwiches and provided their feedback on sauce, bread, meat, and overall taste. The ladies have just begun their catering work and the hope is that when they get their food truck the library can host a food truck rally; hereby celebrating the fact the library played such an important part in helping to make their dreams come true.

The City of Santa Clara noticed the impact of the Sustainable U program. Staff from the City Managers office connected with the Sustainable U project to discuss the feasibility of adding a community garden to the city. When pitching Sustainable U to the California State library and LSTA, the lack of a community garden was sighted as a reason why this area could benefit from the Sustainable U program. The resounding success of the Sustainable U program helped provide the city with another piece of reaffirming evidence to begin looking at creating a Santa Clara City community garden. The garden is still in the informational stages, but urban homesteading community at the library reacted to the information with glee and excitement.

Exemplary Project

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

This project was exemplary for many reasons. The library formed a number of partnerships with other libraries through the Silicon Valley Grows project brings together seed libraries from across the bay area and could be expanded to include seed libraries across all of California. The beginning of these partnerships brought libraries together and these new relationships led to another project, a library-to-library bike ride. The planned ride will begin at the San Jose library, stop at the Santa Clara library, then the Sunnyvale library, before concluding at the Mountain View library. Sustainable U has helped bridge the gap to different library systems that normally operate in their own spheres.

Sustainable U also highlighted services that libraries can add bring to their patrons at a relatively low cost and commitment to staff time. Services like the seed library and CSA/CSF pick up are great ways for libraries to offer their patrons something different at their local library. The library became a hub for the urban homesteading community by offering these non-traditional services to its patron base and got people to think about their library in a different way.

Finally, the library has succeeded at creating a beautiful and successful advertising campaign. With a unified look and unique pieces the library was able to tell a story of what Sustainable U stands for through its marketing. While winning the California Library Associations PRExcellence award Santa Clara plans on applying for other awards and accolades to showcase this very different take on advertising programs and services.

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!

file:mcp/lsta/managegrant/1314