CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)

Final Program Narrative Report
(LSTA Form 9)

Grant Information

Library Jurisdiction	Rancho Cucamonga Public Library
Project Title	Pop-Up RC: mobile city services
Grant Award #	40-8288
Grant Period	July 1, 2013 - September 30, 2014
Amount of Grant Award	$85,000
Amount of Grant Expended	$85,000
Local Match	$40,000
In-Kind	$170,000
Total Amount of Project (amount expended + match + in-kind)	$295,000
Number of Persons Served (should not include total population of service area or potential population to be reached)	3,000

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: _R Knatsu_   DATE: _10/30/14_
(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 Rancho Cucamonga Library would like to work with a City-wide team to create a mobile city services unit that takes a wide selection of services and programs to the community, that makes government approachable, and make services accessible during non-traditional hours. By the Library assuming the lead on this project, it will not only highlight the library as a collaborator and leader in our greater City organization, but will also show the importance of libraries *not* operating in silos in their greater organization.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?
RC2Go is the name of our "pop-up" service/mobile City Hall unit.   - Project Team - Assembled the project team for this endeavor. The team is quite substantial in size with approximately 30 people contributing to this project. Representatives from each city department are included - City Manager, Assistant City Manager, both Deputy City Managers, Public Works Director, Library Director, Engineering Director, Community Services Director, Purchasing Manager, Marketing Manager, Building & Safety Director, and representatives from all other departments (Fire, Police, Animal Services, Planning, etc.).   - Four workgroups have been formed to execute this project: Vehicle Team (responsible for identifying vehicle needs, working on drawings for vehicle, and meeting the programmatic need for RC2Go service); Plan of Service Team (team is responsible for identifying needs in the community for Pop-Up to service, developing criteria for stop selection, etc.); Equipment Team (responsible for working with each department to identify their equipment needs for RC2Go service and procuring said equipment for vehicle); and Marketing Team (responsible for developing marketing plan for RC2Go service, designing wrap for vehicle, and branding service).   - All teams have met several times to begin work on RC2Go service. The vehicle team has been the most active since their contribution is the longest lead element of this grant. Vehicle team has worked with designer to create drawings and specs for Pop-Up (please see preliminary drawings attached). Team has worked with Administrative Services Division and Purchasing to create bid package. This group definitely had the most laborious job as part of of this project. Procuring the vehicle seemed to be plagued with delays, from no bids on the initial RFP, having to redo the deadlines/specs and then re-fly the bids, and then wait for the next Council meeting to award the bids. Whereas this set us back by about three months total, it did allow us to conduct a few more "pop-up" park and school programs around the City. This wasn't exactly what the RC2Go was intended to do, but it did give us some good insight into what needs we had by conducting these spontaneous programs. In many instances, it helped us finalize our equipment needs for the vehicle. The equipment team boiled down to a few people in the end (those that had some experience doing outreach in this pop-up manner). As the Service team worked through the project, it came to light that creating a pre-determined list of stops for each City Department to carry out wasn't the way to go. We realized that we wouldn't get the buy-in we needed. As a result, we took several opportunities to showcase the vehicle to City staff at some staff-only events. This allowed them to see what the RC2Go is, what it can do, and most importantly, what it can do for them. As a result, we have almost every department asking to borrow it for events their department does.

- The Library was selected by Califa to participate in the IDEO Design Thinking training and project development. The purpose of that training has been to test (and re-test, and then re-test again) different programs and services. The Library selected the Pop-Up as a timely program/service to test. In the last three months, library staff (and one city staff person) have created and presented six (6) pop-up programs and local parks, schools, and playgrounds. These pop-up programs have tested the marketing, creation, staffing, and programmatic needs of the future pop-up service. Needless to say that the timing of both of these grants together has been extremely beneficial.

- Marketing and Promotion of the RC2Go was challenging at the beginning, but then really began to gain a lot of traction. Trying to name the vehicle/service was initially the challenge, but the City already has an app called RC2Go which provides Rancho Cucamonga residents with access to City services. Since the name RC2Go also conveys motion, we thought it would be perfect to cross brand the name. Deciding on the look for the wrap was also difficult - again, comveying motion, but also keeping in line with the City's graphic standards. After a few months of samples and changes, we agreed on something quite eye-catching (which I think really draws people to it). Once the vehicle went public, it has grabbed a lot of attention (with requests for visits on days it was already booked).

- Since the project had several delays along the way, we have not had the 4+ months of stops that we had hoped, however, based on the stops it has had in Rancho Cucamonga, it has been quite a draw to residents of all ages asking questions and wanting to know when it might come through their neighborhood. In addition, it has been quite obvious that the community also thinks this would be a valuable asset in the event of an emergency. As someone who has been one of the primary staff people on the vehicle during events, I have spoken to a lot of people about the new service. Invariably, the topic of using this vehicle in the event of an emergency seems to be discussed.

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)

- Four (4) teams have been created consisting of over thirty (30) city and library staff.

- Ten (10) pop-up programs were planned and delivered in order to test and perfect the pop-up service before it hits the road - these were general programs in a park or at a school or during a bookmobile stop. In most cases, these programs included some form of program to engage children and families.

- Drawings and specs for Pop-Up unit have been completed.

- Vehicle was fabricated, wrap designed and applied.

- Eighteen (18) stops have been made totalling about 2,300-2,500 reached. Although the number of stops are far less than what was proposed in the initial grant (due to fabrication setbacks), the actual number of people reached has been on target (due to some very large-scale events).

- RC2Go was showcased at one conference - the California League of Cities Conference. It was an overwhelming hit. Almost every city staff or official that visited it (from cities around California) walked away thinking about a similar service for their City. Since the conference, we have received a call from the County of Los Angeles from a Supervisor's office looking for further information. The State Library and IMLS got a lot of positive promotion.

- Measuring the number of computer users via the RC2Go was unable to be measured, since during its first couple months of service, visits were more informational (about services it can offer), vs. the public actually using the wifi for their work/play. Having said that, anecdotally, we have seen an increase in knowledge about GIS (Graphic Information Systems) since many of the stops included demonstrations about GIS capability.

Project Outcomes (if applicable)
Please state the outcomes and the results of your evaluation.

City of Rancho Cucamonga community members will show an increase in knowledge in the services and programs offered by the City. This will be measured by surveys on a default webpage through the wifi hotspot and by anecdotal evidence from users during the stops.

-- During the fabrication phase of the RC2Go, the Library conducted a lot of pop-up programming in anticipation of this service. We have seen a definite increase in knowledge and awareness of the services the library offers. During the park/school pop-up visits, staff has engaged in conversations with parents and children about this service and what the library offers. Several have been interested in receiving the library calendar, liking the Facebook page, and wanting to have more information about the library. Several of the pop-up programs have centered around STEM principles which has inspired several parents to request for science-related programs. Whereas, the increase was unable to be measured by use of the wifi (and realistically, I suspect we will only be able to do this in the future with outreach computer classes), lots of anecdotal evidence suggests that the public has definitely increased their knowledge about city services and programs (library - especially the library databases and getting library cards, community services classes, animal center information, GIS, and safety services). Interestingly, the large TV monitor on the exterior of the vehicle has been an outstanding tool for showing off technology. Staff simply hooks up a laptop or iPad to the monitor and can easily demonstrate various technology. This has been especially successful with demonstrating library databases (mostly ebook and song downloads) and GIS technologies. Having technology available and ready for a demo has truly been one of the best aspects of the RC2Go. The Library has issued at least 100 library cards through RC2Go.

Community members will show an increase in their understanding of community issues (budget, LMDs, etc.) as a result of outreach. This will be measured through anecdotal evidence from users during the stops as well as the increase in participants that wish to engage in the City 2013/14 master plan process.

-- Community members have increased their knowledge about community issues considerably. The beauty of RC2Go is the space. There is lots of space to display flyers and pamphlets about city services, but in addition, the front door is dry erase, so we can display a "menu" that is available for the day. This has been a nice conversation starter "ask me about..." Some very specific areas include: Library - not necessarily issues, but definitely increased knowledge about programs and events; Human Resources - one of the stops was a job fair at a local Community College so there was an obvious increase in knowledge about the City and job opportunities; Emergency Management - since so many who visit RC2Go think it's an emergency operations center, it has opened a nice door for us to discuss a little about the City's emergency preparedness; and GIS - by demonstrating what GIS can do, the community has a far greater knowledge of the GIS information available to them from home (parcel maps, military service banner maps, trails and paseos maps, etc.).

Community members will show an increase in knowledge and skills in library services and resources as a result of using the Pop-Up RC truck. This will be measured by informal interviews with users of Pop-Up RC as well as increase in library usage.

-- As mentioned earlier, the greatest increase in knowledge in Library services has been about the online databases, at least 50% of visitors. The Library has always struggled with the best way to not just promote databases, but reach our users on how to use them. RC2Go has provided that mechanism. With the exterior monitor, we are able to very simply show what we have to offer and how to use it. The exterior speakers allow for the demo to be broadcast several extra feet beyond just the immediate area, and the awning allows for some shade during a demo. The most popular demos are for ebook downloads and Freegal downloads. One example was having RC2Go at the Library's 20th Anniversary celebration. In addition to show users around RC2Go and sign them up for library cards, we were also able to direct them to both libraries for additional resources. Another example of this was at the City Employee Quarterly Meetings. City staff gained a lot of valuable knowledge about this new service, but more so about the Library's online resources. I was flooded with calls, emails, and staff approaching me at the meetings wanting to get a library card, renew their card, find their pin number, etc.

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

One of the additional outcomes that was important to us internally was the view of the Library during this project. As mentioned, one of the RC2Go stops was at the California League of Cities Conference. Approximately 20-25 staff attended that conference from every department. Since the Library led the RC2Go project, we also played a significant role in planning for the Conference. As part of our exhibit space, we also took a Play & Learn Island to sell. What was so amazing was to hear staff from other departments (I.T., GIS, City Manager's Office, Public Works, Building & Safety, etc.) all speaking about the Play & Learn Island and RC2Go as if it was their project. That really showed a sense of teamwork and camaraderie. A project of this magnitude can really bring people together like this.

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

One story I should mention is about a City Staff person, specifically from the IS department (and Rancho Cucamonga resident). She has played a huge role in the RC2Go project from specing all the computer equipment to installing it to training other City staff on the use of it to staffing RC2Go at several events. In this role, she really felt empowered and valued. She was in a leadership role where she got to make recommendations, decisions, and be part of a large city-wide project. She was invited to attend the League Conference with everyone as the tech supoort person (in case we needed it) but she turned into one of our best representatives. She spoke about the Library, the California State Library, the PALs, GIS, and all other aspects of the City with such authority and skill. She commented to me just how empowering this whole experience was for her.

RC2Go was taken to a job fair last month at a local community college. It was definitely a hit. The HR department took the lead on this and wanted to have a strong presence to showcase all the job openings at Rancho Cucamonga, as well as talk about public sector jobs. In addition, they invited a library staff person to attend to issue library cards and demo some of our online databases. The students truly appreciated this service and took advantage of us being there on their campus. Not only were lots of library cards issued, but the students were very interested in our online databases. It was obvious to us just how powerful it is to not just do outreach and have a table of giveaways, but to actually give someone something tangible that they can use (in many cases, access to ebooks and homework help).

Lastly, I think this project as a whole has really brought a group of people together that don't usually work together (Library and Public Works and IS and GIS and Purchasing). It has really created a nice team-building experience for many staff people, especially some of the front line Public Works staff who have been part of a very high-profile project. This project definitely took a "village" to accomplish but in the end, it gave us a one-of-a-kind opportunity to not only work together, but do something innovative and different.

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

To be honest, it's too early to tell if this will be an exemplary project. I definitely think it's an important project and will afford us a lot of opportunity in the future. I think once we have a year of service under our belt, I can answer this question. One thing I will say is that the word-of-mouth on this project around the State has been pretty amazing (as a result of the League Conference). There is a lot of interest in replicating this project around the State. I suspect the one call we have already received about it won't be the last one.