

**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 | | |
| Azusa City Library | 040371361 | | |
| 3. Legal Business Name <i>(must match name registered with Federal Employer Identification Number (FEIN))</i> | | | |
| Azusa City Library | | | |
| 4. Project Coordinator Name | 5. Project Coordinator Title | | |
| Leila Hassen | Library Services Manager | | |
| 6. Email Address | 7. Business Phone Number | | |
| lhassen@ci.azusa.ca.us | 626-812-5279 | | |
| 8. Mailing Address | City | State | Zip |
| 729 North Dalton Avenue | Azusa | CA | 91702 |

Project Information

- 9. Project Title** Neighborhood Connections Toolkit
- 10. LSTA Funds Requested** \$15,500
- 11. Cash Match & In-Kind** \$17,751
- 12. Total Project Cost** \$33,251
- 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"/> 21st Century Skills | <input type="checkbox"/> Information Connections |
| <input type="checkbox"/> 22nd Century Tools | <input checked="" type="checkbox"/> Community Connections |
| <input type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Ensuring Library Access for All |
- 14. Primary Audience for project** *(Select all that apply.)*
- | | |
|---|---|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Pre-School Children |
| <input 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 checked="" type="checkbox"/> Library Staff , Volunteers and/or Trustees | <input checked="" type="checkbox"/> Statewide Public |
| <input type="checkbox"/> Low Income | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input 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.

Neighborhood Connections began as an LSTA-funded program at the Azusa City Library in 2015. The central feature of this program is to provide one-on-one information referral to patrons in need of specialized assistance. This includes help with locating housing, employment, nutrition services, health care referrals, citizenship, mental health resources, and more. The strength of this program is the dedication of a resource specialist who assists patrons with their needs. The referral meetings with the specialist take place inside the comfort zone of the Library, which is often viewed as a neutral gathering space for many. The specialist creates a plan for each individual's needs and follows up accordingly. Through this service, more than 500 patrons have been able to access needed assistance. Many of the patrons who received referrals had experienced homelessness and/or varying degrees of mental illness, poverty, unemployment, legal issues, domestic violence, or are veterans who have yet to access benefits. Public libraries are known to be free, open spaces for the general public who serve all who enter their doors. Furthermore, libraries are constantly innovating and adapting their services to help address and solve community issues and position themselves as civic anchors. This has not been a simple task and many libraries are grappling with offering more services with fewer resources, and simultaneously reeling from lack of funding. Nevertheless, the demand for library services is still higher than ever. A Pew Internet Poll from 2015 found that more than 50% of respondents would like libraries to create and offer services for immigrants and veterans. In addition, the number of individuals who seek help from a librarian increases for those experiencing poverty. A 2015 Supplemental Poverty Measure, published by the Census Bureau, found that 20.6% of Californians are living in poverty.

The Azusa City Library increasingly noticed patron requests for social service-related information. We often had difficulty finding targeted answers. We also encountered requests from other community organizations to help them reach out to certain populations. These requests, along with studies conducted by our partners, the Azusa Pacific University Social Work department, all shaped our needs assessment. Libraries are struggling to help many of these patrons navigate complex procedures and locate appropriate services. Additionally, patrons who are in dire circumstances often need more immediate or skilled assistance than most library staff can provide in a single visit. Involving a resource specialist is the first and most crucial step to addressing these needs. The Azusa City Library dedicated a resource specialist to enable us to create strong connections with local agencies and service providers, thereby expanding the reach of these services and raising the profile of our library as a community partner. When we presented our Neighborhood Connections program and findings at the California Library Association Conference in 2016, we were met by a large and favorable response from many libraries who found themselves in a similar predicament. They also wanted to better serve those who have "fallen through the cracks". Our answer to their inquiries is to produce a toolkit detailing our own experiences, expertise, forms, agreements, and marketing, and to disseminate it to all interested libraries who would like to establish a similar program from the ground up. With this toolkit we will help libraries identify potential stakeholders in their community, develop a common language for the program, and also encourage flexibility with how the program is implemented while establishing a solid formula for success. This project is closely aligned with our strategic goals being that it reinforces our mission to share resources, expand the range of library services, and form close partnerships with other libraries. The toolkit will be implemented and its effectiveness measured using appropriate evaluation tools within the 12 month time frame. In July 2017 we will contact 3 pilot Libraries that have already shown interest in receiving and evaluating our toolkit. In August and September we will create marketing materials and hire a part-time office specialist who will assist us with putting together the components of the toolkit. We will also reach out to community supporters, such as the YWCA, the Azusa Police Department's Homeless Assistance Liaison Program (HALO), Los Angeles County Mental Health Services, Citrus College Veteran Success Center, Santa Anita Family Service, the Los Angeles Homeless Services Authority, and Azusa Pacific University's Department of Social Work. These community supporters will help us compile guides on how to effectively connect with external agencies to provide services to patrons. Library leadership will also establish evaluation tools to use with the libraries testing out the toolkits. We will survey the pilot libraries before and after they use the toolkit. In October we will send the preliminary toolkits and begin tracking the progress of these libraries. In January 2018 we will create 3 special trainings, through a Youtube channel, to offer additional support to libraries, as well as learn from their experiences on what additional information may be needed in the toolkit. By April we will conduct a comprehensive survey to gauge the success of the toolkit and update it as needed. We will identify the ease of use, the effectiveness, and if the libraries were able to begin and grow their own version of the Neighborhood Connections program. By June we will send out the revised toolkit to 9 CLSA system libraries so that they can also benefit from our findings.

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).

The purpose of this project is to empower other libraries who would like to create their own social referral program. We will develop a toolkit that will help libraries create and implement a system where patrons can seek social service referrals within the comfort and "safe space" of a public library setting. It will also help us share valuable program and outreach information with other libraries.

We will create toolkits for three pilot libraries and progressively use their feedback and experiences to make any necessary revisions. During our timeline, we will compose various elements for the toolkits including forms, surveys, spreadsheets, resource guides, and helpful publications. This project will encompass a multi-media format with the addition of videos and Youtube presentations. The benefit is that these 3 libraries will learn how to establish their own similar programs and scale them for their own communities.

We will be constantly tracking the progress of all 3 libraries and make any adjustments necessary for the toolkit. After the pilot period we will conduct a thorough review, including interviews and surveys, and collect anecdotal data as well. We will then send out free toolkits to all 9 California Library Services Act (CLSA) systems. Eventually we will make the toolkit readily available for all interested libraries through our library web site.

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

- 1 Toolkit developed
- 1 Outreach guide created with community supporters to be included in the toolkit
- 3 Video trainings developed
- 1 Youtube channel dedicated to Neighborhood Connections training
- 1 Pre and Post evaluation system developed
- 3 Libraries trained on how to use the toolkit
- 9 CLSA Systems will receive revised toolkit
- 184 of California's libraries will have access to training materials online

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)

50% of participating libraries will be better trained to meet patron needs (as documented on a post-survey)

50% of participating libraries will be able to create or strengthen partnerships with service providers

150 Patrons (50 in each pilot library) will receive effective referrals

100% of CLSA Systems will have the tools to create a similar program

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

Once the toolkits are created, the program will be self sustaining since all information will be posted online and on Youtube. While some content may be refreshed as necessary, the templates for the program will remain relatively unchanged. The Library Services Manager will take on the role of creating and posting updates.

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:

The Library Services Manager will consult with pilot libraries to share effective strategies, print materials, and procedures for how to replicate the Neighborhood Connections program. We will also periodically consult with these libraries to ensure toolkit materials meet their needs.

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 create and reproduce 1 toolkit which will include: manuals, forms, templates, guides, and digital media presentations. Specifically the toolkit will contain the following:

Sample agreement letters with partners

Job descriptions for the resource specialist position

Sample scheduling templates for Neighborhood Connections participants

Pre and post surveys to be used for staff and patrons in pilot libraries

Informational articles and media about social work in a library setting and multi-media presentations about working with individuals experiencing homelessness, mental illness and other at risk situations

Customer service guide for library staff helping implement Neighborhood Connections at their libraries

Guide on meeting with program participants

Promotional materials (bookmarks, brochures, and flyers) and sample press releases for libraries implementing this program

Sample waiver forms

Template for a community resource evaluation form

Instructions on creating a statistical database

Steps on how to conduct a focus group along with sample questions.

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
Contact pilot libraries that will help us evaluate the toolkits.	X													
Procure office supplies for the toolkits.	X	X												
Select print materials to enhance toolkits.	X	X	X											
Compose pre-assessment surveys for pilot libraries.		X	X											
Recruit and hire a .5 FTE Office Specialist to assemble toolkit materials.		X	X											
Create marketing materials and a logo to include in the toolkit.		X	X	X										
Create training materials to include in the toolkit.		X	X	X										
Work with external agencies to create training guides.		X	X											
Begin and continue work on a Youtube channel with training videos.			X	X	X	X	X							
Send preliminary toolkits to pilot libraries.				X										
Create post-assessment surveys and standards.				X	X									
Begin and continue tracking the progress of pilot libraries.				X	X	X	X	X	X	X	X			
Create 3 training videos based on specific feedback from pilot libraries.							X	X	X					
Conduct interviews and comprehensive surveys with toolkit recipients.										X	X			
Send out a revised toolkit to all 9 CLSA Library Systems												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			
.15 FTE Office Specialist 300 hours at \$16 hr	\$4,800	\$0	\$4,800
.14 FTE Library Services Manager 280 hours at \$50 hr	\$0	\$14,000	\$14,000
.012 FTE Resource Specialist 25 hours/\$21.99 hr	\$0	\$549	\$549
.024 FTE APU Social Work Intern (volunteer) 50 hours/\$24.14 hr	\$0	\$1,207	\$1,207
.004 FTE Azusa Police HALO Officer (volunteer) 10 hours/\$51 hr	\$0	\$510	\$510
.007 FTE Librarian (volunteer at pilot library) 15 hrs ea/\$33 hr	\$0	\$495	\$495
.007 FTE Librarian (volunteer at pilot library) 15 hrs ea/\$33 hr	\$0	\$495	\$495
.007 FTE Librarian (volunteer at pilot library) 15 hrs ea/\$33 hr	\$0	\$495	\$495
Subtotal	\$4,800	\$17,751	\$22,551
<p>Description: The Library will hire a part-time Office Specialist at \$16/hourly for 300 hours to perform clerical tasks, help assemble the documents in the toolkit and assist with video projects.</p> <p>The Library Services Manager will act as the Project Manager and contribute 280 hours/\$14,000 (salary plus benefits) to select materials, compose and oversee the creation of the toolkit, and guide all media projects. The Library Services Manager will also serve as the liaison between the Azusa City Library, external community supporters, and pilot libraries.</p> <p>The Resource Specialist will help advise on the creation of manuals and training videos. This in-kind position will work 25 hours at \$21.99/hr.</p> <p>In-Kind financial contributions will be in the form of volunteer hours from our community supporters. Azusa Pacific University (APU) will provide us with a volunteer intern from the Master of Social Work class valued at \$24.14 hour for 50 hours. An Azusa PD Homeless Assistance Liaison Officer (HALO) will volunteer for 10 hours at \$51 hourly to help advise with training manuals.</p> <p>3 Librarians at .007 FTE from pilot libraries will review and report back on our toolkit throughout this process.</p>			
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
<p>Description:</p>			

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			
Educational resources/materials (books and multi-media)	\$2,800	\$0	\$2,800
Supplemental/office supplies/communication costs	\$2,400	\$0	\$2,400
	\$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
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$5,200	\$0	\$5,200
Description:			
The Library is requesting \$2,800 for educational resources to help assemble the initial toolkits and create instructional presentations for the pilot libraries.			
Office supplies and supplemental costs, including postage, communication costs, and publicity are estimated at \$2,400.			

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

Description:

Services			
Graphics/Marketing	\$2,500	\$0	\$2,500
Printing	\$3,000	\$0	\$3,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$5,500	\$0	\$5,500

Description:

\$2,500 is requested for the creation of graphics and a logo for marketing purposes as well as brochures promoting the toolkits and Neighborhood Connections. The use of a logo and consistent marketing materials will help us and the pilot libraries brand the Neighborhood Connections program and make it recognizable for other libraries.

We estimate printing costs at \$3,000 for the materials in the toolkit binders.

Project Total	\$15,500	\$17,751	\$33,251
Indirect Cost Rate Applied 0.0 % Indirect Cost	\$0	\$0	\$0
Check one: <input checked="" 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	\$15,500	\$17,751	\$33,251

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.

Library/Organization

Project Name

Library Director Name

Title

Library Director Signature

Date