

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

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

**Grant Information**

Library Jurisdiction	St. Helena Public Library
Project Title	Bilingual Cross-Organizational Aggregate Events Calendar -- Phase Two
Grant Award #	40-8297
Grant Period	FY 13/14
Amount of Grant Award	33,750
Amount of Grant Expended	33,750
Local Match	0
In-Kind	34,800
Total Amount of Project (amount expended + match + in-kind)	68,550
Number of Persons Served (should not include total population of service area or potential population to be reached)	9,708 directly, additional 15,000 estimated indirectly

**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](mailto: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

The community of Napa Valley has a growing population of Spanish-speakers. In creating a Spanish-language interface for the master community calendar we sought to create a more integrated community where English and Spanish-speaking residents and visitors have equal access to information about programs and events created by local entities.

In creating the Spanish-interface, we not only made programs and events more discoverable for Spanish speaking users, we are also encouraging more event providers to consider the needs of our Spanish speaking population when creating and promoting events.

### Project Activities and Methods

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

We entered into contract with Artsopolis to create the Spanish language interface to the English site [www.napavalleynow.com](http://www.napavalleynow.com) (Spanish: [www.napavalleyhoy.com](http://www.napavalleyhoy.com)). This involved creating a content management system and database that could track, store, and retrieve information using both English and Spanish language search terms so that the two sites work seamlessly together. We worked with several local Spanish speakers to verify usability.

We contracted with a professional translator who serves to both translate content for the Spanish language side of the site and to also provide feedback about front and back end functionality.

We contracted with a leader in the Spanish community to solicit feedback from users and also to manage content on both sides of the site.

We reached out to event providers to inform them of the new platform and ask for their input. Encouraged formal partnership with these providers when appropriate.

We created an English and Spanish language commercial spot for two local radio stations.

Created cross-links on subscriber sites to direct web traffic back to the main site.

### 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)

Since the formal launch of the English site in February and the follow up launch of the Spanish site in May the main site has been used by 9,708 unique users for a total of 13,194 sessions and 37,998 page views. Additional hits to partner websites using the content database are not included in these totals and are conservatively estimated to be around 15,000 unique hits.

Currently there are 386 active events on the site. 1209 have expired for a total of 1596 unique events in the database (does not including recurrences of repeat events).

232 organizations have registered to provide content.

Approximately 15% of the events are either submitted in Spanish or are translated into Spanish for the Spanish language site.

We have both formal and informal agreement with over two dozen organizations for whom we are now managing web content for their calendar sites.

We purchased and produced 240 30 second radio spots and 240 15 second radio spots in both English and Spanish for two local radio stations.

**Project Outcomes (if applicable)**

Please state the outcomes and the results of your evaluation.

Due to a delay in the launch of the Spanish site (a result of several programming and development issues outside of our control) we have not had opportunity to do the end user surveys. We have however had excellent feedback from individual users and organizations who are using the site to distribute information about their events.

We were able to send a survey to content providers who submitted event information in English which was subsequently submitted by our staff for translation and posting on the Spanish site. In the survey we asked if they actively promote programs and events to the Spanish speaking community already and if they do not why. Some replied that it had simply not occurred to them to do it but most (84%) reported that they lacked the resources. Follow up questions regarding whether the availability of this new resource would change how they market events to the Spanish-speaking community received mixed responses. Most who provide entertainment events for tourists and residents did not have strong opinions on it. However, those organizations providing information and activities to local residents, particularly families, such as the school district were very pleased with and excited about the new resource. We will continue to work with both groups to get additional feedback for administration of the site. We are hoping to do an end-user survey in September.

**Additional Project Outcomes**

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

Fairly ancillary but still interesting--the group we worked with to create the product (Artsopolis) is also grant funded. We were contacted by Adobe who is one of their benefactors to discuss our experience with them and a new project they are considering funding which would be a resource for educational institutions. I was able to speak with them for about half an hour and in the process convinced them that not only was the project worthwhile but it would also be a great resource for public libraries. I'm hoping I get the opportunity to consult with them on it.

**Anecdotal Information**

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

The Napa Valley Unified School District was one of our initial partners in this venture. They have been extremely pleased with the new service/resource we have created. Now they have a central online location that can be used as a clearinghouse for information about programs provided by the district and also by other organizations that are of interest to their educators and parents. This resource helps them in their efforts to reach out to the community, especially the Spanish-speaking community they serve. As a part of this effort they have created a new full-time position of Public Information Officer and the individual they hired is one of the founding representatives from this project. Using this relationship we hope to help the district roll out the use of the calendar to individual school websites in the next year.

Visit Napa Valley, the official tourism marketing organization for The Napa Valley which is primarily funded through a Tourism Improvement District (TID) special assessment on lodging, has partnered with us on the project. NapaValleyNow is now the backbone of their website. This relationship has had a huge impact on the success of this project as they bring additional visitor-serving businesses to the table and we are able to capitalize on those relationships to drive content and viewers to the website. It also provides us with opportunities to monetize the service making it sustainable.

**Exemplary Project**

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

Although I don't think we have reached "exemplary" status yet, I still believe that we will. We have learned so much from this project that can be applied to building partnerships with local businesses, art councils, school districts, neighboring government organizations, etc. The actual product we created is fantastic too and could likely be tweaked to work for a number of communities. But the real win here is what we learned in the process about how to work with different groups with competing interests and how to find common ground and goals that we can all benefit from when we are successful.

#### **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!

I really love the Pitch an Idea concept since it does provide a few libraries opportunities to be innovative. However, I think an easier way of benefiting more libraries directly would be to put more LSTA money into the Books4U grants. It requires far less oversight (less impact on CSL staff and consultants) and is extremely easy to justify and show outputs. With the anecdotes from directors you can easily provide outcome as well. If more money is distributed through Books4U the libraries that really need it are able to boost their collections for immediate results. Those who are not as desperate for collection funding have the option to move money around and free up funds for local projects as needed. Just my two cents.

*file:mcp/lsta/managegrant/1314*