

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

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

**Grant Information**

Library Jurisdiction	SCLC
Project Title	PVLD Pop-up Library
Grant Award #	40-8287
Grant Period	13/14
Amount of Grant Award	\$16,500
Amount of Grant Expended	\$16,500
Local Match	
In-Kind	
Total Amount of Project (amount expended + match + in-kind)	
Number of Persons Served (should not include total population of service area or potential population to be reached)	310

**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 Palos Verdes Library Pop-Up will partner with organizations to offer the community library services, such as story times, programming, reader advisory, and reference help to bring awareness of library resources in unexpected, yet convenient places.

### Project Activities and Methods

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

The first step was to form a committee; reaching out and encouraging members from all departments to participate. We then handpicked from those who responded so that we had a balanced committee of librarians and support staff. We then met with the committee and developed a plan, costed it out, assigned tasks, and created a timeline.

We contacted potential partners, pitched the Pop-up concept, and then discussed particulars such as scheduling, logistics, and possible content.

Next step was to purchase components for the Pop-up such as the shelving, furniture, programming materials, and books. We began discussing and creating publicity, using the library's Facebook page and in-house methods such as flyers, posters, press releases, the digital sign, and the library's website.

The final steps were to create a preliminary set-up in house and conduct our soft opening at a local park.

Each appearance of the Pop-up was tailored to the anticipated target audience. For example, at Hesse Park, we equipped the Pop-up with juvenile and adult books, had a bubble themed program, and a fully equipped circulation module so that families could sign for library cards and check out items.

At the local botanic garden, they were celebrating Earth Day and we modeled the collection to reflect that. As a craft, we chose found objects from the site and visitors created sun prints with the objects to commemorate Earth Day.

### 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)

We discussed at length and created the necessary components to implement successful appearances. The following is a list of outputs we created for the project.

- 3 posters, one for each event
- 3 different flyers- 500: How many distributed?
- 8 meetings- 12 people were trained
- Rube Goldberg machine- a permanent fixture at each event
- 2 pilot events and 1 grand opening event was held.
- PVLVD partnered with 5 organizations, institutions and individuals to offer programs.
- conducted 2 storytimes, 3 craft projects, e-book training, and promotion of two major upcoming library

programs

- The library issued 10 new library cards and checked out 40 items.
- A total of 310 community members attended the two pilot events and the grand opening. This was considered a major success.

### **Project Outcomes (if applicable)**

Please state the outcomes and the results of your evaluation.

We determined through surveys that of the community members who attended a Pop-up event, 35% increased their awareness of PVLD services and programs. Indicators included new library cards issued, questions about services (44 answered questions), a simple on-site survey that was administered at each event, and informal feedback gathered during the patron experience confirmed outcomes.

As a result of partners participating in the Pop-up, there was a positive shift in the attitude towards the library district. 100% of community partner participants had a positive experience with their Pop-up event, as reported in informal partner feedback, surveys, and by an increase in discussed future projects and collaborative resource sharing.

100% of participating Pop-up Library staff increased their knowledge of the community and its needs and benefited by being more visible in the community. This allowed patrons to connect with them and take advantage of the library, its staff, and its resources, as measured by pre- and post-project staff surveys.

We anticipate an annual overall increase of 7.35% in the number of library cards issued, program attendance, door count and circulation at the permanent library buildings, which will indicate the success of the Pop-up.

### **Additional Project Outcomes**

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

Some surprising outcomes included

- 40 surveys completed with 100% positive results
- a current patron retrieved storytime information for foreign community member with a new baby
- Hesse Park had a few foreign families who were introduced to the library through the Pop-up

### **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 Hesse Park we exposed the Pop-up to numerous Little League players and their families with requests to be at every Little League game and practices, and inquiring as to where we were appearing next.

We created a new community partner, the South Coast Botanic Garden, an advantageous choice as the Garden has county-wide appeal. In addition, every partner we worked with wanted to schedule a future event immediately.

Many patrons that attended the Pop-up events had great suggestions regarding future Pop-up locations, which was evidence of its appeal.

Through the Pop-up we were able to raise awareness for One Book One Peninsula, a community wide reading event, and the annual Summer Reading Program.

### **Exemplary Project**

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

The Pop-up completely reinforced the image of library as being accessible, delightful, helpful, informative, and community centered.

Many patrons were happily surprised that they could access library services outside of the library and took full advantage of that by applying for library cards and checking out items.

The Pop-up not only created good relationships with community partners but also enhanced our partner's sites and events. For example, The Palos Verdes Peninsula Land Conservancy had a composting workshop and the Pop-up made available items about composting and gardening to the attendees of that workshop.

#### **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!

Laura Mitchell was great grant monitor, super supportive and helpful, attended our event and was in constant communication with us.

*file:mcp/lsta/managegrant/1314*