

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

- | | | | | | | | |
|---|--|-------------|--------------|------------|------|----|-------|
| <p>1. Library/Organization
Napa County Library</p> <p>3. Legal Business Name <i>(must match name registered with Federal Employer Identification Number (FEIN))</i>
County of Napa</p> <p>4. Project Coordinator Name
Anthony Halstead</p> <p>6. Email Address
anthony.halstead@countyofnapa.org</p> <p>8. Mailing Address
580 Coombs St</p> | <p>2. Library's DUNS Number
071688188</p> <p>5. Project Coordinator Title
Assistant Director</p> <p>7. Business Phone Number
707-253-4061</p> <table border="0"> <tr> <td>City</td> <td>State</td> <td>Zip</td> </tr> <tr> <td>Napa</td> <td>CA</td> <td>94559</td> </tr> </table> | City | State | Zip | Napa | CA | 94559 |
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Project Information

- 9. Project Title** Bike Branch
- 10. LSTA Funds Requested** \$15,000
- 11. Cash Match & In-Kind** \$15,000
- 12. Total Project Cost** \$30,000
- 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"/> 21 st Century Skills | <input type="checkbox"/> Information Connections |
| <input type="checkbox"/> 22 nd Century Tools | <input type="checkbox"/> Community Connections |
| <input type="checkbox"/> Content Creation/Preservation | <input checked="" type="checkbox"/> Ensuring Library Access for All |
- 14. Primary Audience for project** *(Select all that apply.)*
- | | |
|--|--|
| <input checked="" type="checkbox"/> Adults | <input checked="" type="checkbox"/> Pre-School Children |
| <input checked="" type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input type="checkbox"/> Immigrants/Refugees | <input checked="" type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input checked="" type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Library Staff , Volunteers and/or Trustees | <input type="checkbox"/> Statewide Public |
| <input checked="" type="checkbox"/> Low Income | <input type="checkbox"/> Suburban Populations |
| <input checked="" type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input checked="" type="checkbox"/> People with Disabilities | <input type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input checked="" 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.

The Napa County Library serves a diverse population including children, seniors, broad economic backgrounds and speakers of both English and Spanish. While we're considered rural, the majority of our population live in the city of Napa, where there is only one library location. This means outreach is our primary method to reach these various groups.

We attend dozens of outside activities each year and, while well received by both patrons and staff, it is labor intensive. These events generally don't allow us to represent our true nature due to space and/or time considerations. This means that the experience consists of visitors seeing a booth with a handful of fliers, a craft, perhaps a give-away or two and the smiling faces of our staff.

We wanted a way to help make certain that when we attend these events, we are able to illustrate our services, programs and enthusiasm in an engaging and consistent way. We realized that the best way to do this would be to attempt to extend our library environment into the community through the use of a mobile branch.

The goal of this mobile branch wouldn't be to replicate what we do in our building but to give attendees a taste of what they could access at home or in one of our four locations - a vibrant, inviting experience.

Our library's strategic plan focused on 10 goals and, while a bike branch couldn't attempt to satisfy all of them, we found a remarkably high number could be enhanced through a service including: ensuring materials were available to help students succeed in school, timely access to popular materials, and encouraging personal growth and development throughout our residents' lives. Specifically we felt a bike branch would allow us to make certain our services, programs and activities would help users "satisfy their curiosity and explore topics of personal interest."

A bike branch also helps fulfill our countywide vision of respect (of users regardless of their backgrounds and abilities), dedication (to providing the best possible resources for our residents) and innovation (by bringing a full scope of our services directly to users).

Our project will be successful if it helps the community make use of services it already has access to. Our goal is not in attempting to branch out into new activities so much as to help engage the community in a way it may not have done before and ensure that residents understand the value of their public library.

Through the use of surveys, both in person & online we will measure patron awareness of library services. Our goal is that 40% of all bike branch contacts will learn about a library service they were previously unaware and that 30% will attend a library program at a physical branch after a bike branch encounter. Further, outreach to seniors will increase resulting in 25% increase of Books by Mail and large print materials circulation.

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 Napa County Library will provide outreach, programming, and materials through the bike branch which will reach underserved residents who otherwise wouldn't access library services and increase their awareness of programs and services, and usage of brick and mortar branches.

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

Custom Bike, Trailer, & modular components to hold program kits for library outreach and programs

21 New Book Bike pilot "Programs Kits"

10 visits to the Senior center reaching 20 senior each visit.

10 visits to the farmer's market reaching 50 residents each visit.

5 visits to local community events reaching 100 residents each visit.

10 storytime in the park events with 20 attendees each visit.

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)

40% of all bike branch contacts will learn about a new library service.

30% will attend a library program at a physical branch after a bike branch encounter.

25% of seniors attending Bike Branch events will sign up and begin using Books by Mail.

We will measure outcomes in a number of ways including verbal and written surveys and through system data collection.

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

In kind donation through staff time. The grant funding we've received plus the individual donation will likely fund the entire project. Fundraising from Napa Bike will be used toward sustainability. We've also applied for additional sustaining funds through local non-profits to fund consumables. The results of that request won't be known until later in the summer.

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: We anticipate programs to be wideranging including interactive crafts and activities as well as more formal instruction (such as registering patrons for Books by Mail - BBM).

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: Small collections focused on our outreach will be made available to users. While this won't be the primary goal of our activities, we want to engage them with actual services they can A) receive on the spot & B) sample our larger collection.

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.

[illegible]

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			
35 visits x 2 staff per visit x 3 (est hours per) x \$34 / per hour *	\$0	\$7,140	\$7,140
25 hrs staff for project mgmt by Dir & Asst Dir x \$84 / per hour*	\$0	\$2,100	\$2,100
20 hrs staff for initial staff setup and support x \$34 / per hour*	\$0	\$680	\$680
* These figures include both salary and benefits.	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$9,920	\$9,920
<p>Description: These are estimated amounts based on the programming commitment outlined above and any anticipated up front time spent on the project's development.</p> <p>Library Asst 210 hours = FTE 1.05%</p> <p>Dir/Asst. Dir = FTE = 25 hours = FTE .0125%</p> <p>Library Asst 20 hours = FTE .01%</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: We do not anticipate any direct consultant fees.</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: While we may visit a library or two that currently offer mobile libraries, the number and cost are unknown.			
Supplies/Materials			
"Consumable supplies" (ie: crafts, fliers, other promo materials)	\$500	\$2,500	\$3,000
Collection - to circulate at events	\$3,500	\$0	\$3,500
	\$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	\$4,000	\$2,500	\$6,500
Description: These are initial costs and do not represent an attempt to estimate costs past year one. We do anticipate fundraising and/or a grant by at least two local agencies to focus on years 2+.			

Budget Category	LSTA	Cash Match & In-Kind	Total
Equipment (\$5,000 or more per unit)			
Bicycle	\$5,000	\$3,000	\$8,000
Trailer including modular components	\$6,000	\$5,000	\$11,000
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$11,000	\$8,000	\$19,000
<p>Description: The additional granted amount allows us to shift a larger portion of the initial production costs to the LSTA line, opening up local funds to create a sustainable program and focus on a greater number of unique activities for these visits. This also includes at least one local bicycle shop's commitment to donating components and build time. However, there may be other local shops that participate in this project and therefore we have omitted any names while these partnerships are being further developed.</p>			
Services			
	\$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
<p>Description: We do not anticipate any service costs.</p>			

Project Total	\$15,000	\$20,420	\$35,420
Indirect Cost Rate Applied 0.0 % Indirect Cost	\$0	\$0	\$0
<p>Check one:</p> <p> <input type="checkbox"/> No Indirect <input type="checkbox"/> Federally negotiated indirect cost rate * <input type="checkbox"/> Indirect proposed cost rate * </p> <p>* please attach supporting documentation if required</p>			
<p>Description:</p>			
Grand Total	\$15,000	\$20,420	\$35,420

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.

Napa County Library
Library/Organization

Bike Branch
Project Name

Dnais Kreimeier
Library Director Name

Director of Library Services and Community Outreach
Title

Library Director Signature

5/30/2017
Date