

CALIFORNIA STATE LIBRARY

LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) FISCAL YEAR 2018/2019

PITCH-AN-IDEA LOCAL GRANT APPLICATION

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

Applicant Information

- | | | | |
|---|---|--------------------|---------------------|
| 1. Library/Organization Mendocino County Library | 2. Library's DUNS Number 120567672 | | |
| 3. Legal Business Name <i>(must match name registered with Federal Employer Identification Number (FEIN))</i> County of Mendocino | | | |
| 4. Project Coordinator Name Karen Horner | 5. Project Coordinator Title Library Director | | |
| 6. Email Address hornerk@mendocinocounty.org | 7. Business Phone Number 707-671-6014 | | |
| 8. Mailing Address 105 N Main St | City Ukiah | State CA | Zip 95482 |

Project Information

9. **Project Title** Library With No Walls, Mendocino County Outreach Unit
10. **LSTA Funds Requested** \$100,000
11. **Cash Match & In-Kind** \$40,000
12. **Total Project Cost** \$140,000
13. **California's LSTA Goals [from FY 2018-2022 Five Year Plan]** *(Check one goal from the first five goals of the five-year plan that best describes the project)*
- | | |
|--|---|
| <input checked="" type="checkbox"/> Goal 1 [equitable access, trusted community space] | <input type="checkbox"/> Goal 4 [technology to deliver information and services] |
| <input type="checkbox"/> Goal 2 [literacy services and learning opportunities] | <input type="checkbox"/> Goal 5 [economic development and workforce innovation] |
| <input type="checkbox"/> Goal 3 [innovation, creativity, connections and collaboration] | |

Please briefly list other FY 2018-2022 Five Year Plan goals to which your project relates, if applicable.

Goal 2 we would provide learning and literacy to 67% of our rural population

14. **Primary Audience(s) for project** *(Select all that apply.)*

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Adults | <input checked="" type="checkbox"/> Low Income | <input checked="" type="checkbox"/> School Age Children |
| <input checked="" type="checkbox"/> Families | <input checked="" type="checkbox"/> Non/Limited English Speaking | <input checked="" type="checkbox"/> Senior Citizens |
| <input checked="" type="checkbox"/> Immigrants/Refugees | <input checked="" type="checkbox"/> People with Disabilities | <input type="checkbox"/> Statewide Public |
| <input checked="" type="checkbox"/> Intergenerational Groups (Excluding Families) | <input checked="" type="checkbox"/> People with Limited Functional Literacy | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Library Staff , Volunteers and/or Trustees | <input checked="" type="checkbox"/> Pre-School Children | <input checked="" type="checkbox"/> Unemployed |
| | <input checked="" type="checkbox"/> Rural Populations | <input type="checkbox"/> Urban Populations |
| | | <input checked="" type="checkbox"/> Young Adults and Teens |

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

Describe how this project was identified as a need (include supporting data and statistical information), how it relates to your library's strategic plan or other local planning documents, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Your summary should relate to activities in the timeline (Element 4).

Mendocino County encompasses over 38,000 square miles with a population of approximately 88,000. Out of the 88,000, 67% of the population reside outside of the 4 cities in the county. Mendocino County is considered a poor rural county and recently a large segment of our underserved rural population suffered greatly during the 2017 Wildfires that ravaged Mendocino County. What was discovered during the tragedy of the fires when a large segment of our population was without cell service, phone lines or power, the library proved to be the place to connect, find information, receive assistance and access online service. This has strengthened the belief in our county that the library is the true vanguard of accessibility to information and provides the spirit of a community center that communities need in times of crisis and everyday growth. While the libraries are loved and valuable for the community, the fact is in a county that is so large, vast and separated with distinct geographical boundaries a large segment of our population, roughly 67%, do not reside near a Mendocino County Branch. Previously Mendocino County Library surveyed Bookmobile patrons and it was discovered that over 30% of our patrons live more than 30 miles away from one of our five branches. This shows that we have a large underserved population that does not have free and equitable access to information and library resources.

The idea of creating the program, "Library with No Walls, Mendocino County Outreach Unit", was to bring the library to the 67% of the population who do not live next to a library branch. While our county is lucky to have a Bookmobile, the reality to cover the vast expanse of Mendocino County our Bookmobile travels 3 days a week throughout the 38,000 square miles and can only visit areas for 20-30 minutes at a time. The focus for the Bookmobile is to allow patrons to check out and return materials. The goal of the Outreach Unit will be to go to specific areas throughout the county where there is an underserved population; a rural school, preschool, tribal areas, senior trailer park, homeless encampments, disabled veteran and migrant neighborhoods, places that don't access the library but may not fully understand the purpose of the library. The Outreach Unit will go to designated locations and create a pop up library at the location, connect and advertise with local schools, prominent members of the community, and other prominent connections to reach the most residents. We will be at the location for 3-4 hours allowing time for people to visit and connect with staff members. Along with small selection of materials, the goal will be to; provide reference assistance, survey the needs of the area, connect people with appropriate resources and connections, provide literacy tools, conduct storytimes, provide access to our county seed libraries, have small scale library programs and have other organizations present to interact and provide resources. Our library system has many county wide programs by having this county wide Outreach Unit we can truly bring these programs to the whole county. Some of the programs Mendocino County Library offers; 1,000 Books before Kindergarten, Seed Libraries, Summer Reading, Winter Reading Programs, Free Comic Book Day, COHS, can be brought to help promote literacy to different segments of our population.

The true goal of this program is to bring the library to the rural underserved communities in areas where a branch will never be located. By bringing the library to this population the goal is to improve access to information, promote and improve literacy and help to provide an overall improvement of quality of life.

The success of this program will be the growth of visitors to the Outreach Location, the inquiry to come to other locations, the retention of repeat visitors, the increase of requests for information and the connecting of outside organizations with the needs of the community. Along with stats of numbers of users, surveys and feedback will be given out and noted to determine the service we provide is what is needed. The sign ups for library cards, literacy programs such as 1,000 Books before Kindergarten will also provide the stats on how many patrons we are assisting.

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. Attach a separate sheet if necessary.

| 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) |
|--------------|--|---|-----------------|--|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Please list informal partners here - organizations that support your project but with whom you have no formal project agreement in place. Describe how their contributions will help achieve the project's outputs and outcomes. Attach letters of support under Element 7.

First Five of Mendocino- Provide parenting information and assistance at locations where this need is required

Mendocino County Musuem- Bring another county resource through fun program where many people may not be able to travel to visit a Musuem, connects the community with their history.

Mendocino County Health and Human Services- Through our Outreach Unit we can provide the connection in a safe space for a representative to provide answers and resources for people who need this help.

Mendocino County Social Services- The Outreach Unit can provide a safe welcomign space for people to seek services who may not normally feel safe or can access social services at the County Seat.

Arts Council of Mendocino- The library will partner with Arts Council to provide art programs and resources to rural, underserved populations that generally do not have access to art or the ability to afford this outlet of creativity and growth.

Mendocino County Animal Shelter - A representative can provide information and education for patrons who have pets but have no access or information for basic care for their pets

Coast Opportunities for Children and Families- Connecting parents with more resources to improve parenting skills in a safe space.

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' knowledge or abilities beyond basic access to information

- ☐ Improve users' formal education
- ☐ Improve users' general knowledge and skills

Information Access: Improve access to information

- ☒ Improve users' ability to discover information resources
- ☐ Improve users' ability to obtain and/or use information resources

Institutional Capacity: Add, improve or update a library function or operation to further its effectiveness

- ☐ Improve the library workforce
- ☐ Improve the library's physical and technology infrastructure
- ☐ Improve library operations

Employment & Economic Development: Improve users' ability to apply information that furthers the status of their jobs and/or businesses

- ☐ 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 circumstances

- ☐ 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 conversations around topics of concern

B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).

"Library with No Walls, Mendocino County Outreach Unit", program will provide the ability for Mendocino County Library to reach 67% of its rural population by bringing library resources to underserved communities. Creating a pop up library structure we will focus on providing information, access to library staff and resources, programs and materials that are generally not available to this demographic. We will connect the needs of the community with relevant partners that will assist them and provide a connection to county resources and literacy through a safe library outreach program.

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

- | | |
|---|---|
| * 15 new communities reached | * 1 Newly Designed Outreach Van |
| * 20 sign ups for 1,000 Books before Kindergarten | * 5 Literacy Kits Created for Check out |
| * 40 new library card sign ups | * 2 Outreach Craft/ Storytime/Lego Kits created |
| * 300 visitors to Mendocino County Outreach Unit | |

D. Outcomes. Please select one or more of the outcomes provided by the State Library (see Instructions) that relate to the primary Five Year Plan goal that you selected in Element 1

Goal 1 will be achieved by moving forward with the general opinion of how the public view the library as a place to find information and resources in a safe and welcoming space. By taking the library to the underserved public we are enforcing this notion, by addressing their needs and providing services that assist their community in a more accessible format we reinforce the idea and introduce libraries to the residents who may not have utilized the library services before due to distance or lack of understanding of what libraries do. Through an Outreach Unit we will be able to connect one on one in smaller setting and interact with communities, by learning about them and having repeat visits it will allow us to grow trust and gain a connection with the people. Goal 2 will be met through creation of the Outreach Unit, we will create a pop up library that will visit areas and communities for several hours,

allowing staff to implement smaller versions of programs that we have at other branches or programs that fit the needs of the community, such as STEAM, crafts, storytime. We can provide one on one education about services and resources we provide, learn of needs and field reference questions and allow us time to investigate and provide quality answers that will help the patrons. This will empower the patrons to continue to grow, learn and utilize our resources. This in general will provide lower income areas with access to tools to help individuals grow and better their community.

E. Briefly describe how this project will be financially supported in the future, should it prove successful.

The initial expense of the bookmobile van is the major expenditure. Since the passing of Measure A, an eighth of a percent sales tax was passed in 2012, the Mendocino County Library has had a fairly robust budget. Our staffing level continues to increase along with the ability to provide services and resources. We will be able to include a consistent allocation to maintain the outreach unit. We will have a line item in the budget to provide materials and resources to continue to grow the outreach unit. There is a sufficient amount of staff that will be able to provide the outreach service as part of their regular duties.

F. Activities. What activities will be used to accomplish your project and achieve your outcomes? Per IMLS, Activities are actions through which the Intent (Element 4A) of a project is accomplished and which account for at least 10% of the total amount of resources committed to the project. IMLS has identified 4 types of Activities and associated Modes (methods by which the Activity is carried out) Select all that apply to your project and provide descriptions for each.

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: Since this is an outreach unit and in a rural area broadband could be an issue. All of the format will be in person and other instruction will be provide through handouts and pamphlets. Programs will be given to provide access to literacy and learning by having storytime, lego time, craft and art programs for all ages. Staff will provide instruction and information on resources one on one or speaking with larger segments of population. Other organizations will be available at times for one on one and overall group instruction on information they provide.

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: Ordering collection of books and materials for patrons to borrow. Create and purchase literacy focused kits for check outs. Purchase supplies to provide craft/art/STEAM/Lego programs at outreach locations that will stay within unit. Create pamphlets and information fliers to hand out to visitors to provide information on resources and services provided that is bilingual. The design and purchase of an Outreach Van to travel throughout the county.

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 (see Element 4A).** Includes acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description:

[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 | | | |
| Library Director - 40 hrs@\$74.86/2%FTE | \$0 | \$2,994 | \$2,994 |
| Administrative Services Manager I - 80 hrs@\$59.04/4%FTE | \$0 | \$4,723 | \$4,723 |
| Librarian II - 40 hrs@\$48.27/2%FTE | \$0 | \$1,930 | \$1,930 |
| Sr. Library Technician - 40 hrs@\$42.63/2%FTE | \$0 | \$1,705 | \$1,705 |
| Program Manager - 40 hrs@\$57.32/2%FTE | \$0 | \$2,293 | \$2,293 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| Subtotal | \$0 | \$13,645 | \$13,645 |
| Description: The Library Director will provide overall oversight of the entire grant process. The Administrative Services Manager I will be doing the bulk of the research and ordering the van as well as completing applicable forms and grant tracking information. The Program Manager will be assisting as needed with graphic designs, outreach, creating flyers, etc. The Librarian II will be responsible for ordering the books and supplies for the vehicle as well as assisting with overall planning of outreach activities. The Sr. Library Technician will assist the Librarian II in physical set up and getting the Library With No Walls ready for community visits. | | | |
| 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 |
| Description: | | | |

| 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 |
| | \$0 | \$0 | \$0 |
| Subtotal | \$0 | \$0 | \$0 |
| Description: | | | |
| | | | |
| Supplies/Materials | | | |
| Books | \$0 | \$5,000 | \$5,000 |
| Tables | \$0 | \$300 | \$300 |
| Chairs | \$0 | \$200 | \$200 |
| Signs | \$0 | \$200 | \$200 |
| Flyers | \$0 | \$50 | \$50 |
| Literacy Kits | \$0 | \$300 | \$300 |
| Lego Kits | \$0 | \$300 | \$300 |
| Craft Kits | \$0 | \$300 | \$300 |
| Library with No Walls Ink Stamp | \$0 | \$100 | \$100 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| Subtotal | \$0 | \$6,750 | \$6,750 |
| Description: These are the supplies needed to set up the pop-up library and have a variety of materials available for people to view/use or checkout. These materials will help staff to recreate library services and programs at the remote rural locations. | | | |

| Budget Category | LSTA | Cash Match & In-Kind | Total |
|---|-----------|----------------------|-----------|
| Equipment (\$5,000 or more per unit) | | | |
| Retrofitted Van/Truck | \$100,000 | \$18,000 | \$118,000 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| Subtotal | \$100,000 | \$18,000 | \$118,000 |
| Description: This is the estimated cost of a retrofitted van or truck with bookshelves that can be opened to the outside and possibly a pull-out shade awning. This will allow us to recreate a small version of a bookmobile but also provide us to trnasprt all the kits and materials to create the pop up library. | | | |
| Services | | | |
| Decals for van on all sides | \$0 | \$2000 | \$2,000 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| | \$0 | \$0 | \$0 |
| Subtotal | \$0 | \$2,000 | \$2,000 |
| Description: We would like an appealing graphic design that designates this as the Library with No Walls, Mendocino County Library Unit, located on each side of the vehicle, so we have clear marketing and familiarity with our program when we go out. | | | |

| | | | |
|--|------------------|-----------------|------------------|
| Project Total | \$100,000 | \$40,395 | \$140,395 |
| Indirect Cost Rate Applied 0.0 % Indirect Cost | \$0 | \$0 | \$0 |
| Check one: <input 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 | \$100,000 | \$40,395 | \$140,395 |

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.

LIBRARY DIRECTOR SIGNATURE

I have read and support this LSTA Grant Application.

Mendocino County Library

Library/Organization

Library With No Walls, Mendocino County Outreach Unit

Project Name

Karen Horner

Library Director Name

Library Director

Title

Library Director Signature

Date

GRANT MONITOR SIGNATURE

I have read and approve this LSTA Grant Application.

Grant Monitor Name

Grant Monitor Signature

Date