

2008/09 LSTA – Transforming Life After 50 (TLAF) Initiative

The number of active, older adults born between 1946 and 1964 is expected to grow more than twice as fast as California's total population, increasing to 8.5 million people by 2020. However, research has shown that the current paradigm of library services for "seniors" does not match the characteristics, talents or interests of this baby boomer generation. The purpose of the Transforming Life After 50 initiative is to inspire and assist public libraries in more effectively meeting the needs and engaging the interests and resources of this growing population. The 24 libraries that have been awarded 2008/09 targeted LSTA grants to pursue a variety of promising approaches to serving and engaging baby boomers are listed below.

<u>Library/Jurisdiction</u>	<u>Award</u>
Alameda County Library	\$20,000
Berkeley Public Library	\$18,754
County of Los Angeles Public Library	\$17,000
Daly City Library	\$20,000
Fresno County Library	\$20,000
Hayward Public Library	\$19,960
Kern County Library	\$20,000
Marin County Free Library	\$18,000
Mission Viejo Library	\$7,000
Monterey Public Library	\$12,962
Orange County Public Libraries	\$20,000
Palo Alto City Library	\$14,316
Palos Verdes Library District	\$20,000
Roseville Public Library	\$20,000
San Bernardino County Library	\$20,000
San Jose Public Library	\$20,000
San Leandro Public Library	\$20,000
Santa Fe Springs City Library	\$20,000
Santa Monica Public Library	\$19,974
Solano County Library	\$20,000
South San Francisco Public Library	\$20,000
Sunnyvale Public Library	\$20,000
Torrance Public Library	\$14,800
Tuolumne County Free Library	\$19,061