CALIFORNIA STATE LIBRARY  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  
FISCAL YEAR 2016/2017 PITCH-AN-IDEA GRANT APPLICATION

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

<table>
<thead>
<tr>
<th>Applicant Information</th>
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<tbody>
<tr>
<td>1. Library/Organization</td>
<td>2. Library’s DUNS Number</td>
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<tr>
<td>Altadena Library District</td>
<td>005257506</td>
</tr>
<tr>
<td>3. Project Coordinator Name &amp; Title</td>
<td>4. Email Address</td>
</tr>
<tr>
<td>Mindy Kittay, Director</td>
<td><a href="mailto:MKittay@AltadenaLibrary.org">MKittay@AltadenaLibrary.org</a></td>
</tr>
<tr>
<td>5. Business Phone Number</td>
<td>6. Mailing Address</td>
</tr>
<tr>
<td>(626) 798-0833</td>
<td>PO Box or Street Address</td>
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<tr>
<td></td>
<td>600 E Mariposa St.</td>
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<td>City</td>
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<td>Altadena</td>
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<td>91001</td>
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**Project Information**

| 7. Project Title | Water Wise – Drought Tolerant Garden Project |
| 8. LSTA Funds Requested | $13,500 |
| 9. Cash Contributions | $300 |
| 10. In-Kind | $4,994 |
| 11. Total Project Cost | $18,794 |

12. California’s LSTA Goals (Check one goal that best describes the project)

- Literate California
- Content Creation/Preservation
- Community Connections
- 21st Century Skills
- Bridging the Digital Divide
- Ensuring Library Access for All
- 22nd Century Tools
- Information Connections

13. Number of persons served (Number of persons who use or will benefit directly from this project) 10,600

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

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

15. This signature certifies that I have read and support this LSTA Grant Application.

Library Director Name: Mindy Kittay  
Title: Director

Mailing Address (if different from above)  
City:  
Zip:  

Library Director Signature:  
Date: 6/16/16
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 info to support the project.

Altadena is an unincorporated community within Los Angeles County and Altadena Library District is an independent special district sandwiched between the city of Pasadena to the south and the San Gabriel Mountains to the north. Established in 1903, the original library was part of the Los Angeles Library system until it became an independent library system in 1926. The library’s current location (600 East Mariposa St.) was opened in 1967.

We serve a community of approximately 53,000 people with diverse ethnic background and income levels. During the 2014/2015 fiscal year, there were 350,000 visits to the library. We held 314 events with a total attendance of 10,040. As one of the only municipal services working in the community, the library holds a key role in both service and education. We have a history of working closely with the residents of our service area in developing the library’s role in the community.

Altadena Library District is working through a multi-year plan to make the library and its landscaping more energy efficient. Whenever we undertake a new step in our plan, we look to see how we can involve the community. Whether it is through community input while in development or through educational programming, we seek to make sure we are serving our community in the best way we can.

At the main branch of the district, we have converted a section of the landscape into a Water Conservation Demonstration Garden through a partnership with the Foothill Municipal Water District with grants received from the Metropolitan Water District of Southern California, the County of Los Angeles Parks and Recreation Department and the Altadena Rotary. The garden will help to save water and serves as a focal point for educational programming (as well as being a contemplative space for the community).

The installation of the Water Conservation Garden has been a process where we sought to engage and educate our community on the critical importance of water conservation and methods by which drought-tolerant gardens can be established. In fact, the installation of this garden was done using at-risk young adults working for the LA Corps. This is a critical program for us, as all communities in California are working to reduce water use, we are working within our community as both an example and an educator.

The garden serves as a real, tactile place for learning which we want to build on to educate beyond the landscape and to send saving water ideas home with our patrons. With the [i]cell Save Water Interactive Kiosk we can do just that. Seen at CLA 2015, the Kiosk is already programmed with information specific to California’s water crisis—covering subjects from how it effects the economy to the benefits of Low Flow fixtures. The Kiosk can be installed with custom programming so we can make the information more specific to the needs of the Altadena community.

The Kiosk, already installed in other libraries around the state, is an engaging learning device. It is a free-standing 93’x39’x3’ aluminum frame display with a custom-printed fabric cover and has an internal computer and 32 inch monitor. Interaction with the display consists of eight cell activation points which allows the visitor to explore different content about water conservation.

The Kiosk will be placed between the main reading area and the Children’s sections for key visibility. By installing the Kiosk in our main library building and continuing to provide educational programs about saving water, we hope to reach those in our community who may feel that water conservation message does not apply to them.
ELEMENT 3: PLANNING AND EVALUATION

Please answer each area concisely and completely. For section A-F limit 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 [i]cell Interactive Kiosk will be programmed with California-specific water conservation information and will be made available for use by all patrons of the library. The Altadena Library serves a unique niche in the unincorporated community of Altadena, even among libraries. Home to roughly 53,000 residents, there are no municipal or civic buildings for the community that offer a focal point for services. Altadena Library District is one of the only public places for community activities and programming. As such, the Library hosts over 300 community educational programs and events each year and actively looks for more ways to reach out to our community.

Over the last year, the Library has been working to install a drought-tolerant, water conservation demonstration garden on its grounds. Working with the Foothill Municipal Water District and using grants awarded by local organizations, the garden is just about ready to be opened to the public. The Library is committed to becoming more energy efficient, including more water-wise. The installation of the Demonstration Garden helps us to lead by example and to engage the community through educational events about the importance of water conservation. Events have ranged from installing a drought-tolerant garden to tips on water saving at home.

The [i]cell Interactive Kiosk would give the Library an opportunity to continue the work we’ve been doing with our water conservation garden. In fact, our programming surrounding the garden installation would be ending just as we would be installing the Kiosk. As California’s drought is estimated to continue for the foreseeable future, the [i]cell Save Water Interactive Kiosk will be an on-going way in which we can communicate with our community about water conservation. In addition, we will be expanding our collection to include updated materials about water conservation, drought-tolerant gardens, and other means to save water. We want to make the Library the primary source for our community for learning how to save water in our semi-desert climate.

C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.
• Interactive information kiosk will be installed for the use of library patrons.
• Significant increase of water conservation materials in the Library collection.
• Three community events with expert speakers
• Quarterly education events with adjacent Girl Scout facility—Camp Mariposa

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)

We anticipate that approximately 20% of the community (10,600 people) will have exposure to the [i]cell Save Water Kiosk and to the related events. Thirteen percent of our community have checked out an item from the Library in the last twelve months. Additional people visit the library for our resources. The average number of attendees to our events is 25. Taken all together, we estimate our outreach will be one-fifth of our service community.

Outcomes will be measured in several ways. The computer within the Kiosk monitors usage and can give daily/weekly/monthly reports. Each activation area (cell location) gets counted for each unique activation which allows us to see the information people have been interested in. In addition, each event will be audited for number of attendees. We conduct an exit survey for all of our programs (Attachment C). With all the data we collect, we can provide comprehensive reports about the outcome and successes of the [i]cell Save Water Interactive Kiosk and the events in conjunction with it.

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

This project will only need incidental funds to be supported after the original grant is used and will come from the Altadena Library’s general budget. Updated or original programming for the Kiosk, which is expected to run for years, can come from the Library’s staff.

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: Description: The Library will schedule three events—one each quarter over nine months—to provide the community an opportunity to learn more about water conservation. We will have expert speakers (fee is generally about $150) who work in landscape and water conservation in our area. Speakers we would like to have visit are: Tim Brick, Managing Director of the Arroyo Seco Foundation which works to preserve this important natural landscape adjacent to Altadena; and, Melanie Winter, Director of Water LA, a local land-use group that seeks to better use the water that LA uses. These are only two suggestions for speakers. We have a list of nearly 10 speakers/events that we would like to host.

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: With a budget of $1,000, we will enhance the Library’s collection of topic-related materials, including books and other media. We will purchase material that is related to water conservation, drought-tolerant gardening, and similar environment-saving topics.

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: NA

4. Procurement - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. (Provide a description)

Description: NA
# ELEMENT 4: 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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>Installation of Kiosk</td>
<td>X</td>
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<td>Purchase of materials</td>
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<td>Girl Scout Camp Events</td>
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<td>X</td>
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ELEMENT 5: BUDGET

The budget should clearly identify the amounts requested and from what sources.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contribution</th>
<th>In-Kind</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries/Wages/Benefits</strong></td>
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<td>Director (15 Hours) $81.27/hour, FTE 1%</td>
<td>$0</td>
<td>$0</td>
<td>$1,200</td>
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<td>IT Manager (40 Hours) $57.24, FTE 2%</td>
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<td>Public Services Director (20 Hours) $54.18, FTE 1%</td>
<td>$0</td>
<td>$0</td>
<td>$1,084</td>
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<td>Collection Devl. Mgr. (8 Hours) $49.77, FTE 0.5%</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<td>$4,974</td>
<td>$4,974</td>
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</tbody>
</table>

**Description:** Library Director will oversee purchase and installation of the unit and will provide oversight of the grant and all reporting. IT Manager will oversee the technology of the unit and will learn the skills to modify and adapt the unit in the future. Library's Public Services Director, will schedule and oversee the planning and implementation of the programming related to the grant program. is the Collection Development Manager and she will select and purchase additional items for the collection in regards to the grant.

<table>
<thead>
<tr>
<th>Equipment ($5,000 or more per unit)</th>
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<tbody>
<tr>
<td>[i]cell Interactive Kiosk</td>
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<td>$12,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
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<td>$0</td>
<td>$0</td>
<td>$12,000</td>
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</tbody>
</table>

**Description:** [i]cell Save Water Interactive Kiosk is a fun and user friendly display interactive and media tool. The 6”x6” [i]cells light up when triggered by the wave of a hand. When a hand is placed close to a cell’s location, the cell “senses” the change in the environment without being physically touched and “activates” by lighting up and sending a signal to an internal PC. The PC starts a programmed function specifically tied to that cell location. The Kiosk is pre-programmed with water conservation content already developed. The price includes tax, shipping, installation, and customization.

<table>
<thead>
<tr>
<th>Library Materials</th>
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<tbody>
<tr>
<td>Collection enhancement about water conservation</td>
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<td>$1,000</td>
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<tr>
<td>Books and Other Materials (DVD)</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td>$1,500</td>
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<td>$1,500</td>
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</table>
**Description:** With the additional funds, the Library will be filling out its collection with books and other materials about droughts, water conservation, drought-tolerant gardening, and similar materials.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA Contribution</th>
<th>Cash Contribution</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
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<tr>
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<td><strong>Subtotal</strong></td>
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**Description:**

<table>
<thead>
<tr>
<th>Budget Category</th>
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<th>Total (B+C+D = E)</th>
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<td>Travel</td>
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<td><strong>Subtotal</strong></td>
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**Description:**

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<thead>
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<th>Budget Category</th>
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<th>Cash Contribution</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
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<tr>
<td>Supplies/Other</td>
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<td>$300</td>
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<tr>
<td>Publicity Materials/Signage</td>
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</table>
**Description:** Printing of signs, handouts and posters and highlighted in Monthly Newsletter for two months.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contribution</th>
<th>In-Kind</th>
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</tbody>
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**Description:**

<table>
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<tr>
<th>Project Total</th>
<th>$13,500</th>
<th>$300</th>
<th>$4,974</th>
<th>$18,774</th>
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</thead>
<tbody>
<tr>
<td>Indirect Cost Rate Applied</td>
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<tr>
<td>Indirect Cost</td>
<td>$0</td>
<td>$0</td>
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</tbody>
</table>

Check one:

- [ ] No Indirect
- [ ] Federally negotiated indirect cost rate *
- [ ] Indirect proposed cost rate *

* please attach supporting documentation if required

**Description:**
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.

Altadena Library District
Library/Organization

Water Wise – Drought Tolerant Garden Project
Project Name

Mindy Kittay
Library/Director Name

Director
Title

Library Director Signature

Date

file:mepp/tas/announcapps/dinsti/1617

10
Element 6: ATTACHMENTS

A. [i]cell Interactives Summary

[i]cell Interactives Summary

[i]cell Interactives is a fun and user-friendly display interactive and media tool that can be used with a variety of content and programmed to have a variety of behaviors. This Summary provides an overview of the technology and gives a basic understanding of how it works.

The 6”x6” [i]cells light up when triggered by the wave of a hand, responding to electrostatic sensitivity through the air, and send a signal to a computer. This unique quality of the technology allows the cells to be placed behind a variety of surfaces, such as fabric, acrylic or glass. A graphic printed or overlaid on a translucent surface completes the system and helps guide the visitor to the content.

Basic Functionality

When a hand is placed close to a cell’s location, the cell “senses” the change in the environment without being physically touched and “activates” by lighting up and sending a signal to a PC. The PC starts a programmed function specifically tied to that cell location. The function can be a static image shown on the screen for a predetermined period of time. It can be a video, which would then start to play. In either case, a person could leave the image or interrupt the playback by activating another cell giving them self-directed, non-linear control over the content. They go where they want to go based on their own interests and pace, the menu of content always available to them.

Selecting the same cell location while its video file is running will <pause> the playback. Selecting again will release the pause and the video will continue. Other functions could be the playing of an image with a separate sound file, a lone image, a lone sound, a combination image and video with additional triggers, as well as a range of other possible functions.

When the display is not being interacted with, an “attract loop” will play by default to encourage people to use it. The cells flash randomly while a video is looped continuously until someone interacts with a cell.
B. Staff position descriptions

**Mindy Kittay**, Director – will oversee purchase and installation of the unit.

**Christopher Kellermeyer**, IT Manager – will oversee the technology of the unit and will learn the skills to modify and adapt the unit in the future.

**Ryan Roy**, Public Services Director – will schedule and oversee the planning and implementation of the programming related to the grant program.

**Laureen McCoy**, Collection Development Manager – will select and purchase additional items for the collection in regards to the grant.
C. Sample Event Exit Survey

PROGRAMS SURVEY
The Altadena Library staff is working hard to provide programs of interest to our communities at convenient times. Please assist us in our planning by completing this brief survey about library programs.

Name of Program: ____________________________

Date: _______________ Age: [ ] Male [ ] Female [ ] Zip Code _______________________

What time of week/day do you prefer to attend library programs? Select all that apply.

- Weekends
- Mornings
- Evenings
- Weekdays
- Afternoons

Is there a specific time you prefer?

What type of programs would you most likely attend in the future? Select all that apply.

- Author Talks
- Finances
- Music/Art Appreciation
- Cooking
- Environment/Nature
- Home Improvement
- Gardening
- Genealogy/Family History
- History
- Travel
- Computer Knowledge
- Current Affairs
- Health & Wellness
- Theater/Drama
- Fashion
- Parenting
- Unemployment/Job Assistance
- Tech/Computer Training
- Self-help
- Environment/Nature
- Genealogy/Family History
- History
- Computer Knowledge
- Theater/Drama
- Fashion
- Unemployment/Job Assistance
- Tech/Computer Training
- Other Type of Program?

How did you hear about the most recent program that you attended?

- Library website
- Library staff member
- Social Media (Twitter, Facebook, etc.)
- Library email
- Library flyer or book display
- Program brochure
- Other (please specify):

Is this the first time you have attended an Altadena Library program?

- Yes [ ]
- No [ ]

Overall, how would you rate the program? [ ] Poor [ ] Fair [ ] Good [ ] Excellent

Rate the program’s usefulness or enjoyment value: [ ] Poor [ ] Fair [ ] Good [ ] Excellent

Would you come to another program at or presented by the Library? [ ] Yes [ ] No

What do you love to do? What are you passionate about? Would you be interested in sharing what you know by teaching it to your neighbors to the community?

__________________________________________

Would you like to receive future e-newsletters about upcoming library events? If so, please provide your email ________

If you would like to speak with the Director please leave your preferred contact info: