

**CALIFORNIA STATE LIBRARY
FISCAL YEAR 2015-2016
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
PITCH AN IDEA GRANT APPLICATION**

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

Applicant Information

- | | |
|--|---|
| <p>1. Library/Organization
Alameda Free Library</p> <p>3. Internet Web Site Address
www.alamedaca.gov/library</p> <p>4. Project Coordinator Name & Title
Cosette Ratliff/Supervising Librarian - Adult Services</p> <p>6. Business Phone Number
510-747-7716</p> <p>8. Mailing Address
PO Box or Street Address
1550 Oak St.</p> | <p>2. Library's DUNS Number
07-392-8111</p> <p>5. Email Address
cratliff@alamedaca.gov</p> <p>7. Fax Number
510-865-1230</p> <p>City
Alameda</p> <p>State
CA</p> <p>Zip
94501</p> |
|--|---|
9. **Check the Appropriate Library Type**
- | | | | | |
|--|-----------------------------------|-------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> Public Library | <input type="checkbox"/> Academic | <input type="checkbox"/> K-12 | <input type="checkbox"/> Multi-Type | <input type="checkbox"/> Special/Other |
|--|-----------------------------------|-------------------------------|-------------------------------------|--|

Project Information

10. **Project Title** Libraries Outside
11. **LSTA Funds Requested** \$2,100
12. **Cash Contributions** \$1,690
13. **In-Kind** \$8,017
14. **Total Project Cost** \$11,807
15. **California's LSTA Goals** (*Check one goal that best describes the project*)
- | | | |
|--|--|---|
| <input type="checkbox"/> Literate California | <input type="checkbox"/> Content Creation/Preservation | <input checked="" type="checkbox"/> Community Connections |
| <input type="checkbox"/> 21 st Century Skills | <input type="checkbox"/> Bridging the Digital Divide | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 nd Century Tools | <input type="checkbox"/> Information Connections | |
16. **Number of persons served** (*The number of persons who use or will benefit directly from this project*) 400
17. **Primary Audience for project** (*Select all that apply.*)
- | | |
|--|--|
| <input checked="" type="checkbox"/> Adults | <input 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 type="checkbox"/> Senior Citizens |
| <input type="checkbox"/> Library Staff, Volunteers and/or Trustees | <input checked="" type="checkbox"/> Statewide Public |
| <input checked="" type="checkbox"/> Low Income | <input checked="" 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 checked="" type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input checked="" type="checkbox"/> Young Adults and Teens |
18. **This signature certifies that I have read and support this LSTA Grant Application.**

Library Director Name: Jane Chisaki **Title:** Library Director

Mailing Address
(if different from above) _____ **City** _____ **Zip** _____

Library Director Signature: _____ **Date:** _____

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY (please see application instructions for additional information)

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.

Alameda is an island city in the San Francisco Bay, connected to the west side of Oakland by three bridges and two tunnels (tubes) under the Bay. The Alameda Free Library serves the over 75,000 City population and, through policy, all residents of the State of California. Many Library users come from the overcrowded areas of Oakland.

The Alameda Free Library seeks to make connections throughout our entire community, not just with those customers who walk through our door. We intend to provide meaningful programming that meets our goals of sharing thoughts and ideas, stimulating thinking and expanding knowledge (Goals 3 and 9 – Alameda Free Library Strategic Plan 2014-2019).

In determining the need for this project, planners used information from the City of Alameda Community Needs Assessment completed in 2012, the California Health Interview Study (UCLA, 2001), the Alameda County Human Impact Budget Report, the Generation M report from the Kaiser Family Foundation (2005, 2006) and reports from the Children and Nature Network. These, and many other, reports show that approximately 50% of California adults are overweight or obese, as are children and teens at an alarming rate. Further they show that most adults do not get enough exercise and our children are spending near 60 hours per week engaged with electronic media and that both children and adults have been scared inside and away from nature by many differing forces. Numerous reports have been written about the direct links between being outdoors (playing, learning, exploring) and cognitive growth, mental and physical health, family and social bonding and public policy and environmental stewardship and these were taken into account in proposing the project.

In partnership with East Bay Regional Parks, the California State Parks and the National Park Service, the Alameda Free Library intends to provide day packs that customers could check out and take onto area trails for the check out period. These day packs, filled with trail guides for the different parks (regional, state and national), binoculars, nature guides and activities for families and children would provide a "first step" for customers who want to get outdoors, but don't really know where to start.

To address changing demographics of our area, materials in Spanish and Chinese would be supplied by our parks partners whenever possible as well as general resources for those with sight, hearing or physical differences (where to find wheelchair accessible trails, assistive hearing devices etc). Special activity guides for children, including Jr. Ranger type activities would also be included by our partner parks.

Each of our partner parks will provide at least one formal presentation either in-Library or in-Community, during the grant period, focusing on one of their parks and/or ways for individuals and families to impact the parks and their own health and set the stage for further life-long learning opportunities. Library Work Days in the parks will provide volunteer opportunities for families and individuals to further interact with the outdoors in a controlled setting.

The Children's Outdoor Bill of Rights will be a major component of these packs. Information about the Children's Outdoor Bill of Rights will be provided at each presentation, Library Work Day and in each of the packs. It will also be featured on the Library website and in poster form within the libraries. The Children's Outdoor Bill of Rights was created by the California Roundtable on Recreation, Parks and Tourism to combat youth detachment from outdoor activities, lack of physical exercise and increased health risks. The COBR recommends a fundamental list of 10 experiences that every child in California would benefit from experiencing, before entering high school. Of these 10 activities, we will focus on 3, Explore Nature, Follow a Trail and Connect With the Past, through our programs, workdays and through the circulation of the packs themselves. Numerous studies document that children who do these things are healthier, do better in school, have better social skills and self-image, and lead more fulfilled lives.

We will measure the success of our project through the use of evaluations included in the day packs and turned in when customers return their pack (staff created), currently used evaluations at each of the presentations and Library Work Days, on-line quick surveys and other measurements as created by park staff. We will consider the project a success if a turnover rate of the day packs exceeds 7, if participation at presentations and Library Work Days exceeds 300 and, through survey responses, if at least 80% of customers participating state that they have learned more about the parks, and the part being outdoors plays in their lives.

We believe that this project will be successful, based, in part, on the feedback we've received about our "pilot" pack that has been in circulation since February of this year. This pack has many of the items we are requesting in this grant. It has been checked out 7 times and there is a current wait-list.

ELEMENT 3: PLANNING AND EVALUATION (please see application instructions for additional information)

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)

Institutional Capacity

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

Information Access

- Improve users' ability to discover information
- Improve users' ability to obtain information resources

Lifelong Learning

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

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

Employment & Economic Development

- Improve users' ability to use resources and apply information for employment support
- Improve users' ability to use and apply business resources

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 Alameda Free Library will provide daypacks filled with maps, nature guides, binoculars and information for our Regional, State and National Parks. These packs will allow customers of all ages, many linguistic backgrounds and differing abilities to easily find their way into the great outdoors where they will be able to relax in, learn about and enjoy the beautiful places that surround us

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

20 day packs will be created. Of these 20, 14 will be housed at the Main Library, 3 at the Bay Farm Island Branch, and 3 at the West End Branch. All packs will have a set of nature guides, a star guide, binoculars, firstaid kit, and a set of "consumables" such as trail maps, Junior Ranger activities and information about the different parks.

Additionally, a minimum of three programs will be presented by park personnel that will help familiarize customers with the park resources nearby, how the community can provide stewardship of the parks and other resources for learning and enjoyment.

At least 100 people will participate in special presentations, held at the Library or in the community, that will provide them with in-depth information on some of the parks surrounding us. This will be measured by the number of participants at the programs and quantified by program evaluations.

A bulletin board will be created for placement in the Main Library. This board will have information about the packs, the Children's Outdoor Bill of Rights, local Healthy Parks Healthy People guided trail walks, upcoming presentations and other related events. Seven FaceBook ads and three local newspaper ads will be purchased to market the project and we will seek pro bono ads through our parks partners and local transit providers (BART, Alameda County Transit)

We will create an initial run of 500 Children's Outdoor Bill of Rights bookmarks that will include information about Libraries Outside on one face.

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)

80% of customers who check out a day pack will become more familiar with the variety of parks that are available in the Bay Area, and the part being outdoors plays in their wellbeing, by the end of the project. This will be measured through in-person feedback and surveys completed by those who check out the day packs.

20% of customers who either come to the presentations or check out day packs will also participate in volunteer service days at at least one of our partner parks.

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

We have budgeted for replacement packs at each level in this grant request and, so, should not need further funding for an anticipated three years. However, funding for replacement materials will be built into our Adult Services programming budget (provided by the Friends of the Alameda Free Library) beginning with the 2016 budget year.

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).

- I. **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.

Description: Customers will be provided with

- 1) at least three formal presentations by park personnel. These presentations will provide information on specific parks, how customers can impact the parks and/or other relevant issues.
- 2) the opportunity to get hands-on experience in a park setting by working as a volunteer for the parks. We intend that these "work days" will be held at all three levels of parks. Work days will be scheduled in cooperation with and supervised by our partner parks

- II. **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.

Description: The library will purchase, equip and make circulating 20 day packs. Packs will include a pair of binoculars, a set of 5 nature guides, a star guide, a first aid kit and materials provided by our parks partners. Cataloging for these packs will be done in-house and check out time will mirror our regular check out of three weeks.

- III. **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)*
 - 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:

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

Description:

ELEMENT 4: GRANT TIMELINE/ACTIVITIES (please see application instructions for additional information)

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.

Activity	2015/2016											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Presentation by National Park Service - Juan Bautista de Anza Trail	X											
Purchase/acquire and catalog materialS. Assemble packs. Train Volunteers and Staff.	X	X										
Kick-off event at Concert in the Cove with East Bay Regional Parks		X										
Library Work Day - East Bay Regional Parks			X									
Presentation by East Bay Regional Parks				X								
Film Series -National Parks: America's Best Idea, by Ken Burns					X	X						
Presentation by National Park Service - Pinnacles National Park							X					
Library Work Day - National Park Service								X				
Presentation by California State Parks									X			
Library Work Day - California State Parks										X		
Finale event - potluck in an Alameda City park											X	
Create user surveys, advertising and promotional pieces	X	X	X	X	X	X	X	X	X	X	X	
Administer user surveys		X	X	X	X	X	X	X	X	X	X	
Review Survey results and evaluate outcomes												X

ELEMENT 5: BUDGET (please see application instructions for additional information)

The budget should clearly identify the amounts requested and from what sources. (please do not unlock the application form, if additional space is needed contact Mickie Potter at mickie.potter@library.ca.gov)

Budget Category	LSTA	Cash Contributions	In-Kind	Total
Salaries/Wages/Benefits				
Cataloger wages, 40 hours @ 23.38/hr	\$0	\$0	\$935	\$935
Cataloger benefits 20% salary 40 hours	\$0	\$0	\$70	\$70
Project director wages, 120 hours @ \$48.70 per	\$0	\$0	\$5,844	\$5,844
Project Director benefits 20% salary for 120 hours	\$0	\$0	\$1168	\$1,168
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$8,017	\$8,017

Description: Project Director 10 hours per month over 12 months to purchase and assemble packs, train Volunteers and Staff, push out marketing, present project at local civic group/Friends/Foundation and Library Board meetings, maintain contact with partners to schedule presentations and workdays, administer user surveys and work with Volunteers to continually replenish consumables in the packs.

Cataloger 2 hours per pack @ 20 packs. Original cataloging for the titles ordered, binoculars, packs and first aid kits (all expected to be ordered through Amazon)

Equipment (\$5,000 or more per unit)	LSTA	Cash Contributions	In-Kind	Total
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Library Materials	LSTA	Cash Contributions	In-Kind	Total
Libraries Outside - Pack Materials	\$1,784	\$0	\$0	\$1,784
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$1,784	\$0	\$0	\$1,784

Description: 20 lightweight foldable daypacks such as the HIKPRO daypack from Amazon at \$20@. 6 each for Regional, State and National parks (5 active and 1 backup per set + 2 extra packs for expansion for differently abled customers) = (\$400)

20 sets binoculars, one per pack, 1 back up per set and 2 for expansion (\$260)

20 sets nature guides (Pacific Coast Tree Finder \$4.95@, Track Finder \$5.95@, Pacific Coast Mammals \$6.95@, Pacific Coast Bird Finder \$7.00@ and Night Sky Guide \$6.95@ One bulletin board to house information on the packs, upcoming events, guided walks in our partner parks etc \$43.00 = (\$683).

20 medical kits (1 per active pack, 1 backup per st and 2 for expansion) as found on Amazon.com. These are a consumable. (\$420)

21 Mylar Emergency Thermal Blankets to supplement the medical kits (\$21).

Operating Expenses: Consultant Fees	LSTA	Cash Contributions	In-Kind	Total
	\$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	\$0

Description:

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
Operating Expenses: Travel				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Operating Expenses: Supplies/Other				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Cardstock for bookmarks, fliers etc - 1 ream	\$16	\$0	\$0	\$16
Advertising (FaceBook \$5 per (7), newspaper \$88 per (3))	\$300	\$0	\$0	\$300
50 Trail guides & other printed park materials from partner	\$0	\$1,000	\$0	\$1,000
Refreshments for presentations	\$0	\$90	\$0	\$90
Subtotal	\$316	\$1,090	\$0	\$1,406

Description: One ream cardstock for printing COBR bookmarks as consumable.
Seven FaceBook ads at \$5.00 per and 3 newspaper ads at \$88.00 per.
Refreshments provided through Friends of the Alameda Free Library programming funds.

Operating Expenses: Contracted Services				
Presentation by National Park Service	\$0	\$200	\$0	\$200
Presentation by California State Parks	\$0	\$200	\$0	\$200
Presentation by East Bay Regional Parks	\$0	\$200	\$0	\$200
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$600	\$0	\$600

Description: Presentation provided by partner parks. \$200 per presentation is the usual rate for our programming.

Project Total	\$2,100	\$1,690	\$8,017	\$11,807
Indirect Cost Rate Applied 0 % Indirect Cost	\$0	\$0	\$0	\$0

Check one: (please see application instructions for additional information)

No Indirect Federally negotiated indirect cost rate * Indirect proposed cost rate *

* please attach supporting documentation if required

Description:

Grand Total	\$2,100	\$1,690	\$8,017	\$11,807
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ELEMENT 6: ATTACHMENTS (please see application instructions for additional information)

If you have additional resources that support your grant, please attach after this page

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2015/16
(please see application instructions for additional information)

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.

Alameda Free Library
Library/Organization

Libraries Outside
Project Name

Jane Chisaki
Library Director Name

Library Director
Title

Library Director Signature

Date

Libraries Outside – Supporting documents

Links to Studies –

Reconnecting Children to nature – <http://www.education.com/reference/article/reconnecting-children-nature-priority/?page=2>

Nature Deficit Disorder: a plague on our house – <http://www.education.com/reference/article/nature-deficit-disorder-plague-our-house/>

California Health Interview Survey 2001 - http://ucla-dev-web01.reliam.com/publications/Documents/PDF/Hlth_CAs_RT062906.pdf

Kaiser Permanente, Facts About Kids and Fitness, 2003 – www.kp.org/toyourhealth/hottopics/kidsports/facts.html

California Park & Recreation Society, Leading to Promote Health & Wellness - <http://www.cprs.org/membersonly/Health&Wellness.pdf>

California Roundtable on Recreation, Parks and Tourism , Children’s Outdoor Bill of Rights - http://www.calroundtable.org/Copy_of_cobor.htm

Alameda County Human Impact Budget – www.acgov.org/hib/

City of Alameda Needs Assessment -

http://alameda.granicus.com/MetaViewer.php?view_id=2&clip_id=1036&meta_id=36809

Contacts –

North Olympic Library System, Explore Olympic Pack – Project directors Erin Shield (eshield@nols.org) and Theresa Tetreau (ttetreau@nols.org). e-mails attached + phone conversation.

Washington County Public Library System, Damascus Branch, Appalachian Trail day pack– Branch Manager Melissa Watson (mwatson@wcpl.net) (276) 475-3820

National Park Service –

Ray Murray – Chief, Partnerships, Pacific West Region

John Dell’Osso – Point Reyes National Seashore

Michele Gee – Golden Gate National Recreation Area

Veronica Johnson – Pinnacles National Park

Hale Sargent – Juan Bautista de Anza National Historic Trail

Carlos Arreglo – San Francisco Maritime National Historic Park

Kelli English - Rosie the Riveter/WWII Home Front National Historic Park & John Muir National Historic Site

East Bay Regional Parks –

James Frank – Mobile Education Program Coordinator

Sharol Nelson-Embry – Supervising Naturalist

Other Resources –

Last Child in the Woods by Richard Louv

How to Raise a Wild Child by Scott D. Sampson

Resources still in progress –

California State Parks

Healthy Parks Healthy People

Exploded view of our current “pilot” pack that has circulated 7 times since February –

